

St. Anthony Abbot Catholic Church

Feasibility Study Summary

At the invitation of St. Anthony Abbot Catholic Church, Mark Davy & Associates, a fundraising consulting firm, conducted a feasibility study to determine our parish's capacity for moving forward with a capital campaign.

Study Methodology

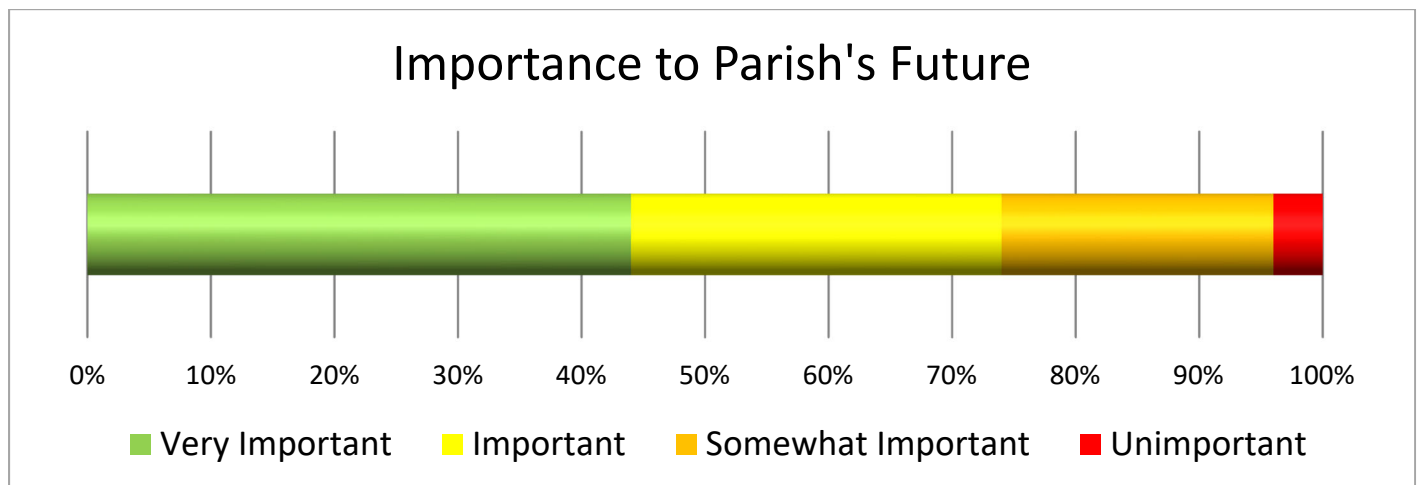
St. Anthony Abbot invited all households (236) to participate in an interview with a Mark Davy & Associates' representative. Mark Davy & Associates conducted 45 interviews, involving 68 parishioners. In addition, surveys were mailed to those who did not participate in the interviews. An opportunity to respond online was also made available. Survey responses were received from 56 households. A total of 43% of parish households participated. Below is a summary of the report's results:

Clarity

Participants felt the vision of building a new church was clear. Eighty-six percent (86%) of participants responded "Very Clear" or "Clear". This response provides confidence that the proposed project is generally understood, however, many had questions and requested more detail.

Importance

Parishioners generally felt a new church building is important to the future well-being of St. Anthony Abbot. Seventy-four percent (74%) of participants responded "Very Important" or "Important".



Strengths

Study participants were asked to identify St. Anthony's top strengths. Although many were mentioned, the strengths most frequently shared included: Father Thompson, feeling a sense of community and history of the parish.

Concerns

The most common concerns were that there are a lot of older parishioners and not many young families, being able to raise the \$1.1 million needed to build, and how the pandemic has effected people's employment and finances.

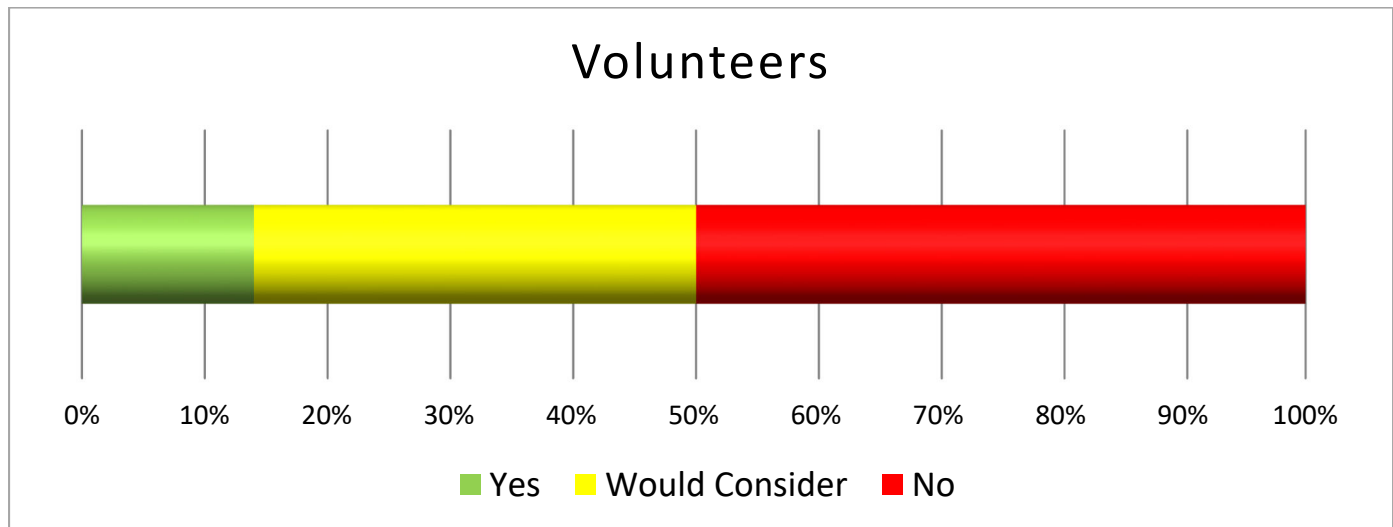
Communication

Mail and email were indicated as the most effective way for parishioners to receive communication.

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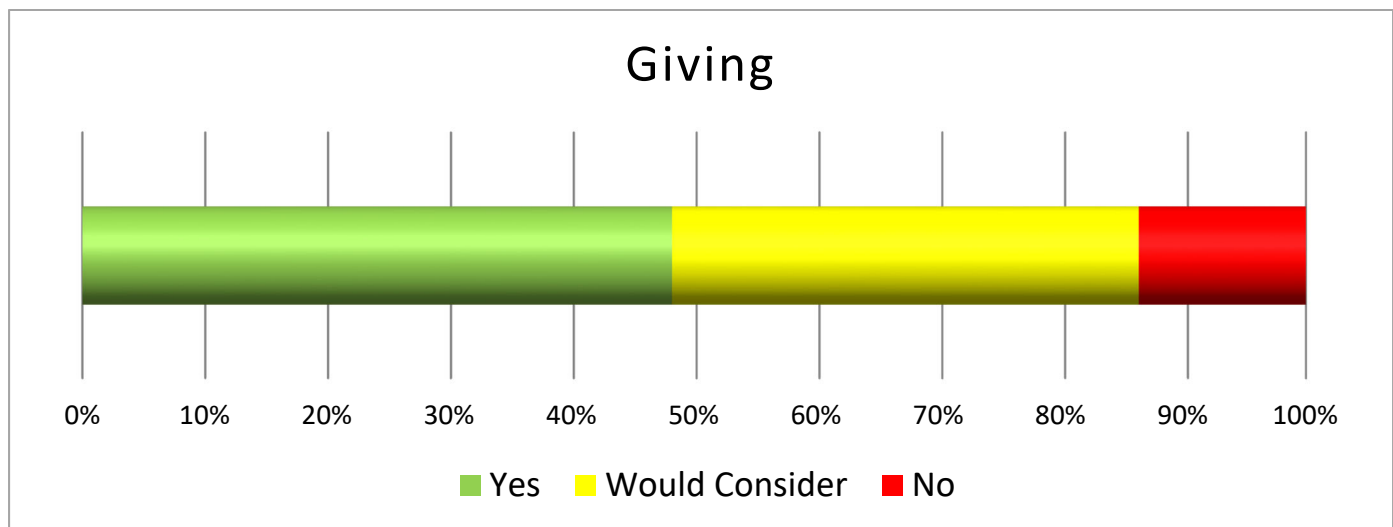
Volunteers

Responses indicated some willingness to accept or consider a volunteer role for a capital campaign. While the percentages seem low, these represent a normal response, as people are reluctant to commit when they are not sure of the job description or project specifics. In a more positive sense, there is a pool of 59 people who would agree to or consider taking a leadership or supportive role.



Giving

Responses to this question were encouraging, but demonstrate a parish needing more information and details. Eighty-six percent (86%) of parishioners participating said "Yes" or "Would Consider" a gift to a capital campaign. When the church educates and involves more parishioners, these percentages will most likely increase.



Capital Campaign Recommendations

Based on the responses, Mark Davy & Associates is recommending that St. Anthony Abbot use momentum gained from this study and move forward with a capital campaign. They estimated we can raise approximately \$450,000 to \$600,000 over a three year period, above and beyond what the parish typically raises for our annual operating budget.

We plan to share the study results with Bishop Powers and discern next steps as a parish. Thank you to everyone who participated! We promise to continue communicating and be transparent throughout this process.