



St. Mary Student Parish
Catholic Campus Ministry at the University of Michigan

FINANCIAL *examen*

2017-2018 ANNUAL REPORT



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a note from the pastor

"Why do people go to church?" My father used to ask me. He was an elder in the Protestant church of my youth. He was pleased that attendance was strong but always wanted to reach new people.

"Why do you come to St. Mary?" I frequently ask this in homilies. And then I answer: Because something inside you stirs at the idea of coming to St. Mary. And you know from experience that many good things flow from that stirring: community, friendship, a chance to pray together, to discuss, and to serve.

The purpose of this Annual Report is to provide a summary - in a spirit of transparency - of the offerings you have given us and on the parish life that your offerings have made possible. We offer this information with great gratitude for your generosity and immense awe at all that the Lord has done in the parish.

We strive to be a welcoming parish. But over the past two years, we too are facing a downturn in the numbers of those attending Sunday mass, down from about 2,200 to just under 2,000 people each Sunday. This decline is part of a nation-wide trend. We are

therefore redoubling our outreach efforts this coming year. With lower attendance comes a downturn in the funds received through Sunday Collections and the Annual Fund.

I am grateful that Fr. Jim Gartland, S.J. will be succeeding me beginning October 1, 2018 for the academic year, since he is the right leader to take on this financial challenge. As a former pastor and high school president, Jim's financial acumen, pastoral sensibility, and love of Jesus and the People of God will be an inspiring presence at the beginning of a new chapter of this parish's dynamic life.

Be assured of my ongoing prayers for you all!



Rev. Benjamin B. Hawley, S.J.

Rev. Benjamin B. Hawley, S.J.
Pastor and Director of Catholic Campus
Ministry at the University of Michigan
July 2010 – July 2018

we are called



“Proclaim in the name of Jesus” is the task given to us. We are always on a mission. But we do not simply support missionaries. We are missionaries – all of us.

It seems so simple. All we need to do is tell others about the most important events that have ever occurred. All we need to do is repeat the most loving and peaceful words ever spoken. All we need to do is share with others the simple truths that will bring meaning to this life and eternal happiness in the next life.

Yet, like the apostles, we are frightened. Our society places religion on the short list of topics not to be discussed by polite people. We shy from conversations we fear will be awkward. We may admire those who can speak of Jesus without embarrassment, but we doubt this grace will be granted to us.

We may even quote the wonderful phrase attributed to St. Francis of Assisi:

“PREACH THE GOSPEL
AT ALL TIMES AND,
WHEN NECESSARY,
USE WORDS.”

Nonetheless, this is the necessary time to use words. We need a new boldness, tongues of fire given to us by the Holy Spirit.

I, like most of you, have many family members who have left the Church. Every day I meet other people who have never really had an encounter with Christ. I try to love them all, to pray for them, and to be a good example.

However, I need an infusion of wisdom to know when words are, in fact, necessary, and then greater courage to speak.

May the Holy Spirit burn my lips with the holy embers of God’s Word, so that I will say what needs to be said!

Jesus tells the apostles to go to all the nations. No one is to be left out because all peoples deserve to hear this Good News, even when they do not know how much they need it.

We should not hold it back only for ourselves; we should not put it under a bushel basket; rather, we need to proclaim this Good News to everyone. We fail Jesus and any person we are close to when we neglect to introduce them to each other.

Jesus wants us to go to the nations. For his first disciples, this meant going beyond the familiar limits of the family, tribe and nation. We likewise must allow the Holy Spirit to take us beyond our normal lives and go where we have never gone before.

Few who have left the Church or have not really heard of Christ will ever read these words. So we are the ones who must become more engaged in the life of the Church and so help to build up the Body of Christ. Then we can fulfill the mission of Christ to go forth.

Text used with permission from the 2014 Pastoral Letter of the Most Reverend Bishop Boyea, Fifth Bishop of the Diocese of Lansing.

sunday at st. mary



22%
OF ADULTS

IDENTIFY AS
CATHOLIC

----- YET -----

FEWER THAN
4 IN 10
CATHOLICS
ACTUALLY ATTEND
SUNDAY MASS

THIS MEANS FOR EVERY

100 ADULTS
IN THE US
JUST 5

ARE COMING TO MASS

* Data originally published by Gallup in April 2018.
For more information, visit news.gallup.com.

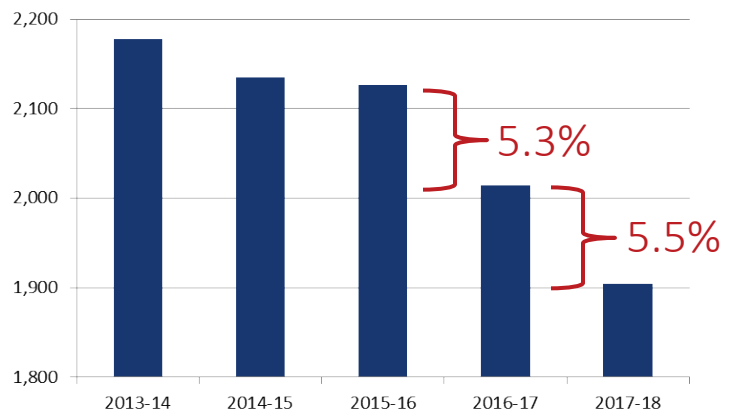
SUNDAY MASS ATTENDANCE

Our sanctuary can accommodate just over 500 people for each mass. With six masses each Sunday during the academic year, St. Mary could see 3,000 people in just one day!

According to a study published online by Gallup in April 2018, Catholic attendance is down six percentage points over the past decade.*

Mirroring the national trend, St. Mary has also experienced a decline in attendance over the last five years. However, the decline has been more significant – 12.6% since 2013.

SUNDAY MASS ATTENDANCE – LAST 5 YEARS



The ramifications of decreased attendance at Sunday mass are huge. Since 2013, an average of 274 fewer people have been filled with Christ's love through the Eucharist - 274 fewer people are going in peace to love and serve the Lord.

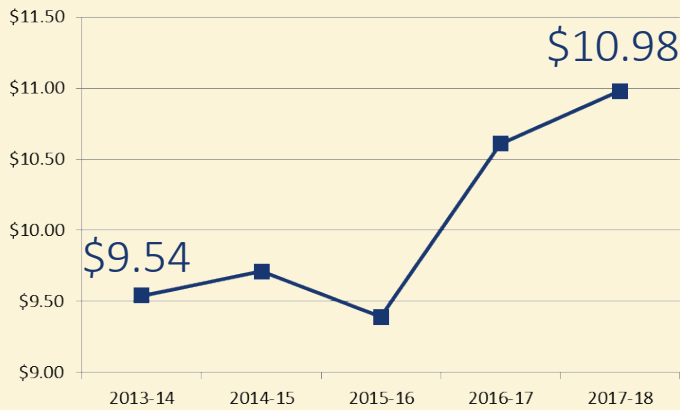
Along these same lines, it is no surprise that fundraising has become increasingly challenging. Sunday Collections represent roughly two-thirds of our yearly income. If fewer seats are filled, fewer gifts are received.

we need you

SUNDAY COLLECTIONS

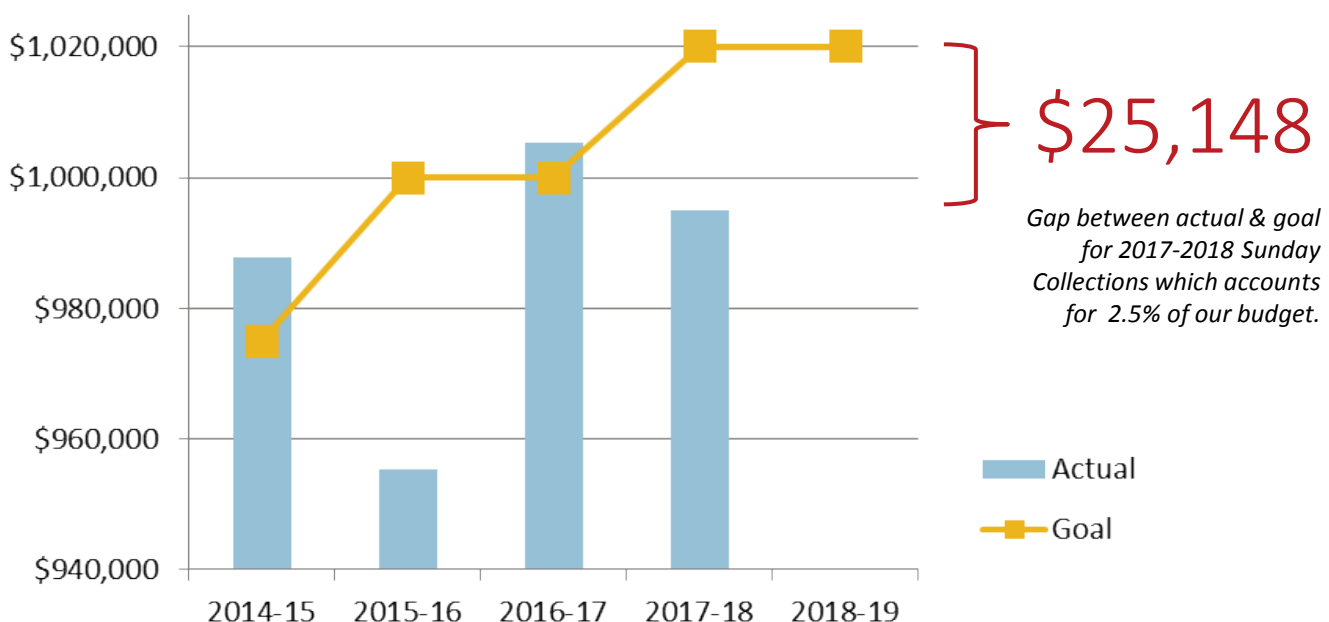
Interestingly, while attendance is decreasing, the average gift per person to Sunday Collections has actually increased. This is due first and foremost to our parishioners' increasing generosity, and also to our ability to offer more modern ways to give, including online giving and smartphone apps like Venmo.

SUNDAY COLLECTIONS
AVERAGE GIFT AMOUNT



Yet this increase in gift size is not substantial enough to overcome the number of gifts lost due to decreased attendance. Last year, we missed our budget goal for Sunday Collections by \$25,148. To meet our goal next year, we need to raise each contribution by \$13 – or alternatively, we need to invite 386 more people to join us for mass.

SUNDAY COLLECTIONS: 5-YEAR TREND



THE POWER OF THE PERSONAL INVITATION

The term evangelization can seem outdated, too churchy, or at times intimidating. But inviting others into Christ's light can be easy. And over time, it can become second nature.

Maybe a neighbor has invited you to brunch this Sunday, and you've politely declined – citing mass. Next time, invite your neighbor to come join you at mass! Afterwards, enjoy brunch together.

Perhaps a close friend shared with you that a family member is gravely ill. Most of us will certainly offer to pray for that person. But, you could also add their name to the prayer intentions for Sunday mass. Invite your friend to join you at mass, and pray together.

We need your help to fill our parish – no amount of parish advertising can compare to a personal invitation. As Jesus has called each of us to be a missionary, so must we help build the Body of Christ.

YOUR GIFTS & TALENTS

Our parish is made up of people just like you: kind, welcoming, generous, and prayerful. We invite you to prayerfully consider your contributions to St. Mary, and where possible, consider a small increase. We wouldn't be St. Mary without you!

annual fund

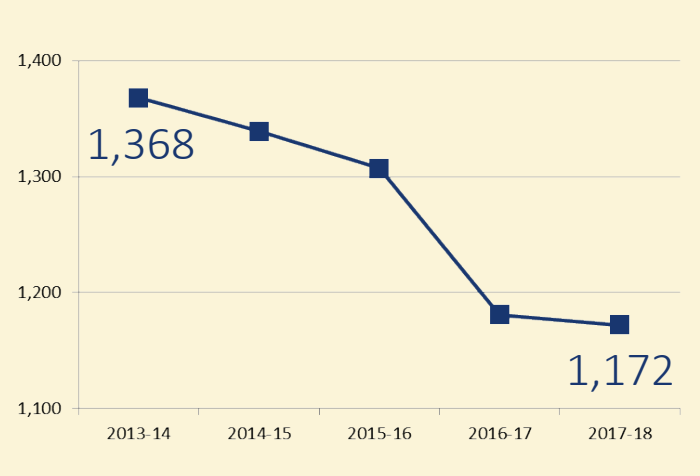
A FIVE YEAR LOOK

Similar to the findings of our Sunday Collections analysis, we are seeing a decline in the number of gifts made to the Annual Fund. While the average gift amount is higher, we received 15% fewer gifts last fiscal year than we did five years ago in 2013.

Raising \$441,563 for the Annual Fund was a joint effort of many supporters here in Ann Arbor and around the country, to whom we are extremely grateful.

However, we fell short of our goal by \$48,437. Our \$490,000 goal remains the same for fiscal year 2018-2019, and based on the average gift size we will either need to increase that to \$418 or source 128 new gifts to meet our goal.

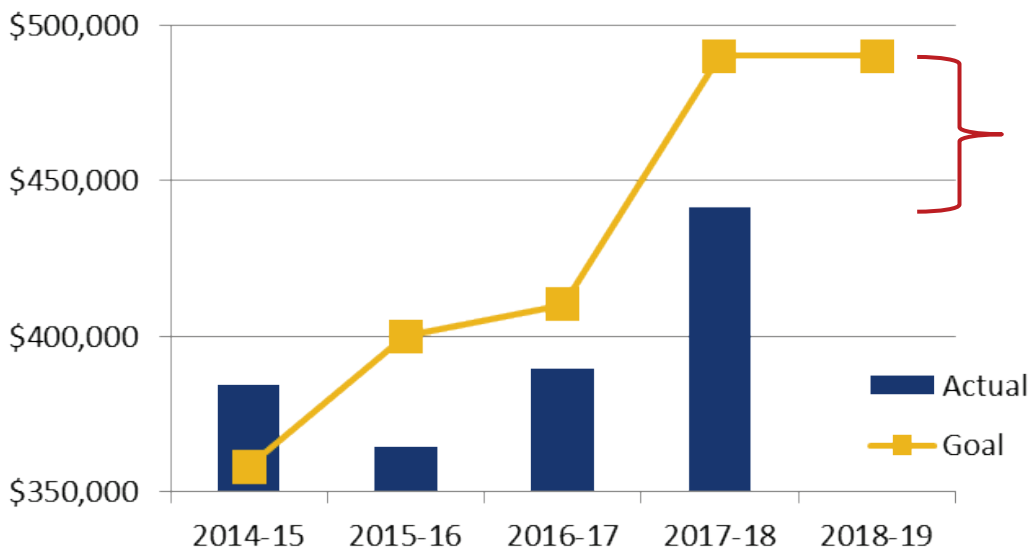
ANNUAL FUND: NUMBER OF GIFTS



DIOCESAN CAPITAL CAMPAIGN

Also in 2017-2018 the Diocese of Lansing completed its first capital campaign, *Witness to Hope*. The campaign raised funds for the diocese as well as our parish. Here at St. Mary, proceeds will help fund the replacement of our church's roof and Catholic campus ministry efforts. St. Mary received \$66,819 from the campaign with pledges anticipated to be received over the next five years.

ANNUAL FUND: 5-YEAR TREND



\$48,437

Gap between actual & goal for 2017-2018 Annual Fund which accounts for 3.2% of our budget.

year-end report

YEAR OVER YEAR COMPARISON

2016-2017 INCOME

Sunday Collections	1,005,410
Annual Fund	389,636
Other Income	547,908
Estate Gifts	6,479

Total Income	\$1,949,433
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2017-2018 INCOME

Sunday Collections	994,852
Annual Fund	441,563
Other Income	370,626
Estate Gifts	0
Witness to Hope	66,819
Roof – Restricted Donations	107,357

Total Income	\$1,981,217
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Although the Annual Fund reflects a notable increase year-over-year, we missed our goal of \$490,000.



We were notified of two large estate gifts, but neither were received by fiscal year end.

2016-2017 EXPENSES

Salaries and Benefits	(1,122,093)
Diocese Assessment	(92,068)
Capital Expenses	(62,189)
Maint/Utilities/Tech	(117,719)
Administration	(127,172)
Programs	(261,622)

Total Expenses	(\$1,782,863)
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2017-2018 EXPENSES

Salaries and Benefits	(1,303,983)
Diocese Assessment	(109,911)
Capital Expenses	(10,182)
Maint/Utilities/Tech	(111,867)
Administration	(122,930)
Programs	(243,807)

Total Expenses	(\$1,902,680)
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Salaries and Benefits continue to rise while the cost of Programs dropped. **Staff remains both our most valuable asset & our largest expense.**

INCOME OVER EXPENSES	\$166,570
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INCOME OVER EXPENSES	\$78,537
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financial quick reference

OUR FEDERAL TAX ID NUMBER IS 38-1358228.
St. Mary Student Parish is registered as a tax exempt organization under 501(c)(3).

STOCK TRANSFER THROUGH WELLS FARGO
Depository Trust Company (DTC): 0141 Account Number: 5826-5216

STOCK TRANSFER VANGUARD TO VANGUARD
Account Number: 881-60554382



St. Mary Student Parish

Catholic Campus Ministry at the University of Michigan

St. Anne, pictured at right, is the Patroness of unmarried women, housewives, women in labor or who want to be pregnant, grandmothers, educators, and teachers.

St. Anne was the mother of Mary and grandmother of Jesus according to apocryphal Christian and Islamic tradition. Mary's mother is not named in the canonical gospels, nor in the Quran.

Although the canonical books of the New Testament never mention the parents of the Virgin Mary, traditions about her family, childhood, education, and eventual betrothal to Joseph developed very early in the history of the church. The oldest and most influential source for these is the apocryphal Gospel of James, first written in Greek around the middle of the second century.

St. Anne is often depicted teaching the Virgin Mary the Scriptures, as seen here.

We are especially grateful to the generous benefactor families whose contributions funded the full restoration of our stained glass windows, completed in fiscal year 2017-2018. Faithful and devoted, these families have ensured that the timeless beauty of our windows will continue to move all who enter our doors.

Photography of our stained glass windows courtesy of Gary Pearce, Operations Manager

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