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PO Box 100316, Denver, CO 80250-0316 • 303-867-0614

ARCHBISHOP'S CATHOLIC APPEAL
ID#: CCD-1014174
Rainold Family Foundation
8084 S Albion St
Centennial, CO 80122-3901

Parish: _____
Phone: _____
Email: garainold3@gmail.com

All gifts, including properties and securities, are tax deductible. Please use the enclosed envelope to mail today.
To invest in the future of our faith, please contact The Catholic Foundation (303-468-9885) to designate the Archdiocese of Denver or a parish in a gift, will, or estate plan. God bless you.

ACA-M1 M1

2018 APPEAL PLANS

5 MONTHLY PAYMENTS
☐ \$1,600
☐ \$1,400
☐ \$1,200
☐ Other _____

TOTAL PAID _____

Reminders for _____
☐ CHECK # _____
The Archdiocese of Denver
recurring gift

Most Reverend Samuel J. Aquila, S. T. L.
Archbishop of Denver
Archbishop's Catholic Appeal
PO Box 100316
Denver, CO 80250-0316

PRAYER CARD

Dear Archbishop Aquila,

Thank you for remembering the benefactors' special prayers during a Mass in recognition of the sacrifices made on behalf of our local parishes and the archdiocese. Please remember the following in prayer:

☐ In memory of: ☐ For: ☐ Special anniversary/occasion: ☐ Other: _____

This Prayer Request Card may be submitted alone or with your Archbishop's Catholic Appeal pledge card using the reply envelope.

ARCHBISHOP'S CATHOLIC APPEAL
ARCHDIOCESE OF DENVER

PO Box 100316
Denver, CO 80250-0316
Address Service Requested

John Q. Sample
Gabriel Group
3190 Rider Trail South
Earth City, MO 63045-1518

FROM: _____

☐ CHECK HERE FOR ADDRESS CHANGE

Most Rev. Samuel J. Aquila, S.T.L.
Archbishop of Denver
Archbishop's Catholic Appeal Office
PO Box 100316
Denver CO 80250-0316

Q: I donate to the Archbishop's Catholic Appeal every year, so why am I asked to increase my gift?

A: There are many ministries that face increased demands for services every year. For example, the number of women in their sixties or older who are experiencing homelessness continues to escalate, not to mention the ever-increasing costs to educate our seminarians. It is my hope that the additional sacrifices from our faithful will help offset the surge in costs.

Q: Why should I consider a monthly recurring gift to the Archbishop's Catholic Appeal?

A: Both the donor and the archdiocese benefit from monthly recurring gifts. For you, the process is easy, convenient, and you will receive fewer philanthropic requests. The size of your gift grows significantly over a twelve-month period and you can increase, pause, or stop your monthly donation at any time. The archdiocese benefits by witnessing a reduction in postage and administrative costs, while ensuring a consistent monthly cash flow throughout the year.

Q: How much does it cost to conduct the Archbishop's Catholic Appeal?

A: Thanks to streamlined efforts, the total operating costs associated with last year's Appeal were only 5.3%. As a result, more than 94 cents of every dollar raised was invested in archdiocesan ministries. What a remarkable testament to the practice of Christian stewardship. The overhead costs for the 2018 Appeal are expected to remain unchanged.

Archbishop's Catholic Appeal 2017 Results \$9,600,000

Catholic Charities 20.1%	3.2% Cathedral Basilica of the Immaculate Conception
Religious & Ordained Ministries (seminaries) 16.1%	3.1% Social Development & World Peace
Evangelization & Family Life 10.8%	2.5% Campus Ministry
Other Grants 10.3%	2.0% Parish Emergency Assistance
Catholic Communications 8.9%	0.8% Camps & Outdoor Science Education
Development, Marketing & Fundraising 7.3%	0.5% Support & Administrative Expenses
Religious Education & Schools 7.2%	0.5% Catholic Schools Assistance Fund
Spiritual & Pastoral Concerns 6.4%	

Q: What ministries does the Archbishop's Catholic Appeal support?

A: The Archbishop's Catholic Appeal funds nearly forty archdiocesan programs. A partial listing includes:

- Archdiocesan Archives
- Black Catholic Ministry
- Catholic Charities
- Catholic Deaf Community
- Centro San Juan Diego
- Child and Youth Protection
- Hispanic Ministry
- Hmong Catholic Community
- Kateri Catholic Community
- Liturgy Office
- Natural Family Planning
- Office of Catholic Schools
- Parish Support Services
- Permanent Diaconate
- Redemptoris Mater Missionary Seminary
- Religious Education and Pastoral Care for Persons with Developmental Disabilities
- Respect Life Office
- Rural Life Ministry
- Saint John Vianney Theological Seminary
- Social Ministry
- Totus Tuus
- Tribunal
- Vocations
- Youth Ministry

"Practicing charity is the best way to evangelize."
— Pope Francis, January 24, 2013 —

As Christians, we are called to share our blessings with the needy and to tithe.

A tithe is a donation of 10% of one's annual earnings in support of the Church or other charitable causes. One formula suggests donating 5% of our annual income to our parish, 3% to other charities, and 2% to the archdiocese through a gift to the Archbishop's Catholic Appeal.

Please use the table below as a guide in determining your Appeal donation.

May our Lord bless you for your gift offered in his name.

Annual Income	2% Appeal Gift	12 Recurring Monthly Payments
\$25,000	\$500	\$42
\$50,000	\$1,000	\$84
\$75,000	\$1,500	\$125
\$100,000	\$2,000	\$167
\$125,000	\$2,500	\$209
\$150,000	\$3,000	\$250
\$175,000	\$3,500	\$292

This year will mark your 30th* year of supporting the Appeal.

the Archbishop's Catholic Appeal which has become a powerful expression of our love for God that is service to his people...especially those in need. In 2014, Pope Francis remarked, "...by loving and helping serve Christ."

heart of Christianity. As a family of faith, we can be proud of what has been accomplished through our city to the Appeal. For example, your previous gift of \$58,000 helped:

- in lives of 36,000 individuals through religious education,
- ademic studies and spiritual formation of 60 Denver seminarians,
- r Catholic School System which educates and forms nearly 9,000 students,
- 000 nights of shelter to the homeless, and
- 0 meals to the needy and low-income children in daycare.

ore stories of triumph can be added to this brief list. But the point is clear: ongoing Appeal donations are e to continue providing charitable, educational, and pastoral services.

archden.org/donate and consider renewing your gift in the Choirs of Angels Giving Society at the Seraphim assure that the good works we perform will reach even more of God's people. If you prefer to donate by check, pledge card and reply envelope. Be assured that your gift will return to you as a blessing.

our generosity. May our Lord bless you with his peace and profound joy.

ately yours in Christ,

d Samuel J. Aquila, S.T.L.
f Denver

ful contributor who supported the works of the Church at a truly remarkable level in the past, I am most grateful. vious sacrifice bore witness of your desire to lead others to Christ. It is my hope that this year you will renew your ment in the Choirs of Angels Giving Society at the Seraphim level through a gift of \$50,000 or more. May our heavenly estow his blessings on you and your loved ones for your willingness to help nourish his Church. Thank you.

g history records begin in 1988.

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Phone: 303.867.0614

ARCHDIOCESE OF DENVER

First teaming up in 2016, the Archdiocese of Denver and Gabriel Group forged a partnership that prioritized strategic changes that have, now three years later, proven to break barriers and shatter expectations.

Gabriel Group was brought in to assist the Archdiocese with the Archbishop's Catholic Appeal (ACA), its annual fund campaign that was struggling to reach its full potential. With the recommendation to enhance personalization and establish more aggressive gift arrays, Gabriel Group stepped in to make an immediate difference. As the relationship grew, GG also proposed the creation of a \$1,000 mid-level giving society — The Guardian Angel Society — in an effort to increase average gift size as well as provide a pipeline of major donors to the Archdiocese. Response to the Guardian Angel Society was overwhelmingly positive, significantly increasing the number of donors at the \$1,000+ level.

In 2018, three new influential strategies were implemented that tremendously enhanced the ACA:

- The Guardian Angel Society was expanded into the Choir of Angels based on the celestial hierarchy of angels. It included nine levels of giving named for each of the nine levels of angels, from Guardian Angel at the \$1,000 level to Seraphim at the \$50,000+ level.
- The 2018 campaign actively promoted monthly giving to support the ACA. Monthly sustainer gifts grew from 30 the previous year to more than 900 in 2018. Additionally, many of the monthly donors gave \$84/month to be recognized in the Choir of Angels at the Guardian Angel level.
- To illustrate the impact of donor support from the Choir of Angels donors, the campaign's other loyal supporters and particularly the many consecutive-year donors (2,700 donors had given in 25+ consecutive years), the Archdiocese published its first Mid-Year ACA Impact Report. Depending on their current donation status, recipients received various letters and response forms. Three weeks after the drop, response to the report had generated more than \$400,000 from 2,200 donors.

The Archdiocese set a bold goal to reach \$10.106 million in fundraising from the ACA in 2018. The campaign closed out on February 28, 2019, raising a grand total of \$10,261,868 — exceeding the Archdiocese's "stretch goal" by more than \$150,000 and bringing support over the \$10 million mark for the first time in the ACA's history!