



Campaign FAQs
Section 1: Finance Questions

1. What will the projects cost?
The estimated cost of the project is \$2,960,213. In order to begin the project, the parish will need a total of \$2.4 million in gifts and/or pledges to the capital campaign.

2. What is the campaign goal?
The total campaign goal is \$2,960,213 which includes

**Project Overview:
Estimated Cost for Projects**

Construction Costs:	\$2,707,749.00
<i>School Expansion / Safe Room Addition</i>	
Entails demolition of the convent, addition of 10,200 sq ft building with 6 classrooms and furnishings, a safe room with capacity for over 400, a therapy room, and an office, as well as the addition of a pitched roof on the original elementary	
<i>Church Expansion and Covered Drive Addition</i>	
Approximately 2,000 sq ft addition of church vestibule, remodeling of existing bathroom/sacristy space, and addition of covered drop-off.	
Soft Costs:	\$252,464.94
Engineering/Architectural Fees	\$162,464.94
Classroom Furnishings (assumes reuse of some)	\$25,000.00
Temporary Classroom facilities for 1 year	\$65,000.00
TOTAL ESTIMATE FOR PROJECT:	\$2,960,213.94

3. How much of the money will go to the Diocese?
Diocesan policy requires the assessment a 6% fee on all parish income. This will be paid over the course of ten years.
4. How were the estimated costs for the projects determined?
A project committee, along with our Buildings & Grounds Committee, determined the costs working in close proximity with the architects, engineers and commercial suppliers.
5. Why are we having the campaign now? Why in this economy?

The current state of our facilities has necessitated that we move forward. We need to address the issues of both the church and the school (primarily the need for a safe room and additional classrooms). Delaying would only increase construction costs, as prices will rise in the future. Although the economy continues to be a concern, overall giving in the US was at an all-time in 2015, which is encouraging as we move forward.

6. What will happen if we don't raise the money needed?

The money will be held in a restricted account until we are able to confidently move forward and accomplish our projects.

7. Will the parish take out a loan to complete the project?

Parish leadership will make that determination after the conclusion of the campaign.

8. Where will the campaign money be kept? How will it be invested?

The money is being held separate and restricted from the parish's operating budget in an interest-bearing account at a local bank. The money will be held in the restricted account until we are able to confidently move forward and accomplish our projects.

9. How will we know that our money is being used for the stated purpose?

The money will be deposited in a separate and restricted account and reported monthly to the Finance Council and Parish Council. All monies received for the Campaign will be used solely for the expressed purposes stated in the brochure.

10. Where will the money go if we exceed our \$2.9 million goal?

Any overage above the actual construction costs would be held in a restricted account for future projects. Parish leadership will continue to actively dialogue and pursue the best plan for the long-term benefit of our faith community.

Campaign FAQs

Section 2: Project Questions

11. When will the construction begin?

In order to begin the project, we will need a minimum of \$2.4 million in gifts and/or pledges to the capital campaign; the amount required by the Diocese of Little Rock. We will also need to submit the finalized plans to the Diocese for approval.

12. Will contractors have an opportunity to bid on the project?

The manager of the project will coordinate and execute the selection of qualified contractors for particular aspects of the job.

13. How was the priority of the projects determined?

Projects were selected based on the feedback received from surveys that were completed by parishioners, parents, and alumni in the Fall of 2015. Several projects were discussed and those selected were the ones identified as the top priority.

14. Why don't we simply renovate and expand the existing buildings?

School: The convent building, built in 1950, does not meet current codes for life safety and the money required to renovate that structure would be over \$800,000 - 35% of what a new building would cost. Regardless of other projects, the convent MUST be repaired or replaced in order for the school to continue to utilize it. The new structure will also provide a much-needed SAFE ROOM, as well as TWO additional classrooms to the four that are currently in the convent. Based on current and expected enrollment and class offerings, this space is greatly needed.

Church: We have carefully considered options for renovating the existing space. Staying within the existing footprint will not allow us to meet all of the liturgical needs for the church. The entire church, including the vestibule, is a sacred space, made sacred by consecration. Expansion of the vestibule will provide a better space for gathering and improve reverence within the sacred space of the church. Additionally, a group of individuals who most utilize the space – for Mass as well as sacred events such as weddings and funerals – believe that this expansion will be the best way to meet the functional needs of the parish. The additional space will: provide room for additional bathrooms, improve issues with the reconciliation room, best meet the needs of the clergy and altar servers in preparation for Mass, and allow more space for bridal parties during weddings and family processions prior to funerals.

15. But we will lose the sentimental value and history connected with the convent?

Our cost to renovate and bring that building up to current codes has reached the point where it no longer makes sound financial sense. The parish leadership feels that after carefully looking at all options, the wisest course of action is to pursue a new building that will be designed for today's needs and can be laid out to function effectively for years to come. This decision was guided by the overwhelming feedback received on the survey in favor of replacing the convent with a new, updated building that will meet the needs of the school and church.

16. Is the Site Plan finalized or will there be more changes?

The plan is mostly complete but final decisions will be made in the Spring.

17. Why is the Church office no longer a part of the project?

We did initially intend to include a parish office building beside the rectory. However, the construction estimates made that cost prohibitive during this campaign. The church office has temporarily been relocated to the rectory. Permanent accommodations are still under consideration.

18. How will classes be maintained during the construction period and how long will it last?
Current projections are for the total project to take 10-12 months. During this time, temporary classrooms will be leased for the classes that are currently held in the convent.

Campaign FAQs
Section 3: Pledge Questions

19. Is it true that each family is expected to give a pledge of \$5,000 or more?
- a) No, this is not true. Every gift is important to the success of the Campaign. The success of the Campaign is based on the premise that not everyone can make the same size gift but *everyone can make the same size sacrifice*; a contribution that truly reflects their gratitude for their Catholic faith and a willingness to support the mission of Sacred Heart.
 - b) The suggested minimum asking level in the brochure was set at \$5,000 to reflect a formula that takes into consideration a variety of factors; it is not based on each registered family giving \$5,000. In order for us to be successful, any family who has the ability to pledge \$10,000, \$25,000, \$50,000, \$100,000 or even more is asked to prayerfully consider doing so. We also understand that many will give less than \$5,000 and we gratefully appreciate gifts of all sizes.
20. Why are families asked for pledges?
- We are encouraging pledges instead of one-time gifts because a pledge allows a family to make a larger contribution over a longer period of time. The amount of your pledge is more important than the timeframe in which it is paid! If you need more time to make a larger pledge, you may do so. Of course, we are grateful for all sacrifices, whether they are pledges or one-time gifts. Our most important goal is 100% participation from our families! We hope that you will make a contribution to your parish/school.
21. Do I have to make a down payment?
- You do not have to make a down payment but we will gladly accept gifts at any time. Your down payment will allow us to more quickly accomplish our projects. A down payment is not necessary, however, it is appreciated. Please don't let that stop you from filling out your pledge card.
22. Can I pay my pledge over a different time frame?
- Yes, the time frame is your choice. Please be sure to indicate this on your pledge card when you fill it out.
23. Do I have to make a pledge or can I pay it outright?
- You do not have to make a pledge and one-time gifts are gratefully accepted. However, we are encouraging everyone to prayerfully consider giving to the campaign over an extended period of time since this allows for most people to make a larger gift. We are appreciative of all the sacrificial gifts that are given.
24. How do I fulfill my campaign pledge, will you remind me?
- Beginning in January 2017, regular reminders along with a return envelope will be sent to you according to the plan you have chosen: monthly, quarterly, semi-annually or annually. Bank draft and credit card options are also available.
25. Is my donation tax-deductible?
- Yes. The amount that you pay toward your donation each year is fully tax deductible within the limits of the law. A tax statement will be provided in January.

Campaign FAQs

Section 4: General Parish/School Questions

26. Is the church financially healthy?

Thanks to consistent and strong parishioner support each week, our church is financially healthy. This is paramount as the costs of maintaining our property are always present. We do have some improvement projects slated for the sanctuary in the very near future, which is why it is so important that our families continue to support the church through weekly and monthly tithing (which may now be set up through bank draft for your convenience). We also want to maintain our Church's support of people in our community. Sacred Heart Church has always provided support to community organizations who help people in need and it is important that we continue to do so.

27. Is the school financially healthy? Is enrollment stable?

Yes. After taking a dip with the economy in 2009-2010, the school's enrollment has steadily increased and has hovered around 250 for the past several years in k-12. In its fourth year of operation, the pre-k continues to remain at capacity (27 students) and is completely self-sufficient. K-12 Tuition still only accounts for about 50% of the school's income, but fundraisers and development work ensures that the school operates in the black each year.

28. What is the school tuition and why doesn't the school raise tuition to pay for capital improvements?

Sacred Heart School tuition is among the lowest in the state. However, the school is also only one of two pre-k-12 grade schools still operating in Arkansas and considering the population of Morrilton, raising tuition significantly would likely result in a major drop in enrollment. The school raises tuition incrementally each year. Current school tuition rates range from \$2,950 - \$3,400 (depending on grade and parish affiliation) per year, per student (absolute family maximum is \$5,850)

29. How has the school paid for recent improvement projects?

All improvements to the school campus, technology, etc have been paid for through donations. Since 2009, \$1,344,862 has been donated to Sacred Heart School's Development efforts (which has supported tuition assistance, campus and technology improvements, and general operating support for the school). This number does not reflect other donations and fundraising conducted by the school. During this time, the School and Church have collectively invested \$1,108,347 in school campus improvements.

In regard to capital expenses for the school: School donors have supported the lab renovation, elementary and high school renovation, addition of the gym lobby, Rebel Plaza, new flooring in both elementary and high school buildings, security in all school buildings (electronic access and cameras), a portion of the concrete drive to the gym, renovation to both high school and elementary bathrooms, and most recently, paving the lot on the North side of the school. The church has paid for the high school and gym roof, part of the Rebel Plaza and the concrete drive to the gym, and the renovation to the dressing rooms and gym bathrooms.

The school also purchased a small commuter bus in 2014; it has been paid for almost completely by a single donor and helps the school to bring students from Pope County.