



## A Message from the President

Dear Fraternal Leader,

The Holy Father has declared October 11, 2012 – November 24, 2013 as the “Year of Faith” – an opportunity for Catholics to deepen their relationship with Christ, especially through the Sacraments, and to rediscover their faith and the Church. You, as Fraternal Leaders, have a unique opportunity to enrich your faith and help others experience the love of Christ through the activities sponsored by your chapter.

In this issue of *Fraternal Leader*, you will read about the revised Chapter Funding Model, modified following your input at the Convention. Your feedback in January will help us finalize our funding approach. The model rewards chapters for hosting activities in certain categories. **And the funding your chapter receives in 2014 will be based on the activities you hold in 2013.**

### Year of Faith Prayer

*O God, as you sent your Holy Spirit upon the early Church in the fiery tongues and the mighty wind of Pentecost, so now, we ask you to send that same Spirit upon us that we may go forth to proclaim the Gospel of Christ to every creature.*

*We humbly pray that you deepen your Trinitarian life within us; make us effective and holy witnesses of Jesus' death and Resurrection; help us to live our Catholic faith with such joy, conviction and love that others will be drawn to the sacred mystery of your Church and the powerful grace of the sacraments.*

*We implore you to make us ministers of your Word, in speech and action, in truth and charity, in the mystery of Jesus' cross and the light of his resurrected glory.*

Amen.

*(Written by Auxiliary Bishop Donald J. Hying, Archdiocese of Milwaukee)*

The “Year of Faith” can become a “theme” for your 2013 activities, with just a little creative planning. As your “**Religious**” activity, you might sponsor a corporate communion at your local parish, with chapter leaders in Catholic Financial Life logo wear serving doughnuts and coffee after Mass and displaying your chapter banner. Hosting a fundraiser for a Catholic school qualifies as an “**Educational**” activity, while a “**Civic**” activity to benefit the community like a JOIN HANDS DAY project or a fundraiser for the Society of St. Vincent de Paul exemplifies our Catholic values in action. Even “**Social**” activities can fit the “theme,” as members come together in a spirit of faith and fellowship to enjoy each other’s company at Christmas parties and summer picnics.

May the Lord bless you and your families with health and happiness as you celebrate Christmas and the start of a new year. May this “Year of Faith” deepen your commitment to service and may you be blessed with successful events that help others experience more fully the presence of the Lord in their lives.

Merry Christmas,

P.S. If I can be of service to you, please feel free to e-mail or call me.  
bill.otoole@catholicfinanciallife.org • 800-927-2547



President Bill O'Toole holds a new member at the recent Bowling with Santa multi-chapter event in Kenosha, Wis.

**Be sure to mark your calendars for our Chapter Officer Training sessions. A tentative schedule is listed on page 8 of this newsletter.**

# Minutes of Fraternal Leaders Advisory Group (FLAG) Meeting

On November 15, 2012, a conference call was conducted with members of FLAG. Several important issues were discussed.

## Chapter Funding Model

The majority of feedback received from delegates regarding the chapter funding model was positive. However, we have taken into consideration the suggestions, questions and concerns raised by delegates and have made some modifications to the funding model. Members of FLAG discussed the proposed changes, which they had reviewed prior to the meeting. (Details of the five proposed modifications can be found later in this newsletter.)

Overall, members of FLAG favored the changes, remarking that the new model still encourages chapters to do more activities, while putting the chapters on more equal ground. Adjustments have been made to the funding amounts for smaller chapters. And those chapters most active, including larger chapters, will have the ability to earn additional activity funding or apply for extra Match Fund dollars. Details of the application process have yet to be finalized and will be discussed by FLAG in 2013.

**The next step will be to present the revised funding modifications to delegates and elicit their feedback. This feedback will be reviewed by FLAG at the meeting in February, and a recommendation will be made for the Board of Directors to review in March 2013.**



*Above: Members of FLAG in the All Saints Chapel following their meeting in July 2012.*

## 2013 FLAG Meetings

February 7 (Teleconference)  
May 9 (Teleconference)  
July 18 (at Home Office)  
October 17 (Teleconference)

## Convention Feedback

The latest *Member Magazine* includes a brief synopsis and photos of the convention weekend. The final issue of *Convention News* summarizes the evaluations from delegates with regard to the convention and their feedback on the proposed funding model.

## 2013 Training Sessions

As they did in 2012, Joe Gadbois and Sally Krochalk will be conducting regional workshops for primary chapter officers in 2013. The sessions will focus on the proposed chapter funding model and also offer in-depth training on the new Fraternal Data System. The sessions will begin early in the year to help officers plan their chapter's calendar for 2013. More locations have been added, with fewer chapters invited to each location, giving Joe and Sally more opportunity to work one-on-one and answer specific questions. Louise Boulanger is also coordinating

sessions throughout New England. A webinar will be held on March 6 for the benefit of officers in areas where a session will not be held or for those unable to attend a session. (The preliminary schedule of dates and locations can be found on the last page of this newsletter.)

### Other Issues

No one is scheduled to rotate off of FLAG in 2013, as 2012 was considered the first of a two-year term.

## Modified Chapter Funding Model

---

In late 2010 and early 2011, the topic of chapter funding was discussed in feedback sessions held at chapter leadership conferences. The general consensus was that a hybrid form of funding, based on chapter size and chapter activity, should be developed. Since July 2011, the Fraternal Leaders Advisory Group (FLAG) has been engaged in helping develop a new model for chapter funding. The proposed model was presented to delegates at the 2012 Triennial Convention of Catholic Financial Life. Based on feedback received from delegates at the convention, several enhancements have been made. Below are the proposed enhancements, followed by a list of some activities that qualify in each of the four required categories necessary to receive base funding.

### Enhancement #1 – Add an additional tier of members

In the original proposal, it was noted that the jump from 500-1,000 members was too much and because funding is based upon membership range and not a specific amount per member, this group was disproportionately large compared to the range for other smaller chapters. This range has been split in two.

Here is a table of chapters according to the original membership ranges and the proposed new membership ranges reflecting an additional tier.

Original		Revised	
# of Chapters	Membership Range	# of Chapters	Membership Range
2	3,001-10,000	2	3,001-10,000
4	2,001-3,000	4	2,001-3,000
5	1,501-2,000	5	1,501-2,000
9	1,001-1,500	9	1,001-1,500
		16	751-1,000
41	501-1,000	25	501-750
65	251-500	65	251-500
61	101-250	61	101-250
10	1-100	10	1-100

## Enhancement #2 - Adjust the starting base amount for smaller chapters

A second enhancement was to adjust the starting base amount for smaller chapters. Under the originally proposed funding model, 127 chapters would have received less funding based upon 2011 activity levels if they did the same number of activities. The majority of the chapters adversely affected are small. Additionally, 65 chapters would have received less activity funding if they did the maximum number of activities. This is too large of a jump. To that end, the starting base amount for smaller chapters was adjusted.

Original		Revised	
Membership Range	Starting Base (4 activities)	Membership Range	Starting Base (4 activities)
3,001-10,000	\$4,000	3,001-10,000	\$4,000
2,001-3,000	\$3,000	2,001-3,000	\$3,000
1,501-2,000	\$2,000	1,501-2,000	\$2,000
1,001-1,500	\$1,500	1,001-1,500	\$1,500
		751-1,000	\$1,300
501-1,000	\$1,000	501-750	\$1,100
251-500	\$750	251-500	\$900
101-250	\$500	101-250	\$700
1-100	\$250	1-100	\$500

Making these enhancements means that 66 chapters would receive less activity funding based upon 2011 activity levels (\$455 on average) and 108 chapters would actually receive more activity funding (\$388 on average) based upon 2011 activity levels. Furthermore, at the highest level of activities, only 22 chapters would receive less activity funding (\$365 on average). The system would continue to be activity based. For every additional two activities, starting at six and going up to twelve, chapters would receive an additional 25% of their starting base.

## Enhancement #3 - Provide incentives for chapters to program "Big Impact Activities"

While Enhancement #2 benefits the smaller chapters, it does not provide an incentive for larger chapters to increase activity. Many of these chapters have the capacity to plan larger activities, like the Zoo event for example, that provides great visibility for Catholic Financial Life and engages thousands of members.

We want to encourage chapters, large and small, to work collaboratively to come up with "Big Impact Activities." To that end, we are proposing a "Big Impact Activity" program that would incentivize and reward chapters. Chapters that take the lead programming "Big Impact" events and meet certain criteria could receive additional activity funding of \$500 - \$2,000.

The criteria of “Big Impact Activities” are to be determined with FLAG’s input in 2013, but might include things like the number of chapters involved, the number of members that participate, anticipated visibility for Catholic Financial Life, opportunities to engage non-members and opportunities for advisors to be involved.

#### **Enhancement #4 - Maintain current Match Funding at \$2,500 for all chapters**

Under the originally proposed model, 47 chapters would have received less Match Funding. That is nearly 25% of the chapter system. Many of the chapters that would be affected are small, currently utilize their full amount of Match Funds, and do not have the capacity to do what it would have taken to reach the \$2,500 level of funding.

Therefore, as we analyzed all of the various scenarios and possibilities, it is our recommendation that Match Funding be maintained at \$2,500 per chapter annually for all chapters, regardless of the number of activities that they complete.

#### **Enhancement #5 - Provide incentives for chapters through Match Fund Grants**

While maintaining Match Funding at \$2,500 for all chapters does not adversely impact any chapter compared to their current level of funding, it eliminates the incentive and opportunity for chapters that want to be more active to receive additional funds. Therefore, we propose developing a Match Fund Grant program. Chapters that come up with innovative, unique fundraisers in which the chapter takes the lead in programming could receive up to an additional \$1,000 in Match Funding. Chapters would have to apply for the additional Match Funds. The criteria are to be determined with FLAG’s input in 2013.

---

These five enhancements make the now newly proposed chapter funding model even more attractive and more beneficial to all chapters, small and large, minimally active, moderately active and very active. Incentives are still in place and opportunities to earn more activity funding and more Match Funding exist for all.

The one component no longer included in the program is the vouchers for apparel. There is only one pool of money, and we can’t maintain this program while increasing activity funding and developing grants for Big Impact activities and additional Match Funding.

In January, delegates will receive full details of the revised funding model and once again be asked for their feedback. **Although the base funding amounts have yet to be finalized, 2014 chapter funding will definitely be based on the number and categories of activities conducted in 2013.** If you have any questions, please feel free to contact John Borgen, Joe Gadbois or Sally Krochalk. Call (800) 927-2547 (John-ext. 6608, Joe-ext. 6601, Sally-ext. 6604) or email john.borgen, joe.gadbois, or sally.krochalk - all @catholicfinanciallife.org.



# Examples of Activities by Category

This list is not intended to be all-inclusive of every type of qualifying activity.

## • Educational

- Match Fund Event for School
- Retirement Planning Seminar Presented by Catholic Financial Life Advisor
- Identity Theft Seminar Presented by Catholic Financial Life Advisor
- Financial Literacy Video Presentation from Catholic Financial Life
- Health/Wellness Seminar Presented by Healthcare Professional
- Adopt a Catholic School
- Screen-Free Week / TV Turnoff Week



## • Religious

- Match Fund Event for Parish
- Presentation from Parish Priest
- Pilgrimage to a Shrine
- Corporate Communion / Communion Breakfast



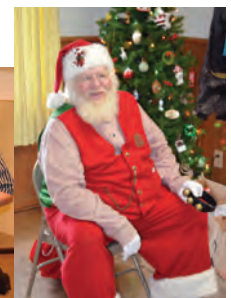
## • Civic

- Match Fund Event for St. Vincent de Paul
- Match Fund Event for Another Community Organization
- Match Fund Event for Individual/Family
- JOIN HANDS DAY Project
- Make a Difference Day Project
- Other Service Projects - Adopt-a-Highway, Arbor Day Tree Planting
- Patriotic Activities - Flag Day, Honoring Veterans, Honor Flight



## • Social

- 50-year Member Recognition Dinner
- Spring/Fall Dinner
- Summer Picnic
- Christmas Party
- Bingo Party for Members
- Easter Egg Hunt
- Zoo Outing



## Joe Gadbois Elected Chair of the American Fraternal Alliance Board of Directors

---

At the 2012 Annual Meeting of the American Fraternal Alliance (AFA), Joe Gadbois, Vice President of Fraternal Outreach for Catholic Financial Life, was elected and installed as Chair of the AFA Board of Directors. He began a three-year term on the Board in September 2010. The American Fraternal Alliance promotes and supports the missions of 72 not-for-profit fraternal benefit societies with more than 9 million members, operating in 50 states, the District of Columbia and Canada. "The Alliance and its member societies congratulate Joe on this prestigious election to serve as Chair of the Board," said Alliance President and CEO Joseph J. Annotti. "The Alliance has had a succession of strong leadership to move the association and the fraternal benefit system forward with innovation and strategic thinking."



In this leadership role, Joe chairs the Alliance's Board of Directors, provides oversight and counsel for Alliance staff, leads policymaking decisions and represents the fraternal benefit system at both insurance industry and fraternal gatherings throughout the United States. In his installation speech, Joe stated, "We believe in that brilliantly simple notion that individuals, working together, sharing a common bond can build organizations that serve their needs, and the needs of their communities." To view a video of Joe's entire speech, please follow this link: <http://tinyurl.com/afaspeech>

Although he will be busy with his duties as Chair of the AFA during 2013, Joe will continue in his full-time capacity as Vice President of Fraternal Outreach. He'll be attending many Catholic Financial Life chapter activities, presenting at our upcoming workshops, and is always available to answer any questions or concerns you might have. You may reach Joe at [joe.gadbois@catholicfinanciallife.org](mailto:joe.gadbois@catholicfinanciallife.org) or (800) 927-2547 ext. 6601 / (414) 278-6601.

Congratulations, Joe, on this well-deserved honor!

## Year-End Reminders

---

- Year-end Financial and Audit Report forms are included in this mailing to chapter secretary/treasurers. Please complete your year-end chapter audits and return the forms no later than January 31, 2013.
- Last year, we asked chapters to hold an election of officers for a two-year term beginning in 2012. Although elections were not required this year, some chapters may have had officer changes. If you would like to submit an updated officer report, please go to our home page on the internet: [www.catholicfinanciallife.org](http://www.catholicfinanciallife.org), and click on **Resources / Chapter Resources / Chapter Forms / Chapter Officer Report**. You can complete the form and either mail it in or send it electronically to the fraternal department. If you need assistance, please contact Sally Krochalk at [sally.krochalk@catholicfinanciallife.org](mailto:sally.krochalk@catholicfinanciallife.org) or (414) 278-6604 / (800) 927-2547 ext. 6604.

## 2013 Chapter Officer Training (Tentative Schedule)

Detailed information, including the location and times, will be sent to area chapters in advance of each session.

### Midwest

January 12	Green Bay
January 26	Milwaukee (Home Office)
February 2	Fond du Lac
February 16	Madison
February 23	Dubuque
March 2	La Crosse
March 16	Wausau
March 23	Hudson



Above: Chapter Leaders at the 2012 training session in Madison, Wis.

### New England

January 6	Northeast Vermont
January 7	Northwest Vermont
January 10	Rhode Island and Bellingham, Massachusetts
January 12	Southeastern Massachusetts
January 24	South/Central Maine
February 2	New Hampshire and Eastern Massachusetts
February 16	Central/Western Massachusetts and all of Connecticut
TBD	Northern Maine Teleconference
March 6	Webinar - Open to All

If you have any questions regarding topics in this newsletter, please contact:

Sally Krochalk, Editor, *Fraternal Leader*  
sally.krochalk@catholicfinanciallife.org



1100 West Wells Street  
Milwaukee, WI 53233  
(800) 927-2547 | (414) 273-6266

[catholicfinanciallife.org](http://catholicfinanciallife.org)