

Our Lady of Fatima

Piscataway, New Jersey

Feasibility Study Findings Summary Report

(Prepared by Guidance In Giving, Inc., Stewardship, Development & Campaign Consultants)

I. Objectives of the Feasibility Study

- To educate parishioners about the needs of the parish and how the proposed projects will address these needs, generating enthusiasm prior to the start of a potential capital campaign
- To determine the extent parish families will support the proposed projects;
- To inquire whether parish families feel there are any additional elements or needs that should be considered by the parish to be addressed in a capital campaign;
- To determine the financial support for a capital campaign;
- To identify potential campaign volunteers, including potential chairpersons/committee members;
- To identify any potential issues, concern, conflicts, or misinformation within the parish.

II. Feasibility Study Participation

A total of 400 households of Our Lady of Fatima participated in this Study; 113 households were personally interviewed, 260 participated through the Study Survey and 27 responded online.

<i>Membership Ranges</i>	<i>Responses</i>
> 20 years	55%
16 – 20 years	10%
11 – 15 years	6%
5 – 10 years	13%
1 – 4 years	9%
< 1 year	6%
No response	1%

In addition, over 65% of those who responded currently participate in the life of the parish beyond Mass attendance in over 50 different ministries and groups.

III. Summary of Feasibility Study Findings

In your opinion, what does the parish do well?

- Our perpetual Eucharistic Adoration Chapel is the only one in the diocese;
- The pastor, priests and deacons are excellent;
- Convenient Mass schedule;
- Parish warmth, hospitality and unity;
- Uplifting homilies and beautiful liturgical celebrations;
- Strong evangelization/outreach effort to local community.

In your opinion, where does the parish need to improve?

- Parish renovations & repairs;
- Need to continue to grow the parish membership, especially with younger families;
- Concern that the future facilities will not be properly maintained;
- Overall concern that future flooding will occur in a similar manner as Hurricane Irene;
- Need to get more people involved in the life of the parish.

What is your opinion of the expansion, restoration and improvement projects outlined in the “Proposed Project Summary”?

<i>Project</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	91%	74%	80%
Negative	2%	7%	5%
Unsure	6%	12%	10%
No Response	1%	7%	5%

Is there anything in the local or parish community that you believe would hinder the success of the proposed project?

- Cost/Scope of project vs. financial ability of parishioners;
- Lack of full parish support;
- State of the economy.

If the campaign proceeds as proposed, will you support Father Paul and the parish leadership to the best of your ability to help ensure that the campaign is successful?

<i>Response</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Yes	96%	70%	78%
No	-	7%	5%
Unsure	4%	11%	9%
No Response	-	12%	7%

IV. Summary of Study Recommendations

Based on the Feasibility Study results and analysis of parish records and financial history, Counsel recommends the following:

- Our Lady of Fatima should proceed with a parish-wide capital campaign once the case elements have been finalized and prioritized (including site plans, floors plans, elevations/renderings, cost estimates, construction timelines and an understanding of the approval processes with the Township of Piscataway and the Diocese of Metuchen).
- Our Lady of Fatima should proceed with a campaign goal of raising a minimum of \$2,000,000 - \$2,500,000 to begin addressing the needs of the parish.
- An empowered and dedicated Campaign Committee should be assembled and should be intricately involved in planning and promoting the campaign to all members of the parish.
- The Feasibility Study Report Findings should be made available to all parish families.
- Parish leadership should carefully review the Feasibility Study Findings Report and commentary of the study respondents. These findings provide significant insight on the feelings, opinions, perceptions and concerns that are present in the parish community, not only about a potential projects or capital campaign, but also about the parish as a whole.

V. Conclusion

Guidance In Giving has found that there is significant support, excitement and financial potential for a successful capital campaign. To achieve this potential, it will take a concerted effort on the part of all; including a detailed case, dedicated and committed leadership, a generous response from parishioners and a spirit of enthusiasm, optimism and true Christian Stewardship.

Guidance In Giving would like to thank all those who participated in the Feasibility Study. It was truly a pleasure to serve your parish and we look forward to assisting you as needed.