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Lynch Development Associates

Lynch Development Associates was retained by St. Anne Catholic Church to conduct a Feasibility Study to determine the parish’s potential in a major capital endeavor. This campaign would be to raise funds for strategic and structural needs. The purpose of the Feasibility Study is to make parishioners of St. Anne aware of the discussions taking place: namely, that the parish was undertaking a study to determine whether it could obtain the leadership and financial commitment necessary for a successful campaign endeavor. The study sought their opinions toward the projects, their present feelings toward the parish, and their willingness to be involved. Lynch Development Associates is pleased to share the following Executive Summary:

**Feasibility Study Executive Summary**

**Phase I Results - 41 Participants**

* + Phase I consisted of confidential, in-person interviews between the Feasibility Study consultant and a cross section of parishioners from St. Anne Catholic Church. **41** parishioners participated.
	+ The enthusiasm expressed for St. Anne Catholic Church itself during the interview process was strong, with **93%** of respondents indicating either a *Good or Excellent* rating regarding the reputation of the parish.
	+ Regarding the leadership and operations of the parish under Fr. Allan McDonald, **80%** of those interviewed felt he was doing either a *Good or Excellent* job.
	+ The parish proposed to raise funds through a capital campaign to reduce the parish debt, restore the Martha and Mary Chapel and provide for other renovations. Regarding the proposal to raise funds for the completion of these projects through a capital campaign, **66%** of the interviewees indicated that the proposal is a *Good or Excellent* idea.
	+ Most parishioners believed each preliminary case statement item would have a positive impact on St. Anne’s, but *nearly all* prioritized the debt as the parish’s top priority.
	+ When asked whether their fellow parishioners would support a capital campaign, **65%** of those who answered the question believed that their fellow parishioners would support the campaign.
	+ **83%** of this group indicated a willingness to make a pledge of sacrifice over a three-year period.
	+ **27** participants indicated that they are willing to volunteer. **8** participants indicated that they are willing to take a leadership role.

**Phase II Results - 84 Participants**

* During Phase II, the Feasibility Study consultant collected confidential questionnaires from the parish, either by paper or electronically. Of the 610 invited, **84** parishioners returned their questionnaires.
* **94%** of the respondents felt that the parish had either a *Good or Excellent* reputation.
* **91%** of the respondents felt that Fr. Allan McDonald was doing either a *Good or Excellent* job.
* **67%** of respondents felt that the proposal to raise funds through a capital campaign was either a *Good or Excellent* idea.
	+ **85%** of respondents prioritized the debt as the parish’s number one priority.
* **78%** of respondents felt that their fellow parishioners would support a capital campaign.
* When asked to consider a sacrifice over three years to raise the necessary funds, **68%** of the respondents indicated that they would pledge.
* **50** participants indicated that they are willing to volunteer. **7** participants indicated that they are willing to take a leadership role.

**Recommendation**

Lynch Development Associates recommends moving forward in a capital endeavor to raise approximately
**$1.3 - $1.5 million** over a three-year pledge period.

For additional information, please reach out to the parish office (912) 756 3433 or Alex Check, our Study Director at acheck@lynchdevelopment.com