

FREQUENTLY ASKED QUESTIONS

Understanding the Campaign

1. What is *Called to Flourish: Our Church for the Future*?

Called to Flourish is a comprehensive campaign across the Diocese of Cleveland seeking to raise \$200 million+ in gifts and pledges to strengthen parishes, care for our priests and lay leaders, inspire Catholic students and young adults, and serve our neighbors.

2. What is A Flourishing Apostolic Church?

Bishop Malesic's pastoral letter, *A Flourishing Apostolic Church*, calls every Catholic in the Diocese of Cleveland into deeper faith through daily prayer, active participation in the sacraments, and authentic Christian community. Bishop Malesic invites us to rediscover the heart of our faith and to go forth as missionary disciples who worship boldly, share their faith, and serve others.

3. Why is the Diocese of Cleveland embarking on a capital campaign now?

The Diocese of Cleveland stands at a pivotal moment in its history. As we experience a generational shift in our Church, we are called to engage the generosity of the faithful — young and old, lifelong parishioners and new families alike. *Called to Flourish: Our Church for the Future* is an opportunity to recommit ourselves to Christ's mission to "go and make disciples" (Mt 28:19), ensuring that our parishes, schools, and ministries remain vibrant centers of faith. Now is the time to plant seeds that will allow our Church to flourish well into the future.

4. Which parishes are participating in the campaign?

All parishes in the Diocese will participate in this campaign. Each parish will participate in one of five waves starting in January 2026 through June 2028.

5. How does this campaign differ from previous efforts? How were those funds used?

Called to Flourish: Our Church for the Future builds upon and sustains the impact of previous diocesan initiatives, *Heart of a Shepherd* and *Rooted in Faith – Forward in Hope*. Past campaigns supported essential capital improvements to the seminary, fully funded the Priest Retirement Fund, provided vital tuition assistance for Catholic schools, and laid the groundwork for the high-quality formation opportunities that exist across our seminaries and schools today.

This campaign continues this vital progress by ensuring that the Diocese can support ongoing education and formation for pastoral leaders. It also strengthens the development of lay leaders to ensure that pastors are well supported in their local ministry, and it leverages opportunities within the current educational environment to support our teachers, school leaders, students, and facilities.

Parish Participation

6. Is the Annual Catholic Charities Appeal taking place during the campaign?

Yes, the appeal will continue to be conducted annually. The annual Catholic Charities Appeal helps fund operating expenses and ongoing ministries of Catholic Charities, while *Called to Flourish* will meet extraordinary, long-term needs of the Diocese. While the campaign is running, there will be no annual goal increase for parishes.

7. How are parish campaign targets set?

Parish goals are established at **140%** of the parish's average offertory income over the past three years. This approach is consistent with successful diocesan campaigns across the country and ensures goals are both ambitious and attainable, reflecting each parish's capacity while helping us meet the growing needs of our diocesan family.



8. What happens if a parish raises more than its outlined goal?

Each parish retains 50% of all funds raised up to its campaign goal, with the remaining 50% allocated to support diocesan priorities. If a parish exceeds its outlined goal, it will retain 80% of additional funds raised. If the parish share of funds raised is more than what is required for campaign projects, the parish will prayerfully decide how the remaining funds can best support the parish's future needs, including funding the parish endowment, unless otherwise outlined in the parish local case statement.

9. What happens if a parish does not reach its anticipated goal?

If the parish share of funds raised falls short of the full amount needed, the parish will determine which projects can be completed at this time, and any unused funds will be directed to other important parish priorities.

10. Will *Called to Flourish* affect parish offertory?

Parish offertory is expected to remain steady throughout the five-year pledge period, as parishioners are invited to make campaign commitments above and beyond their regular giving. In many dioceses, similar campaigns have even led to increases in offertory, as parishioners deepen their understanding of stewardship and renew their commitment to supporting the life and mission of the Church.

Making Your Gift/Pledge

11. What is Christian Stewardship?

A Christian steward is one who receives God's gifts gratefully, tends them in a responsible and accountable manner, shares them in justice and love with all, and returns them with increase to the Lord. Through *Called to Flourish*, we are invited to consider how the gifts God has entrusted to us can benefit the future of our Church.

12. How much will families be asked to give?

Each household will be invited to consider a sacrificial gift, beyond regular offertory, in the spirit of Christian stewardship. Suggested amounts will vary, and parishioners are encouraged to pray and discern a level of support that is both meaningful and manageable for their household.

13. How are request levels determined for each parishioner?

Request amounts are thoughtfully determined based on each parishioner's past generosity, in collaboration with the Catholic Community Foundation and campaign counsel. These requests are meant to serve as a guide, not an expectation. Every household's circumstances are unique, and each prayerful, sacrificial gift helps our Church flourish.

14. Why emphasize pledged commitments?

Pledges fulfilled over five years allow families to make a greater impact through flexible payments. This approach encourages deeper generosity than a one-time gift may allow while making it easier for parishioners to participate.

15. How do I make my gift?

There are many ways to support the *Called to Flourish: Our Church for the Future* campaign. Gifts may be made by check, credit card, or automatic bank withdrawal. You may also give through stock or securities, IRA qualified charitable distributions (QCDs), donor-advised funds, or employer matching gifts. All payments should be made to "*Called to Flourish*."

For questions about making or adjusting your pledge, contact the Campaign Office at (216) 902-1300.

16. In addition to my gift, how else can I support the campaign?

First and foremost, we ask for you to pray for the success of the *Called to Flourish* campaign and for all who will be touched by its impact. You can also support the campaign by sharing its message with fellow parishioners. If you feel called to volunteer, please reach out to your pastor or a member of your parish campaign team.

17. How can I make a future gift to ensure the vitality of my parish?

We invite all parishioners to prayerfully consider leaving a lasting Catholic legacy to support the future of their parish. A legacy gift is a meaningful way to ensure your faith and generosity continue to bless your parish for generations to come. You can make a legacy gift through your will or trust, or by naming your parish as a beneficiary of an IRA, life insurance policy, or other assets. To learn more, please contact the Catholic Community Foundation at (216) 902-1300.

For questions or assistance, contact the Campaign Office at (216) 902-1300 or calledtoflourish@catholiccommunity.org.

