

How is my parish's Bishop's Appeal goal established?

The Bishop's Appeal goal formula is based on two major factors. First is a three-year rolling average of a parish's contributing units (CU). This information is provided to the Diocese by the parish. The years that make up the 2013 Appeal are 2009, 2010 and 2011. In November of 2012, all parishes had not submitted their numbers for that year.

The second factor is called the Effective Buying Income (EBI). This data is purchased from a third source marketing company that prepares EBI based on a five-digit zip code. We use a weighted EBI based on where parishioners reside. For example, if you have 60% of parishioners in 54428 and 15% in 54465 and 6% in 54501, we would base the EBI on the weighted portion of where your parishioners reside up to 80%, instead of just taking the EBI from one zip code. We also use a three-year rolling average for this data.

Once we have those two factors, we compare how the parish ranks against all the parishes in the Diocese. From that comparison those parishes that have more CU and a higher EBI take on a larger slice of the Bishop's Appeal overall goal. Parishes that have a lower number of CU and a lower EBI will receive a smaller portion.

Parishes may also receive up to four credits. Parishes can receive a 10% credit for support of a Catholic grade school; 10% credit for support of a Catholic high school. Parishes also have an opportunity to receive a credit up to \$10,000 for a parish that has a parish director or parish coordinator and has provided the Diocese with information about the cost of help-out priests to preside at Mass; and an additional \$5,000 dollar credit to parishes with a parish director or parish coordinator. Both of these credits are first applied toward the Cathedral and the remainder of the credits will then be applied toward the Bishop's Appeal goal. Because the total goal is not reduced by the amount of the given credits, those credits are redistributed to parishes that do not have these circumstances.

The Presbyteral Council approved the allocation formula as being the fairest way to handle the allocation among parishes. They also recommend to the Bishop the amount of the Bishop's Appeal goal every year.