

ROOTED IN FAITH... REJOICE IN HOPE...  
GROWING IN FAITH TOGETHER



**Our Campaign For the Expansion & Renovation of Our Church Facilities  
& Support of Our Diocesan Campaign**

*Sacred Heart Parish  
Owatonna, MN*

# INTRODUCTION



Sacred Heart Parish, founded in 1866, has a long and proud history that spans almost five generations. And in just 4 years we will be celebrating our sesquicentennial, 150 years of serving our God and our community. While facilities and faces have certainly changed during that time, one thing remains the same...our commitment to Christ, to one another, and to the betterment of our community.

As a result, our parish today is an active and increasingly vibrant Catholic parish. We've seen the Church almost double in members over the past twenty years from 750 families to almost 1100 today. Led by a dedicated pastor, associate pastor and a strong corps of lay leaders and volunteers, there are an increasing number of ways that people of all ages and backgrounds are participating in the spiritual, educational, social and service ministries of our community.

Yet, despite our strong heritage of activity and accomplishment, some significant challenges still remain.

## OUR NEEDS

### **Meeting, Greeting and Education Space**

The economic vitality of our community and the quest for small town living has blessed Owatonna's rural atmosphere with steady growth and a positive outlook for the future. This economic growth has already translated to parish growth and an increased use of our parish facilities.

While we are blessed to have our parish community and ministries flourishing, we also realize that our church facilities are 90 years old and were built for a much smaller parish. In attempting to meet the needs of our growing faith family, our facilities have been stretched to their limits and beyond. Our lack of adequate space is having an adverse effect on our ability to serve our members effectively and will become an ever increasing problem in the future.

Our church leadership realized this and actually began discussions about expanding for the future back in 1996. With this in mind, the **Sacred Heart Facility Planning Team** developed a 3 Year and 20 Year Master Plan for the parish to address and prioritize our needs.

- It's truly a blessing to have such an energetic, busy parish, so much so that our current facilities just can't accommodate the growing number of committees, ministries, organizations and activities that our parish participates in. We hear a consistent plea for more *classroom, program and meeting space*, so we can be more effective in fulfilling our mission, serving the needs of parishioners and doing God's work. Ministries like Youth Ministry and others don't have adequate space to meet. In short, we lack classrooms and meeting rooms that many of our church groups require and this lack of space has forced some groups to meet in various inconvenient and less appropriate spaces such as the Nursery, Rectory Basement, and personal homes.

### **Private Living Quarters for Our Priest**

- Our priests' living quarters are located on the second level, above the parish offices. This does not provide adequate privacy, or room for our resident or visiting priests.

### **Expanded More Suitable Parish Offices**

- Our present parish offices are located on the main floor of the Rectory. The first floor living space has been converted and subdivided into a maze of small and inefficient offices that are inadequate and not ADA compliant.
- Many members and visitors have a hard time finding the offices and there is no area for reception when visitors do arrive.

# OUR NEEDS

## Expanded Narthex

- We've also outgrown our Narthex or Gathering Space. It no longer provides us with a large enough warm and welcoming gathering space where people can meet and greet people before and after Masses and other special and sacred celebrations held in our church.
- The limited size of the existing narthex also doesn't allow us enough room to adequately display or disseminate information about various and varying parish services and activities.

## Maintenance Issues

We also have a number of maintenance issues that need to be addressed either now or soon.

- The roof is in need of repair and there is a considerable amount of re-pointing needed on the masonry.
- The HVAC system is aging and inefficient which increases our operational costs.
- Additional restrooms are needed beyond the ones that are located on the main level now.
- There is currently no internet in the meeting rooms and Parish Center, and technology capabilities are limited at the present time.
- During the winter our new front steps of the church get icy which makes it very dangerous to walk into the church. We have the ability to make the steps heated to avoid ice build-up, but currently do not have a boiler to create the necessary heat.
- Parking is inadequate and the main lot slopes toward the building which causes various water issues both in our parking lot and damage to our parish center building.

## Church Renovation

- We need to improve seating capacity and sight lines in the church. There are too few seats at busy Masses and at Christmastime and Easter. Pews are arranged in traditional formation with the back pews a good distance from the altar.

This makes it difficult for people in the back to see and hear clearly. It also inhibits full and active participation in our liturgies.

- The pews and kneelers in the church are worn out and need to be restored or replaced as does the carpeting.

## DIOCESAN NEEDS

As we look to the future of our Diocese, we must address several challenges in order to seize the opportunities the present moment offers us. These important needs cannot be addressed through our annual appeal or ordinary stewardship. To accomplish them, we will all need to go above and beyond our normal tithing.

## Priest Retirement

- The average age of priests in the Diocese is 63. The Diocese has the responsibility to provide all health care and retirement benefits for our priests. At the current rate of expense, the endowment of the priest retirement fund must be replenished. If not addressed, we will be required to either cut critical benefits to our priests or pass on the substantial cost to the parishes. We must honor the dignity and care our priests deserve after a lifetime of service to parishes, the Diocese, and the Church.

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*God calls us to  
care for and  
cultivate all that  
He has given  
us...not to be  
complacent,  
but rather to  
constantly strive  
to be better, to  
build on and  
improve what we  
have...always  
trying to realize  
our God-given  
potential.*

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# OUR NEEDS

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*Just as our parishioners in the past sacrificed to make our church better, we are called to do likewise for those who will follow.*

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## **Immaculate Heart of Mary Seminary**

- For the continued growth of the Church in the Diocese of Winona, we must encourage, educate and provide vibrant formation for a new generation of priests. The Diocese is blessed with a first-class and nationally recognized college seminary and program of priestly formation that has educated nearly every priest in the Diocese for the past 65 years. However, the current seminary buildings, located adjacent to the campus of St. Mary's University, are more than 60 years old and lacking basic modern necessities such as an elevator, handicap accessibility, air conditioning, efficient heating/ventilating and plumbing, classrooms and a computer/media center.

## **2013 Annual Diocesan Appeal (ADA)**

With the funds raised through the ADA, many Catholic ministries and social outreach programs are positively impacted. Every gift to the ADA benefits:

- Catholic elementary and high schools
- Training and support for catechists involved in parish religious education programs
- Faith formation services
- Youth ministry programs
- Diaconate formation
- Prison ministry
- Catholic evangelization
- College campus ministry
- Catholic Newman Centers
- Hispanic ministry outreach

In order to ease the burden on volunteers, donors, pastors and parishioners, the 2013 ADA will be included as part of the Diocesan fundraising campaign. In 2014, the ADA will resume.

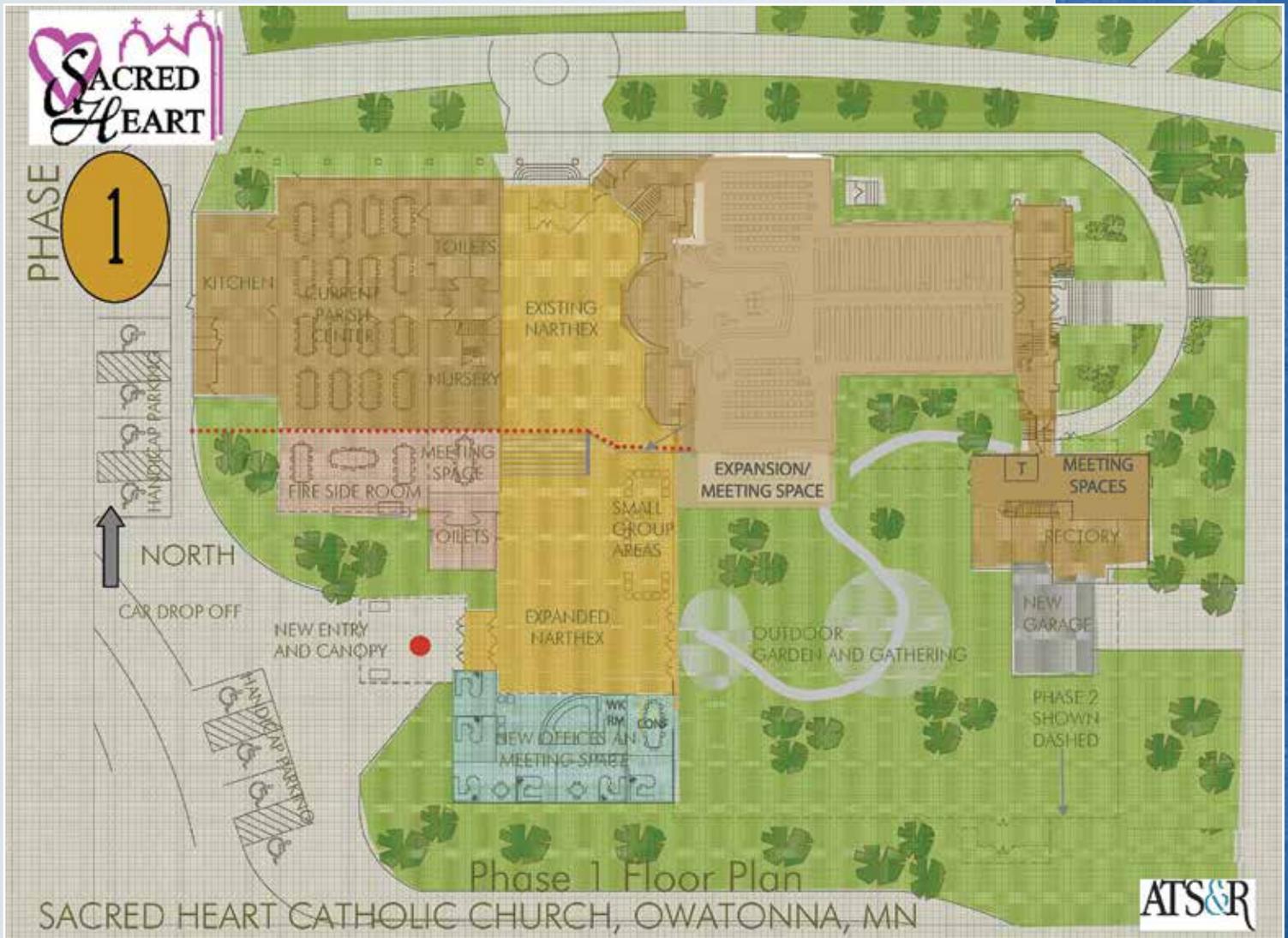


# OUR PLANS

To address these critical needs, parish leadership has developed an exciting action plan that could be done in two phases. Our vision is to renovate and expand our facilities to meet our current and short term future needs and ultimately create a new Parish Campus that will enable us to minister to future generations of parishioners even more effectively and efficiently.

Our original plan was to buy the former hospital property to the south of the church from the City. This would have provided the church with more than enough ample room for expansion. Permission was received from the Diocese to proceed with the purchase, but the City did not accept our offer. They wanted to sell this property to a tax paying entity. Recently, Fareway Foods has purchased and has begun redevelopment of the hospital property for a new grocery store.

With the Hospital plan off the table, our Planning Team came up with an alternative plan.



# OUR PLANS

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*Recognize that all you have and are, are gifts from God and respond appropriately by sharing what you have in a loving and lasting way with those who seek to do God's will and work. This is the essence of what it means to be a sound steward, to emulate the example, and to become a disciple of the ultimate steward – Jesus Christ.*

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## PHASES ONE AND TWO

The first phase of our revised Master Plan would include renovation of our church; expansion of and enhancements to our parish center to include additional gathering space, a new parish office center and expanded and enhanced class and meeting room space. It also includes various other improvements to our buildings and grounds.

### **Parish Center Enhancements**

The first phase of our plan also includes expanding our parish center to the south, into our existing parking lot and making various other enhancements within. This will create 3,000 square feet of additional space for new parish offices, an enlarged narthex, expanded meeting space, and the return of the rectory to a private residence.

### **Parish Office Center**

- Expansion of our parish center will also provide space for a parish office center, a new suite of parish offices that are more modern and adequate for our staff in a location that is more visible and accessible to all parishioners and visitors.

### **Return of the Rectory to a Private Residence**

- Our new parish office center will also enable us to return our rectory to its originally intended use as private living quarters for our resident and visiting priests.

### **Expanded Narthex**

- The narthex will be expanded to the south which will provide additional space for greeting and getting to know one another better after Masses and various other types of services that are held in our church.
- This additional space will also provide additional space to set up tables and various other displays to showcase and distribute information about various and varying parish services and upcoming activities.
- This additional, flexible space will also provide more break-out space for various parish classes and meetings.

### **Expanded and Modernized Meeting Space**

- The expanded Parish Center will also provide expanded program meeting and classroom space, a new Fireside Meeting Room and new restrooms as well.
- Additional and more flexible meeting space will also be created by adding a modern room divider system to the current Parish Center that would subdivide the space and provide versatility when needed.
- Our plans also include modernizing the existing meeting and classrooms with up to date technology and furnishings.

### **Other Improvements**

Other planned phase one improvements include:

- Updating our HVAC system to one that is more effective, energy and cost efficient.
- Re-roofing and tuck pointing our building to protect our newly expanded and renovated facilities.
- Adding a new boiler to heat the front steps of our church.

This new addition will also enable us to correct various traffic flow, parking and parking lot deficiencies, improve storm water management and make various other enhancements to our buildings and grounds. For example:

# OUR PLANS



- Marian Drive would be closed off to make the school more secure.
- The Grotto, which is in need of repair already, would be re-located and refurbished.
- The existing garage will be removed creating a wonderful new green space for outdoor gathering and worship between the existing Rectory and the Parish Center addition.
- Finally, to address the need for expanded parking, we have purchased four homes that border our property, one on Cedar Avenue and three on Oak Avenue. This will provide for additional on-site parking, a new entrance to our property from Cedar Avenue and future needed expansion.
- Working closely with the City of Owatonna and Fareway Foods, we have been able to arrange several agreements for the re-development of that property to help address some of our needs.
  - Fareway has agreed to design the store so that its loading docks would not face our church property.
  - Fareway has agreed to pay for the demolition of all of the houses we purchased which will result in a savings of over \$125,000.
  - Fareway is closed on Sundays and will allow the use of their parking lot for expanded parking for our members.
  - They will also include a new driveway easement from Cedar Avenue that is in our Master Plan and will be needed with the closing of Marian Drive.

# OUR PLANS

## CHURCH RENOVATIONS

Renovations in the church itself would include:

- Reconfiguring the existing pews and angling the pew sections in the front of the church to improve sight lines. This would add approximately 50 seats and provide for overflow seating.
- Restoring the existing pews, replacing the carpeting, and recovering the kneelers.
- Enlarging the altar platform to bring the clergy closer to the assembly which will help to improve sightlines, sound and create a more intimate, participatory environment in our liturgies.

## DIOCESAN NEEDS

The Diocese of Winona has also asked that we participate in the “Rooted in Faith...Rejoice in Hope” Capital Campaign, a campaign to add to our diocesan priests’ retirement fund that is woefully underfunded as well as provide for various seminary improvements that are planned. Our commitment as a parish to the diocese is \$742,500 over the next 6 years, or \$371,250 in two consecutive three-year campaigns. The plans for the diocesan campaign include:



# OUR PLANS

## **Priest Retirement**

Increase the permanent endowment for priest retirement to cover health care costs and pension benefits, thus reducing or eliminating parish assessments.

## **Immaculate Heart of Mary Seminary**

Modernize and update the Immaculate Heart of Mary Seminary buildings, add new space and technology to meet the rigorous year-round demands of education and formation today and in the future. Establish an endowment to ensure proper maintenance and upgrading of the facilities.

## **2013 Annual Diocesan Appeal (ADA)**

Support many Catholic ministries and social outreach programs throughout southern Minnesota. Annual support for these ministries strengthens the Catholic faith and spreads the Word of God.

## **FUTURE PHASE(S)**

If the result of the first two phases of our project and capital campaign matches our potential, then the long range plan of our Master Plan, potentially in the range of 15-20 years, could include:

- Demolition and relocation of the priest's rectory to a new nearby off site location freeing space for a new church.
- Construction of an all new church adjacent to our existing church that will expand our seating capacity from 450 to 700 seats, which will connect with the expanded narthex, provide a more intimate Daily Mass and Eucharistic Adoration Chapel and meet our needs for the foreseeable future.
- Conversion of the existing church into a more expansive fellowship hall.



# OUR CAMPAIGN

## Campaign Goals

**\$2,200,000**

## Minimum Goal

**\$3,200,000**

## Challenge Goal

To address our needs and plans we are initiating an intensive fundraising effort titled the *“Rooted in Faith...Rejoice in Hope...Growing in Faith Together”* campaign. Our aim with this important effort is to raise all of the funds required to complete Phases One and Two of our Master Plan, which is to repair and renovate our church facilities, build a Welcome and Parish Office Center addition, and to support our Diocesan Campaign.

Our minimum goal is \$2,200,000, which will enable us to complete Phase One of our Master Plan which is to make all of the planned repairs and renovations to our church facilities, commence with Phase Two to build our new Welcome and Parish Office Center and pay half of our Diocesan Campaign commitment in three years. A Challenge Goal of \$3,200,000 has also been set which, if met, will enable us to complete all of Phase One and Phase Two, and to pay the entire Diocesan Campaign commitment with little to no debt.

## LEVELS OF SUPPORT NEEDED TO SUCCEED

In order to reach our financial objectives, we will need both a substantial number of givers and a few, fairly substantial gifts.

Size of Gift	Number Needed	Minimum Need
\$ 300,000 or more	1	\$ 300,000
\$ 150,000 - 299,999	2	\$ 300,000
\$ 75,000 - 149,999	4	\$ 300,000
\$ 50,000 - 74,999	6	\$ 300,000
\$ 25,000 - 49,999	12	\$ 300,000
\$ 10,000 - 24,999	30	\$ 300,000
\$ 5,000 - 9,999	40	\$ 200,000
\$ 4,999 or less	273	\$ 200,000
Total	368	\$2,200,000



# GIFT OPTIONS & OPPORTUNITIES

All members are asked to consider gifts above and beyond what they give in their regular offerings and other contributions. And there is a variety of ways that gifts can be made.

- **Long-term subscriptions**, or pledges payable over 3 years, are easier for most and essential to meeting our goal, since it would be impractical, if not impossible, to reach our objectives with one-time, out-of-pocket gifts. Gifts may be made in monthly, quarterly, semi-annual or annual installments at the donor's discretion. A 10% initial investment toward your total pledge is requested.
- **Non-cash gifts** are an additional or alternative way you can support our cause. You may, for example, wish to consider gifts "in kind" such as labor and materials; gifts of securities such as stocks and bonds; gifts of real estate or even personal property such as artwork, automobiles, jewelry and antiques.
- And finally, you can also choose to support our efforts through **deferred gifts**. These are gifts that can be given or arranged for now, but will not be received until later, and include gifts through a person's will by bequest, gifts of life insurance policies or annuities, and gifts in trust.

## GIFT OPPORTUNITIES

There are also a number of very special gift opportunities available to donors of qualifying gift amounts. These opportunities allow people the unique chance to designate their gifts to a particular part of the project and dedicate them in honor or memory of those they choose.

### Building Gift Opportunities

New Welcome and Parish Office Center Addition \$ 1,500,000

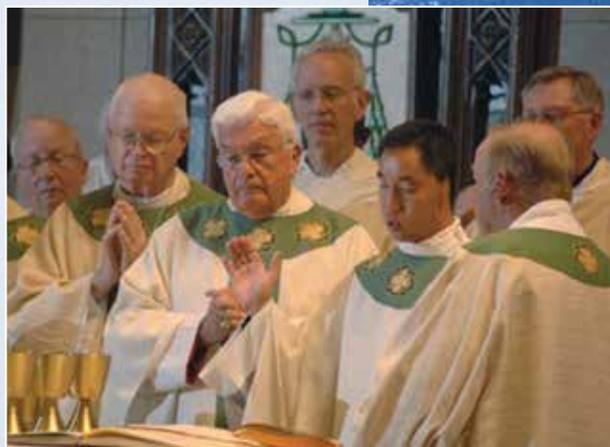
### Phase I Church Facility Improvements

Purchase of Oak Street Homes	\$ 250,000
New Church Roof	\$ 100,000
New Boiler	\$ 100,000
New Kneelers	\$ 20,000
New Boiler (Heat Church Front Steps)	\$ 15,000
New Church Cameras & AV Equipment	\$ 15,000
New Side(s) of Altar Seats (190)	\$ 1,000 each

*Prices of the stated items are not necessarily reflective of the component's cost. Rather they are based on the prominence of the item, our needs, and hopefully, the gift abilities of our community. Although payments for these gifts may be made over the entire pledge period, recognition will be given when the gift is paid in full.*

### Phase II New Narthex & Parish Office Addition

New Expanded Narthex	\$ 600,000
Parish Office Center	\$ 400,000
Fireside Meeting Room	\$ 150,000
Update & Furnish Parish Rectory	\$ 50,000
Canopied Entry Corridor	\$ 50,000
Parish Offices (7)	\$ 30,000 each
Conference Room	\$ 25,000
Restrooms	\$ 25,000
Office Work Room	\$ 15,000
Computer Server and Computers	\$ 15,000
New Audio Visual Technology in the Narthex & Parish Center	\$ 10,000
New Exterior Monument Sign	\$ 7,500



# PLEDGE PLANS

Gift Level	Total Gift	(10%) Initial Investment	Daily *	Weekly *	Payment Plans			
					(36) Monthly	(12) Quarterly	(6) Semi-Annually	(3) Annually
Pacesetter	\$2,000,000	200,000	1,644	11,538	50,000	150,000	300,000	600,000
	1,000,000	100,000	822	5,769	25,000	75,000	150,000	300,000
	750,000	75,000	616	4,327	18,750	56,250	112,500	225,000
	500,000	50,000	411	2,885	12,500	37,500	75,000	150,000
	250,000	25,000	206	1,442	6,250	18,750	37,500	75,000
	100,000	10,000	82	577	2,500	7,500	15,000	30,000
	75,000	7,500	62	433	1,875	5,625	11,250	22,500
	50,000	5,000	41	288	1,250	3,750	7,500	15,000
	40,000	4,000	33	231	1,000	3,000	6,000	12,000
	30,000	3,000	25	173	750	2,250	4,500	9,000
25,000	2,500	21	144	625	1,875	3,750	7,500	
Advanced	20,000	2,000	16.44	115	500	1,500	3,000	6,000
	15,000	1,500	12.33	87	375	1,125	2,250	4,500
	10,000	1,000	8.22	58	250	750	1,500	3,000
	5,000	500	4.11	29	125	375	750	1,500
Community	4,000	400	3.29	23	100	300	600	1,200
	3,000	300	2.47	17	75	225	450	900
	2,000	200	1.64	12	50	150	300	600

\* These figures are provided for illustration purposes only. To minimize costs, suggested payment plans include monthly, quarterly, semi-annual or annual installments.

*“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace.”*

*1 Peter 4:10*

