

**A Quarterly Publication of Ruotolo Associates Inc.**  
**"A full service Fundraising and Public Relations firm for the non-profit world"**

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**CHAIRMAN'S WELCOME**

Welcome to our inaugural edition of Ruotolo Associates *NetLinks*, a communication piece we will electronically distribute to clients and friends of our firm. We hope it will serve as a useful tool to inform, educate, and inspire our readers about trends at Ruotolo Associates and the philanthropic world. Ruotolo Associates is comprised of talented and committed individuals who have dedicated their professional lives to the betterment of our society. It is my sincere hope that, through their contributions to *NetLinks* and our ability to present timely articles and information about philanthropy, you will look forward to future issues and use them as resources to expand your knowledge, talents and abilities to serve your organization, whether as a CEO, development staff member, or volunteer.

2002 was a terrific year for Ruotolo Associates, one in which we experienced significant growth. We recognize that this expansion creates challenges and opportunities for us to better serve our clients. In speaking for the staff at Ruotolo Associates, I appreciate the confidence you have placed in us and look forward to your input and dialogue regarding this publication. Your feedback will help us constantly improve as a company to provide necessary information to develop your professional and volunteer capacities.



Sincerely,  
George C. Ruotolo, Jr., CFRE

## NEW LEGISLATION MAY AFFECT NON-PROFITS

Should what's good for corporate America also hold true for nonprofit organizations? According to a commentary by Washington area lawyer Patrick K. O'Hare in *The Chronicle of Philanthropy* (Oct. 31, 2002), the answer is a resounding "yes!"

Although legislation passed in Congress this past summer that will make corporations accountable for financial reporting does not apply to the non-profit sector, these groups "will need to pay close attention to the corporate-responsibility measure" in the new laws. In addition, some states are likely to incorporate similar laws that do cover charitable organizations in order to prevent abuse of funds.

In light of recent corporate scandals, it is in the best interest of non-profit groups to follow some of the requirements of the federal corporate-responsibility law to maintain donor loyalty as well as to distinguish themselves from their competitors. Following are some of the key areas at which non-profits are likely to look closely:

- Board audit committees
- Certifying financial statements
- Loans to top executives
- Establishing a Code of Ethics
- Removing trustees

O'Hare states that "nonprofit groups would be well advised to become familiar with the new federal provisions and make a decision to adopt some or all of the requirements before donors, regulators, insurers and the press begin to question why charities hold themselves to a lesser standard of governance than their for-profit peers."

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## STEWARDSHIP, "A WAY OF LIFE" IN THE DIOCESE OF CAMDEN

Over the past year, Ruotolo Associates has developed a personalized, comprehensive approach to implementing the Bishop's Pastoral letter, *Stewardship, A Disciple's Response* for 128 parishes in the Diocese of Camden, New Jersey. Between 2002-2003, every parish in the Diocese will experience the initiative in its own community. During these weeks of Renewal, parishioners will have the opportunity to express their faith by offering a commitment of talent, treasure and time to their faith community.

*The process includes:*

- Strategic Planning with each Pastor
- Recruitment and Training of a Stewardship Committee
- Parish Survey (Including Diocesan and Parish Questions)
- Two Newsletters
- Commitment Brochure Mailing
- Thank You Letter from the Pastor
- Detailed reporting to the parish of data collected
- Workshops and Seminars
- Resource Manual

Our team is staffed with talent from a variety of backgrounds including Deacon John D'Amico, a Permanent Deacon from the Archdiocese of Philadelphia. "Sometimes we hear people say 'I just don't get anything from going to church'. This is all too common and stems from a basic misunderstanding of church. When the people of God gather for Liturgy we do not gather to 'get', we gather to 'give'. We give of our talent to sing or play an instrument. We give of our financial resources. We give our life, the time that God has given us to worship our Creator and Savior. Then we are sent out into the world to take His message of salvation with us. We are each called to be stewards of God's gifts, to care for and make return to God for what we have been freely given. As stewards, we do not come to get, we come to give," says Deacon John.

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Parishes have experienced a large influx of parish volunteers since the Diocesan Initiative began one year ago, while others have experienced as much as a 20% increase in their Ordinary Income. "These are results of implementing Stewardship as 'A Way of Life,' says Ruotolo Associate, Mr. James Friend, a former Youth Minister/Coordinator of Religious Education and Parish Administrator from the Philadelphia area. "Stewardship changes lives and offers us a holistic spirituality for today. This spirituality is grounded in the precepts of our faith beginning with our Baptismal Call. When we respond to that Call and extend a personal invitation to others to join us, we teach as Jesus did."

This implementation can take place within a single parish or across an entire Diocese. If you would like more information about our work, please contact us to schedule a meeting or conference call.

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## GEORGE RUOTOLO APPEARS ON PHIL DONAHUE

Ruotolo Chairman and CEO George Ruotolo, Jr., CFRE, recently had the opportunity to discuss fundraising in the Catholic Church on MSNBC ... the Phil Donahue show.



The producer called George to discuss the possibility of appearing on a segment about the current state of fundraising in the Catholic Church in light of the recent sexual abuse scandal. After some dialogue on what particular issues Donahue wanted to explore, George agreed to participate in the show, which was taped at Rockefeller Center in New York.

The panel was comprised of Bill Donohue, President of the Catholic League; David Clohessy, Executive Director of SNAP (Survivor's Network for Those Abused by Priests); Carmen Durso, an attorney representing victims of abuse in the Boston area; Steve Kruger, Executive Director of Voice of the Faithful; Boston editor/publisher Chuck Colbert of the liberal *National Catholic Reporter*, who was interviewed via remote; and George Ruotolo.

Ruotolo presented the perspective that the majority of Catholic parishioners in this country have *good* relationships with their clergy and are generally positive toward their own parish. He explained that it is RA's practice to have the pastor explain to his parishioners that funds raised in a capital campaign are used expressly for that purpose and not for any lawsuit settlement or legal expense of the diocese. George clarified the difference between the church's ordinary income (weekly offertory) and a capital campaign. It is only the ordinary income of the parish that is subject to the cathedralicium, which requires a certain percentage of donations be submitted to a parish's diocese. This tax varies from one diocese to the next. All dollars raised in a capital campaign remain in the parish.

Furthermore, George noted that parishes in the Boston archdiocese cannot be compared to those in other parts of the country due to the concentration of abuse cases in their area.

Phil Donahue noted that the days of "Pay, Pray and Obey" are gone. He emphasized that members of SNAP and Voice of the Faithful are the ones that still want to remain involved in the Catholic Church, but would like to see the Church address its problems in an open and forthright manner. Ruotolo pointed out that there are some bishops presently in the country that have recognized the value of Voice of the Faithful and are cooperating with their local chapters.

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## **A LISTING OF OUR CURRENT CLIENTS**

|  |                               |
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| <b>American Red Cross</b>                | <b>Elmira, NY</b>             |
| <b>Home for the Armenian Aged</b>        | <b>Emerson, NJ</b>            |
| <b>Assumption Parish</b>                 | <b>Atco, NJ</b>               |
| <b>Blessed John XXIII Univ. Center</b>   | <b>Fort Collins, CO</b>       |
| <b>Brooklyn Friends School</b>           | <b>Brooklyn, NY</b>           |
| <b>Centra State Health</b>               | <b>Freehold, NJ</b>           |
| <b>Diocese of Camden</b>                 | <b>Camden, NJ</b>             |
| <b>Fairfield Public Library</b>          | <b>Fairfield, CT</b>          |
| <b>Glastonbury Abbey</b>                 | <b>Hingham, MA</b>            |
| <b>Good Counsel High School</b>          | <b>Wheaton, MD</b>            |
| <b>Grace Church</b>                      | <b>New York, NY</b>           |
| <b>Harvard Public Library</b>            | <b>Harvard, MA</b>            |
| <b>Kimball Library</b>                   | <b>Atkinson, NH</b>           |
| <b>Holy Cross High School</b>            | <b>Waterbury, CT</b>          |
| <b>Nazareth Regional High School</b>     | <b>Brooklyn, NY</b>           |
| <b>New Jersey Center for Visual Arts</b> | <b>Summit, NJ</b>             |
| <b>NJ Seeds</b>                          | <b>Newark, NJ</b>             |
| <b>North Shore Community College</b>     | <b>Danvers, MA</b>            |
| <b>Oak Bluffs Public Library</b>         | <b>Oak Bluffs, MA</b>         |
| <b>Prevention First</b>                  | <b>Oakhurst, NJ</b>           |
| <b>Shepherds of Youth</b>                | <b>Florham Park, NJ</b>       |
| <b>South Church</b>                      | <b>Andover, MA</b>            |
| <b>St. Agnes Parish</b>                  | <b>Atlantic Highlands, NJ</b> |
| <b>St. Ann's Parish</b>                  | <b>Lawrenceville, NJ</b>      |
| <b>St. John Vianney</b>                  | <b>South Burlington, VT</b>   |
| <b>St. John Villa Academy</b>            | <b>Staten Island, NY</b>      |
| <b>St. John the Evangelist</b>           | <b>Bergenfield, NJ</b>        |
| <b>S. Joseph's Parish</b>                | <b>Hillsborough, NJ</b>       |
| <b>St. Mark's Episcopal</b>              | <b>Upper Arlington, OH</b>    |
| <b>St. Mary's Parish</b>                 | <b>Barnegat, NJ</b>           |
| <b>St. Peter the Fisherman</b>           | <b>Mountain Home, AR</b>      |
| <b>St. Philomena School</b>              | <b>Portsmouth, RI</b>         |
| <b>St. Vincent Pallotti</b>              | <b>Haddon Township, NJ</b>    |
| <b>Trenton Area YMCA</b>                 | <b>Trenton, NJ</b>            |
| <b>Xavier University of Louisiana</b>    | <b>New Orleans, LA</b>        |