



Saint Rose of Lima Catholic Church Feasibility Study Results June, 5 2019

LYNCH DEVELOPMENT ASSOCIATES

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Feasibility Study Goals

Determine Saint Rose of Lima's potential in a major capital endeavor

Make parishioners aware of the discussions taking place

- Do parishioners support the leadership?
- Are parishioners willing to make a financial commitment?

Seek opinions regarding various projects

Understand parishioner's attitudes toward the parish

Gauge parishioner's willingness to be involved through leadership and volunteer roles

Method of Study



Phase I

100 families asked to participate in interviews:
46 interviews conducted either in person or by
phone



Phase II

Questionnaires were mailed to 987 parishioner
households:
90 parishioner households responded by mail or
online

Phase I Results

89% indicated Excellent or Good in regard to the reputation of Saint Rose of Lima Parish

98% indicated Excellent or Good regarding Fr. Paveglio's leadership of the parish as pastor

70% indicated Excellent or Good regarding the case statement proposal

93% of interviewees feel that their fellow parishioners would support a campaign

- Primary concern amongst interviewees is the aging demographic of the parish.

Project Priorities

Item	#1	#2	#3	#4	Abstain
Endowment Fund	12	10	14	7	3
Preservation Fund	12	18	9	4	3
School Strategic Fund	11	9	9	14	3
Gathering Space	8	6	11	18	3

Phase I Continued

Case Statement Strengths

- Parishioners welcomed the opportunity to discuss the future of Saint Rose of Lima and are eager to address the parish's needs.
- Most parishioners believed each preliminary case statement item would have a positive impact on Saint Rose of Lima's Future.
- Many parishioners were happy to see a Gathering Space listed among the proposed projects, but believe it is more important at this time to care for the existing campus and invest in parish ministries and outreach efforts.

Case Statement Issues

- Uncertainty around the school's future has contributed to some hesitancy among some parishioners.

Phase I Continued

87% are willing to make a three-year pledge to a capital campaign.

31 interviewees indicated three-year gifts in the collective range of

\$344,000 - \$530,000

Average gift of ***\$11,097 - \$17,097***

9 indicated they would pledge but did not indicate a range

2 interviewees indicated *maybe* in regard to a three-year pledge

4 interviewees indicated they would not pledge

Gift Breakdown

\$100,000 - \$150,000	1
\$50,000 - \$100,000	0
\$25,000 - \$50,000	1
\$20,000 - \$25,000	1
\$10,000 - \$20,000	12
\$5,000 - \$10,000	7
\$3,000 - \$5,000	9
Will pledge, but did not indicate a range	9
Indicated “maybe” for pledge	2
Will not pledge	4

Phase I Continued

- Lynch Development Associates estimates that the first ***\$900,000 will come from the top 100 donors.***
- 25 interviewees are willing to volunteer
- 2 interviewees are willing to take a leadership role

Phase II Results

84% indicated Excellent or Good in regard to the reputation of Saint Rose of Lima

94% indicated Excellent or Good regarding Fr. Paveglio's leadership of the parish as pastor

55% indicated Excellent or Good regarding the case statement proposal

79% of parishioners feel that their fellow parishioners would support a capital campaign

- 19% of respondents abstained from responding

Project Priorities

Item	#1	#2	#3	#4	Abstain
Endowment Fund	24	17	21	12	16
Preservation Fund	17	28	21	9	15
School Strategic Fund	10	17	24	23	16
Gathering Space	24	12	7	31	16

Phase II Continued

Case Statement Strengths

- Most parishioners agree that now is the time to address the parish's short and long term goals.
- Many believe that a campaign is the best way to establish and address these needs.

Case Statement Weaknesses

- Some parishioners believe that the proposed projects ought to be funded by the parish offertory.
- There is a sense among some that the parish's older demographic is not conducive to pledging.
- Some view the school as an essential element of the parish, while others believe it has become too financially dependent on the parish and should be closed.

Phase II Continued

60% indicated “Yes” when asked to consider a sacrifice over a three-year period.

- A number of comments indicated concern for the parish’s ability to fully fund the projects.
- Some respondents indicated one-time gifts.

Leadership and Volunteer Participation

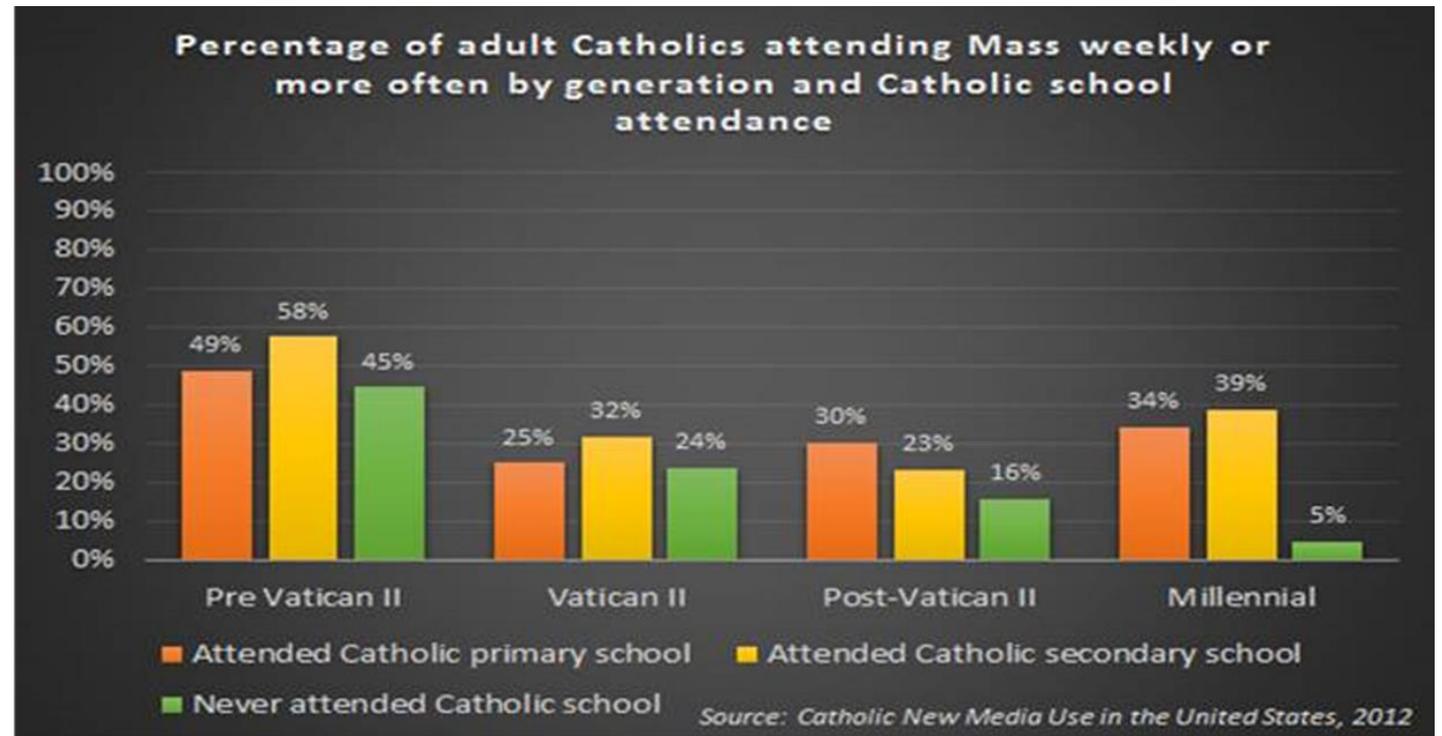
- 26 individuals indicated that they are willing to volunteer
- 3 individuals indicated that they are willing to take a leadership role

Parish Wide Comments & Concerns

- Nearly every parishioner believes Fr. Paveglio has brought a renewed spirituality to the parish through his energy and enthusiasm for the Catholic Faith, and trust Fr. Paveglio's leadership.
- Many parishioners believe that Saint Rose of Lima has an opportunity to increase its ministerial outreach to the community and attract new parishioners to the parish.
- Some parishioners expressed that although Corpus Christi and St. Rose of Lima are both viable parishes and have much to offer, due to the decline in vocations, they believe a merger between Corpus Christi and Saint Rose of Lima is ultimately inevitable.
- Many parishioners see the school as a vital element of the parish, but express concern with regard to enrollment and long-term viability of the school.

Case Statement Development

Build the Endowment:



Final Notes & Recommendations

- While some parishioners expressed concern regarding the capacity of Saint Rose of Lima in a Capital Campaign, they also expressed that a campaign provides an opportunity to discuss the future of the community and to nurture a culture of stewardship within the parish.
- Most parishioners trust Fr. Paveglio's leadership and admire his willingness to bring positive change to Saint Rose of Lima.
- Parishioners would welcome additional information regarding the endowment and preservation funds and how they will be managed. This would provide more confidence among parishioners and lead to greater participation within a campaign.
- There is growing support for a Gathering Space, yet in order to accomplish this the parish would need to conduct a five-year campaign and further educate the parishioners regarding the tremendous benefits of a Gathering Space.

Suggested Course of Action

Lynch Development Associates recommends moving forward in a capital campaign endeavor to raise **\$2 million** with the final goal to be determined after the major gift visit phase.