



# St. Francis of Assisi Catholic School Development Office 2012-2013 Annual Report

## Introduction

In accordance with the 5-year Pastoral Plan that is currently implemented for St. Francis of Assisi Parish, our school's Development Office pursues four primary goals, including: defining and strengthening the Development process; expanding donor support; delivering and evaluating the major Development events and implementing new initiatives to build the Tuition Assistance Fund as well as a Planned Giving and Major Gifts program. The work of the Development Office in the 2012-2013 fiscal year focused on those goals.

## Celebrating 60 Years

St. Francis of Assisi Catholic School began its 60th anniversary year on July 1, 2012. **Patti Dobbs** and **Susan Zill** co-chaired the year-long celebrations. To help recognize the milestone, **R.J. Conlin Marketing and Design** created a new logo (see above); it reflected 60 years of Catholic education, faith and service.

Throughout the year, the Development Office coordinated several activities to honor the 60th anniversary. On October 6, 2012, Bishop Earl Boyea of the Diocese of Lansing concelebrated the 5 p.m. Mass with Father Jim McDougall, Pastor. Many clergy who previously served in the parish were present too. Following the rededication Mass, the Development Office hosted a "Mustang Roundup" party for school alumni, past and current school families, retired and active faculty and staff, as well as parishioners.

As part of the 60th anniversary commemoration, an anonymous donor provided a generous gift that funded the construction of a Peace Garden. The garden, which resides on the north side of the school building between the school library and the Parish Activities Center, was dedicated by Father Jim McDougall on May 3, 2013 after the May Crowning Mass. As part of the Peace Garden dedication, students constructed and buried a time capsule, to be opened on the 100th Anniversary of the school's first dedication.

## Tuition Assistance Fund

The need for tuition assistance at St. Francis of Assisi Catholic School is ever present. During the 2012-2013 school year, 17 families received \$52,760 in assistance. Due to the limited resources in the Tuition Assistance Fund, we were unable to offer full assistance to any family.

Throughout the year and through a variety of activities, the Development Office worked to raise money for the Tuition Assistance Fund. Those resources helped us provide a Catholic school education to any family that sought it. Altogether, \$31,000 in gross proceeds were raised for the Tuition Assistance Fund from a number of different sources, as noted in the next column. (In 2012 a Golf Outing was not held, due to the school's multiple 60th Anniversary celebrations.)

## Tuition Assistance Fund (gross):

Summer Appeal:	\$ 9,305
ETF Benefit Appeal:	\$18,220
Tuition Payment Option:	\$ 3,185
Newsletter Remittance Envelopes:	\$ 290
<b>Total:</b>	<b>\$31,000</b>

## Annual School Appeal

Each year, St. Francis of Assisi Catholic School makes a direct mail appeal to thousands of alumni and friends in the parish and school community for cash gifts through its Annual School Appeal. Its proceeds help support school operations, such as teacher salaries and curriculum necessities. Tuition does not fully cover the cost of educating each student at St. Francis of Assisi Catholic School; therefore, the success of the Appeal is critical since it helps bridge the gap between the per pupil cost of education and tuition charged. In the 2012-2013 school year the difference totaled \$2,042 per pupil.

Gifts to the Annual School Appeal are fully tax-deductible while tuition payments are not. The Annual School Appeal provides the opportunity for means-based support to the school, particularly for enrolled families.

During the budget planning process, the Development Office established a target for the Annual School Appeal. In the 2012-2013 school year, it totaled \$50,000. The Annual School Appeal raised \$54,130 (before expenses of \$2,470) or 108% of its goal.

In addition to the Annual School Appeal, many friends contributed to the school's operational costs via the Mustang Connection newsletter remittance envelope or when the time was best for them during the year. Those gifts were credited to "Other Development Income" to assist with ongoing operational costs.

## Annual School Appeal / Other Development Income (net):

Annual School Appeal:	\$51,660
Other Development Income:	\$ 3,439
<b>Total:</b>	<b>\$55,099</b>

## Educational Trust Fund (ETF)

The 12th annual Educational Trust Fund (ETF) Benefit, chaired by **Jeffrey and Stacey Higgins** and **Patrick and LeeAnn McKeon**, took place on February 2, 2013. The event, which was held at the Sheraton Ann Arbor Hotel, featured "Diamonds and Denim" as the theme to honor 60 years of Catholic education at St. Francis of Assisi. The diamond is the jewel of the 60th Anniversary. It is known to be lasting and enduring.

## Educational Trust Fund (ETF) (continued)

The Benefit included a buffet dinner, charitable games, and a silent and live auction. Two-hundred fifty guests attended the event, which raised \$64,677 in net proceeds. That total included donations from sponsors, as well as friends unable to attend the event.

The Development Office continued to build on the success of the Benefit's sponsorship initiative which helped underwrite some of the event costs. These generous sponsors participated:

### Bronze Sponsors (\$1,500)

Jeff Crause & Ed McClellan at Edward Jones  
Pietrasiuk Family Foundation

### Archangel Sponsors (\$1,000)

Ms. Green Construction  
Greg & Andi Lobdell

### Angel Sponsors (\$500)

Anonymous  
Active One Construction Company  
Alliance Catholic Credit Union  
Bank of Ann Arbor  
Drs. Justin & Anastasia Dimick  
Krull Construction Company  
Print-Tech, Inc.  
Philip Walby  
Pat Walters & Sons Heating & Air Conditioning

The Development Office also cultivated the advancement of the ETF Leadership Circle to help ensure the consistent growth of the Trust Fund over time. That program invited supporters to make a commitment to the Trust Fund of at least \$1,000 annually, for 5 consecutive years; eight families (and one corporate matching gift) joined the Leadership Circle in 2013. By the end of the fiscal year, the ETF realized \$50,747 in contributions from all (2011 - 2013) Leadership Circle members. Thank you to these generous contributors:

### Leadership Circle Membership 2013

Peter & Jane DeChants  
Daniel & Daisy Demlow  
Frank & Kim La Marca  
Mike & Diane Leoni  
Christopher & Karen Ongena  
Joe & Deb Purcell  
John-Paul & Clare Stando  
Kathie & Dave Sullivan  
Pitney Bowes Company (matching gift)

### Leadership Circle Membership 2012

James & Ann Marie Borders  
Timothy & Jamie Cahill  
John & Denise Carethers  
Doris Filisko  
Tom & Gigi Jetton  
Florence Kruzas  
John & Bridget McGillicuddy  
David & Kathy Swastek

### Leadership Circle Membership 2011

William & Mary Claire Anhut  
Herbert & Christine Black  
Christopher & Traci Coffman  
David & Charlotte Decker  
Bill & Ehren Dirksen  
Jim & Lisa Edwards  
Mark & Karen Falahee  
Marc & Julianna Feeney  
Ted Fosdick  
Robert & Angela Geppner  
William & Angela Giannobile  
Glenn & Amy Gottfried  
Steve & Debra Hermann  
William & Susan Hermann  
Jeff & Stacey Higgins  
Richard & Elizabeth Jarzembowski  
Steve & Julie Lavender  
Mike & Stacey Marsh  
Steve & Lisa Morris  
Tim & Shann Patton  
Greg & Laurie Ruselowski  
Michael & Kimm Sarosi  
George & Judi Schwartz  
Manak & Lucienne Sood  
Mark & Jane Vogel  
Thomas & Mary Wakefield  
Northwestern Mutual Life Insurance Company  
(matching gift)

In addition to the ETF Benefit and the Leadership Circle, 12 donors contributed \$3,171 in new gifts to the Trust Fund. Several of them were contributions in honor, or in memory of someone, and they ranged in amount from \$5 to \$1,000.

All of these efforts help build the ETF, whose primary purpose is to provide long-term financial assistance to St. Francis of Assisi Catholic School. The ETF pools gifts of money and invests the permanent fund to generate an income, which is then awarded to the school each year for operations. The most recent award (based on a formula set forth in the Trust document) totaled \$63,000, the highest ever.

### Fiscal Year 2013 ETF Results

New Gifts:	\$ 3,171
Leadership Circle Gifts:	\$ 50,747
ETF Benefit:	\$ 64,677
ETF Operating Expenses:	\$( 807)
Total Net ETF Revenue:	\$ 117,788

Investment Interest Earned:	\$ 24,064
Unrealized Market Gain:	\$ 73,393
Net Investment Results:	\$ 97,457

ETF Beginning Balance, July 1, 2012:	\$1,399,812
Net Increase in ETF Assets:	\$ 215,245
Ending Balance, ETF, 6/30/2013*:	\$1,615,057

\*Excludes \$63,000 award to be made to St. Francis School in 2013-2014.

# Thank You Donors

## Development Office

### July 1, 2012 - June 30, 2013

The Development Office at St. Francis of Assisi Catholic School extends sincere appreciation to the donors listed below. Their support continues a strong tradition of generosity to help meet important school needs. The list reflects cumulative cash gifts received by the Development Office during the 2012-2013 fiscal year, by gift level. Gift In-Kind donors are listed separately in the last column. The Development Office is also grateful to any unlisted donors who made contributions directly to St. Francis of Assisi Catholic School.

#### Servants of God (\$10,000 & above)

Gene Butman Ford\*

#### Shepherds (\$5,000 - \$9,999)

Anonymous (1)  
Mr. & Mrs. Peter DeChants  
Jim & Clare O'Leary\*  
Mr. & Mrs. Timothy Patton\*

#### Guardians (\$2,500 - \$4,999)

Timothy & Jamie Cahill\*  
Mr. & Mrs. Daniel Demlow\*  
Robert & Angela Geppner  
Mr. & Mrs. Stephen Lavender\*  
Mr. & Mrs. Corey MacGillivray\*  
Mr. & Mrs. Mike Marsh\*  
Cathy Pietrasiuk  
Mr. & Mrs. Jeffrey Remillard\*  
Rebecca Boylan & Thomas Sidlik\*  
Mr. & Mrs. Manak Sood\*  
St. Francis School-PTG  
Mr. & Mrs. Charles Stankovic\*

#### Brothers & Sisters (\$1,000 - \$2,499)

Anonymous (2)  
Mr. & Mrs. Carl Babcock\*  
Mr. & Mrs. James Birchler\*  
Mr. & Mrs. Herbert Black Jr.\*  
Jeff Bocan & Janet Hathaway\*  
Mr. & Mrs. James Borders  
Mr. & Mrs. Thomas Buiteweg\*  
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Andrew & Laurie Catanzaro  
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Northwestern Mutual Foundation\*  
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#### Followers (\$500 - \$999)

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#### Supporters (\$100 - \$499)

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#### Supporters (continued)

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Mark Zaleski  
Jon-Kar & Yolanda Zubieta  
Mrs. Mary Zurawski

#### Friends (Up to \$99)

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#### Friends (continued)

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G. Phil Zepeda\*  
Mr. & Mrs. Nathan Zill\*  
Mary Zynda

An asterisk (\*) denotes a continuous three-year giving history.

Please call the Development Office at 734.821.2208 with corrections.

#### Gifts In-Kind

Abracadabra Jewelry  
Mr. & Mrs. David Barera  
Ralph Belknap  
Boyne Highlands  
Brust Orthodontics  
Robert Burroughs  
Mr. & Mrs. Jeffery Cole  
Frank & Judy Colligan  
Colonial Lanes  
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Mr. & Mrs. Daniel Demlow  
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Mr. & Mrs. Roy Deutschmann  
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Schaefter Orthodontics  
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Carol Fedewa  
Fingerle Lumber Company  
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Georgetown Country Club  
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St. Francis of Assisi Catholic Parish  
2150 Frieze Avenue  
Ann Arbor, MI 48104  
(734) 821-2200  
<http://www.stfrancisa2.com/school>

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Ann Arbor, MI

## Address Service Requested

### Car Raffle

The 17th annual Car Raffle, sponsored by **Gene Butman Ford** and chaired by **Amy Smith**, incorporated some exciting changes. The grand prize was a 2-year lease on a 2013 Ford Mustang convertible with a \$10,000 cash alternative. Three additional cash prizes of \$5,000, \$2,500, and \$1,000 were also awarded. Those prizes increased in value from 2012.

Ken Butman, owner of Gene Butman Ford, asked the school community to make a special effort to raise \$100,000. Each family was asked to sell 24 books of tickets, totaling \$480, to meet that goal. Families who exceeded their sales goal were entered into an incentive drawing for a single-student tuition prize, valued at \$4,830, for the 2013-2014 school year. Fifty-five families exceeded their sales goal, and the Malbone family was chosen as the winner. In addition, an incentive drawing for a \$200 SCRIP gift certificate was held for school staff; staff who sold tickets totaling \$200 or more were entered. Mrs. Rachel Johnson, a first grade teacher, was selected as the winner.

Proceeds from the raffle totaled \$87,633 (before expenses of \$12,229) or 175% of the \$50,000 budgeted goal. The finish represented the fifth highest in the Raffle's history.

Since its inception in 1996, the Car Raffle has raised \$1,238,930 for Catholic education at St. Francis of Assisi. As one of the signature events of the school's Development Office, the Car Raffle has helped keep the cost of tuition as low as possible for families while enabling curriculum and capital improvements too.

**Total Net Car Raffle:**

**\$75,404**

### Planned Giving

A planned gift is carefully considered by the donor in light of estate and financial plans, to be made at some future date, or at death. It can be funded through cash, equity, property, life insurance or a retirement plan, and made in any amount, for any purpose. It is a present decision to make a future gift. Eight benefactors have notified the Development Office that they have made provisions for the Educational Trust Fund or the school in their estate plans. We are grateful for this extraordinary commitment.

### 2012-2013 Development Council

Bob Conlin, Alumni  
Patrice Deutschmann  
Patti Dobbs  
Trish Edwards  
Julie Fantone, Principal & Alumni  
Glenn Gottfried, Chairman  
Debra Hermann  
Bob Hoffman  
Mary Karen McClellan  
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Chuck Stankovic  
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