



Jesus called His first disciples one by one to follow Him. Each of us is called by name to renew our lives in Jesus Christ. We journey as a community of faith, one by one, to eagerly discover, follow, worship and share Jesus with all those we meet along our way. So today, there is a question before us:

How can we better lead all people to the Kingdom of God?

The *one by One* campaign answers this question by strengthening our parishes, transforming our schools and faith formation programs, expanding our charitable outreach, providing for our clergy and creating dedicated communities of missionary disciples. Over the course of this campaign, we will raise funds to enhance the programs and facilities needed to support our mission at the Diocesan and local parish levels. In the parish campaigns 50% of funds will support the local parish needs and 50% will be used for Diocese initiatives. Through this campaign, we will inspire hearts to positively transform our communities.

Jesus commissioned the disciples to go into the world to preach the Good News to all nations and cultures until our blessed Lord returns in glory. That responsibility is now ours.

We are called one by one to a life of missionary discipleship to share our faith with those who need to hear and see it most. As disciples in the 21st century, we are called to be Jesus' witnesses, transformed by Him, encouraging the hearts of others.

Our sixteen-county Diocese is richly blessed by parishes, schools, programs of faith formation and ministries provided to us through the sacrifices of previous generations. Yet, living in a world where we are challenged to renew our life in Christ, we must see and respond to the world as it truly is. As a community of missionary disciples, we are called to care not only for that which was given to us, but to reimagine and respond to the challenges we face today and tomorrow.

Our Campaign Priorities

Across our Diocese, funds raised through the *one by One* campaign will strengthen our vibrant parishes, enhance Catholic education in all forms, broaden Catholic Charities and living justice programs, provide for those who serve, create a community that leads others to Jesus and provide for technology and communication upgrades. The campaign will empower each of us to transform our communities as missionary disciples – as we share the healing, teaching and loving presence of Jesus where we live, work and pray.



Transforming and Enhancing Vibrant Parishes

Strengthening the impact of individual parishes within their local communities.

Goal: \$30,000,000

"The parish is the place where the people of God gather to offer worship and sacrifice to God and where they grow in deeper intimacy with Christ and the church through the sacramental life of faith. It is a place where we welcome others and strive to build a family of love by our communion with Christ and one another."

Bishop David L. Ricken, Parishes: Called to Be Holy, Fully Engaged, Fully Alive

The wide reach of our Diocese of Green Bay spreads to 157 parishes across sixteen counties in Northeast Wisconsin. These are the places where we are brought together with our brothers and sisters in faith and in prayer. These are the places where we are sustained through hearing the Word of God and nourished spiritually by receiving the Sacraments.

Our parishes are also places where we, as missionary disciples, venture into our local communities, giving witness to the Good News of Jesus Christ through:

- Engaging in works of mercy with those seeking spiritual or emotional care
- Addressing the needs within our greater communities, including those who live at the margins of society
- Gathering in prayer and worship with one another
- Sharing our gifts in fulfillment of the Church's mission

Our parishes must remain places where we renew our faith as disciples in a community of believers who trust in the truth and joy of the Gospel. Our parishes must also continue to bring hope, peace and salvation to the communities in which they are located.

As such, 50% of all funds collected during the parish campaign will remain with the individual parishes to meet their unique local needs. This represents the largest allocation of campaign funds and will ensure parishes have the means to meet their immediate needs and improve outreach in their communities.

We will strengthen our parishes so they better accomplish the Gospel mission as a local church in the Diocese of Green Bay.



Strengthening and Advancing Catholic Education into Schools of Discipleship

Ensuring our education programs are rigorous, relevant and infused with Catholic teaching for years to come.

Goal: \$19,075,000

"Our world needs Catholic schools. Our world needs faith-based people. Our world needs disciples who treat people with dignity and respect, with love of neighbor, with forgiving and passionate hearts, to do the work of Christ right here on earth."

Fr. Carl Schmitt, pastor at Corpus Christi Parish, Sturgeon Bay and St. Mary's Parish, Maplewood

For our youth, the voice of Christ and the message of the Gospel are woven into our Catholic schools and parish faith formation programs. Catholic schools and faith formation programs must continue to play a significant role in forming missionary disciples who have a deep commitment to serving Christ and His Church. These young people are more likely to attend Mass, receive the Sacraments, pursue vocations to ordained service and commit to building strong marriages and households of discipleship.

The Diocese of Green Bay will renew its commitment to Catholic education in all forms by:

- Strengthening the Catholic character of our schools
- Preserving and caring for school facilities
- Ensuring access to Catholic schools
- Enhancing Catholic school marketing and outreach
- Promoting academic excellence in our schools
- Strengthening our parish programs of faith formation and youth ministry
- Evangelizing and forming families and households of discipleship

"Oh Holy Spirit, fill us with your presence and inspiration. Draw many, many disciples to our classes. Bless all of our families and provide an abundance of resources to accomplish your mission."

Bishop David L. Ricken, A Prayer to the Holy Trinity for Those in Religious Education



Strengthening the Catholic Character of Our Schools: \$650,000

Our journey as disciples begins at a very young age when we are invited into a relationship with Jesus Christ. Promoting an environment that assists our youth to better understand the role and importance of their faith within their daily lives is critical to the future of our Church.

As the Diocese commits to strengthening the learning environment within our Catholic schools to capture the hearts of our youth who are just beginning their journeys of faith. These programs will include:

- Seminars and formation training for the faculty and staff of each school to enhance their ability to communicate the mysteries of the faith and motivate students to develop a personal relationship with Jesus Christ
- Expanded Alpha programming and other training within Catholic primary and secondary schools
- Parent discipleship training in each of the 55 Catholic schools in the Diocese of Green Bay
- A Catholic education leadership summit for select faculty and administrators

Preserving and Caring For Educational Facilities: \$10,000,000

21st century education requires flexible and modern spaces that promote excellence with enriching learning environments. Funds secured for this purpose will be used to assist Diocesan schools in facility master planning, extend individual school and school system construction capabilities, and ensure that educational facilities best serve the long-term learning needs of students.

Matching Grant Program

A portion of the funds secured for this purpose will be used as matching grants for individual schools and school systems with immediate construction needs that align with our strategic plan for Catholic schools. This fund will not be equally distributed to all building projects. Instead, it will be awarded on a competitive basis for projects that significantly enhance learning environments where local resources are insufficient to meet costs associated with the construction project. These matching grant programs will be administered by the Catholic Foundation and supported by the Office of Catholic Schools.

Ensuring Access to Catholic Schools: \$4,000,000

Affordability of Catholic schools is a critical issue for families who may not qualify for other need-based scholarships. The purpose of this scholarship program is to meet the needs of middle-income families seeking a Catholic education for their children.

This endowed scholarship program will support middle-income families with tuition support for Catholic elementary and high schools in the Diocese. The initial target will be Catholic families registered in one of the Diocesan parishes. Families who are not Catholic will be considered if funding is available after meeting Catholic family needs. Additionally, should funds be available after all identified needs are met, support may be made available to lower-income families.

This program will be administered by the Catholic Foundation in cooperation with the Office of Catholic Schools.



Enhancing Catholic Schools Marketing and Outreach: \$1,000,000

The long-term success of our Catholic schools and school systems, as well as faith formation programs and youth ministry all rely on the development and implementation of a comprehensive plan for institutional advancement that promotes our compelling mission. Dynamic communications, marketing and enrollment management programs are all essential components of this plan. Communicating the unique and profound value of Catholic education through technologies that engage the next generation of families will significantly enhance the ability of schools to retain current students and attract new students.

Funds secured for this purpose will be used to create an effective and dynamic Diocesan education marketing program. These funds will also provide training and support to local schools and school systems guiding best practices for the implementation of the marketing program. Specific initiatives will include:

- Comprehensive rebranding and expanding marketing efforts of Catholic schools and programs in the Diocese
- Ongoing training in best marketing and enrollment management practices for local school administrators and those who teach faith formation
- Support for individual schools seeking application to the Wisconsin School Choice Program in order to enhance the number of Catholic schools in the Diocese who may receive state aid for each eligible student on behalf of the student's parent or guardian
- Implementation of online technology platforms enhancing the ability of Catholic schools to enroll new and retain current students
- Distribution of grants to local schools to support innovative practices in enrollment management

Promoting Academic Excellence in Our Schools: \$1,575,000

Developing and implementing innovative, relevant, research-based programs that are infused with the teachings and traditions of our Catholic faith will promote academically rigorous and doctrinally sound environments within our Catholic schools. Providing resources to meet strategic needs, strengthening educational technology and enhancing teacher and staff development will strengthen our learning and faith environments through innovative instructional models. These programs will renew our commitment to rich learning environments that instill the values of the Gospel while championing relevant and emerging educational standards implemented through effective faith-based instruction.

Strengthening Our Parish Programs of Faith Formation and Youth Ministry: \$1,500,000

Increasing resources, programs and training will allow regional missionary discipleship teams to provide dynamic programmatic support in discipleship training to parishes within the Diocese. Creating regional missionary discipleship teams will have a significant impact upon the parishes and the communities they serve, including:

- Increased professional competencies of catechetical leaders
- Greater enrollment in programs of religious education and youth ministry
- Stronger parental involvement in the faith formation of their children



Working with parishes, missionary discipleship teams will provide training on best practices and methodologies for:

- Effective evangelization
- Identifying, training and equipping volunteer youth workers and catechists
- Promoting active evangelization within the learning environment through collaboration with area Catholic schools
- Incorporating parents of Catholic school children into programs of discipleship
- Reaching out to those in our communities who have fallen away from the faith or who do not know Jesus

Evangelizing and Forming Families and Households of Discipleship: \$350,000

Growing discipleship within our parishes begins with enhancing ministries that evangelize and form marriages and families into households who discover, follow, worship and share Jesus with others. These enhanced family life ministries will build stronger marriages, engage parents in the life of the Church and support parents as they face the challenges of raising children in today's world.



Enriching and Broadening Catholic Charities and Living Justice

Caring for those in need to bring more people to Jesus.

Goal: \$6,050,000

"Charity and justice are actually two sides of the same coin or like the right and left hand of the body of Christ, the Church. When we do acts of charity, we ought to be thinking about how we can be part of a solution on a systematic level so that people are not devastated by the unjust actions of others."

Bishop David L. Ricken, Parishes: Called to be Holy, Fully Engaged, Fully Alive

As followers of Jesus Christ, one by one, we are called to be formed in faith and lead a life of active witness, proclaiming the Good News. An essential part of responding to the invitation to become a missionary disciple is fully following the call of Jesus Christ to seek out the stranger, heal the sick and welcome the weary; we need to invite all into deeper relationships with Jesus Christ. We are also called to develop transformational relationships with our brothers and sisters in Christ. Such interactions bring others to the truth and joy of the Gospel.

Catholic Charities of the Diocese of Green Bay lives out the mission of the Gospel in serving those who are most in need in our communities. In addition to promoting the social teachings of the Church, especially as they relate to issues of justice and human dignity, Catholic Charities assists the Diocese and parishes to help others experience the love of God.



As a Diocesan-wide resource, Catholic Charities will address gaps in service and respond to people among us that others won't serve. The Diocese will provide expanded outreach services for St. John the Evangelist Homeless Shelter, and the Catholic Foundation will administer a grant program for homeless shelters and service providers throughout the Diocese.

We will renew our commitment to people in need by:

- Expanding our charitable outreach and services
- Providing addiction outreach services
- Addressing issues of homelessness

Expanding Our Charitable Outreach and Services: \$2,550,000

The darkness of mental illness, emotional suffering and poverty are not limited to our major population areas. Yet, the current reach of Catholic Charities programs is often limited to larger population centers.

By expanding outreach programs we hope to provide new opportunities to serve more people each year. Through this commitment to expand outreach, Catholic Charities will:

- Establish a Catholic presence to respond to our Gospel call to serve others by addressing the corporal and spiritual works of mercy
- Enhance community relationships and actively engage parishes and community partners in strategies to respond to community and individual needs
- Bring the light of Christ in new ways to those who suffer from mental, financial or physical duress

Providing Addiction Outreach Services: \$500,000

The pain of addiction and drug overdose deaths has reached epidemic proportions throughout the Diocese. Across Wisconsin, overdose deaths in 2018 are up 35% over last year. As a result, the growth of this epidemic has revealed a lack of trained alcohol and drug counselors in Northeast Wisconsin. These prevention and counseling services are needed now more than ever.

Catholic Charities will expand their services and programs to areas of the Diocese in greatest need including several rural communities that are not currently served by Catholic Charities. Addiction recovery services will be offered in communities that continue to suffer from a significant increase in instances of addiction and drug overdoses. This could include Green Bay, Marinette, Fox Cities and the Shawano areas. This increase will support hundreds of people who are wrestling with addiction, as well as provide community information and quarterly healing workshops in these areas.



The benefits from these expanded services will be significant and include:

- A better community-wide understanding of addiction issues
- Live referrals for persons receiving services, providing these individuals with information about Catholic Charities, parish and other community-based services
- Successful completion of treatment programs from more than half of those receiving counseling

Addressing Issues of Homelessness: \$3,000,000

As missionary disciples, we are asked to introduce our brothers and sisters in faith to the joy of forming a relationship with Jesus Christ. If we are to be effective in bringing others to the Gospel, we must meet them where they are, understand the circumstances of their lives and seek to promote the presence of God through works of love and mercy.

The Diocese will provide \$1,500,000 to enhance the programmatic outreach of St. John the Evangelist Homeless Shelter in Green Bay. In addition to serving more than five hundred people – many of whom have a diagnosed physical or mental disability – with more than fifteen thousand nights of shelter every year, St. John the Evangelist Homeless Shelter also provides mental health services, alcohol and drug counseling and employment re-entry training. Funds provided to the shelter will be used to make necessary upgrades to the current facility and to create an endowment to ensure future services.

The remaining \$1,500,000 will be made available, on a granting basis, to homeless shelters and homeless service providers within the Diocese. Grants will be considered and awarded based upon the projected impact of the specific issue that is being addressed, the ability of the solution to be scaled and replicated for other service providers, and the alignment of the project to the teaching and doctrine of both the Catholic Church and the mission and vision of the Diocese. The Catholic Foundation will manage this grant process.



Growing and Enhancing Support for Those Who Answer God's Calling

Strengthening our ability to attract, train and care for those at every age who are exploring their faith and vocation to God.

Goal: \$8,285,000

"Vocations to priesthood is the number one priority in our Diocese and will be for many years to come."

Bishop David L. Ricken, Parishes: Called to be Holy, Fully Engaged, Fully Alive

We are molded into a community of faith by those men who are called to ordained service to the Church. As each member of our clergy embraces his vocation to ministry, we are motivated and empowered to love and serve as Jesus Christ within our communities. From the youngest among us who are just beginning their journey of faith to our retired clergy who require extended care, we must support and foster every person's exploration at every age.

Funds raised for this purpose will provide our Diocese with greater opportunities to be present in the places where those who are considering a vocation live, study and pray, as well as ensure long-term care for retired clergy.

Specifically, these funds significantly grow support for those who serve by:

- Enhancing the marketing and outreach efforts of the Office of Vocations
- Ensuring the ongoing financial support of those in priestly formation
- Enhancing our presence and engagement within regional colleges and universities
- Strengthening our ability to meet medical costs for retired clergy
- Supporting renovations and improvements at Camp Tekakwitha to better promote the spiritual growth of our youth

Expanding Support for Seminarians: \$5,000,000

Currently, funds raised from the Seminarian Collection ensure the Diocese is able to defray costs associated with providing ongoing support for seminarians in formation and those considering a vocation to the priesthood. As we seek to increase the number of seminarians, today's funding levels would be insufficient. Projected increases in the length of time that may be mandated for those considering a vocation may also increase costs for those already in formation. Additionally, any decreases in our Seminarian Collection will have a significant impact on our ongoing ability to support those men. Establishing this endowment would provide a stable stream of income to support seminarians today and in the future. These funds will allow the Diocese to significantly enhance outreach programs, activities and retreats for men considering a vocation to the priesthood.

Enhancing Campus Ministries and Camp Tekakwitha: \$2,285,000

Faith formation is a critical part of youth development. Establishing faith in early childhood sets a foundation for future faith maturity. College is one of the most formative experiences in the lives of many young people. During these years, young adults explore new ideas, career options and make life-defining decisions about their values and their life's journey. These formative years shape the future of young leaders and are opportunities for campus ministries to play a pivotal role in the discernment of young adults to a life of ordained service to the church.

More than half the money raised for this purpose will be used to enhance the worship spaces at both the University of Wisconsin at Oshkosh and Green Bay. These new dedicated worship spaces will allow students to explore their relationship with Jesus and discern their potential vocation. Remaining funds will be used to:

- Fully develop a FOCUS missionary program for students attending the University of Wisconsin at Oshkosh and Green Bay, in which FOCUS missionaries partner with college chaplains and campus ministers to extend outreach events and programs that promote an authentic Christian community among students
- Enhance the presence of Diocesan clergy within regional colleges and universities to fully respond to the spiritual needs of those students seeking guidance and support
- Complete crucial repairs to the physical plant of Camp Tekakwitha, so this facility remains one that is welcoming and promotes spiritual growth and reflection at a young age

Strengthening Our Ability to Care for Retired Clergy: \$1,000,000

As the costs for managed and long-term care increase, so too does the cost for providing for the medical needs of those who have retired from ordained service in our Diocese. Funds raised for this purpose will strengthen the ability of the Diocese to provide retired clergy with support for serious medical issues in their retirement years.



Creating and Supporting a Community That Leads Others to Discover, Follow, Worship and Share Jesus

Strengthening Catholic evangelization resources and ministry programs throughout the Diocese of Green Bay.

Goal: \$3,590,000

"Being a disciple means being constantly ready to bring the love of Jesus to others, and this can happen unexpectedly and in any place: on the street, in a city square, during work, on a journey."

Pope Francis, Evangelii Gaudium

As missionary disciples we serve Christ in the world by serving others.

For the Diocese of Green Bay to fully serve those with the joy of the Gospel, we must provide the support necessary for parishes to develop programs that promote discipleship and increase the number and frequency of evangelization and discipleship seminars. We will broaden local capabilities essential to creating dynamic communities of discipleship by:

- Providing parishes with the resources and support necessary to develop programs that promote discipleship
- Enhancing the number and frequency of evangelization courses and discipleship seminars
- Developing programs that promote intercultural competencies for ordained and lay ministers
- Enhancing culturally specific outreach, faith formation and social engagement programs for diverse faith communities
- Providing financial support for Diocesan Hispanic, Latino and multi-cultural outreach programs

Strengthening the Spirit of Encounter: \$950,000

Evangelization, powered by the Holy Spirit, must be made relevant and properly positioned within a culture driven by technology. Many of those who need to encounter the healing, teaching and loving presence of Jesus Christ have a deep digital presence spending much of their time online, communicating and sharing their life experiences through social media.

If we wish to lead others to the Kingdom of God, we must be dynamically present in the places where people communicate. The Diocese will develop evangelization resources, courses and discipleship seminars that may be readily adapted for online consumption and interaction.

If we are truly to go and meet people where they are to bring them the joy of the Gospel, we must form disciples in our Diocese who can go to the literal and the digital streets within our communities to reach the lost with the saving love of Jesus. In order to do this, the Diocese will create a digital ministry and outreach program staffed with personnel who will develop a sustainable plan and implement a myriad of programs for sharing the Gospel with those who are highly engaged in the digital world.



Enhancing Our Capacity to Heal: \$640,000

The call and desire to heal the broken, lost and hurt echoes loudly throughout the history of our faith and in the communities today within our sixteen-county Diocese. We need to train laity and clergy to strengthen our service to those who are hurting and wounded.

The Diocese will identify people to be trained and receive ongoing formation to provide programs in support of Diocesan healing ministries. These volunteers will be resourced to serve within their regions in conjunction with Diocesan spiritual directors, apostolates and catechetical leaders to free those in distress so they may fully respond to God's call to discipleship.

The Gospel messages of faith and joy are most needed in places where people are alone, suffering and without hope. The Diocese will enhance the capacities and capabilities of the current chaplaincy program so they may effectively minister to those in hospitals, long-term health care facilities and prisons.

Strengthening Our Rural Parishes: \$500,000

Rural parishes in the Diocese face a unique set of challenges. Pastors and pastoral leaders are often stretched thin while poverty, unemployment and an exodus of young people to urban areas may deplete our rural communities of spiritual vitality. Yet, our rural parishes play an essential role in the social, economic and spiritual development of the communities where they are located.

Understanding that rural living represents a way of life worthy of promotion and protection – a way of life that is naturally conducive to authentic spiritual and moral formation – grants will be made available to rural parishes that:

- Promote innovative programs and linkages between existing community resources and agencies
- Engage young people both inside and outside the parish in faith formation and social programs
- Provide ongoing adult faith formation, leadership and social development

Promoting the Inclusion and Participation of All God's People: \$500,000

The Diocese has experienced a significant demographic shift as Hispanics, Asians, Africans and many other ethnic communities are growing. Today, our mission to effectively proclaim the Good News must be informed by the need to grow in knowledge and understanding of all God's people. Therefore, we must develop appropriate attitudes and skills so we may effectively engage the diverse communities making up our Diocese.



Knowledge, attitudes and skills in intercultural and interracial relations are indispensable requirements for engaging in the Church's evangelizing mission. The funds secured for this purpose will be used to:

- Develop programs that promote intercultural competencies for ordained and lay ministers within multicultural parishes
- Enhance culturally specific outreach, faith formation and social engagement programs for diverse faith communities
- Provide financial support for Diocesan Hispanic, Latino and multi-cultural outreach programs

Equipping Leadership: \$1,000,000

Effective leadership, at all levels in the Diocese, is essential for maintaining operational effectiveness, inspiring programmatic innovation and ultimately leading people to discover and follow Jesus. The leadership mission team in the Diocese will provide for the growth of all leaders at the local and Diocesan levels, in both spiritual maturity and organizational efficiency. This team will identify, train and inspire leaders who will, in turn, form others with missionary zeal that will lead all people to the Kingdom of God.

Specifically, the leadership mission team will:

- Develop comprehensive assessment programs and methodologies to determine the unmet needs within our parishes and other mission fields
- Develop leadership processes to enhance the ability of current leaders within parishes and ministries so they may better serve their communities, ministries and the people of God
- Develop and build engagement opportunities to identify and guide those who are not yet leaders in their faith communities
- Develop a network of support for current leaders within the Diocese so they may form others and lead more people to the Kingdom of God



Modernizing and Improving Technology and Communication Strategies

Enabling the Diocese to more effectively spread the Good News.

Goal: \$3,000,000

"It is right to rejoice in these advances and to be excited by the immense possibilities which they continue to open up before us, for science and technology are wonderful products of a God-given human creativity."

Pope Francis, Laudato Si

As we spread the joy of the Gospel message throughout Northeast Wisconsin, we must instill the teachings of Christ into every aspect of daily life. The message of the Gospel is eternal; however, the methods used by the Diocese of Green Bay to effectively communicate that message, leading all to salvation, is rapidly changing. Therefore, we must make necessary upgrades to our information technology and our communication strategies. These upgrades will include:

- Strengthening our ability to communicate and share best practices in program and ministry development
- Ensuring the security of diocesan data in an increasingly complex world
- Analyzing and understanding the impact of Catholic community programs



Catholic Foundation
for the Diocese of Green Bay, Inc.

The one by One campaign is managed by the Catholic Foundation for the Diocese of Green Bay, Inc. More information for the campaign can be found at www.one.catholicfoundationgb.org or by calling 920.272.8008. For more than 20 years the Catholic Foundation has been encouraging financial stewardship and generosity by providing a faith-based avenue for families to support the Catholic causes they love through planned, capital and annual giving. The Foundation manages more than 200 funds and has distributed nearly \$40 million through grants and distributions to impact lives in northeastern Wisconsin. To learn more about how you can join us in our mission to transform communities and help lead souls to Christ, please call 920.272.8181 or visit our website at www.catholicfoundationgb.org today!

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