

TRADITIONS
for TOMORROW

OUR LADY OF MERCY
2016 CAPITAL CAMPAIGN
Baton Rouge, Louisiana

A LETTER FROM FATHER CLEO

Dear faithful families and friends,

Every day I marvel that I have the tremendous privilege and responsibility to serve as Pastor of Our Lady of Mercy. I am keenly aware that I stand on the shoulders of all the outstanding Pastors who have come before me. Our Lady of Mercy is vibrant and growing and truly ALIVE!!!

As I have stated many times before, our Parish has a unique and important role to play not only for our Church family but for our Diocese and the Civic Community of Baton Rouge as well. As a Parish rich in Catholic tradition and grateful for all that God has done, we can no longer be content with the accomplishments of the past, but must now look to the future needs of our Church and School.

I am so grateful for all the hard work of the Leadership Team, the Master Planning Process, and the input from Parishioners who provided opinions and advice. As a result, our Parish now moves forward with a Capital Campaign under the title Traditions for Tomorrow. We are grateful for all that God has done for us and the sacrifices of those who have made Mercy what it is today. We now look to the future of our Church and School to meet the challenges of tomorrow.

Our campaign includes the necessity for a new School gym and Early Childhood Center as our enrollment has never been higher. Our vibrant Church Family needs to address and improve the ability to accommodate the increasing number of those who worship with us; adding adequate bathroom facilities, a Bridal Party suite, greater access for persons with disabilities, covered drive through pick up and drop off areas, enlarging the Coffee Shop and adding a vesting Sacristy for Priests, all to be located in the present Office Building. In addition, we will look to construct a new Mercy Ministry Office between the Church and School.

With God's grace we embark together on this Campaign of Traditions for Tomorrow. Our Lady of Mercy was established some 70 years ago and we are grateful for those who throughout the years sacrificed to make this parish vibrant and strong; to them we owe a debt of gratitude we can only hope to pay forward. In thanksgiving, we must provide now for generations to come. I am asking for your help. Please give prayerful consideration to being a part of our wonderful future. Our Lady of Mercy needs you!

Let us ask the Good Lord to bless our endeavors and to inspire us through the intercession of Our Lady of Mercy to be generous—so that as one family in faith for Church and School, we may grow into a future that will be safe and secure for generations to come.

Yours in Mercy,



Father Cleo Milano
Pastor



*How marvelous it would be if, at the end of the day, each of us could say:
today I have performed an act of charity towards others!
- Pope Francis*

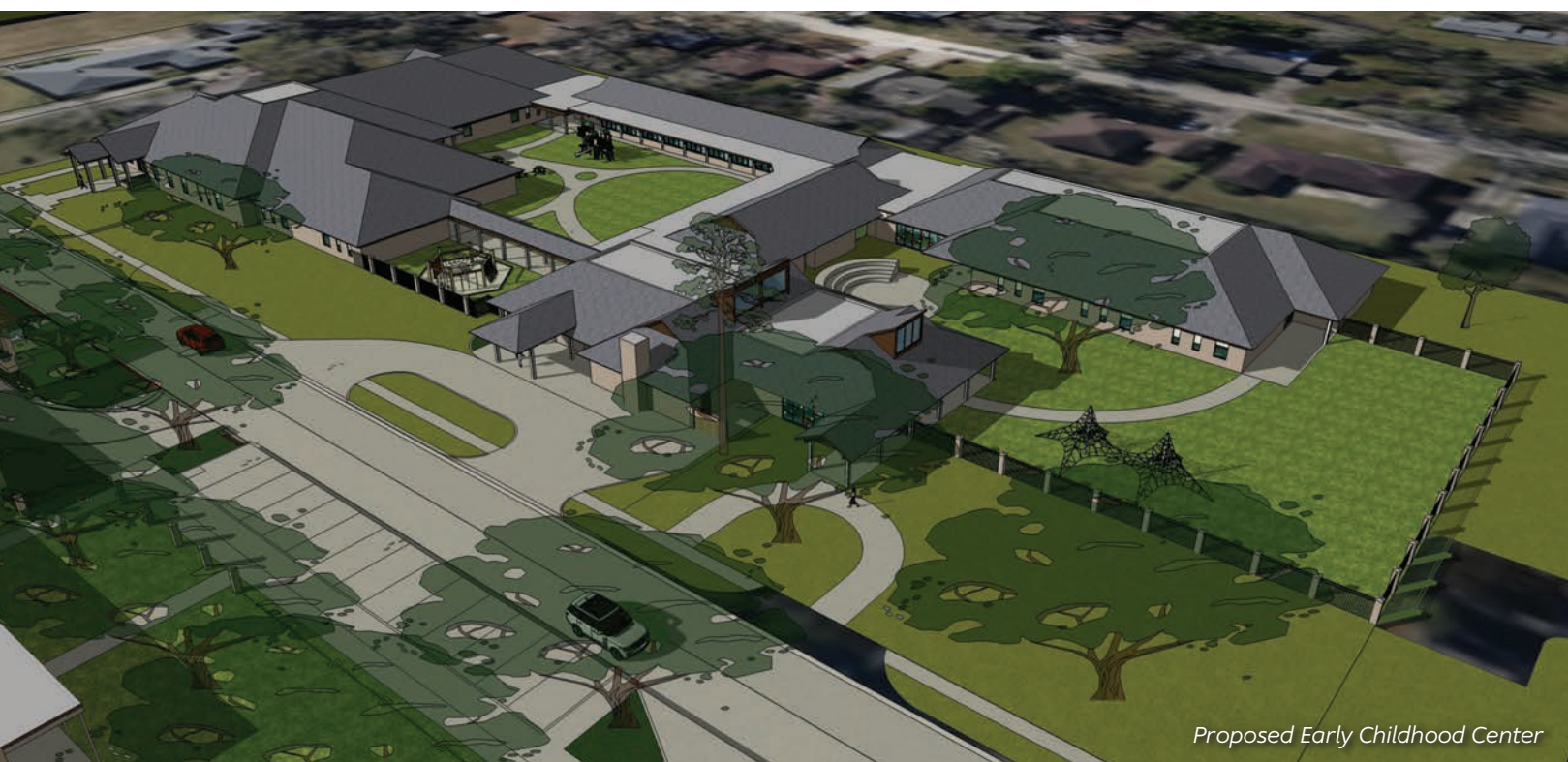


Proposed Gym



OUR VISION

Through the Master Planning process we were able to identify some of our most pressing needs. The core components include a new Gym and expanded parking, new Early Childhood Center, rehabilitating the old Gym to a Performing Arts Center, new Mercy Ministry Office for Church administrative functions, and transforming the existing Church Office into a Welcome Center to better accommodate groups after funerals & baptisms, provide a Bridal preparations Suite, a music rehearsal space, and expanded restroom facilities. Now is the time to take care of what is ours, to meet the needs of our parishioners at every stage in their life, and to continue to be a place of welcoming for all of Baton Rouge, now and into the future.



Proposed Early Childhood Center

A Prayer In Support of



Heavenly Father,
In this year of Mercy, we are mindful of the love
of your son, Jesus, poured out for us.
For more than 70 years, Our Lady of Mercy Parish
has been a spiritual home to your people.

A place of forgiveness and healing;
A place of silent prayer and joyful celebration;
A treasure of sacramental life and grace.

Through the intercession of Our Lady,
whose presence is so strongly felt in this holy place,
Renew your life in us;
Increase our faith and trust;
Bless the works of our hands
and the *Traditions for Tomorrow*;
Let us not be content with efforts of the past
but lead us with your Spirit
to serve the generations to come;
Open our hearts to give generously
of ourselves and our resources
to provide for the needs of the future;
Renew us from within; and
Give us generous hearts.
We ask this through Christ Our Lord.

AMEN

Our Lady of Mercy, pray for us.

OUR GOAL

In order to fulfill the vision set forth in this Phase by our parishioners, our goal is to raise ~\$14 million. While there is a significant financial benefit to building on a timeline determined by the architects, we are prepared to extend the timeline to fit a budget determined by the outcome of the campaign. As we reach each milestone, we will be able to move forward with the following:

- Gym and expanded parking lot.....\$4.0 m
- Expanded ECC for PreK through 3rd Grade.....\$6.0 m
- Welcome Center, bathrooms, choir room, brides' room.....\$1.5 m
- Parish Administrative Center.....\$2.5 m
- TOTAL.....\$14.0 m**



SCHOOL

The construction of a new Early Childhood Center is urgent in providing our youngest students with a space to learn, play, and grow in addition to providing new classrooms for a Pre-K 3 program. The ECC expansion will reduce class size in grades K-8 in updated, remodeled classrooms. A new gym will provide students with an adequate space to practice and play in a modern facility and allow parents and visitors the opportunity to comfortably share in the excitement of elementary and junior high athletics. The current gym would then be transformed to a Performing Arts Center to showcase student talents, special speakers, and round out the educational experience at Our Lady of Mercy. These components meet the immediate needs of the students, and maximize use of existing buildings and space.

GYM

- 2 full size basketball courts
- Permanent Concession Stand
- Locker Rooms
- Needed Storage
- Appropriate seating for parents and spectators

ECC

- 18 new classrooms
- Renovated existing facilities
- Enhanced, enclosed playgrounds

PERFORMING ARTS CENTER

- Multi use facility for large, formal gatherings
- Storage for band, choir, and drama equipment

CHURCH

The current office space will be repurposed into a Welcome Center. The proximity to the church makes it an ideal space for a formal Bridal Room, Choir Room, and expanded Coffee Shop. The renovation will provide a much needed restroom expansion. A new administrative office space will be constructed to serve Mercy families in parish life. Improved covered walkways enhance accessibility and safety of the church grounds.

MERCY WELCOME CENTER

- Expanded Coffee Shop
- Bridal Room
- Choir room
- Expanded Restrooms
- Improved accessibility for those with special needs
- Sunday Sacristy

MERCY MINISTRY OFFICE

- Administrative space for priests and staff



*In Deuteronomy 16:10 we are reminded that
“The measure of your own free will offering should be in proportion to
the blessing the Lord has bestowed on you”.*

HOW WE WILL REACH OUT

Throughout the **Traditions for Tomorrow** campaign, Father Cleo, the Capital Campaign Committee and volunteer workers will reach out to all families to explain our parish’s plans for the future and encourage people to get involved. Mercy is holding several events in order to give every parish family an opportunity to participate. *These include:*

■ CAMPAIGN RECEPTIONS

Every Mercy family will be invited to attend one of a series of campaign receptions, which will allow our parishioners the opportunity to gather as one and to learn about the long-term plans of our parish.

■ MAILED BROCHURES

The families that do not attend a campaign reception will be able to read about our plans through this campaign brochure, which will be mailed to their homes. These families will also be asked to consider all the information contained in the brochure and then make a prayerful decision about how they will support this effort.

■ ONE-ON-ONE DISCUSSIONS

Those families who do not respond by Commitment Weekend will be personally contacted by fellow parishioners who will volunteer their time for the success of the campaign. These volunteers will increase the awareness of this campaign.

Whether you participate by attending a campaign reception, responding at Mass or by mail, or by graciously receiving a parish volunteer into your home, it is your act of involvement that will make this campaign a success.

WE NEED YOUR SPECIAL GENEROSITY

Every family is integral to our success. Mercy asks that you prayerfully consider how your generosity can reflect your gratitude for the gifts that God has given you. We know that a pledge will be a challenge for some of our parish families, but every family should make a sacrificial pledge that entails some level of sacrifice from your family’s personal budget. It is also vital to the success of our campaign that those who are able to make larger pledges do so.

HOW YOU CAN GET INVOLVED

The future success of Our Lady of Mercy, through the **Traditions for Tomorrow** campaign and beyond, depends on the devotion and support of families like yours. During this campaign, we are asking everyone who calls Our Lady of Mercy home to:

- *Pray for the success of the **Traditions for Tomorrow** campaign and for the future of our Church.*
- *Be an ambassador for Our Lady of Mercy by getting involved and by sharing this information with as many people as you can with enthusiasm and encourage them to get involved.*
- *Make your sacrificial financial pledge.*





*Not everyone can make the same size gift,
but everyone can make the same size sacrifice.*

YOUR DECISION TO GIVE

No one can tell you how much you and your family should give. Each family has different financial obligations to consider and the Church will hold what you give to the **Traditions for Tomorrow** campaign in the strictest confidence.

Our Lady of Mercy asks that families who are financially capable of pledging \$25,000, \$50,000, \$100,000 or more step forward and become leaders of our campaign.

SUGGESTED GIFT PLANS

The gift plans in this brochure are provided as a suggested guideline when considering your pledge.

Please review the gift plans carefully as you decide what fits you and your family’s financial situation. Each donation, no matter the size, is critical to the success of the **Traditions for Tomorrow** campaign.

TOTAL GIFT	10% DOWN PAYMENT	3 ANNUAL PAYMENTS	6 SEMI-ANNUAL PAYMENTS	12 QUARTERLY PAYMENTS	36 MONTHLY PAYMENTS	DAILY SACRIFICE
\$1,000,000	\$100,000	\$300,000	\$150,000	\$75,000	\$25,000	\$821.92
\$500,000	\$50,000	\$150,000	\$75,000	\$37,500	\$12,500	\$410.96
\$250,000	\$25,000	\$75,000	\$37,500	\$18,750	\$6,250	\$205.48
\$100,000	\$10,000	\$30,000	\$15,000	\$7,500	\$2,500	\$82.19
\$50,000	\$5,000	\$15,000	\$7,500	\$3,750	\$1,250	\$41.10
\$25,000	\$2,500	\$7,500	\$3,750	\$1,875	\$625	\$20.55
\$20,000	\$2,000	\$6,000	\$3,000	\$1,500	\$500	\$16.44
\$15,000	\$1,500	\$5,000	\$2,250	\$1,125	\$375	\$12.33
\$10,000	\$1,000	\$3,000	\$1,500	\$750	\$250	\$8.22
\$8,000	\$800	\$2,400	\$1,200	\$600	\$200	\$6.58
\$6,000	\$600	\$1,800	\$900	\$450	\$150	\$4.93
\$5,000	\$500	\$1,500	\$750	\$375	\$125	\$4.11

IMPORTANT INFORMATION ABOUT YOUR PLEDGE

In considering how you will participate in the **Traditions for Tomorrow** campaign, please remember the following.

- Pledged payments may be made over a period of three years. A longer payment period can be arranged if necessary.
- Pledge payments are in addition to your regular weekly offertory contribution, which support the ongoing needs of Our Lady of Mercy. Your pledge payments to the **Traditions for Tomorrow** campaign will be used for the specific long-term needs outlined in this brochure.
- The **Traditions for Tomorrow** campaign will mail you payment reminders and a special payment envelope in accordance with the payment plan you choose.
- Pledge payments are fully deductible for tax purposes.

HOW TO MAKE YOUR GIFT

The simplest way to donate to the **Traditions for Tomorrow** campaign is through the pledge card that is being sent to each family. Once completed, you can return your pledge card by putting it in the weekly collection, bringing it by the Parish Office or sending it to the Church in the mail.

■ **PLEDGES VIA CASH OR CHECK**

Many families will choose to simply complete their pledge cards, selecting the amount of their pledge and down payment, which is optional, but encouraged. If you choose this method, make sure to select if you will make monthly, quarterly, semi-annual or annual payments. Please make checks payable to "Our Lady of Mercy Capital Campaign."

■ **PLEDGES CREDIT CARD OR DIRECT DEPOSIT**

Some families may choose to give via their credit or debit cards or automatic bank transfer. To select this method, complete the pledge card indicating the amount of the pledge and the timeframe for payment and then fill out the backside with the preferred method of payment information.

There are other options available for those who wish to make a long-term contribution to the **Traditions for Tomorrow** campaign. To explore the options below, please contact the Parish Office.

■ **GIFTS OF STOCK**

Donors can use their own broker/agent or the parish agent to transfer stock. If the stock has been held long-term (over one year), the donor does not have to pay capital gains tax on the stock and is allowed a tax deduction for the full value of the stock. Donors may also choose to donate stock to claim a loss, which may be beneficial for tax circumstances. Please contact the Parish Office before stock is liquidated.

■ **GIFTS FROM RETIREMENT ACCOUNTS**

The IRA Charitable Rollover provision of the 2015 PATH (Protecting Americans from Tax Hikes) Act permits individuals age 70.5 or older to contribute up to \$100,000 from a qualifying retirement account directly to a qualifying charity without recognizing the assets transferred to the charity as income. Your financial advisor may have additional information concerning gifts via retirement accounts.

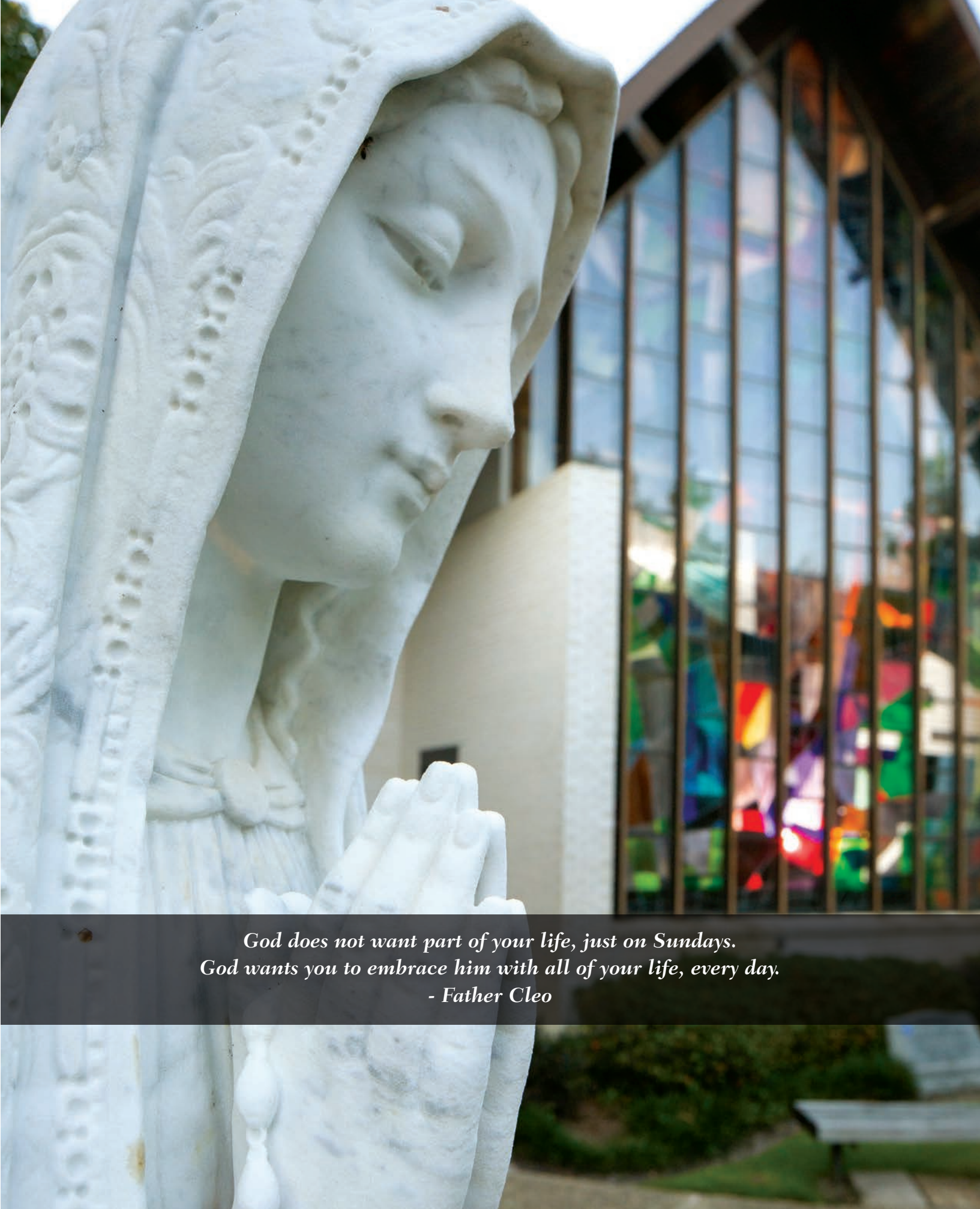
■ **GIFTS OF PROPERTY, LIFE INSURANCE, ANNUITIES, WILLS OR BEQUESTS**

There are different ways to support Our Lady of Mercy both today and in the years to come via planned giving. Families or individuals can make gifts of real estate, personal property, automobiles, life insurance, estate bequests, annuities or charitable remainder trusts. For substantial gifts of property other than marketable securities, the IRS requires an appraisal.

If you have any questions about the campaign or making your pledge, please contact the Parish Office at 225.926.1883

PLEDGING IN MEMORY OR HONOR OF A LOVED ONE

Memorials are special ways of honoring the people we love, whether they are living or deceased. The Our Lady of Mercy campus grounds will be a living memorial to those who helped build them, leaving an eternal impression to those who will worship, serve and learn there in the future and serving as a lasting tribute to honor the sacrifices our parishioners generously made long after they have left this Earth. Please contact the parish office to discuss the availability of memorial opportunities.



*God does not want part of your life, just on Sundays.
God wants you to embrace him with all of your life, every day.
- Father Cleo*

FINAL CONSIDERATIONS BEFORE MAKING YOUR GIFT

Our Lady of Mercy is our parish and only through sacrifice can we achieve our goals of improving our grounds and facilities to better serve our families and the surrounding community.

All contributions—from the smallest to the largest—will help Our Lady of Mercy with its plans and will be gratefully appreciated by the Mercy family.

How you participate in the campaign, including the amount of your commitment, is a personal decision that should be made in good conscience and in the true Christian spirit.

In making your prayerful decision, there are three facets of Parish giving to keep in mind:

■ OFFERTORY

Your weekly contributions to the general collection support the day-to-day operating expenses of the parish, including faith formation, Catholic education, liturgy, maintaining our facilities and personnel.

■ BISHOP’S ANNUAL APPEAL

Each year, parishioners are asked to support the diocese through the Bishop’s Annual Appeal in order to supplement local and regional service to thousands of men, women and children who experience the grace, mercy and peace of Christ through the many ministries and outreach programs of the Diocese of Baton Rouge.

■ TRADITIONS FOR TOMORROW CAMPAIGN

Your pledge payments to this campaign should be in addition to your regular offertory contributions and annual appeal contributions. Your campaign pledge is a restricted gift - to be used solely for the projects cited in this brochure.



If we wish to follow Christ closely, we cannot choose an easy, quiet life. It will be a demanding life, but full of joy.
- Pope Francis



PEOPLE WHO MAKE IT HAPPEN

Many people contribute to the life of Our Lady of Mercy and provide vision for her future. Our deepest gratitude extends to the members of the Campaign Committee, who have given the gifts of both time and talent to make the ***Traditions for Tomorrow*** campaign a success.

The ***Traditions for Tomorrow*** campaign relies on gracious and dedicated volunteers, who help reach all members of our parish. Thank you for your service to both the families who currently call Our Lady of Mercy parish home and those who will rejoice in her prayerful spirit in the years to come.

CHAIRS

Steve & Kathy Nathanson

HONORARY CHAIRS

Roland & Kay Touns

COMMITTEE

Jeff Angers

Tim Barfield

Becky Bourg

Cynthia Graves

Jeff Jenkins

Sam LaVergne

Walter Monsour

Jim Purgerson

Ragan Richard

These parishioners are here to serve you and this parish. As servant-leaders, they are open to your questions and concerns, so please feel free to discuss the campaign with any of them.



OUR LADY
of MERCY



TRADITIONS
for TOMORROW

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