

Questions & Answers

What is the mission and purpose of the Archdiocesan Annual Appeal?

The Archdiocesan Annual Appeal is a living manifestation of the Word of God to serve the least of our sisters and brothers. Its purpose is to secure the financial resources necessary to provide the programs and services to assist the poor and vulnerable, the marginalized and disenfranchised, those who find themselves in desperate situations, and others.

Why is participation in the AAA important?

The Annual Appeal is critical to our mission and ministry in the Archdiocese. There are approximately 450,000 Catholics in the Archdiocese of San Francisco, and the AAA is a unique opportunity to unite us – it enables us to come together as one and assist those who need and depend on us. When we say the Apostles Creed, we reaffirm the fact that we are members of the “one, holy, Catholic and Apostolic Church.” We are saying that we believe that every parish and every parishioner is responsible for his or her parish, as well as for the well-being of the Church and its people throughout the Archdiocese and beyond.

Your generosity is critical to our ability to assist the thousands of people who depend on us, and it is integral to the health and growth of our Catholic family in the Archdiocese of San Francisco. As Catholics, we unite in using our gifts and talents to serve others. As followers of Christ, who embodied perfect charity, we are called to support the charitable outreach efforts of our Church.

What ministries does the AAA support?

The theme for this year’s Appeal is James 2:18, “I will show you my faith by my works.” Together, we demonstrate our faith through the AAA by advancing critical programs for youth, social ministries, school students, our retired Priests, the greater Church, and central office activities. Specifically, funds given to the AAA support:

- Parish ministry and school and student support – e.g, tuition assistance, student enrichment, teacher development
- Clergy support – e.g, Vocations, Deacons, Women religious
- Direct ministries of the Archdiocese – e.g, Restorative Justice, Office of Human Life and Dignity, Ethnic ministries
- Centralized services – e.g, Faith Formation, human resources, financial, real estate and property services
- Universal Church - e.g, US Conference of Catholic Bishops, the Vatican, Communications

What is the financial goal of the 2019 AAA? Who is being asked to participate?

The goal for the 2019 AAA is \$6,865,000. Every parishioner in the Archdiocese of San Francisco is invited to participate in this critical appeal.

How can I make a gift?

You may make a one-time gift (via cash, check, or credit card), a pledge, on-line, or through a donation of stocks, mutual funds, or bonds. **All gifts, regardless of amount, are greatly appreciated, very beneficial, and will be acknowledged.**

How much should I contribute?

Each of us has different financial resources and income. As a result, each parishioner is asked to consider an investment commensurate with his or her ability to give. The Annual Appeal is based on *EQUAL SACRIFICES, NOT EQUAL GIFTS*. Participation is more important than amount, but as a guide, previous donors are asked to consider a gift approximately 5-10% more than they did in the previous year. If you have not previously given to the appeal, a gift of \$10/month for the customary 10 months of the pledge (March-December) would be appreciated. **Again, all gifts, regardless of amount, are very beneficial and will be acknowledged.**

Should I consider a pledged (monthly recurring) gift to the Archdiocesan Annual Appeal?

The *donor, archdiocese, and beneficiaries* of your support all benefit from a pledged gift. For you as a *donor*, the process is easy and convenient. The amount of your support grows significantly over a multi-month period, and you can increase, pause, or stop your monthly donation at any time. The *archdiocese* benefits by witnessing a consistent monthly cash flow throughout the year. *Beneficiaries* of the Appeal benefit through the increased financial support that pledged gifts often provide. A pledge is the easiest way to achieve greater participation and thus provide more support for those who need it.

If I make a pledge, will I be reminded to make pledge payments? Is a pledged gift legally binding?

Yes, you will receive monthly reminders. A pledged gift is **not** legally binding. Should circumstances arise which preclude your ability to complete a pledge, let us know. Your pledge may be deferred and begun again later in the year.

What is the difference between my support for the AAA and my support for my parish?

The Annual Appeal provides the opportunity to support those throughout our Archdiocese who need and depend on the programs and services we provide. Your support for your own parish through the weekly Offertory, on the other hand, supports your parish's ongoing operations. Each is essential.