

LEADERSHIP GUIDE

2025 Annual Bishop's Appeal
Love & Unity



ROMAN CATHOLIC
DIOCESE OF VICTORIA

2025 ANNUAL BISHOP'S APPEAL

Love and Unity

Overall Diocesan Goal

- \$900,000
- Increase participation at each parish.
- Receive pledges from 3000 participants.

Annual Appeal Leadership Guide

this Leadership Guide is for information purposes for all Pastors and Appeal Coordinators and/or Committees. A separate guide has been created for parishes with the promotional information needed to encourage parishioner participation in the Annual Appeal via bulletins, website and social media. That guide can be found in the same email as this guide and can be used by anyone promoting the appeal in their parish.

Appeal Promotional Materials

Website:

The 2025 Appeal website can be found at: <https://www.rcdvictoria.org/bishops-appeal>

Brochures & Posters:

All registered parishioners will be mailed a brochure the first week of October and additional brochures, schools will send home a brochure with students in the same timeframe. Posters will be sent to the parishes and schools in the first week of October.

Each parish and school will receive one 2025 Appeal poster for display.

Thermometer Poster:

An Appeal thermometer poster will be sent as well. You can use this poster to track your parish progress and show your goal.

Video:

The Appeal video featuring Bishop Gary will be posted on the Appeal webpage (link above). You may play this video at Mass to highlight the Appeal. Alternatively, parishioners can be encouraged to access and watch it at their leisure.

Other Design Elements:

For high resolution images of the Diocesan Crest and Love & Unity images below to use in your marketing please contact Appeal Coordinator Amber Lauscher at appealoffice@rcdvictoria.org



Parish Leadership Roles

Pastor

The Pastor provides leadership, expertise, direction and oversight to the appeal, and is essential to the success of the Appeal at the parish.

- Instruct and assure that the methods to conduct the campaign are fully implemented.
- Recruitment of an Appeal Coordinator or Committee.
- Encourage all parishioners to consider a generous gift in gratitude for all that the Lord has given them.
- Be familiar with ministries and programs that benefit from the Appeal.
- Provide a personal letter of support for the bulletin/website.
- A message of support directly from the pastor will resonate with parishioners and they will be more likely to respond.

Appeal Coordinator/Appeal Committee

- Introduce and endorse the video message during Kick-off Weekend or Education Weekend.
- Give pulpit presentations at each weekend Mass, long and short versions are in the Promotional Guide
- Consider a phone campaign to reach out to all parishioners with an encouraging message.
- Encourage the use of the response envelopes and other ways to give.
- Be familiar with ministries and programs that benefit from the Appeal and be prepared to answer questions from parishioners.
- Provide timely updates during the active phase of the Appeal from the pulpit.



Parish Administrative Assistant

- Assist the pastor/appeal committee with rollout and appeal timetable.
- Making sure the Appeal video is available to parishioners.
- Have the brochures available for parishioners and the poster in a high traffic area.
- Encourage parishioners to participate in the Appeal.
- Put weekly messages in the bulletin with the progress of your parish.



Areas of Support

Vocations/Clergy/Religious Support \$120,000

Supports the formation and spiritual growth of current and future priests and other pastoral leaders, while also caring for retired priests who have faithfully served our Diocese.

Local Missions \$325,000

Sustains our Mission churches as they bring the Gospel to some of the most remote communities on Vancouver Island, by covering operating costs, maintenance, pastoral leadership and religious support.

Community & Relationship Building \$185,000

Passes on the richness of our faith through communications, faith formation, and parish/school grants that strengthen outreach, community connection. and spiritual growth.

Parish Portion \$180,000

Fosters parish unity as each community directs its share of the Appeal toward a meaningful local project chosen by the pastoral and parish leadership.

Diocese of Whitehorse \$45,000

Supports our twinned Diocese in northern Canada by helping provide pastoral care, sacraments, and outreach in remote and often challenging environments.

Global Church in Need \$45,000

New this year, our initiative will extend support beyond our Diocese to Aid to the Church in Need (ACN)-an organization that serves the faithful around the world. Through ACN, we will help fund projects such as supporting religious sisters in the Diocese of Odesa-Simferopol in Ukraine, enabling them to continue offering humanitarian aid, hope, and the love of Christ to those suffering from conflict, poverty, or persecution.

Administrative Costs & Parish Portion Formula

All administrative costs for the Bishop's Appeal will be covered by the Diocese of Victoria.

The parish sharing formula has not changed and continues with:

- Every dollar raised **up to** the goal – 20% is for the parish project.
- Every dollar raised **above** the goal – 80% is for the parish project.
- Every dollar raised **beyond** 200% of the goal – 100% is for the parish project.

For all inquiries, please contact Appeal Coordinator Amber Lauscher at appealoffice@rcdvictoria.org



2024 Timetable

October

Oct 1 st	Appeal website goes live
Oct 1 st	Brochures are mailed out to parishioners
Oct 4 th & 5 th	Week 1: Appeal Kick-Off Weekend
Oct 11 th & 12 th	Week 2: Information Weekend
Oct 18 th & 19 th	Week 3: Education Weekend
Oct 25 th -26 th	Week 4: Commitment Weekend

November

"Encore"

- Continue pulpit announcements
- Continue to promote the Diocesan website for donations
- Update parishioners with weekly progress reports from pulpit, in bulletin and on-line

December

- The active phase is over, but pledges and donations are still being accepted
- Reinforce that any donations received before December 31st will receive an income tax receipt for 2025.
- Keep striving to reach the parish goal

Key Strategies / Messaging

For the Pastor, Parish Pastoral Council and Appeal Team.

- Select a compelling tangible parish project or a specific need.
- Report on what was done with last year's Parish Portion of the Appeal.
- Consider the Outreach Registry—if your parish doesn't have a specific need.
- Emphasize the theme: *Love & Unity*
- Look to the Holy Spirit for peace, comfort and guidance.
- Have commitments and pledges from the Pastor, the Appeal Team and key parish leadership in place prior to the kickoff of the campaign.
- Advertise on kickoff weekend that you have already reached _____% of your goal with pledges of \$_____.
- Use the thermometer to track progress, if appropriate.
- Arrange compelling, parish-centered presentations by the Pastor and/or Appeal lay leaders, with emphasis on your Parish Project, for each of the three weeks.
- On Kickoff Week introduce your parish project and encourage giving!



2025 Parish Goals

Organization Name	Goal
Christ the King Parish, Courtenay	\$79,000.00
Church of the Ascension, Parksville	\$49,000.00
Diocese of Victoria BC, Victoria	-
Holy Cross Parish, Victoria	\$51,000.00
Holy Family, Ucluelet	\$3,000.00
Holy Family/Notre Dame Parish, Port Alberni	\$35,000.00
Holy Trinity Catholic, Nanaimo	\$46,000.00
Korean Community, Victoria	\$3,000.00
Our Lady of Assumption, Alert Bay	\$500.00
Our Lady of Fatima Parish, Victoria	\$25,000.00
Our Lady of Grace Parish, Saltspring Island	\$18,000.00
Our Lady of the Rosary Parish, Langford	\$41,000.00
Our Lady Queen of Peace Parish, Victoria	\$18,000.00
Saanich Peninsula Parish, Sidney	\$50,000.00
Sacred Heart Parish, Victoria	\$45,500.00
St. Andrew's Cathedral, Victoria	\$107,000.00
St. Ann's Parish, Duncan	\$5,000.00
St. Bonaventure, Port Hardy	\$2,000.00
St. Edward the Confessor Parish, Duncan	\$46,000.00
St. Francis of Assisi, Tofino	\$2,000.00
St. Francis Xavier, Mill Bay	\$20,000.00
St. Jean Baptiste Parish, Victoria	\$3,000.00
St. Joseph the Worker, Victoria	\$53,000.00
St. Joseph's Parish, Chemainus	\$11,000.00
St. Leopold Mandic Parish, Victoria	\$3,000.00
St. Louis de Montfort Parish, Lake Cowichan	\$1,000.00
St. Mary's Parish, Ladysmith, Ladysmith	\$17,000.00
St. Mary's, Port McNeil, Port McNeil	\$500.00
St. Patrick's Parish, Victoria	\$50,000.00
St. Patrick's Parish, Campbell River, Campbell River	\$49,000.00
St. Peter's Parish, Nanaimo	\$52,000.00
St. Rose of Lima Parish, Sooke	\$14,000.00
St. Theresa's, Port Alice	\$500.00



Outreach Registry

Some parishes wish to partner with a rural parish or mission to assist the parish or mission with capital needs or larger repair and maintenance and start to develop a support network directly with a larger urban parish

If your parish wishes to partner with a rural parish or mission, please forward your intentions to Amber Lauscher at: appealoffice@rcdvictoria.org.

Parishes and missions within the Diocese of Victoria in need of support:

1. St. Francis Assisi, Tofino
2. Holy Family, Ucluelet
3. North Island Parishes
 - St. Bonaventure, Port Hardy
 - St. Mary's, Port McNeill
 - Our Lady of Assumption, Alert Bay
 - St. Theresa's, Port Alice
- 4 St. Ann's, Duncan
5. St. Joseph's, Tahsis
6. St. Peter & Paul, Gold River
7. St. Bernadette's, Sayward



Frequently Asked Questions

How are parish goals determined?

Parish goals are determined using a five-year average of parish collections, pro-rated across the total overall Appeal Goal.

What is the sharing formula between the Parish and the Diocese?

- Every dollar raised **up to** the goal – 20% is for the parish project.
- Every dollar raised **above** the goal – 80% is for the parish project.
- Every dollar raised **beyond** 200% of the goal – 100% is for the parish project.

Why does it make sense to donate to the Appeal rather than directly to my Parish?

Supporting the Bishop's Appeal is supporting all our brothers and sisters on Vancouver Island. Whether it is a young man entering the priesthood or a retired Diocesan priest, a Mission church or supporting a parish initiative. There are many ways that appeal funds are used all across our Island. (See page 2 for areas of support).

Can my parish apply for a Grant from the Appeal Fund?

Yes! Your parish may be eligible for a grant from the Bishop's appeal. Access the Bishop's Appeal Grant form at <https://www.rcdvictoria.org/bishops-appeal>

Thank You

Thank you for your work and dedication to the Annual Bishop's Appeal.





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