



ANNUAL APPEAL 2020-2021 SUMMARY REPORT

February 2022

The Mission of Together We Serve

To invite Catholics and others in the Archdiocese of Edmonton to give joyfully and generously to Catholic organizations that **serve** those in need at home, in Canada, and abroad, as **we** work **together** to advance the Mission of the Catholic Church.

CAMPAIGN HIGHLIGHTS

- *Together We Serve* achieved 65% of its \$2 million goal in 2020 and 71% in 2021.
- In 2020, 25 parishes achieved at least 85% of their *Together We Serve* target and 11 parishes exceeded their target.
- In 2021, 29 parishes achieved at least 85% of their *Together We Serve* target and 13 parishes exceeded their target.
- In 2020, *Together We Serve* gave \$1,214,386 to beneficiaries and returned \$22,123 in Parish Share rebates to parishes that exceeded their target.
- In 2021, *Together We Serve* gave \$1,280,342 to beneficiaries and returned \$53,022 in Parish Share rebates to parishes that exceeded their target.

A CHALLENGING TWO YEARS

We cannot overstate the impact of the COVID-19 pandemic response on our Catholic parishes and parishioners. In 2020, our churches were closed for 11 weeks. For the first time *ever* in the Archdiocese of Edmonton, Catholics could not attend Mass in person during Lent and Easter 2020. We know that this was a painful trial for the faithful, even as our parishes rose to the challenge with innovative solutions. When our

churches re-opened in June 2020, we faced significant restrictions on Mass attendance – restrictions that continued into 2022.

During these challenging two years, most of our parishes experienced steep declines in financial support. This, in turn, led to staff layoffs in both the parishes and the Pastoral and Administrative Office – including the *Together We Serve* team. Despite these unprecedented challenges, many Catholics continued to give to their parishes and to *Together We Serve*. The annual appeal achieved 65% of its \$2 million goal in 2020 and 71% in 2021 – that is no small accomplishment!

Most of the gifts to *Together We Serve* in 2020 and 2021 came from our monthly and annual donors. It is with deep humility and gratitude that we say “Thank You” to all those who gave during these challenging times.

TOGETHER WE SERVE REVIEW

In 2021, with *Together We Serve* running on the goodwill of donors and the continued efforts of our parishes to promote it to their parishioners, we undertook a comprehensive review of the eight-year-old campaign. A key element of that review was an online survey of *Together We Serve* donors, former donors and potential donors.

Here is what they told us:

- Catholics give to charity as a faith response to the abundance they have received and a general desire to help others.
- Catholics give to *Together We Serve* because they want to support Catholic organizations and believe that the *Together We Serve* beneficiaries are worthwhile causes and worthy charities.
- Those who do not give or have stopped giving to *Together We Serve*, want to support more local organizations and/or want a say in which organizations will benefit from their donations.
- Many Catholics are very supportive of their own parishes but do not feel connected to the Local Church – the Archdiocese of Edmonton.

LOOKING AHEAD

We have taken your feedback seriously and have listened carefully to what to what our donors, parishes, beneficiaries, and others in the local Catholic community had to say about *Together We Serve*. In response, we have made a number of important changes to refresh and relaunch the campaign in 2022. Specifically:

- The 2022 Campaign Goal is \$1.5 million (down from \$2 million).
- Parish targets have been adjusted to reflect the lower campaign goal and the challenges parishes face as they work to recover from the pandemic response.
- Local needs and beneficiaries will now account for 70% of allocations (up from 50%), These will continue to include our fellow workers in the vineyard: Catholic Social Services, St. Joseph Seminary, Newman Theological College, St. Joseph College, and the needs of our retired priests. New this year, up to 15% will be allocated to local priorities and projects recommended by the *Together We Serve* Advisory Committee.

- Of the remaining funds, 15% will be allocated to the needs of the Church in Canada, including the northern Diocese of Mackenzie-Fort Smith. The final 15% will go to three special collections mandated by the Canadian Conference of Catholic Bishops: *Evangelization of Peoples*, *Needs of the Church in the Holy Land*, and *the Pope's Pastoral Works*.
- Development & Peace will return to running its own Share Lent campaign in our parishes, and will no longer be a *Together We Serve* beneficiary. This will give Development & Peace an opportunity to reach out to a new generation of Catholic donors, especially those who share its vision and priorities.
- The focused *Together We Serve* campaign will move from Lent to the Fall, although Catholics will be invited to give year-round, as they do now.
- Administrative costs that were reduced to 7% of the goal in 2020 and 2021, will continue to be set at 7% (down from 12% before 2020).
- Finally, we are committed to building stronger relationships with our parish community and to providing supports and resources that will enable all parishes to be successful in their *Together We Serve* campaigns.

As we move forward, we pray that *Together We Serve* will continue to be a sign of unity for our Local Church and a light on a hill for those drawn to share in the Mission of Jesus Christ.

Archbishop Richard Smith
February 22, 2022

FINANCIAL RESULTS

Beneficiaries and Allocation of Funds

	2020		2021	
	\$	%	\$	%
Local Beneficiaries				
Catholic Social Services Sign of Hope	\$ 236,131	19.4%	\$ 248,955	19.4%
St Joseph's College at University of Alberta	\$ 101,199	8.3%	\$ 106,695	8.3%
Foundation of St. Joseph Seminary and Newman Theological College	\$ 202,398	16.7%	\$ 213,390	16.7%
St. Joseph Priests' Foundation of Edmonton	\$ 67,466	5.6%	\$ 71,130	5.6%
National Beneficiaries				
Needs of the Church in Canada	\$ 84,332	6.9%	\$ 88,913	6.9%
Diocese of Mackenzie-Fort Smith	\$ 101,199	8.3%	\$ 106,695	8.3%
International Beneficiaries				
Development & Peace-Caritas Canada	\$ 185,531	15.3%	\$ 195,608	15.3%
Evangelization of Nations	\$ 67,466	5.6%	\$ 71,130	5.6%
Needs of the Church in the Holy Land	\$ 101,199	8.3%	\$ 106,695	8.3%
Pope's Pastoral Works	\$ 67,466	5.6%	\$ 71,130	5.6%
TOTALS	\$ 1,214,386	100.0%	\$ 1,280,342	100.0%

Results by Parish

PARISH	Parish Target	2021			2020		
		Total	% of Target	Parish Share Rebate	Total	% of Target	Parish Share Rebate
Anonymous		\$3,456			\$2,994		
Bashaw-Immaculate Heart of Mary	\$6,300	\$5,980	95%		\$5,478	87%	
Beaumont-St. Vital	\$14,000	\$8,855	63%		\$11,251	80%	
Calmar-St. Margaret Mary	\$3,400	\$885	26%		\$1,015	30%	
Camrose-St. Francis Xavier	\$28,500	\$25,681	90%		\$25,121	88%	
Castor-Our Lady of Grace	\$6,200	\$3,148	51%		\$3,192	51%	
Consort-Corpus Christi	\$1,450	\$1,479	102%	\$29	\$0	0%	
Devon-St. Maria Goretti	\$7,400	\$1,645	22%		\$3,189	43%	
Drayton Vly-St. Anthony	\$21,000	\$14,268	68%		\$12,062	57%	
Edm-Annunciation	\$29,400	\$21,306	72%		\$9,147	31%	
Edm-Assumption/Resurrection	\$68,500	\$41,264	60%		\$45,826	67%	
Edm-Corpus Christi	\$30,000	\$22,912	76%		\$21,466	72%	
Edm-Good Shepherd	\$47,000	\$56,883	121%	\$9,883	\$3,360	7%	
Edm-Holy Rosary	\$39,700	\$26,164	66%		\$27,157	68%	
Edm-Mary Help of Christians	\$20,600	\$19,568	95%		\$19,700	96%	
Edm-Nativity of Mary	\$5,400	\$400	7%		\$8,503	157%	\$3,103
Edm-Our Lady of Fatima	\$11,300	\$8,524	75%		\$3,172	28%	
Edm-Our Lady of Guadalupe	\$7,200	\$13,244	184%	\$6,044	\$11,660	162%	\$4,460
Edm-Our Lady Queen of Poland	\$23,200	\$15,659	67%		\$15,553	67%	
Edm-Queen of Martyrs	\$5,700	\$8,510	149%	\$2,810	\$2,320	41%	
Edm-Sacred Heart	\$3,100	\$340	11%		\$1,359	44%	
Edm-Santa Maria Goretti	\$18,600	\$7,686	41%		\$5,266	28%	
Edm-St. Agnes	\$33,000	\$18,150	55%		\$23,066	70%	
Edm-St. Alphonsus	\$9,300	\$25,761	277%	\$16,461	\$13,735	148%	\$4,435
Edm-St. Andrew	\$76,000	\$25,781	34%		\$31,152	41%	
Edm-St. Anthony	\$18,600	\$11,475	62%		\$13,092	70%	
Edm-St. Boniface	\$3,900	\$3,900	100%		\$3,900	100%	
Edm-St. Charles	\$40,200	\$25,409	63%		\$26,577	66%	
Edm-St. Clare	\$18,600	\$10,860	58%		\$12,465	67%	
Edm-St. Dominic	\$30,000	\$13,912	46%		\$21,242	71%	
Edm-St. Edmund	\$48,500	\$19,594	40%		\$14,568	30%	
Edm-St. Emeric	\$2,600	\$1,770	68%		\$2,020	78%	
Edm-St. Joachim	\$7,200	\$0	0%		\$7,200	100%	
Edm-St. John Bosco	\$26,300	\$20,391	78%		\$20,990	80%	
Edm-St. John the Evangelist	\$43,400	\$39,911	92%		\$46,800	108%	\$3,400
Edm-St. Joseph Basilica	\$93,000	\$64,889	70%		\$66,278	71%	

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		Total	% of Target	Parish Share Rebate	Total	% of Target	Parish Share Rebate
Edm-St. Jung Ha Sang	\$8,800	\$10,119	115%	\$1,319	\$3,355	38%	
Edm-St. Matthew	\$34,000	\$24,719	73%		\$16,313	48%	
Edm-St. Theresa	\$70,000	\$47,065	67%		\$47,501	68%	
Edm-St. Thomas d'Aquin	\$17,500	\$15,528	89%		\$12,219	70%	
Edm-St. Thomas More	\$176,000	\$126,312	72%		\$136,252	77%	
Edson-Sacred Heart	\$7,200	\$3,592	50%		\$8,024	111%	\$824
Enoch-Our Lady of Mercy	\$2,600	\$871	34%		\$2,823	109%	\$223
Evansburg-St. Elizabeth	\$2,500	\$640	26%		\$2,005	80%	
Ft. Sask-Our Lady of the Angels	\$33,000	\$25,950	79%		\$26,552	80%	
Grande Cache-Holy Cross	\$5,150	\$9,816	191%	\$4,666	\$6,469	126%	\$1,319
Hinton-Our Lady of the Foothills	\$16,000	\$9,199	57%		\$15,880	99%	
Holden-St. Gregory	\$3,400	\$750	22%		\$120	4%	
Innisfail-Our Lady of Peace	\$10,300	\$4,220	41%		\$1,853	18%	
Jasper-Our Lady of Lourdes	\$6,700	\$3,659	55%		\$3,835	57%	
Killam-RCFofD, H & K	\$20,600	\$9,855	48%		\$14,800	72%	
Lac La Nonne-Our Lady of Lourdes	\$1,450	\$920	63%		\$785	54%	
Lac Ste Anne	\$2,900	\$2,727	94%		\$1,350	47%	
Lacombe-St. Stephen	\$5,150	\$0	0%		\$0	0%	
Leduc-St. Michael	\$48,500	\$18,203	38%		\$21,834	45%	
Lloydminster-St. Anthony	\$44,500	\$29,905	67%		\$27,804	62%	
Ma-Me-O Beach-St. Theresa	\$1,900	\$4,742	250%	\$2,842	\$1,440	76%	
Maskwacis-Our Lady of Seven Sorrows	\$1,250	\$1,250	100%		\$1,704	136%	\$454
Mayerthorpe-St. Agnes	\$4,500	\$4,870	108%	\$370	\$4,005	89%	
Olds-St. Stephen	\$21,500	\$11,352	53%		\$11,930	55%	
Onoway-St. Rose of Lima	\$4,600	\$1,970	43%		\$1,944	42%	
Ponoka-St. Augustine	\$17,000	\$12,845	76%		\$9,830	58%	
Provost-St. Mary's	\$13,000	\$11,166	86%		\$10,060	77%	
Red Deer-Sacred Heart	\$44,000	\$11,386	26%		\$12,184	28%	
Red Deer-St. Mary's	\$72,000	\$40,701	57%		\$36,857	51%	
Rimbey-St. Margaret	\$8,800	\$7,624	87%		\$8,146	93%	
Rocky-Mtn-Hse-St. Matthew	\$21,500	\$15,315	71%		\$15,866	74%	
Sherwood Park-OLPH	\$114,000	\$109,663	96%		\$109,705	96%	
Spruce Grove-Holy Trinity	\$64,000	\$42,516	66%		\$29,688	46%	
St. Albert HFP	\$67,000	\$57,206	85%		\$45,214	67%	
St. Albert Parish	\$64,000	\$27,708	43%		\$24,790	39%	

PARISH	Parish Target	2021			2020		
		Total	% of Target	Parish Share Rebate	Total	% of Target	Parish Share Rebate
Stettler-Christ the King	\$17,000	\$9,688	57%	\$0	\$10,122	60%	
Sylvan Lake-Our Lady of Assumption	\$8,200	\$8,821	108%	\$621	\$9,201	112%	\$1,001
Thorsby-Our Lady of Victory	\$4,300	\$2,804	65%		\$2,713	63%	
Tofield-St. Francis of Assisi	\$3,100	\$680	22%		\$3,110	100%	\$10
Trochu-St. Anne	\$15,500	\$12,854	83%		\$15,257	98%	
Vegreville-St. Martin of Tours	\$13,500	\$15,395	114%	\$1,895	\$15,295	113%	\$1,795
Vermilion-Holy Name of Jesus	\$20,100	\$15,949	79%		\$16,845	84%	
Viking-Holy Heart of Mary	\$5,900	\$10,657	181%	\$4,757	\$542	9%	
Villeneuve-St. Peter	\$12,400	\$11,510	93%		\$10,853	88%	
Wabamun-St. Joseph	\$1,450	\$2,775	191%	\$1,325	\$2,550	176%	\$1,100
Wainwright-Blessed Sacrament	\$11,000	\$10,345	94%		\$8,468	77%	
Wetaskiwin-Sacred Heart	\$17,000	\$16,164	95%		\$16,212	95%	
TOTALS/AVERAGE	\$2,013,300	\$1,411,665	71%	\$53,022	\$1,326,176	66%	\$22,123