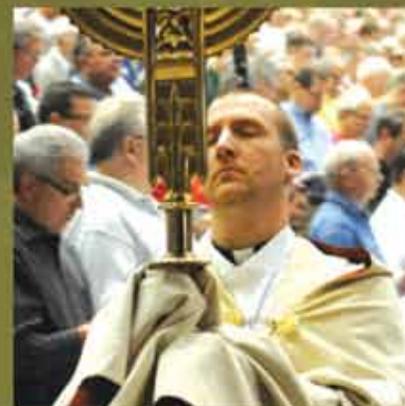


OUR CAMPAIGN FOR

# THE CHURCH ALIVE!

FOR ONE CHURCH *Alive* IN SIX COUNTIES



*Catholic Diocese of Pittsburgh  
Campaign Case for Support*



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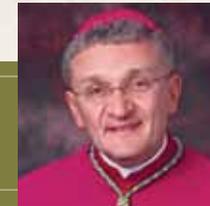
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A *Message* FROM BISHOP DAVID A. ZUBIK



Dear Friends in Christ,

When installed as the Bishop of Pittsburgh on September 28, 2007, I presented, in my homily, what I hoped was a very impassioned question to each one of us. It is one that I asked myself first: “*How excited are we about our faith?*” Since my installation, I have celebrated Mass in almost every parish across our great Diocese. These visits are the most enjoyable part of my work as Bishop, and I am heartened by what I have seen and heard throughout our Catholic community.

We are blessed with parishes where young people are very active in liturgy and parish life, where lay people are taking a confident and leading role in religious education, prayer life, and other ministries. There are parishes where pastoral councils, volunteer committees, and lay networks are thriving. This is important to me. It means my brother priests are being well supported and our parishioners are being given the opportunity to play their full part.



While I am so optimistic about the future of our Catholic Church, please do not mistake my optimism for complacency. We have much work to do together to ensure that our *Church is Alive* in faith, and we are moving forward with the task at hand. Therefore, I write to invite you to join me – and hundreds of thousands of our sisters and brothers – in a campaign to invest in the future of our Catholic family. It is a campaign whose results will focus on our vision for the Church of Pittsburgh. It will focus first on individual parishes – on the ways that parishes can continue to fulfill a vision that limited resources have denied. It will also focus on some goals for us collectively as the Church of Pittsburgh.

With our vision, and pastoral planning occurring within parishes and in our Diocese, I am confident in announcing a historic fundraising campaign that looks to the future. This special initiative, which we have named *Our Campaign for The Church Alive!*, will involve all of our parishes over the coming months in a coordinated effort to raise a minimum of \$125,000,000 in gifts and pledges. Through this unprecedented effort – the first of its kind ever conducted in our Diocese – parishioners and friends will join together to support our immediate priorities and launch new programs.

After reading the summaries that follow, I pray and trust that you will be excited with me about this campaign. We are about to make a historic contribution to our one *Church Alive* in six counties! I ask for your prayers and enthusiastic support in this great endeavor. May God bless our efforts.

Grateful for our belief that “*Nothing is Impossible with God,*” I am

Your brother in Christ,

+ *David A. Zubik*

Most Reverend David A. Zubik  
Bishop of Pittsburgh

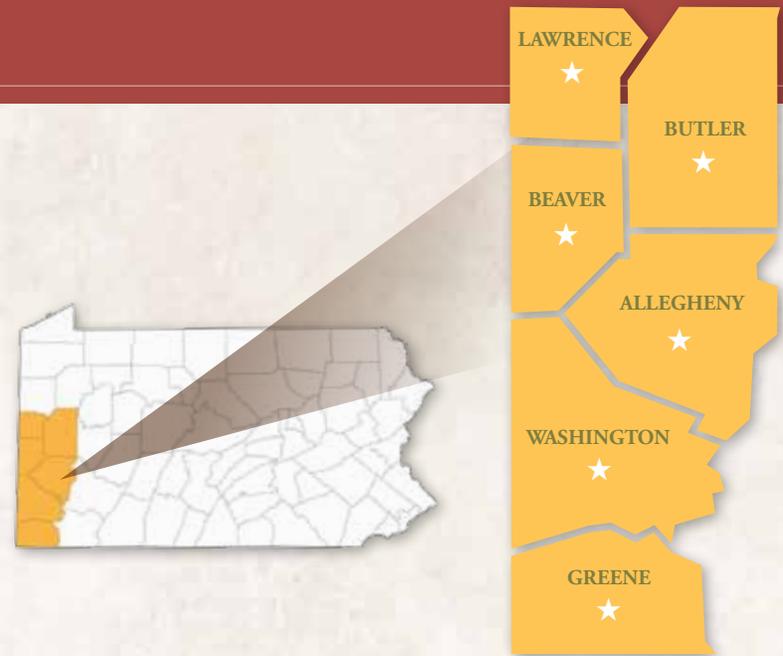
## OUR *Diocese*

For approximately 170 years, the Catholic Church in southwestern Pennsylvania has ministered to the needs of God’s people. Our Catholic community has heard Christ’s invitation to love one another, to be a family of faith, to pass Christ’s teachings on to every new generation, and to share our faith with those around us.

The Diocese of Pittsburgh numbers approximately 650,000 faithful Catholics today served by 204 parishes. Our schools provide a faith-based education to over 22,000 students, while more than 42,000 young people are taught the faith in religious education programs. More than 350 priests, 258 of whom are active at this time, 80 deacons, 250 lay ministers, and tens of thousands of committed volunteers serve the People of God every day. Catholic Charities helps more than 80,000 people a year in all of our six counties.

The philanthropy generated from *Our Campaign for The Church Alive!* will provide funding for our charitable, educational, and spiritual ministries. This will enable us to give witness to the love of God and to provide what is needed for future generations to experience God’s love. This will help our Catholic family to share His life in our parishes and in our Diocese.

In “*The Church Alive!*,” his first pastoral letter to the Church of Pittsburgh, Bishop Zubik described five key responsibilities of a vital Catholic parish: Eucharist; Catechesis; Evangelization; Formation; and Stewardship.



These are the vital signs that must be lived everywhere in Lawrence, Butler, Beaver, Allegheny, Washington, and Greene – the six counties of the Church of Pittsburgh. We must do as much as we can to make sure that every one of these vital signs thrives in our parishes and in ourselves.

The goal of *Our Campaign for The Church Alive!* is to raise \$125,000,000 over the next five years to meet these urgent needs in the life of our Church. The major themes of this historic endeavor are:

1. Vibrant Parishes Make a Vibrant Diocese	\$50,000,000
2. Catholic Education, Catechesis, and Formation	\$42,000,000
3. Evangelization and Stewardship	\$25,000,000
4. Our People Caring	\$8,000,000
<b>TOTAL</b>	<b>\$125,000,000</b>

*“The place where we first come to know what it means to be Church is the parish.”*

*- Bishop David A. Zubik, The Church Alive!*

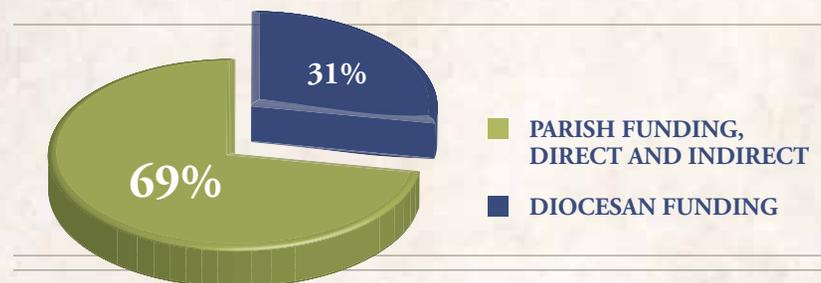
**PARISH LIFE**  
**\$50,000,000**

The parish is where the Church lives and this is where our efforts will be centered. The Eucharist is the center of that home and a key objective of *Our Campaign for The Church Alive!* will be to strengthen our life in the Eucharist by strengthening our parishes.

Every parish has needs. Every parish has dreams. *Our Campaign for The Church Alive!* will focus first on identifying and funding vital needs in each of our 204 parishes, where the faith is handed down from generation to generation.

*Our Campaign for The Church Alive!* is intended to address extraordinary needs of our Diocese and our individual parishes. As a result of each parish's Pastoral Planning process, each parish is in the best position to determine its extraordinary needs, and among them its most urgent priorities. For every dollar raised in a particular parish campaign, forty cents (\$0.40), less a proportionate share of campaign expenses, will be returned to the parish to fund its local priorities. When a parish surpasses its target, it will receive sixty cents (\$0.60), less a portion of campaign expenses, of every dollar raised over its goal.

It is our parishes that will benefit most from *Our Campaign for The Church Alive!*



The direct benefits to parishes through *Our Campaign for The Church Alive!* amount to forty percent (40%) of the fundraising goal. However, when examining the indirect benefits and the direct benefits this campaign will provide to parishes, the percentage amounts to an estimated sixty-nine percent (69%).

<b>DIRECT/INDIRECT PARISH FUNDING:</b>		<b>69%</b>
<b>CASE COMPONENT</b>	<b>ALLOCATION</b>	
Parish Life	\$50,000,000	
Need-Based Tuition Grants	\$12,000,000	
Grants to Parishes in Need	\$7,000,000	
Seminarian Formation	\$5,000,000	
Religious Education for Our Catholic Family	\$4,000,000	
Students with Special Needs	\$2,000,000	
Catholic Communications	\$1,500,000	
Committed Lay Leaders	\$1,500,000	
Education for our Priests	\$1,500,000	
New Evangelization Program	\$1,500,000	
<b>Total</b>	<b>\$86,000,000</b>	

## CATHOLIC *Education, Catechesis, AND Formation*

*“The word ‘to catechize,’ simply put, means:  
To teach about Christ and the One, Holy, Catholic and Apostolic Church He established.”*

*- Bishop David A. Zubik, The Church Alive!*

Catholic schools have been a cornerstone of the Church of Pittsburgh for nearly 200 years. Outstanding Catholic education has been integral to the growth of the Church and to the accomplishments of our region. *Our Campaign for The Church Alive!* will ensure that all who value Catholic education have the opportunity to receive, grow, and learn in that environment.

### NEED-BASED TUITION GRANTS *\$12,000,000*

The Bishop’s Education Fund, established in 1993 to provide tuition assistance for families in need, is a permanent endowment within the *Sharing in Faith™, Our Catholic Legacy Foundation*. Since the fund was established, more than \$19,800,000 has been raised. In the past sixteen years, \$9,600,000 in assistance has been given to more than 35,000 children from nearly every parish in our Diocese. Many students in our Catholic community would like to benefit from a Catholic education, but a number of these students need financial assistance. The Bishop’s Education Fund makes assistance available.

Yet, grants from the Bishop’s Education Fund cover only a fraction of the need. In 2011-2012, our Catholic school families in the Diocese of Pittsburgh needed more than \$12,600,000 to meet the cost of Catholic education. Our tuition assistance funds provided \$3,300,000, which is about one-quarter (26%) of the overall need. Additional funding is required so that more families can keep their children in our Catholic schools.

*Our Campaign for The Church Alive!* will allocate \$12,000,000 to the Bishop’s Education Fund. This will increase the Fund’s endowment by sixty percent (60%), enabling thousands of additional students to benefit from a Catholic education.



### TECHNOLOGY FOR SECONDARY SCHOOLS *\$5,000,000*

Today, technological access, advancement, and development for every student in our Catholic secondary schools are fundamental needs. Only through a surge in private funding can these important technological resources be vigilantly maintained, regularly improved, and unconditionally offered to every student in Catholic high schools in the Church of Pittsburgh.

*Our Campaign for The Church Alive!* will establish a \$5,000,000 fund for our secondary schools to provide our students with a support system that will both accommodate today’s information formats and evolve with the changes ahead. The funds *Our Campaign for The Church Alive!* will allocate to our students’ technology needs will enable our schools to be at the forefront in technology services and education.

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CATHOLIC *Education, Catechesis, AND Formation*

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**CARDINAL WUERL NORTH CATHOLIC HIGH SCHOOL**  
***\$10,000,000***

Only three public school districts in the Commonwealth of Pennsylvania educate more students than the Catholic schools in the Diocese of Pittsburgh. Within the six counties of our Diocese, ninety-eight schools serve more than 22,000 students and employ over 1,500 teachers in our elementary and secondary schools.

The northern tier of our Diocese contains the fastest growing population center in southwestern Pennsylvania. As a result of this unprecedented growth, there are many students in both Catholic and public elementary schools who currently have no access or limited access to a Catholic high school.

The Church of Pittsburgh is committed to building a Catholic high school in Cranberry Township where the population of the region continues to grow. Cardinal Wuerl North Catholic High School, a new 1,000-student Catholic high school, is being built on a 71-acre prime development site at the center of this burgeoning region.

*Our Campaign for The Church Alive!* will direct \$2,000,000 toward the construction of Cardinal Wuerl North Catholic High School. An additional \$8,000,000 will be used for debt service as needed over the next five years.

This \$2,000,000 investment will cover three percent (3%) of the total \$71,000,000 in development and construction costs. The balance will be funded through a combination of bond financing, other conventional borrowing, the sale of obsolete buildings, philanthropic support, and tuition revenue. Ultimately, the majority of the cost will be covered by the new high school itself.

**RELIGIOUS EDUCATION FOR OUR CATHOLIC FAMILY**  
***\$4,000,000***

Nearly thirty years ago, Father Edward Farina established a fund in honor of his four brothers. Five Farina brothers were ordained as priests and faithfully served our Diocese. The purpose of the Fathers Farina Endowment Fund has been to assist catechetical program managers with the cost of studies to earn a bachelor's degree or an undergraduate theology certificate.

There are currently 82 parish program managers. Since Father Farina began his support, 27 program managers have benefited from this scholarship fund, and eleven of those 27 have gone on to pursue graduate studies.

The costs of educating these program managers have escalated well beyond what Father Farina anticipated. *Our Campaign for The Church Alive!* will infuse \$4,000,000 to provide an annual income stream of approximately \$200,000 to support this special religious education program.





### EDUCATION FOR OUR PRIESTS AND COMMITTED LAY LEADERSHIP

**\$3,000,000**

Our priests must be strong leaders – dedicated to the faith, pastoral in their approach, knowledgeable, and comfortable with any and all. To be a *Church Alive*, we also must have exceptional lay leaders who assume their rightful role in the vineyard of the Lord. Pastoral leadership training is vital for our priests. With the demands of ministry and the complexity of operating parishes – and for many, multiple parishes – the ability of our priests to lead more effectively and invite the leadership of others is paramount to building authentic, vibrant, and enthusiastic Catholic communities.

*Good Leaders, Good Shepherds* is a world-class program that we have successfully introduced in the Church of Pittsburgh for the continuing education of our priests. With Jesus Christ as the ultimate shepherd and model of leadership, the *Good Leaders, Good Shepherds* curriculum is designed to help Catholic priests meet the challenges of increasingly complex circumstances for priestly ministry. The impact is holy, healthy, and happy shepherds of vibrant parish communities. Our goal is to allocate \$1,500,000 to ensure every priest in our Diocese can participate in the program.

At the same time, more and more lay people require professional and pastoral training to work in partnership with our priests. *Tending the Talents* is a complementary program to *Good Leaders, Good Shepherds*, meant to strengthen our lay leaders and their ability to serve in the local Church.

### SEMINARIAN FORMATION

**\$5,000,000**

Joyfully, the number of seminarians continues to increase each year. We are truly blessed to have so many men prayerfully discerning a vocation to the priesthood.

The average annual expense to educate one seminarian is \$32,000. Our Diocese bears this cost, assisted by the Shepherds' Care Fund. However, the Shepherds' Care Fund can only distribute five percent (5%) of its assets, or about \$35,000 per year, an amount that is clearly insufficient to meet the rising expenses of educating our seminarians. This figure does not include the cost of actually operating Saint Paul Seminary itself, which is approximately \$832,000 annually.

*Our Campaign for The Church Alive!* will add \$5,000,000 to the Shepherds' Care Fund. These funds will be used to pay rising tuition, room and board costs, along with other educational expenses for those preparing for the priesthood.

These funds will also support expanded promotion of vocations so we can reach out to young men whom God is calling. In an increasingly secularized media culture, we must reach out through traditional and emerging advertising and communication vehicles, as well as through special spiritual programs, discernment direction, and retreats.

CATHOLIC *Education, Catechesis, AND Formation*

**STUDENTS WITH SPECIAL NEEDS**

***\$2,000,000***

Saint Anthony School is a Catholic-based, inclusive educational program for students in kindergarten through age 21 with autism, Down syndrome, and developmental disabilities. Saint Anthony School Programs operates at numerous sites throughout our Diocese.

This Diocesan program serves children with special needs of all faiths and is founded on the premise that acceptance and respect are as important to the learning process as reading and writing.

To maintain a high level of commitment to all of God’s children, *Our Campaign for The Church Alive!* will inject \$2,000,000 into a fund to support students with special needs.

**CATHOLIC CAMPUS MINISTRY**

***\$1,000,000***

Campus ministry programs keep young adults close to the Church during the critical college years. This ministry also serves as an outstanding resource for the Church in developing new and vibrant leadership, Christian service and evangelization, and also as a catalyst for future vocations.

*Our Campaign for The Church Alive!* will provide \$1,000,000 to help support our campus ministry programs by:

- attracting campus ministry directors for programs that are growing including Community College of Allegheny County Northside, Point Park University, and the Art Institute in downtown Pittsburgh, California University, Washington and Jefferson College and Penn State-McKeesport;

CATHOLIC EDUCATION, CATECHESIS, AND FORMATION	ALLOCATION
Need-Based Tuition Grants	\$12,000,000
Cardinal Wuerl North Catholic High School	\$10,000,000
Seminarian Formation	\$5,000,000
Technology for Secondary Schools	\$5,000,000
Religious Education for Our Catholic Family	\$4,000,000
Education for our Priests/Forming Lay Leadership	\$3,000,000
Students with Special Needs	\$2,000,000
Catholic Campus Ministry	\$1,000,000
<b>Total</b>	<b>\$42,000,000</b>

- expanding the use of Fellowship of Catholic University Students (FOCUS) teams at additional universities and colleges in our Diocese;
- creating an organizational structure as well as support for a more focused outreach through Saint Paul Cathedral parish, in serving the spiritual and formation needs of tens of thousands of college students who worship regularly at the Cathedral; and
- increasing the programmatic support for all our Campus Ministry programs including: Westminster College, Washington and Jefferson College, Slippery Rock Newman Center, The Ryan Catholic Newman Center, Waynesburg College, Robert Morris University, and Penn State Beaver (just to name a few) so that they can better serve the needs of the students, including the increased use of new technologies.

# Evangelization AND Stewardship

*“We will grow the Church of Pittsburgh when our evangelization efforts consider those who have left the Church, the unchurched, and those of us who need to be sustained in our faith.”*

*- Bishop David A. Zubik, The Church Alive!*

## NEW EVANGELIZATION PROGRAM

**\$1,500,000**

Central to our faith is the call to evangelize. Pope Benedict XVI described evangelization as *“taking a look at the story of Jesus and passing it on with feeling, with excitement, with love. Evangelization is a contagious sharing of faith.”*

Evangelization is central to *The Church Alive!* It means that we must first be renewed in our own faith through an encounter with the Lord, and support each other in the faith by becoming more involved in the life of our Church. Our response means we must call back those who have left the Church and reach out to those outside the Church, calling all to return home to the Father through the Son by the grace of the Holy Spirit.

Diocesan and parish evangelization efforts will be renewed and revitalized through *Our Campaign for The Church Alive!* A comprehensive evangelization strategy has been developed to increase our capacity to expand and nurture the faith.

The presence of the Catholic Church will increase through new programs and communication outlets supported by \$1,500,000 from *Our Campaign for The Church Alive!* A portion of the funds raised in this historic campaign will be directed toward assisting our parishes in our Diocese with their own evangelization efforts.

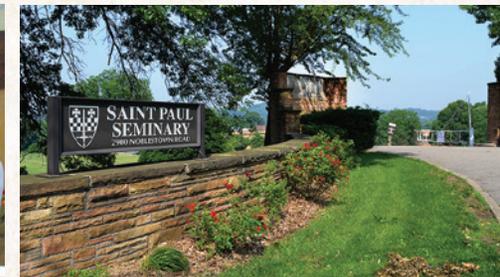
## THE DIOCESAN PASTORAL CENTER

**\$10,000,000**

The Saint Paul Campus – home to our own Saint Paul Seminary – has become a gathering place for the Church of Pittsburgh. The campus is minutes from downtown Pittsburgh, with easy access to highway arteries tying together our six counties from the north and south, east and west.

*Our Campaign for The Church Alive!* will help to bring to completion the development of the Saint Paul Campus. It is here where the Church of Pittsburgh will consolidate facilities, unify service, and establish the Diocesan Pastoral Center to better and more efficiently serve the spiritual needs of all six counties of our Diocese.

Three phases of the development of the Saint Paul Campus have been successfully completed over the past decade. Phelan Hall was refurbished to serve as the home of the Diocesan Judicial Center. The historic Bishop’s house in Oakland was sold and the proceeds from that sale helped in the renovation of Domenec Hall, where Bishop Zubik resides to be close to his future priests



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## Evangelization AND Stewardship

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at Saint Paul Seminary. Domenec Hall also includes classrooms and numerous meeting rooms used by our entire Diocese. The renovation of O'Connor Hall was completed with the Cardinals' Great Hall, meeting rooms, and the renovated Bishop John B. McDowell Auditorium, which now serve as critical meeting space for the needs of our Catholic community.

We now envision moving the Pastoral Center from the Boulevard of the Allies to the Saint Paul Campus. The new location will allow our Diocesan offices and activities to be accessed far more conveniently by all the people in our Catholic community. *Our Campaign for The Church Alive!* will provide \$10,000,000 to assist with the design and creation of the new Diocesan Pastoral Center at the Saint Paul Campus.



### GRANTS TO PARISHES IN NEED

**\$7,000,000**

*Where the Need is Great and Where the Church is Needed*

When we speak about our Diocese we speak of it as the “*Church of Pittsburgh.*” Yet it is important to always remind ourselves that our Church stretches from the most northern tip of Lawrence County to the most southern parish boundaries in Greene County along the border with West Virginia. *Our Campaign for The Church Alive!* reminds us of our solidarity in all six counties rooted in a common faith, a common heritage, and a common future. It can be summarized in the expression: *One Church, Alive in Six Counties.*

Our responsibility to the future of our Diocese is to help every parish to grow stronger. At the same time, we need to help our sisters and brothers in parishes that are struggling in those areas in our Diocese where the Church must remain present. There are regions in our Diocese where, if a parish disappears, the presence of Church disappears as well. *Our Campaign for The Church Alive!* will create a fund to provide these parishes with \$7,000,000 in strategic assistance to help them not only survive, but to grow.

### RETIRED AND SENIOR PRIESTS

**\$5,000,000**

The faithful of our Diocese are noted for their respect and support for their priests. Those who have labored tirelessly in the Lord's vineyard and have spent their lives in sacrifice for us and the Church are greatly admired and encouraged by those whom they have served.



Catholics throughout the six counties of our region have been generous through the years in support of our senior priests. The largest ordination classes of the 1960s through 1970 are now approaching retirement. Our priests are the primary spiritual shepherds of our parish communities throughout their years of faithful service and sacrifice. We owe them our support in their retirement. These men have served the faithful from cradle to grave. In their retirement, senior priests continue to assist in parishes and in Diocesan agencies.

Saint John Vianney Manor, the Diocesan facility offered to priests when they retire from parish life, is at maximum capacity, at times with a wait-list. The cost to operate Saint John Vianney Manor amounts to approximately \$436,000.

Grateful for God’s many gifts in our lives, we have a good steward’s obligation to provide for the welfare of these men. Within the next decade, approximately fifty-three percent (53%) of the active clergy will turn at least 70 years of age. To meet the projected needs of our increasing numbers of senior priests, Bishop Zubik anticipates that the faithful of our Diocese will join him in taking the necessary steps to provide \$5,000,000 in philanthropic support. Primary among the Bishop’s goals in providing for retired priests is improving and expanding our infrastructure to accommodate their needs for housing and ample opportunities for priestly fellowship and fraternity.

*I have fought the good fight, I have finished the race.  
I have kept the faith. From now on a merited crown awaits me.*

*-2 Timothy 4:7-8a*

**CATHOLIC COMMUNICATIONS**  
**\$1,500,000**

The Diocese of Pittsburgh proclaims the Gospel and the teachings of the Church through all available forms of media, including the new technology of social communications; the Internet; audio; digital and print, particularly *The Pittsburgh Catholic*. We need to continue to expand our use of every form of media, but especially electronic media to reach our youth and young adults, while we continue to minister to the elderly, shut-in, or otherwise disabled.

The \$1,500,000 in funds allocated to communications through *Our Campaign for The Church Alive!* will expand our engagement and outreach. Funding will be used for greater use of television, radio, and other electronic media in bringing the Catholic message to all.

By combining the effectiveness of media outreach with the ease of Web-based access, we can create a highly effective evangelization effort that will excite Catholics and continue to help unify the Diocese.

EVANGELIZATION AND STEWARDSHIP	ALLOCATION
The Diocesan Pastoral Center	\$10,000,000
Grants to Parishes in Need	\$7,000,000
Retired and Senior Priests	\$5,000,000
Catholic Communications	\$1,500,000
New Evangelization Program	\$1,500,000
<b>Total</b>	<b>\$25,000,000</b>

*“To be a servant means to think first of Christ and others, and second of ourselves. Peace and justice demand no less. Every single one of us is called to servant leadership. To embrace that call is to help grow the Church and to help the Church of Pittsburgh be the Church Alive!”*

*- Bishop David A. Zubik, The Church Alive!*

Reaching out to our brothers and sisters in need is central to a *Church Alive*. For 102 years in the Church of Pittsburgh, Catholic Charities has cared for our neighbors with great dignity and compassion, and without regard to religious affiliation. On average, Catholic Charities serves more than 80,000 people annually throughout the six counties of our Diocese, providing help and restoring hope.

Catholic Charities survives on the direct contributions of supporters in the community. Those efforts will not change and must continue. *Our Campaign for The Church Alive!* will enable us as the Church of Pittsburgh to provide additional help with specific programs of Catholic Charities that are in great need.

#### **CATHOLIC CHARITIES MOTHER TERESA ENDOWMENT FUND**

***\$2,000,000***

The Mother Teresa Endowment Fund is used to help our neighbors who continue to struggle because of the lingering recession, unstable employment, and economic uncertainty. The Fund provides emergency financial assistance to help pay utility bills, medications, food, etc. *Our Campaign for The Church Alive!* will set aside \$2,000,000 for this endowment fund, which will provide approximately \$100,000 annually in additional support to assist individuals and families in need.

#### **THE NEW ROSELIA PROGRAM ENDOWMENT FUND**

***\$2,500,000***

No institutions in our region have a greater legacy of charity and love to expectant mothers in need than the Roselia Program supported by Catholic Charities. For more than 120 years, this pro-life outreach of the Church has served women in a variety of ways, most recently as a residence and center that provided counseling services and parenting education for homeless mothers over the age of eighteen. *Our Campaign for The Church Alive!* will establish a \$2,500,000 Roselia Program Endowment Fund. This new fund will provide approximately \$125,000 each year for services and classes in order to help single mothers find greater stability in their lives.





**CATHOLIC CHARITIES FREE HEALTH CARE CENTER**  
**\$2,500,000**

The Catholic Charities Free Health Care Center was established in 2007 to provide free medical and dental care for people earning 200 percent (200%) or below of the poverty level, who are not eligible for federal or state funded insurance programs and otherwise cannot afford employer-sponsored or private insurance. Since opening, more than 10,000 patients with over 25,000 medical and dental visits have received care from over 150 volunteer physicians, dentists, nurses, pharmacists, and other dedicated professionals at the Center’s location in downtown Pittsburgh.

Within five years of opening, demand for the Center’s services led to the creation of ophthalmology and physical therapy suites and the addition of two medical exam rooms and dental operatories. To ensure continued care to the working uninsured, *Our Campaign for The Church Alive!* will allocate \$1,500,000 to the Free Health Care Center.

With the support of a full-time dentist working in conjunction with dental volunteers, the Center is able to see nearly 1,000 new patients every year. This position was fully funded by the BNY Mellon Charitable Fund through the end of 2012. A \$1,000,000 endowment, which will provide \$50,000 each year, is now required to meet the overwhelming dental needs of the uninsured in our community. The endowment will ensure that the dental position will remain funded and that no one will have to wait an extended period of time for quality dental care.

The Health Care Center, which receives no federal or state funding, helps people who otherwise would have to do without care. Health care reform is not expected to dent demand.

**OUR SISTERS AND BROTHERS IN THE MISSIONS**  
**\$1,000,000**

Thirty-seven hundred miles south of our Diocese, in the South American country of Peru lies the Diocese of Chimbote. Many of its people exist in dire poverty. Nearly 50 years ago a Pittsburgh priest, Monsignor Jules Roos, responded to our Gospel call to serve the least of our brothers and sisters by establishing a tiny maternity hospital in Chimbote. Since then the people of our Diocese have generously followed his lead and have sustained that work. Today the Social Works Center (Centro de Obras Sociales) is a regionally respected multi-service health and education facility with a maternity hospital, outpatient clinic, clinical laboratory, and orphanage. The doctors and staff treat approximately 800 patients each day, deliver 300 babies every month, and visit the home-bound elderly and sick who are unable to get to the clinic. Nearly 90,000 babies have been born in the maternity hospital, Maternidad de Marie.

*Our Campaign for The Church Alive!* will provide \$1,000,000 to create a permanent endowment fund that will supplement such Pittsburgh-mission efforts. This permanent mission fund will produce an annual distribution of approximately \$50,000 to be applied under the watchful guidance of, for example, the Pittsburgh-based Chimbote Foundation Board of Directors.

OUR PEOPLE CARING	ALLOCATION
Catholic Charties Free Health Care Center	\$2,500,000
Roselia Program Endowment Fund	\$2,500,000
Catholic Charities Mother Teresa Endowment Fund	\$2,000,000
Our Sisters and Brothers in the Missions	\$1,000,000
<b>Total</b>	<b>\$8,000,000</b>

## OUR *Campaign* FOR THE CHURCH ALIVE!

*“And so now in response to the trust which Jesus Himself places in us and with the guidance of the Holy Spirit, it is our challenge to be excited about our Catholic faith, to grow the Church of Pittsburgh and most especially to be the Church Alive!”*

*- Bishop David A. Zubik, The Church Alive!*

After a period of extensive inquiry, which included in-depth discussions with more than 300 priests, laity, and Diocesan leaders, the Church of Pittsburgh has identified *Our Campaign for The Church Alive!* as a vital endeavor to ensure that our Catholic community can continue to do God’s work and effectively minister to His people. An effort like this has never been attempted before in southwestern Pennsylvania. Our challenge is significant. The success of this historic initiative will be realized through the spirit, generosity, and prayers of the people in our Catholic community.



With the support of priests, deacons, and lay leaders, every parish will participate in our campaign and every Catholic household will be asked for its prayerful consideration of a multi-year pledge. Businesses and charitable foundations will also be invited to support the effort.

Gifts and pledges provided to *Our Campaign for The Church Alive!* will remain separate and distinct from current Diocesan resources. The raised funds will be deposited into the “*Our Campaign for The Church Alive! Campaign Fund*” of a separate 501(c)(3) charitable organization and will be used exclusively for the purposes outlined in this document.

*Our Campaign for The Church Alive!* is designed to address extraordinary projects and programs that cannot be funded by either the parish’s ordinary offertory collections or the Parish Share Program. Parish Share is an ongoing program that generates operating support for day-to-day services which the Church provides throughout the six counties of our Diocese. *Our Campaign for The Church Alive!* is a separate and special campaign, raising funds for our most pressing and extraordinary priorities. The parishes and our Diocese will continue to depend on funds raised for current operations through the offertory and the Parish Share Program. Parishioners will be asked to maintain current annual giving levels in addition to their special campaign investments.

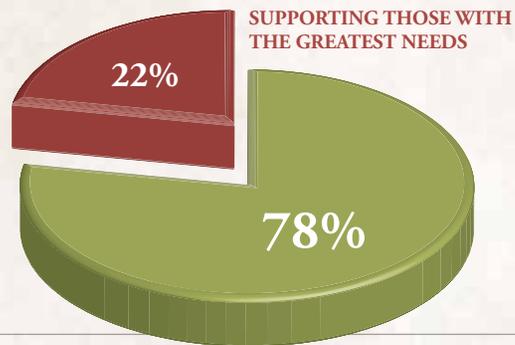
As we reflect on our past and prepare for our future, we find ourselves in one of the most exciting times in our rich history. Through your participation, your stewardship, and your generosity, we can better serve this diverse cultural tapestry that makes up our *Church Alive!* in the six southwestern Pennsylvania counties.

FOR ONE CHURCH *Alive* IN SIX COUNTIES

In addition to the direct and indirect benefits that each parish will receive from *Our Campaign for The Church Alive!*, almost a quarter of the campaign goal (\$28,000,000) will be allocated to those families in our community with the greatest needs.

CASE COMPONENT	ALLOCATION
Need-Based Tuition Grants	\$12,000,000
Grants to Parishes in Need	\$7,000,000
Catholic Charities Free Health Care Center	\$2,500,000
New Roselia Program Endowment Fund	\$2,500,000
Mother Teresa Endowment Fund	\$2,000,000
Students with Special Needs	\$2,000,000
<b>Total</b>	<b>\$28,000,000</b>

*Community*



# IN *Appreciation*

In April 2012, Bishop David Zubik invited a group of Diocesan lay leaders to serve on the Case Priorities Task Force and provide advice in the development of a compelling philanthropic message. This document, the Case for Support, is intended to “*tell the story*” of Bishop Zubik’s vision for our one *Church Alive* in six counties and justify future invitations for philanthropic support.

Members of the Case Priorities Task Force include the following individuals, who provided leadership, guidance, support, and insight throughout the writing process:



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## CASE PRIORITIES TASK FORCE CO-CHAIRS

### **Marie Milie Jones**

*Partner*

*Jones Passodelis, PLLC*

### **Ronald M. Petnuch**

*President*

*Intertech Security*

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## CASE PRIORITIES TASK FORCE

### **Frank V. Cahouet**

*Retired Chairman & CEO*

*BNY Mellon*

### **Dr. Karen S. McIntyre**

*Senior VP, Academic & Student Affairs*

*Point Park University*

### **Very Rev. Lawrence A. DiNardo**

*Clergy Coordinator*

*Vicar for Canonical Services*

### **Morgan K. O'Brien**

*Chief Executive Officer*

*Peoples Natural Gas Company*

### **Robert P. Lockwood**

*Director for Communications*

*Catholic Diocese of Pittsburgh*

### **Catharine M. Ryan**

*Community Leader*

### **Dr. Arlene M. McGannon**

*Associate General Secretary*

*Catholic Diocese of Pittsburgh*

### **Andrew Summerscales**

*Marketing Manager*

*Nova Chemicals*

### **John R. McGinley, Jr.**

*Partner*

*Eckert Seamans*

### **Most Rev. William J. Waltersheid**

*Auxiliary Bishop of Pittsburgh*

OUR CAMPAIGN *Prayer*

**BISHOP ZUBIK'S PRAYER FOR THE CHURCH ALIVE!**

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*Father in heaven,  
We, the Church of Pittsburgh,  
praise You for the gift of your Son.  
As a people who follow in His footsteps,  
we pray for the grace  
to embrace His mission, share His love,  
and proclaim the Gospel with courage.  
We thank you for the gift of the Holy Spirit  
Who remains with us always.  
We commit ourselves to all we do  
with Your many gifts,  
not done for ourselves,  
but for You and for one another.  
Help us, Lord, to be your Church Alive! by  
living, sharing, praying as one people  
in Allegheny, Beaver, Butler, Greene,  
Lawrence and Washington Counties.  
Inspired by the Holy Spirit,  
grant our prayer as we offer it to You  
in the Name of your Son Jesus,  
and with the help of our Blessed Mother,  
who protects us under the mantle of her garment.  
Hear us. Guide us. Renew us.  
Now, and forever, Amen.*

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*We Thank You*

OUR CAMPAIGN FOR

THE  
CHURCH  
ALIVE!

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