

## **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 2026 Appeal are 2022, 2023 and 2024. In November of 2025, 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.

Effective Buying Income (EBI) is disposable personal income: that amount of gross income available after taxes, to purchase goods and services.

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 pastoral leader or parish coordinator and has provided the Diocese with information about the cost of help-out priests to preside at Mass and other sacraments; and an additional \$5,000 credit to parishes with a pastoral leader or parish coordinator. Both of these credits are first applied toward the Cathedraticum 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.

## **Bishop's Appeal History**

### **Prior to 2008**

Effective Buying Income (EBI) for each parish was determined by the zip code of each individual parish.

### **2008 Forward**

EBI changed to a combined rate determined by the zip code of parishioners based on the percentage of parishioners in a given zip code. That is, if 90% of parishioners lived in one zip code, the EBI used was 90% of the EBI for that zip code combined with the percentage of the EBI for the zip code(s) of the remaining 10% of parishioners.

### **2009 Forward**

A credit of up to \$10,000 was added for those parishes with parish directors determined by their costs incurred for sacramental help outs.

### **2012 Forward**

A credit of \$5,000 was added for those parishes with a parish director – shared between or among parishes that share a parish director. The two new credits apply first to Cathedraticum with amounts not used applied to Bishop's Appeal.