

St. Mary of the Bay Parish

Feasibility Study Findings Summary Report

(Prepared by Guidance In Giving, Inc., Stewardship, Development & Campaign Consultants)

I. Objectives of the Feasibility Study

- Educate parishioners about the proposed renovation and restoration projects to address the perceived needs of the parish
- Determine whether parishioners feel there are other elements, needs or projects that should be considered by the parish to be included in a campaign
- Identify potential Leadership Gift prospects within the parish and/or local community
- Determine collective financial support from parishioners/families
- Identify possible campaign volunteers, including leadership committee members
- Identify any potential issues, points of concern, or conflicts within the community

II. Feasibility Study Participation

† Thirty-one (31) families were personally interviewed and one hundred seventy-six (176) families completed a survey. In total 207 parish families participated in the Feasibility Study.

III. Summary of Feasibility Study Findings

How long have you been a member of the St. Mary of the Bay Parish?

<i>Membership Ranges</i>	<i>Responses</i>
> 30 years	61%
25 - 29 years	4%
20 - 24 years	5%
15 – 19 years	6%
10 – 14 years	5%
5 – 9 years	5%
1 –4 years	9%
< 1 year	5%

What is your opinion of the proposed renovation and restoration of our churches?

<i>Project Summary</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	83%	69%	72%
Negative	1%	6%	5%
Unsure	16%	20%	19%
No Response	-	5%	4%

Is there anything in the local or parish community that you believe would hinder the success of the proposed project?

- Local economy
- Uncertainty of the long term viability of St. Jean (and maintaining two church buildings)
- Financial ability of parishioners, especially those on limited fixed incomes
- Lack of transparency/issues from the past

Should St. Mary of the Bay Parish move forward with a capital campaign to address the projects outlined?

<i>Response</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Yes	94%	63%	68%
No	0%	6%	5%
Unsure	6%	26%	23%
No Response	0%	5%	4%

If the campaign proceeds as proposed, will you support Father Doug and the parish leadership to the best of your ability to help ensure that the campaign is successful?

<i>Response</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Yes	97%	77%	80%
No	0%	3%	2%
Unsure	3%	14%	13%
No Response	0%	6%	5%

IV. Summary of Feasibility Study Recommendations

- ✚ As there is significant support for the proposed projects, St. Mary of the Bay Parish should proceed with a parish-wide capital campaign to raise upwards of \$900,000-\$1,200,000 or more once the case elements and priority have been finalized. This includes providing and presenting the most up to date renderings, elevations, cost estimates, construction timelines and an understanding of the various approval processes with the Town of Warren and the Diocese of Providence.
- ✚ An empowered and dedicated Campaign Committee should be assembled. This committee, along with Father Doug and the pastoral staff, will be intricately involved in planning campaign events and promoting the campaign to every member of the parish.
- ✚ This summary of the Feasibility Study Report Findings should be provided to all parishioners.
- ✚ St. Mary of the Pay Parish leadership should carefully review the Feasibility Study Findings Report and commentary of the Study respondents. These findings provide significant insight on the feelings, opinions, perceptions and concerns that are present in the parish community, not only about a potential construction project or capital campaign, but also about the parish as a whole.

V. Conclusion

Guidance In Giving has found that there is support, excitement and financial potential for a capital campaign at the St. Mary of the Bay Parish. To achieve the parish potential in a campaign, it will take a concerted effort on the part of all; including detailed case information, a strong, dedicated, and committed leadership, a generous response from parishioners and a spirit of enthusiasm, optimism and true Christian Stewardship.

Guidance In Giving would like to thank all those who participated in the Feasibility Study. It was a pleasure to serve your parish community and we look forward to assisting you in your upcoming capital campaign.