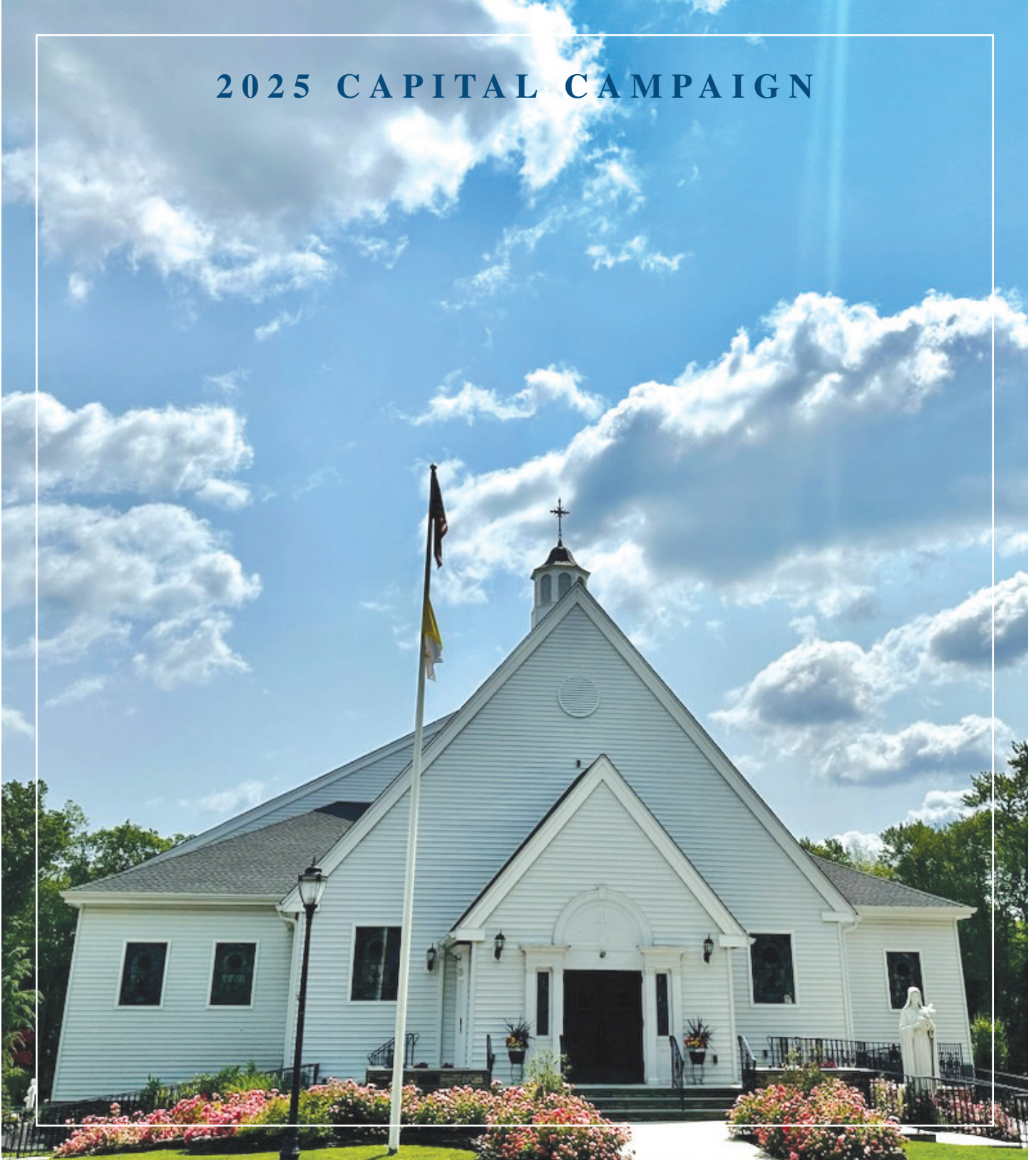




Church of the Little Flower

BERKELEY HEIGHTS, NJ

2025 CAPITAL CAMPAIGN



OUR CASE STATEMENT

*Below is a description of how we aim to address the purchase of a **Priest Residence** through a 2-year Capital Campaign here at The Church of the Little Flower.*

HISTORY AND BACKGROUND

For quite some time now our parish has not had a **Priest Residence** on our parish grounds. This dates back to the “land swap” our parish did with the town. The “land swap” resulted in our parish being able to successfully raise the Capital Campaign funds to build what is now our current worship space. It also resulted in giving back land to the town of Berkeley Heights, which the former rectory and school occupied. Thus, for the last number of years our pastors and parochial vicars have had to live off-site in different towns and neighboring parishes.

CHALLENGE

This is a challenge for a few reasons. To better serve the Little Flower community it is important that the Pastor, Parochial Vicar, and any clergy on staff or in residence are closer to our physical church and parish community. This is important for our pastoral and ministerial roles as clergy. It is also necessary for the long-term vitality of our parish that we establish a local **Priest Residence**. Doing so maintains standards, remains in accordance with Canon Law as well as exercises best practices for our local church.

GOAL AND PROPERTY TYPE

As such, our goal is to purchase a local property and to establish it as the **Priest Residence** for the current and future clergy of Little Flower Parish. This decision was made in consultation with the Parish Finance Council and Archdiocesan Leadership. Our intention is to purchase property within Berkeley Heights, which would essentially be the property of our parish. It is also understood that there is limited inventory within our township. Every effort will be made to establish a **Priest Residence** in Berkeley Heights.

There are certain considerations given the type of use a property will have. This does add to the challenge of finding a suitable property within Berkeley Heights. These considerations include and are not limited to having adequate

and appropriate bedroom and bathroom space, common areas and parking.

FINANCING

We aim to conduct a 2-year Capital Campaign with a total goal of \$750,000. Included in this goal are the projected Annual Appeal goals for 2025 and 2026. Also, included in this goal are the projected costs of conducting a Capital Campaign.

The projected Annual Appeal goals for 2025 and 2026 are \$170,640.42 total (\$85,320.21 per year). Please know that the goal for 2025 is \$85,320.21 and that Annual Appeal goals are established and finalized before the start of each Annual Appeal. Therefore, the 2026 Annual Appeal goal is an estimate. Additionally, by making a pledge or gift to the Capital Campaign you are ultimately making a gift to the Annual Appeal. Thus, the parish is still eligible for the Annual Appeal incentives, which help our operating budget.

The projected cost of conducting a Capital Campaign is \$60,000. This includes conducting a Feasibility Study, implementing a Capital Campaign, all material and postage costs as well as pledge redemption. Our parish is working directly with the Archdiocese of Newark’s Office of Development and Stewardship on this project. In doing so, this greatly reduces the typical costs of conducting a Capital Campaign as parishes normally hire a consulting firm for this type of work.

The estimated balance the parish will have after a 2-year Capital Campaign is \$519,359. Due to the fiscal prudence and oversight of our Parish Finance Council and the generosity of parishioners our parish is fortunate to have an operating surplus as well as parish reserves, totaling \$300,000. The combined use of the remaining Capital Campaign funds and the parish reserves provide an estimated \$819,359.58 for the parish to purchase a local property to serve as a **Priest Residence**.

For projected use only, below is a detail summary:

Revenue	
Capital Campaign	\$750,000
Parish Reserve	\$300,000
Subtotal	\$1,050,000
Expenses	
2025/26 Annual Appeal	\$170,640.42
Feasibility Study	\$10,000
Capital Campaign	\$40,000
Pledge Redemption	\$10,000
Subtotal	\$230,640.42
Total Projected Funds for a Priest Residence	\$819,359.58



WHAT IF WE IDENTIFY A PROPERTY BEFORE ALL OF THE CAPITAL CAMPAIGN FUNDS ARE RAISED AND COLLECTED?

Ideally, we aim to purchase a property using the Capital Campaign funds and the parish reserves. This way, our parish owns property outright, without any debt. Although, if we identify a property before the completion of the 2-year Capital Campaign, the combination of parish reserves and a mortgage from the Archdiocese of Newark will be used to purchase a property. The details of a mortgage, such as interest and terms will be based on the current banking rates. However, we anticipate a 12-month term and an interest rate below what the banking rate is, at that time. If a mortgage is needed, then our campaign funds will be used to eliminate the mortgage. Our parish can only accept a mortgage from the Archdiocese of Newark and not from an outside lender or bank.

OPERATING EXPENSES

Our Parish Finance Council analyzed the annual operating expenses post purchase. These expenses include and are not limited to maintenance, insurance, utilities, water, sewer, internet/cable, cleaning, landscaping, and snow removal. Currently, the parish is spending \$12,000 per year in rent for two priests. The annual estimated expenses of a property purchase are \$18,720 – \$20,720 which is only an additional cost of about \$6,000 – \$8,000 per year.

Total Estimated Capital Campaign Goal:
\$750,000



FREQUENTLY ASKED QUESTIONS

Why is the parish not considering renting a property to serve as the Priest Residence before purchasing one?

Renting a property would be a short-term solution that does not address the long-term needs of our parish. A **Priest Residence** is a valuable asset that will provide stability and continuity for our parish for many years to come.

Why can't the priests live locally in one rectory, at a neighboring parish?

It is our belief that having a local priest residence in Berkeley Heights will foster for the priests a sense of belonging to the community and a sense of home that rental arrangement in another rectory will not provide. Additionally, a local **Priest Residence** creates a sense of unity among the people they lovingly serve.

With the declining number of priests, it is anticipated that there will be priests and pastors of different parishes living with one another in one residence at some point in the future. Therefore, is it prudent to purchase a property?

While it is true that the number of vocations to the ministerial priesthood is declining, we believe that it is still important for our parish to have its own **Priest Residence**. A **Priest Residence** provides a sense of stability and community for our priests, and it allows them to be more present and available to our parishioners.

What if we raise funds over our goal?

All monies raised over our goal will remain with our parish, unassessed. These funds will be applied towards the purchase of a property to serve as the **Priest Residence** and any costs associated with this project.

Our parish community is generous and understanding of our parish needs. We are confident we will surpass our goal. We purposely kept our goal conservative.

What is the timeline for the campaign?

The active phase of the capital campaign is 4-5 months. While the timeline can fluctuate, our goal is to complete solicitations and to secure pledges by April 2025, before Easter.

How many years do we have to fulfill our pledge?

All families are invited to consider a two-year (24-month) pledge. While one-time gifts are gratefully accepted the most effective way we can achieve our financial goal of \$750,000 is over a two-year time period. Arrangements can be made if you wish to make a pledge beyond the two-years.

If I make a 2-year pledge commitment, can I fulfill my pledge before the 2 years?

Yes. Each parishioner can structure their pledge fulfillment based on their own circumstances.

How is the Annual Appeal impacted?

The parish goal does not change, the parish is still responsible for meeting the appeal goal and the Annual Appeal goal for 2025 and 2026 is included in the total capital campaign goal.

How much can the parish expect to have in cash at the end of the active phase of the campaign?

Parishioners are asked to make 10% down payments when making their pledge. Parishes typically receive 15-20% of the total pledged amount in cash at the end of the active phase of the campaign.

What happens to our Sunday collection?

Campaign pledges are in addition to the weekly collection. The weekly collection addresses the operating costs of the parish while the capital campaign addresses the capital needs of the parish, which are above and beyond the operating budget.

Additional Information

- **Please make checks payable to Church of the Little Flower and note Capital Campaign in the memo line.**
- Payments towards pledges and one-time gifts are tax deductible.
- Pledge adjustments can be made.
- Information on how to make gifts of stock, securities or through your IRA is provided in this brochure.
- You can make your pledge or gift online by going to www.littleflowerbh.org/ways-to-give



GIFT RECOGNITION

In an effort to recognize the families and individuals who make a sacrifice to our capital campaign effort, we have developed the following levels of sacrifice and commitment.

For those families or individuals who wish to make a pledge or gift to the capital campaign, their names would be gratefully displayed as:

Leadership Pledges:	\$25,000 or more
Foundation Pledges:	\$15,000-\$24,999
Benefactor Pledges:	\$10,000-\$14,999
Sponsor Pledges:	\$5,000-\$9,999
Donor Pledges:	\$3,000-\$4,999

All pledges and gifts, regardless of the amount, will be recognized.

OUR FAMILY OF FAITH LOOKS TO THE FUTURE...

As members of the Church of the Little Flower we are faced with a challenge that only together can be overcome. The plan to establish a local *Priest Residence* is important for the future of our parish. It is only by our generosity and reflection for a sacrificial commitment that we will be able to accomplish our objectives.

We have established a goal of \$750,000 in order to put forth our projects. Participation by all members of the parish family will make this goal attainable and surpassable.

Suggested Gift Plans...

In order to assist you in your consideration of a commitment to our appeal, we have listed a suggested gift plan. We understand that each individual or family has different financial obligations and abilities. Yet one of these plans should be within the means of most of the parish family. Please consider which plan best fits your monthly budget, and this may be the best guideline for your commitment. **Remember, this Campaign is based on equal sacrifice, not equal giving.**

Giving Plans to Consider

Total Pledge	10% Down Payment	2 Annual Payments	8 Quarterly Payments	Suggested 24 Month Payments
\$100,000	\$10,000	\$45,000	\$11,250	\$3,750
\$50,000	\$5,000	\$22,500	\$5,625	\$1,875
\$25,000	\$2,500	\$11,250	\$2,812.50	\$937.50
\$20,000	\$2,000	\$9,000	\$2,250	\$750
\$15,000	\$1,500	\$6,750	\$1,687.50	\$562.50
\$10,000	\$1,000	\$4,500	\$1,125	\$375
\$7,500	\$750	\$3,375	\$843.75	\$281.25
\$5,000	\$500	\$2,250	\$562.50	\$187.50
\$4,000	\$400	\$1,800	\$450	\$150
\$3,000	\$300	\$1,350	\$337.50	\$112.50

PLEDGING...

- Please make checks payable to Church of the Little Flower and note Capital Campaign in the memo line.
- Your commitment contribution payments are made over a two-year (24 month) period. If necessary, arrangements can be made for payment over a three-year (36 month) period.
- Your commitment to the Church of the Little Flower capital campaign is in addition to your weekly tithing contribution.
- Payment reminders and envelopes will be mailed according to your payment preference.
- To make your pledge or gift online please visit www.littleflowerbh.org/ways-to-give
- You may pick up a pledge form on certain Sundays throughout the month of March and April in the Church.
- You may use the return envelope provided or drop off your pledge at the parish office.
- You may also contact the Parish Office at (908) 464-1585.

TAX ADVANTAGES THROUGH ADDITIONAL METHODS OF SUPPORT

Donating gifts of stock, securities or giving through your IRA have certain tax benefits.

STOCK TRANSFERS

To make a gift of stock/securities:

1. Submit your stock transfer request in writing to your broker and share the below information:

DTC #: 0015

Account #: 036-893206

EIN #: 22-1487308

Account Name: Roman Catholic Archdiocese of Newark Donated Securities Account

Held at: Morgan Stanley Wealth Management
1030 Broad St, 3rd FL
Shrewsbury, NJ 07702

Attention: D. Tyler Gilmour

Office: (732) 389-5135

David.gilmour@morganstanley.com

2. Please communicate the stock name, number of shares, the date you requested that the transfer be made and that this is for the Church of the Little Flower Capital Campaign by contacting Matthew Phelan the Director of Banking/ Investments at the Archdiocese of Newark.

Office: (973) 497-4069

Matthew.phelan@rcan.org



QUALIFIED CHARITABLE DISTRIBUTION

It is important to consider your tax situation before deciding whether to make a charitable contribution from your IRA. **Be sure to share this gift plan with your financial advisor.**

To qualify:

- You must be 70 ½ or older at the time of the gift.
- Transfers must be made directly from a traditional IRA account by your IRA administrator to Church of the Little Flower.
- Gifts from 401k, 403b, SEP and other plans do not qualify.

Tax benefits

- Donate up to \$108,000 annually.
- IRA Charitable Transfers are excluded from gross income for federal income tax purposes on your IRS Form 1040. You receive no charitable deductions because no taxes are paid on that amount.
- Counts towards your required minimum distribution for the year in which you made the gift and the year in which the transaction cleared your account.

Information on gifts of stock or qualified charitable distributions is not intended as tax, legal or financial advice. Always consult with a financial advisor or a professional tax specialist to determine the best gift plan for you.

PLANNED GIVING, WILLS, ESTATE PLANNING, LIFE INSURANCE

There are numerous planned giving opportunities that provide donors alternative methods of making their gifts to the campaign. These include but are not restricted to:

- Gifts of assets including real estate, stocks, bonds, coins, etc.
- Making the Church a beneficiary of your will.
- Life Insurance: Naming the Church as beneficiary



CAMPAIGN PRAYER

Lord, Our God
You called your disciples
to build up your church
until the end of time.

As we grow our parish community,
we ask your continued blessing
on all those who will assist us.
Bless their labors as they turn our dreams into reality.

Fill us with the graces that we need
to continue our stewardship responsibilities so that,
under your care, this endeavor
may come to a successful completion.

Help us to realize that our sacrifice
for the growth of the Catholic faith and
the future of the Church of the Little Flower
is part of your divine plan.

Amen



Church of the Little Flower

290 PLAINFIELD AVENUE, BERKELEY HEIGHTS, NJ 07922

908.464.1585

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