


The Birth of Mission Advancement

A Division of Christian Brothers Services



Since the inception of Christian Brothers Services (CBS), the staff and leadership have continually sought creative solutions to best meet the needs of its members and clients. In addition to our flagship services—health, retirement and risk—more resources and opportunities have been provided via *IT Consulting, Catholic School Management, BMT Management and Financial Services* and, most recently, *Mission Advancement*.

Today, more than ever, institutional advancement is key to the success of every organization. *Mission Advancement assists churches, parishes, dioceses, religious orders and sponsored ministries in the areas of fundraising, communications, organizational development and stewardship.* This array of services, coupled with creative techniques and applications, enables the mission and ministry of the members and clients we serve to flourish.

It is often said the past is a prelude, and that seems to be the case at Mission Advancement, which is led by Tina Walker and Mary J. Foley. They met as colleagues working at Lewis University, started Foley Consulting, Inc. (FCI) together in 1992 and, on the eve of its 25th anniversary, were invited to share their expertise with CBS members and clients. In the "Never say no!" tradition of Christian Brothers Services, the answer was yes.

"We knew FCI had an excellent reputation with many clients returning again and again for different services. We liked that the partners had worked together so long and so well. It was clear that they would be a good fit with the Lasallian culture at CBS. In addition to launching Mission Advancement they also serve in our Catholic School Management division," said Richard McKenna, Christian Brothers Services chief operating officer.



GROWING TOGETHER

St. Norbert Parish

Recently, *Mission Advancement* completed a \$3.9 million capital campaign in Northbrook, Illinois, for St. Norbert Parish. Their campaign currently stands at \$4.5 million with gifts still being received. This was a second engagement for Foley and Walker with Fr. Robert (Bob) Heinz. In his previous assignment at St. Alphonsus Parish in Prospect Heights, Illinois, he and the FCI team raised funds to build a new church. Upon the successful completion of his recent campaign, Heinz invited *Mission Advancement* to undertake a new initiative – the creation and facilitation of a Stewardship Committee charged with ensuring that the culture of stewardship, established in the capital campaign, remains a hallmark at St. Norbert.

St. Giles Parish

Another campaign is underway at St. Giles Parish, Oak Park, Illinois. This is the third campaign on which Foley and Walker partnered with Fr. Carl Morello. The first raised \$7.5 million at St. Paul of the Cross in Park Ridge, Illinois, for new construction at the school and parish. The second was a \$4 million effort at St. Giles for renovation and betterments, and the current \$2.25 million campaign followed that.

"Working with Mary and Tina has always been a delight. Very few priests look forward to asking for money but when it is necessary, they supply the tools to make it not only an enjoyable experience but a successful one," said Morello. "Why else would I have enlisted their services on three different occasions? I knew they would provide the guidance, enthusiasm and creativity needed for each undertaking. And they never give up. They truly make the process comfortable and tailor the approach to the special and distinctive characteristics of the Parish. If my next assignment requires yet another campaign, I know who I will be calling!"

Villa St. Benedict

Villa St. Benedict (VSB) is a retirement community in Lisle, Illinois, in the midst of its first-ever capital campaign. Foley and Walker had been involved with the Benedictine Sisters in a chapel renovation campaign years ago and were delighted to be called back to assist with raising funds for a new Great Room for the residents of VSB. The Campaign Leadership Team comprises individuals who live at VSB.

"I volunteered to be on the Leadership Team for our Villa St. Benedict Great Room capital campaign as I felt that the Great Room was very much needed and that I had fundraising experience that would be of value," said Paul Curtin.

"I have been quite impressed with Tina Walker, our fundraising consultant from Mission Advancement. She is very professional, a hard-worker, knows how a campaign should be run and takes a personal interest in providing the necessary materials and guidance to make a campaign successful. After working with several different professional fundraisers in past campaigns in our parish in Texas, I found Tina's ambassador training presentations and handouts to be the best I have witnessed. I was most impressed with the thoroughness of her training and how she makes the volunteers feel comfortable and more confident in calling on fellow residents to ask for their financial support. I highly recommend Mission Advancement, and Tina Walker particularly, to provide professional guidance to anyone considering a capital campaign."

The Mission Advancement staff members frequently speak at client sites, conferences and events on a variety of topics. (To view the full list of seminar themes available, go to cbservices.org/mission-advancement.html.) They will soon present at the National Catholic Development Conference (NCDC) with Joe Langenderfer from the Diocese of Joliet Catholic Education Foundation and at Resource Center for Religious Institutes (RCRI).

Foley and Walker have a rich history together and have brought their combined expertise to this newest division of Christian Brothers Services with enthusiasm, faith and the certainty they are exactly where they are supposed to be. They have come full circle – from their early days at Lewis University to the headquarters of CBS. Walker sums it up by saying, *"It's been a great journey, and God is still guiding our path."* ☀

This article first appeared in OutReach, a Christian Brothers Services publication. Vol. 10, No. 1, 2019. Reprinted with permission from Christian Brothers Services. All rights reserved.

Christian Brothers Services exemplifies the Lasallian tradition by understanding the needs of our members, protecting the human and financial resources of institutions and guiding member organizations in finding practical solutions to business needs. Mission Advancement furthers this commitment.

To see how we can services YOUR mission call 630-378-2454.