



Greetings Fellow Parishioners,

I want to thank you for making our **2023 Annual Catholic Appeal (ACA)** a success and welcome you to the 2024 ACA fundraising campaign! This year's campaign theme is **Come to Christ, One and All**, and it calls on us to reflect on our mission to help each other in every way that we can.

Christ calls everyone, rich and poor alike, strong and weak alike, and by answering his call we all benefit. Not only do we benefit by his salvation hereafter, but; we also benefit here and now. This is exactly what the ACA aims to do: bring together resources from all who are able and willing to give, so that Catholic organizations in need right now can benefit from the many generous parishioners who are willing to give whatever they can. Both large and small donations are welcome because it all comes together to help meet the goal. This year in 2024 our goal is \$11,000 which given rising costs is more than it was many years ago when I became a member of the Immaculate Conception Parish of Tome, NM, but; it is also less than it has been for the past few years. Last year in 2023 we set a new precedent by accomplishing our goal pledges fairly early in the year. While this was a good and welcome surprise it also underscored one of the most challenging parts of the ACA fundraising campaign: that the number of families who donate to the ACA is so few. For many years the participation level here in Tome has stayed between 7% to 9%, and with 695 families registered here in our parish at Tome; that means that only 50 to 60 families are carrying the whole fundraiser.



While that is fine for accomplishing the goal each year, it doesn't help us go beyond our goal so that we can set aside funds for additional needs here at our parish. To be clear; any amount of money raised for the ACA above the goal is kept at the parish and can be used for our various needs here at our home church tax free. Let me assure you that there are many projects in need of funding here in Tome; most immediately our San Juan Diego Parish Hall is in sore need of repairs, very literally: from the roof down to the floor, and many other projects we could list. For our long term fiscal security, in 2024 at the suggestion of Fr. Demkovich the Finance Council agreed to work with the **Catholic Foundation** in establishing an endowment for the parish's future needs. This will allow support for the parish from all across the globe who have moved away or just know about us and want to support us.

In 2023 our parish also saw another interesting event that after establishing our online giving portal at osvhub.com/immaculate-conception-tome/giving/funds we saw an increase of more than \$6000 of regular weekly donations through online giving. While we have had a parish website for many years we have never before been able to accept donations through the website for the Parish and its many projects in need of support.

*Where
Charity & Love
are, there is
God.*

Now let me get to the point: I encourage those families who have not participated in ACA fundraisers in past years to make this the year that you begin by donating online and by giving any amount because even small donations can make a big difference when they are all combined. As Christians we are called to tithe, to offer a tithe of what God has given us to the needs of others. As a tithing parish we are called to support the

good works of the Church. This act of charitable giving has an impact on both the giver and those who receive. Alms giving and acts of generosity impact both persons, those who give and those who receive. A generous spirit is forged by doing generous acts. I will close with this small fact: if all of the 695 families donated \$20 we would fulfill our parish goal and if each family gave \$50 we would fulfill our ACA goal and address the much needed repairs to the parish hall. Please use your phone to scan the QR code and donate online to the 2024 ACA fundraising campaign.

Your brother in Christ,

Lawrence Johnson



For your online pledge or donation scan the QR code below

