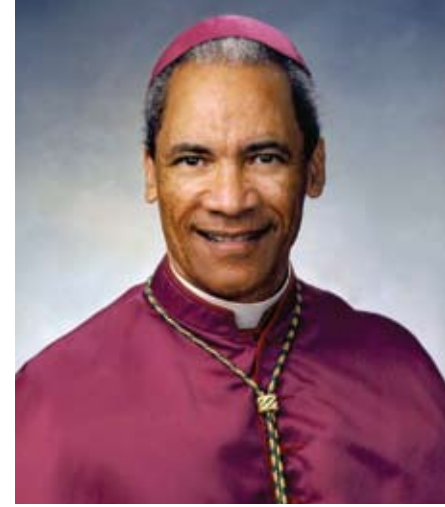


**MOST REVEREND JOHN H. RICARD, S.S.J.,
BISHOP OF PENSACOLA-TALLAHASSEE**

“‘Sharing the Vision’ has given our parishes more defined direction and given our diocese a comprehensive pastoral focus. I am committed to implementing the hard work of the people of our church. These goals enable us to open the treasure of our faith to Northwest Florida and bring its people to Christ. Together, let’s build on the gifts God has bestowed on us, doubling his investment in us. Join me in making our pastoral plan a reality and let us continue to build up the Body of Christ.”



**ERIC NICKELSEN, GROWING IN FAITH CAMPAIGN
GENERAL CO-CHAIRMAN**

“‘Growing in Faith’ will help to fund our Diocesan Strategic Plan. Through the use of best practices, a culture of excellence in temporal affairs, and healthier finances, greater numbers of people will be engaged in deeper and more meaningful ways in the Church, actively witnessing and advancing its mission.”



**JOHN KOELEMIJ, GROWING IN FAITH CAMPAIGN
GENERAL CO-CHAIRMAN**

“St. Ignatius defined ‘community’ as people working together for something that demands mutual trust, dedication, and a willingness to pass on to future generations a ‘good’ that they have received and enriched. That ‘good’ is the treasure of our faith – our spirituality embodied in the Catholic Church. ‘Growing in Faith’ will help to ensure a vibrant Catholic community for future generations in Northwest Florida.”



**REVEREND MONSIGNOR LUKE HUNT,
CHAIRMAN, PRIEST DEVELOPMENT COUNCIL**

“This is a tremendous opportunity to make a difference. Each individual’s gifts and personal involvement are essential to the very life and mission of the Christian community. With the support of each individual, the Church is better able to fulfill its mission of giving witness to the reality of Christ’s presence among His people.”

ENDOWING THE CHURCH OF PENSACOLA-TALLAHASSEE

What is an Endowment?

As the Church, we are called to accomplish good works with the blessings we have been given – to multiply our gifts – in short: to be good stewards. An outward expression of our Christian stewardship is our willingness to provide for those who will come after us.

The concept of an endowment is simple – funds placed in such a restricted investment account, referred to as the principal, remain untouched, using only the income earned through its investment to address the stated needs. This is an approach that will ensure the availability of future funding. Once established, an endowment can also serve as a financial conduit for future giving. For many years, universities, civic institutions and other non-profit organizations have relied upon endowment funds as important means of supplementing their annual operating funds.

The endowment income generated through the campaign will offer us such an opportunity. By investing the funds raised in specific endowment funds, we can ensure that gifts donated today will continue to give forever. These funds will:

- Provide secure and perpetuate funding through grants to be used for initiatives that go beyond current programs. Special resources allow for innovative efforts to meet the demands for new programs to deepen faith.
- Generate income that will be used to address diocesan needs outlined in this case for support. The principal or corpus of the endowment fund will not be expended.
- Appreciate with the addition of future contributions realized through trusts, estates and cash contributions and through reinvestment of a portion of earned income.
- Be deposited and managed by professional investment counselors selected and approved by the Diocesan Finance Council.

What are the Benefits to a Donor?

Perpetuity: The gift continues forever – only the income is distributed.

Public Accountability: Timely reporting and audits guarantee open disclosure of all endowment administration and investment activities.

Security of Funds: As a fund within an independent 501(c)(3) charitable foundation, “*The Catholic Foundation of Northwest Florida*,” funds are protected forever and will be separate and distinct from current diocesan funds.

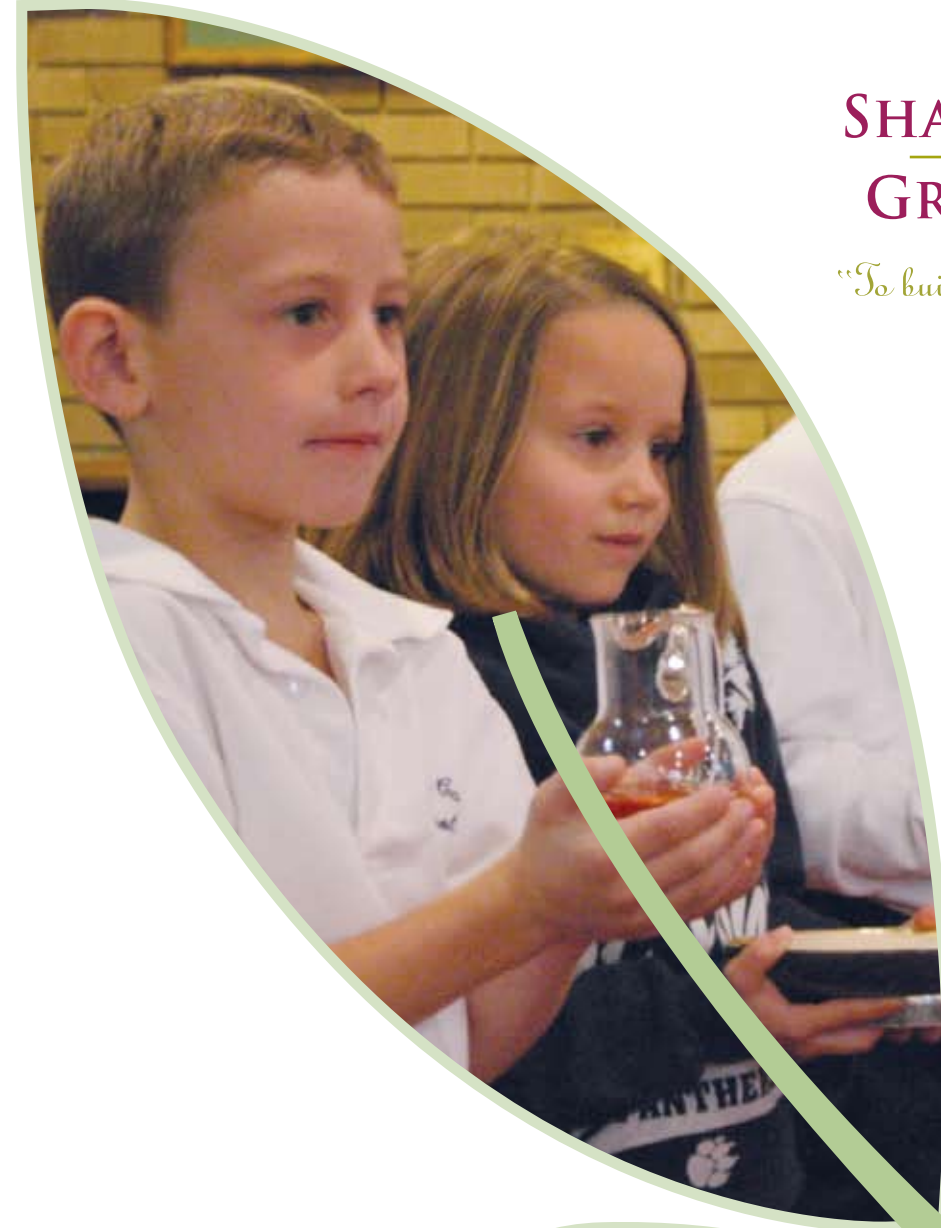
How will Expenses for the Campaign be paid?

Expenses will be netted out from campaign proceeds. It is estimated total costs will amount to approximately 3 cents of every dollar raised. This is possible because the campaign will be directed by our own development staff and St. Dominic Production Studio.



**SHARING THE VISION
GROWING IN FAITH**

“To build up the Body of Christ” Eph 4:12



SHARING THE VISION

For the past two years, the people of the Diocese of Pensacola-Tallahassee have been engaged in a systematic process of evaluation and exploration to determine how best to respond to the needs of our faith community. The process began with an in-pew survey at all the masses. More than 20,000 parishioners expressed their opinions on every matter of parish life and diocesan leadership. Using this information, parishes then organized assembly days to prioritize areas of greatest interest. The result was individual parish plans which gave direction on how best to accomplish key goals and objectives over the ensuing few years.

As parishioner desires began to take shape in the pastoral plans of parishes, Bishop Ricard established twelve task forces to explore key topics arising from parish plans on how best the diocese could support their efforts. The task forces held nine open forum listening sessions across the diocese to allow parishes and parishioners to express how the diocese could best provide assistance. In June of 2007, a diocesan assembly was convened for the task forces to present their findings to 251 delegates from across the diocese. The parish and lay apostolate delegates reviewed and prioritized task force goals and objectives. In addition, they further defined diocesan focus by selecting the two top task forces and the five top goal priorities for implementation of the 48 presented.



GROWING IN FAITH

Great expectations have arisen from the planning process. To ensure adequate resources are available to fulfill the parishioners' requests for ministry and faith enhancement, the "Growing in Faith" campaign is being undertaken. As Catholics, we have an obligation and responsibility to nurture these expressions of our faith and take bold steps in new areas. This campaign embodies the vigorous commitment and resolve of the Church in our Diocese to advance its ministry and mission in a way that can not be done through the annual Catholic Sharing Appeal (CSA).

The representation that best characterizes the breadth of our aspirations and fulfillment fundamental of the spiritual and pastoral objectives profiled in the campaign is that of "the tree of life." From its roots arise a sturdy and



steadfast means to begin the growing process. Its branches serve as a purposeful way to extend forth in various directions, while the fruits signify the wonders of its careful cultivation.

We grow in our faith through education, gaining a deeper understanding of the beauty of our faith. We grow in our faith by living that faith in our daily lives, in our service to others. We grow in our faith when we act as good stewards, recognizing the gifts we have been given, growing them and returning them with abundance to God. Our "Growing In Faith" campaign will be about Education/Formation, Service, and Stewardship.



[branch] EDUCATION & FORMATION ENDOWMENT



[leaf] RELIGIOUS FORMATION ENDOWMENT

\$1,000,000

Every parish plan had as a principal component the need to provide spiritual programs to further enhance the understanding of the faith. This campaign will provide the resources to explore new and innovative ways to help the members of our Church develop a closer relationship with Christ through a deeper understanding of our faith. It will help form and train catechetical leaders and catechists to communicate effectively the doctrinal, liturgical, moral and spiritual dimensions of the Faith.



[leaf] FAMILY LIFE MINISTRY ENDOWMENT

\$500,000

New resources will be used to actively promote a healthy marriage environment and support parenting to positively influence our culture. In addition, we will provide additional support efforts for those who are grieving from losses due to death or divorce.



[leaf] YOUTH MINISTRY ENDOWMENT

\$500,000

The goal of our Youth ministry programs is to offer a variety of classes, retreats, service opportunities and social activities at a critical time in an adolescent's life. Besides continuing catechetical instruction, youth ministry offers Catholic teens a haven for safe socialization and recreation opportunities. This ministry also provides the Church an effective instrument for outreach and evangelization. We must have resources to develop the next generation of Catholic leaders through a deepening of young people's faith and moral values that keep them close to the Church.



[leaf] SEMINARIAN EDUCATION ENDOWMENT

\$1,500,000

The Diocese of Pensacola-Tallahassee has been blessed with greater numbers of candidates to the priesthood. This increase in vocations has significantly added to the overall expense of seminarian education. The endowment will supplement "Burse Club" resources to help underwrite the growing cost of their priestly formation.



[leaf] CAMPUS MINISTRY ENDOWMENT

\$400,000

Our programs at FSU, UWF and FAMU help support young adults at a critical time in their lives. Many college students fall away from the practice of their faith at this time; our programs will provide an enriching experience developed to keep them engaged while drawing them deeper in their faith. Our Campus ministries have been a significant source for generating vocations to the priesthood.



[leaf] CATHOLIC SCHOOLS ENDOWMENT

\$3,500,000

Our schools create an atmosphere and setting where the Gospel message can be shared, embraced and practiced. Through both the curriculum and community, students become better prepared to live and articulate the principles and values of the Catholic faith. Our Catholic schools continue to provide quality education at a lower cost per pupil than that of local public schools. Through our commitment to financial stewardship, we have helped to keep costs down with effective use of facilities, dedicated teachers and minimal administrative costs. However, with operating costs escalating, combined with the need to compensate our teachers and administrators equitably, we need to ensure we do not make Catholic Education unaffordable for our parishioners.



[leaf] ADULT & YOUNG ADULT MINISTRY ENDOWMENT

\$500,000

Passing on our Catholic faith – especially to young adults and adults who witness and form our Catholic youth – is a major obligation of the Church. We will achieve this priority through faith development (continuing/religious education), RCIA programs, initiatives designed to help Catholics return to their faith with a better understanding of its teachings, and other faith formation classes. As these individuals receive proper training and gain greater knowledge of their faith, they are able to assist others develop a greater awareness of living the Gospel in today's society.

"A well formed conscience is upright and truthful. It formulates its judgments according to reason, in conformity with the true good willed by the wisdom of the Creator. The education of conscience is indispensable for human beings..."

(Catechism of the Catholic Church 1783)



[branch] SERVICE

"Just so, your light must shine before others that they may see your good deeds and glorify your heavenly Father."

Matthew 5:13-16



[leaf] CATHOLIC CHARITIES

\$3,000,000

Catholic Charities is the primary agency of the Diocese of Pensacola-Tallahassee established to fulfill the Church's social mission. It carries out this vital role by facilitating the compassionate response of the Catholic community to those in need of basic human needs, regardless of their religious affiliation. A renewed vision of strengthening the family and increasing the number of comprehensive interventions to alleviate poverty requires new resources. Approximately two-thirds of Catholic Charities' funds will defray recent capital and renovation projects costs, with the balance applied to its new endowment.



[leaf] ETHNIC MINISTRY ENDOWMENT

\$500,000

As the ethnic populations of the diocese increase, it is becoming essential to devise new approaches and offer new avenues of communication for outreach efforts to these ethnic cultures. We serve our brothers and sisters in Christ by helping parishes train lay leaders from their communities. These new leaders will serve as catechists and in other lay ministry roles in the areas of faith formation, lay ministry, sacramental preparation teams and other parish-based programs.



[branch] STEWARDSHIP

"As the Father has sent me, so I send you."

John 20:19-31



[leaf] RESTRICTED FUND FOR FUTURE PARISH SITES

\$7,000,000

We benefit today from the foresight of others who purchased land for the parishes within which we now practice our faith. Given the extraordinary projected growth for our area of Florida, it is incumbent upon our generation to prepare the way for those who will follow us. We will engage those with particular expertise in this area to guide us in crafting a strategic plan to best utilize our resources for future development of our local Church.



[leaf] PRIESTS' RETIREMENT FUND

\$2,400,000

Those who labor tirelessly on behalf of others in the Lord's vineyard and dedicate their lives to the Church are greatly admired and revered by those whom they serve. While their vocation spans a lifetime there comes a time in their life when even the most determined of the Lord's servants needs an opportunity to rest from his labors. In our diocese, the mandatory retirement age for our diocesan priests is 75; we need to ensure adequate funds are available for when they will need them most.



[leaf] PARISH SHARING

\$5,200,000

Parishes are the heart of the Catholic community and sacramental life for individuals and families. Through parish ministries, we praise God together, receive grace and His many blessings, enjoy fellowship, form our children in the faith, provide for those most in need, and develop our faith communities. One of the primary objectives of this campaign will be to strengthen parishes financially – in unison with the diocesan effort. We are one Church sharing one vision, moving together into the future. Each parish will be asked to formulate a specific case to raise funds for their own identified, specific needs. These financial needs may include building expansion, repairs, renovations, debt reduction, establishment of endowment funds, or building a funding base for sustaining parish ministries.