



## A Message from the President

Dear Fraternal Leader,

2011 is off to a great start! Despite our recent blizzard and bitter cold temperatures, we're basking in the glow of the Packers' Super Bowl victory and the return of the Lombardi Trophy to the state of Wisconsin. We're also warmed by the dedication and loyalty that you as fraternal leaders continue to show for our members and our Society. The work that you do and the responsibilities that you manage in your branch or chapter put the "action" into "Catholic values in action." And through your participation in our leadership conferences, you will help us shape our future programs, benefits and bylaws.

What does it take to be a successful leader? While there is no special formula, the following are some characteristics that good leaders practice.

### Be Well Informed

Know what is going on in your community – the challenges it faces, the individuals in need, and the opportunities for your branch or chapter to make an impact. Keep abreast of what is happening at Catholic Financial Life – fraternal initiatives, new products, and member benefits.

### Be Engaged

Connect with your parish, school, and community leaders. Invite your Catholic Financial Life advisor to your activities. Listen to comments and suggestions from the members of your branch or chapter. Work in cooperation with the other members of your volunteer team.

### Be Open and Honest in All Communications

Become "transparent" by sharing information willingly, truthfully representing your goals and accomplishments, and inviting others to participate in planning your branch and chapter activities.



President Bill O'Toole converses with fraternal leaders at the leadership conference in Arkansas.

### Be Courageous

Think "outside the box" and be willing to try new things. You may not always succeed, but leaders learn and grow from their failures as well as their successes.

This issue of *Fraternal Leader* contains more information and ideas to help ensure the success of our volunteer leaders. You'll find features on the purpose and protocol for honoring our 50- and 75-year members, as well as tips for planning a creative fundraiser. We'll also give you an update on the support shown by our branches and chapters for the construction of the All Saints Chapel at our home office and for the Society of St. Vincent de Paul in 2010.

As I've had the pleasure to attend our leadership conferences in New England last fall and in Arkansas last month, I continue to be impressed with the leadership qualities exhibited by our volunteers. I look forward to seeing the volunteers of our Wisconsin and Upper Midwest branches and chapters at our upcoming leadership conferences in Wisconsin. You are truly the heart and soul of our fraternal society. Thank you, and may the Lord bless you for all you do!

Fraternally,

*Bill*

## Honoring Our Loyal Members

Catholic Financial Life is pleased to honor individuals who have reached certain milestones of membership longevity. 50-year members are eligible to receive a gold rosary and 75-year members are honored with a statue of The Immaculate Conception. These gifts are typically presented to members at a branch or chapter function. We encourage branches and chapters to take a more informal approach, with a branch or chapter leader or local advisor presenting 50- and 75-year gifts at any event which the member is able to attend. However, a more formal sit-down dinner with a speaker is still an option.

Early each year, we ask that you take time to contact your 50- & 75- year members by phone or mail, and personally invite them to one of your upcoming events where they may receive their gift. Some branches or chapters offer to cover the cost of the activity for the honoree (and sometimes a guest). Even if your branch or chapter is not in a position to offer a discount, members will still appreciate the personal invitation from you. Every branch and chapter recently received their semi-annual report listing all members, along with contact information and years of membership. Those who are 50- and 75-year members in 2011 are highlighted in bold print.

Some members may not be able to attend a branch or chapter function, but still wish to receive their gift. We ask that you then make arrangements to either mail the gift or personally deliver it to the member. When possible, you may also contact the advisor who services your branch or chapter and give them the opportunity to deliver the gift. There may be instances where a member is not interested in receiving the gift or does not respond to your invitation. Simply note this, but do not feel obligated to “force” the gift on anyone. Our goal is to honor these loyal members and make it convenient for them to receive their gift, if they wish to receive it.

When you know how many members are interested in receiving their gift, contact Penny Boehm in the fraternal department, at (414) 278-6605 or penny.boehm@catholicfinanciallife.org, to order your rosaries and statues for 2011. Please give Penny at least two weeks notice before the earliest event at which you will be presenting the gifts, to allow time for shipping.



### Attention All Former Catholic Knights Branches!

Please return all old rosaries with the Catholic Knights logo on the center medallion to the home office so that we may have the medallion replaced. Send your old rosaries to:

**Penny Boehm**  
**Catholic Financial Life**  
**1100 West Wells Street**  
**Milwaukee, WI 53233**

## Support Grows for the All Saints Chapel

Over the years, our branches and chapters have generously supported many initiatives sponsored by the home office, but your support for the construction of the All Saints Chapel has been truly outstanding. We're pleased to announce that to date, 58% of our branches and chapters have donated more than \$32,000 towards this project. Whether your branch or chapter can afford to give \$1,000, \$100 or something in between, please consider making a gift in honor of the past and present members of your branch or chapter. All donations will be recognized in a special book adjacent to the All Saints Chapel. We gratefully acknowledge gifts received from the following branches and chapters:

# Support Grows for the All Saints Chapel [continued]

Chapter	Amount	Chapter	Amount	Chapter	Amount
Chapter N001 - Holyoke, MA	\$125	Branch 89 - Milwaukee NE, WI	\$1,500	Branch 266 - New Holstein, WI	\$250
Branch 2 - Manitowoc, WI	\$200	Chapter N091 - Manchester, NH	\$500	Branch 267 - Roxbury, WI	\$250
Chapter MI02 - Bay City, MI	\$250	Branch 94 - Church of the Resurrection- Wausau, WI	\$200	Branch 271 - Darboy, WI	\$200
Chapter N002 - Woonsocket, RI	\$150	Branch 97 - Wrightstown, WI	\$100	Branch 272 - Lake Country, WI	\$1,500
Chapter N003 - New Bedford, MA	\$100	Branch 103 - Hollandtown, WI	\$200	Branch 275 - Hales Corners, WI	\$500
Chapter WI09 - Chilton, WI	\$200	Branch 109 - St. Nazianz, WI	\$109	Branch 278 - Paris, WI	\$100
Branch 11 - Wis. Rapids/Stevens Point, WI	\$200	Branch 110 - Milwaukee Central, WI	\$1,000	Branch 279 - Hartford/St. Lawrence, WI	\$100
Chapter N012 - Southbridge, MA	\$650	Branch 118 - Charlesburg, WI	\$100	Branch 280 - Ashton/Middleton, WI	\$200
Branch 13 - Sheboygan, WI	\$100	Chapter N119 - Woonsocket, RI	\$100	Chapter N280 - Leominster, MA	\$250
Branch 19 - Fond du Lac, WI	\$200	Branch 120 - Watertown, WI	\$100	Branch 288 - Sugarbush/Luxemburg, WI	\$500
Branch 21 - Green Bay, WI	\$500	Chapter N120 - Biddeford, ME	\$200	Branch 294 - Kimberly, WI	\$50
Branch 23 - Phillips, WI	\$200	Branch 121 - Lancaster, WI	\$125	Branch 299 - Pulaski, WI	\$500
Chapter WI25 - Kaukauna, WI	\$300	Branch 132 - Shawano, WI	\$100	Chapter N304 - Waterbury, CT	\$100
Branch 32 - Kewaunee, WI	\$100	Branch 137 - LaCrosse, WI	\$100	Branch 305 - Boscobel, WI	\$200
Chapter WI33 - Plum City/Arkansas, WI	\$200	Branch 141 - Jefferson, WI	\$400	Branch 307 - Eaton, WI	\$100
Branch 34 - Cassville, WI	\$350	Branch 144 - Genoa, WI	\$100	Branch 309 - Marshfield, WI	\$50
Chapter N034 - Newport, VT	\$100	Branch 146 - Clarks Mills, WI	\$100	Branch 315 - West Bend, WI	\$200
Chapter N035 - Winooski, VT	\$100	Chapter N147 - Springfield, MA	\$100	Branch 317 - Crivitz/Coleman, WI	\$200
Chapter N037 - St. Albans, VT	\$1,050	Branch 148 - St. John, WI	\$100	Branch 318 - Mequon/Cedarburg, WI	\$1,000
Chapter WI37 - Stratford/Rozellville, WI	\$200	Branch 149 - Mt. Calvary, WI	\$50	Chapter N320 - Fort Kent, ME	\$100
Branch 39 - Hudson, WI	\$25	Chapter N149 - Waterbury, CT	\$100	Chapter N350 - St. Agatha, ME	\$100
Chapter WI39 - Tisch Mills, WI	\$200	Branch 151 - Kenosha, WI	\$100	Chapter N373 - New Britain, CT	\$500
Branch 40 - Waukesha, WI	\$200	Branch 157 - Hilbert, WI	\$100	Chapter N376 - Amesbury, MA	\$250
Chapter N042 - Attleboro, MA	\$500	Branch 160 - Eau Claire, WI	\$1,000	Chapter N395 - Orleans, VT	\$100
Chapter WI43 - West Bend, WI	\$100	Chapter N160 - Biddeford, ME	\$200	Chapter N413 - Lewiston, ME	\$100
Chapter WI46 - Madison, WI	\$100	Chapter N163 - Sanford, ME	\$100	Chapter N439 - Bellingham, MA	\$100
Chapter N052 - Danielson, CT	\$200	Chapter N167 - Providence, RI	\$100	Chapter N441 - Westport, MA	\$200
Chapter WI52 - Milwaukee, WI	\$500	Branch 175 - Burlington, WI	\$500	Chapter N442 - Somerset, MA	\$200
Chapter N053 - Taunton, MA	\$150	Branch 179 - St. Cloud, WI	\$100	Chapter N443 - Hardwick, VT	\$200
Branch 54 - Oshkosh, WI	\$100	Branch 180 - Maplewood, WI	\$100	Branch 712 - Oelwein, IA	\$100
Chapter WI54 - Menomonee Falls, WI	\$250	Branch 192 - Gratiot/Shullsburg, WI	\$200	Branch 728 - St. Cloud, MN	\$150
Chapter N056 - Worcester, MA	\$100	Branch 194 - Charlestown, WI	\$135	Branch 994 - Conway, AR	\$500
Chapter WI60 - Fond du Lac, WI	\$50	Chapter N196 - Moosup, CT	\$100	Branch 1038 - St. Louis, MO	\$100
Chapter WI61 - Shorewood, WI	\$200	Branch 203 - Stratford, WI	\$300	Branch 1051 - Saint Henry, IN	\$100
Branch 64 - Kaukauna, WI	\$100	Branch 206 - Milwaukee SW, WI	\$1,000	Branch 1181 - Jefferson City, MO	\$50
Branch 68 - St. Thomas the Apostle - Newton, WI	\$100	Branch 213 - Sturgeon Bay, WI	\$200		
Branch 70 - Belgium, WI	\$100	Branch 215 - Sherwood, WI	\$100	District I - Rhode Island & So. Central Massachusetts	\$100
Branch 72 - St. Mark Parish-Rothschild, WI	\$363	Branch 216-Milwaukee NW, WI	\$1,000	District II - Southeastern Massachusetts	\$250
Chapter N072 - Beverly, MA	\$1,000	Branch 223 - St. Anna, WI	\$200	District IV - Central Massachusetts	\$100
Branch 79 - Little Rock, AR	\$100	Branch 225 - Mishicot, WI	\$100	District V - Western Massachusetts	\$250
Branch 80 - Reedsville, WI	\$200	Branch 234 - Loyal, WI	\$100	District VII - Western Connecticut	\$100
Branch 82 - Waunakee, WI	\$200	Branch 258 - Denmark, WI	\$100	District IX - Vermont	\$150
Chapter N084 - Gardner, MA	\$100	Branch 261 - Cross Plains, WI	\$200	District XI - South Central Maine	\$500

## St. Vincent de Paul Update

The figures are in and we're happy to report that in the second year of our partnership with the Society of St. Vincent de Paul, an astounding 41% of our 221 branches and chapters showed support for our national partner. Although 2009 marked the official start of our three-year partnership, branches already began showing support in late 2008, when the partnership was announced. Below is a cumulative summary showing the financial and volunteer support shown for the Society of St. Vincent de Paul since 2008. Let's keep up the momentum and shoot for the support of 100% of our branches and chapters in 2011!

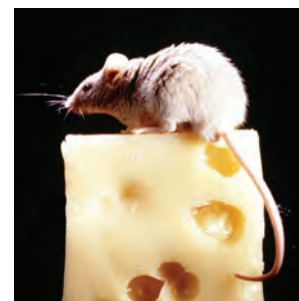


SUMMARY:	2008	2009	2010	Total
Branches/Chapters Showing Support	31	61	90	
Funds Raised, Matched, or Donated to SVdP	\$20,825	\$72,838	\$192,959	\$286,622
Value of Non-Perishable Items Collected for SVdP	\$4,330	\$7,492	\$6,357	\$18,179
Volunteer Hours in Support of SVdP	770	10,464	12,732	23,966*

\*The Independent Sector estimates the dollar value of volunteer time at \$20.85 per hour. Therefore, the cumulative total of volunteer hours has an estimated value of \$499,691!

## Here's a "Cheesy" Idea for a Fund Raiser!

"Ladies and gentlemen, the race is about to begin! In Lane One we have Minnie; Lane Two, Jerry; Lane Three, Mighty; Lane Four . . ." and so the master of ceremonies announces the line-up of the six furry, whiskered, pink-tailed thoroughbreds as they scratch the sawdust at the starting gate during the Branch 1038 - St. Louis Mouse Race. Sponsored by the branch for the first time last summer, the fund raiser netted \$15,000 (including \$500 in matching funds) for the Saint Vincent de Paul Conference food pantry at St. Matthias Parish.



Though money was raised thanks to a 50/50 raffle, silent auction, attendance prizes, "bag" raffles, and various corporate sponsorship opportunities, the big attraction were the races themselves. These included six heats of six mice each, the winner of each race heading to the thrilling Race of Champions.

To add a little more fun to the racing festivities following each race, the winning mouse was placed in the center of a wheel with 50 spokes radiating from the middle, representing the 50 states. Race enthusiasts could wager which spoke the tiny mouse would enter, thereby choosing the state of his or her choice.

More than 25 branch members worked the event with the group volunteering some 140 hours to make the event a success. According to Sandy Jacobs, branch secretary, in addition to volunteers the branch provided paper products, snacks, beer, soda, and a corporate sponsorship. She admitted that everyone had such a good time, it didn't seem like work!

In St. Louis, mouse races are all the rage and businesses - for a nominal fee - will come in and set up the race course as well as bring along their tiny "steeds." The lesson here is think outside the box and come up with some creative ideas to make your fund raisers fun and successful. Great idea, Branch 1038!

If you have a great idea for a fraternal event, send it to [sally.krochalk@catholicfinanciallife.org](mailto:sally.krochalk@catholicfinanciallife.org).

# Bits and Pieces

## Send Us Your Photos

We are continually looking for photos of our branches and chapters in action. All photos sent to us are archived for potential publication in our member magazine or for use in a variety of other training and promotional materials. Please choose the best photos from your activities and send electronic versions (jpg images - 300 dpi or greater) to kari.lueneberg@catholicfinanciallife.org or send hard copies to Kari's attention at Catholic Financial Life, 1100 West Wells Street, Milwaukee, WI 53233. When submitting photos, please provide a brief description of the event in your email or on the back of the photo, and identify the individuals in the photo whenever possible.



## Extended Service Hours Begin

In an effort to accommodate the busy schedules of our members and volunteers, Catholic Financial Life is now offering extended service hours in several areas (including our fraternal department) until 8 PM (CST) every Wednesday. Simply call our toll-free number, 1-800-927-2547, and ask for the fraternal department.

## Tips on Completing Forms

- Match Fund applications are acknowledged by telephone, but you may request a confirmation by email. Simply mark this on your application.
- Please indicate on your Flyer Request form if you DO or DO NOT wish to have your email address listed on branch/chapter flyers.
- If branches/chapters are co-sponsoring an event, each must submit its own Flyer Request.
- In the Financial Summary (Section 2) of the Branch/Chapter Activity Report, indicate the TOTAL amount of money that passed through your checking account (deposits/checks issued) related to the activity. There is no need to itemize these amounts.

## Use Proper Identification

Whenever you reference our Society, whether in print or verbally, please remember to use our full name, Catholic Financial Life, rather than the abbreviation, "CFL." And when submitting forms to the home office, please use your proper branch or chapter ID, as displayed on your branch/chapter banner and printed on your semi-annual membership and bi-monthly change reports. For example, branches should continue to identify themselves using the word "Branch" along with their number, such as "Branch 2 - Manitowoc, WI." Midwest-area chapters should identify themselves as "Chapter" along with their state prefix and number, such as "Chapter WI14 - Elmwood, WI." New England chapters should use the prefix "N" (for New England) before their chapter number, such as "Chapter N003 - New Bedford, MA." This will ensure that your branch or chapter information is properly entered into our data system and is reported correctly in the future.



## Steps to Ensure Faster Mail Delivery

When sending mail to the Fraternal Department please use the postage-paid #10 envelopes we provide or clearly mark on the envelope that the correspondence should go to the Fraternal Department or to a specific person.

## Scholarship Application Deadline Approaching

The deadline to submit applications for a Catholic Financial Life grade school, high school, or college scholarship for the 2011-12 school year is **March 31, 2011**. Just a reminder that under our new qualification criteria, **the student must be a financial member of Catholic Financial Life, which means he/she is the primary insured on a life insurance certificate or an annuitant**. Certain other guidelines and requirements must be met, depending upon which scholarship is being applied for. Both Catholic Knights and Catholic Family offered scholarship programs in the past. This year, those scholarship budgets have been combined, not reduced. For more information or to apply online, go to the Catholic Financial Life Web site at [www.catholicfinanciallife.org](http://www.catholicfinanciallife.org). Select "Account Access" to apply online or follow the link to "Scholarship Programs" under "Featured Membership Benefits" to download an electronic copy of the scholarship application you need. The electronic copy may be saved to your computer and submitted via email to [memberbenefits@catholicfinanciallife.org](mailto:memberbenefits@catholicfinanciallife.org) or printed and mailed to Fraternal Department, Catholic Financial Life, 1100 West Wells Street, Milwaukee, WI 53233.



### Attention Former Catholic Family Officers!

Below are some changes to note under the new scholarship program:

- Catholic high school scholarships have increased from \$350 to \$500 annually.
- Essays are no longer required.
- Students entering first and second grade are now eligible for elementary school scholarships.
- Elementary scholarship winners are selected randomly and there are no more chapter-selected winners.
- Applications are now sent directly to the home office in Milwaukee.



**Catholic**  
**Financial Life**

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

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