

A Philanthropic Approach for the Catholic Diocese of Cleveland

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“Catholic philanthropy” can be defined *primarily* as Catholics supporting human and social services operated by the Church as well as the Church’s educational and ecclesiastical institutions. However, we are developing a far more comprehensive approach. That is:

The Catholic Diocese of Cleveland, like all dioceses in America, historically has put its energies into raising money at the parish level. Giving at the parish level is not, and never has been, especially generous. Today, fortunately, the most significant Catholic giving goes on outside of the parishes. Under that paradigm, in recent years the Catholic Charities Corporation has taken it as our job to activate the philanthropic impulse not only in the corpus of the faithful, but in literally everyone who has compassion for the less fortunate.

Our formal methodology for fund raising is a model taken from higher education, Institutional Advancement. First, we *educate* our donors and potential donors about our work. By raising their awareness, we can begin to *cultivate* their understanding of the work we support. With that understanding comes their *commitment*.