

# SAINT THOMAS THE APOSTLE FEASIBILITY STUDY RESULTS

Dear STA Family,

I want to thank the almost 400 households that participated in our pre-campaign feasibility study in June and July. Your insights and feedback to the Statement of Need outlining the future plans for our parish and school are invaluable, and provide me and parish leadership with much to consider as we move into the next phases of fundraising and development.

On the following five pages you will find the Executive Summary of the study's results, provided to us by Ruotolo Associates. We will be holding a Town Hall meeting for anyone with further questions on Tuesday, August 20th at 8:00am. If you would like to attend, please RSVP to Bri Cooney at [bcooney@staphx.org](mailto:bcooney@staphx.org) or by calling (602) 368-5222.

We will continue to communicate campaign news and progress as development is made. I am excited about what we are going to accomplish together!

In all things may Christ be glorified!



Father Steve

## EXECUTIVE SUMMARY

### Purpose of Pre-Campaign Study



- To determine strengths, weaknesses, and overall image of Saint Thomas Parish.
- To gauge receptivity to the *Statement of Need*.
- To determine philanthropic potential from Saint Thomas Parish.
- To define an approach for fundraising.
- To determine likely strategic issues that may impact the implementation of a capital campaign.
- To identify prospective volunteer leadership.

## Methodology



- RA was retained by Saint Thomas Parish in May 2019 to conduct a Pre-Campaign Study in June/July 2019.
- In total, 392 families participated in the Pre-Campaign Study. This represents a 53% participation rate out of 739 “active” (\$5 per week or more) families.
- 30 personal interviews were conducted which included a total of 60 individuals (11 couples).
- Two focus groups were held – 34 families participated.
- All parish families were invited to participate in an in-pew questionnaire. There were 328 responses.
- Larry Dorame, Senior Associate, conducted the personal interviews and facilitated the focus groups.



## Executive Summary



- 87% of parishioners interviewed, 94% of focus group participants and 88% of those that completed the in-pew survey felt that communication has been good at Saint Thomas Parish.
- Interview, focus group, and in-pew survey participants were asked if they believe a \$6.3M fundraising goal was achievable. 48% of respondents indicated “Yes;” 32% of respondents indicated “Not Sure;” and 14% indicated “No.”
- 67% of parishioners interviewed, 79% of focus group participants and 68% of those that completed the in-pew survey indicated that they would financially support a capital campaign as it was presented to them in the *Statement of Need*.
- 93% of parishioners interviewed and 91% of focus group participants felt their spiritual needs were being met at Saint Thomas Parish.
- 74% of all participants responded “Yes” when asked if the *Statement of Need* reflected the needs of Saint Thomas Parish.
- 96 families indicated that they would be willing to volunteer their time for the campaign; three families indicated an interest in chairing the campaign.



## Executive Summary (cont'd)



- Through personal interviews, focus groups, and in-pew survey results, indications of support totaled \$1,025,767-\$1,866,000. The largest indication of support was \$200,000.
- With a careful process of identification and cultivation of major gift prospects, Ruotolo Associates believes that Saint Thomas Parish should set an initial goal in the range of **\$4,012,500-\$4,552,000** for the capital campaign.
- A pre-campaign communication phase is also needed. The results of the Pre-Campaign Study should be formally presented to the parish prior to starting any fundraising efforts along with Town Halls to discuss the previous campaign and future plans.
- Nearly every participant's perception of Fr. Steve is extremely positive. Father was recognized as being devout, caring, dynamic, enthusiastic, and personable.



## APPENDIX

### Statement of Need



- Since our founding in 1950, our community has expanded to over 1,800 families and with that growth our needs have changed. **There are increasing demands on our facilities by parish ministries and community events.** Because of the existing configuration of our property, with the school taking up the majority of our 10-acre parcel, we are feeling the pinch of a growing parish which lacks a "parish center." If the church had dedicated space for ministries to meet, formation groups to convene, or social groups of all sizes to gather, we could facilitate so much more than we are currently able—and we could continue to grow long into the future!
- **Our school also has dire needs for revitalized facilities.** Classroom buildings are aging, and the maintenance costs are becoming prohibitive. Even more, while we aim to serve an increasing number of students with unique challenges *and* aptitudes, it is challenging—or even impossible at times—to provide a dignified learning environment that our special programs require. **The solution to both issues of church and school are found when one solves for the other.** By putting school construction first, we will be able to address the pressing issues the school currently faces AND reduce the school's footprint in the process. This will create an incredible amount of space to then build a proper parish center equipped with all the amenities we have grown to need in the 70 years since our founding.



## Statement of Need (cont'd)



### WHERE WE ARE: MASTERPLAN PHASE 1

Our masterplan, conceived in 2015 and which drove our Building Virtues Capital Campaign, is divided into two phases and allows us to better utilize our 10-acre parcel to solve our space needs.

Phase 1 was kicked-off with a major renovation to our preschool classroom wing. This project allowed us to accommodate a second Pre-K room and add a new Three's Program which increased our school's enrollment by 50 students in its first year. We now have a growing waitlist for our preschool and our preschool acts as a feeder program to keep enrollment healthy through 8th grade.

Yet to be completed is the larger scope of Phase 1, which will reconfigure the north east portion of the school campus. This effort will reduce the footprint of the school, making room for eventual construction of a gym and parish center on the south end of campus proximate to the church.

#### Phase 1 Scope of Projects:

- Preschool Renovation and Expansion (project completed in 2016)
- Multi-Story School Building for Grades K-8 with additional flex classroom space
- Performing and Fine Arts "maker" spaces
- Media Center
- Library
- Cafeteria
- Administration Wing
- \*dedicated space for Catechesis of the Good Shepherd (additional funds permitting)

#### Phase 1 Timeline (once funding is in place):

- Estimated duration for architectural design services: 12 months
- Estimated duration for construction: 12-18 months



## Statement of Need (cont'd)



### LOOKING INTO THE FUTURE: MASTERPLAN PHASE 2

- Once we have completed this first phase of redevelopment, Phase 2 of our masterplan will take down the remaining (by then empty) classroom wings to make space for Phase 2 projects which include:

#### Phase 2 Scope of Projects:

- New gym building (which can be used as parish flex space during school off-hours)
- Parish Social Hall (for large community events such as wedding receptions, funeral luncheons, etc.)
- Community Meeting Spaces and Classrooms
- Coffee Shop
- Bookstore
- Renovation for dedicated, perpetual Adoration Chapel
- Renovation/Expansion to St. Vincent de Paul pantry

#### Phase 2 Timeline (once funding is in place):

- Estimated duration for architectural design services: 12 months
- Estimated duration for construction: 12-18 months

#### COST ESTIMATES

- The estimated project cost for all components of Phase 1 of our masterplan (including the preschool renovation already completed in 2016 with a cost of \$800,000) is \$10 million. The estimated project cost for Phase 2 of our masterplan is \$8 million.

**BANK FINANCING NOTE:** The parish is able to finance a portion of the project cost with a bank loan in the interest of beginning construction as soon as possible. The size of the loan cannot exceed what we are able to support with plate and school income in a normal, healthy year. Based on current projections, the size of the loan we could support is \$2.5-3 million.



## Statement of Need (cont'd)

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### ■ TOGETHER, LET US GO FORTH: CAMPAIGN FOR THE DIOCESE OF PHOENIX

- As part of Bishop Olmsted's response to the Church's mission of discipleship and evangelization, Saint Thomas the Apostle will participate in the Diocese of Phoenix capital campaign "Together, Let Us Go Forth". Our parish goal is \$2.134 million of which 35% (or approximately \$747,000) stays with our parish.

### ■ TOTAL needed to complete phase one (combined campaign): \$6.3 Million

