



# ***THE TIME IS NOW:***

**CAMPAIGN FOR  
OUR LADY OF THE LAKE  
AND  
REV. GEORGE A.  
BROWN MEMORIAL  
SCHOOL**





## FROM OUR BISHOP



### DIOCESE OF PATERSON

Diocesan Center  
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Office of  
THE BISHOP

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April 2006

My dear friends in Christ,

This is an exciting time in the history of Our Lady of the Lake Parish, which has grown steadily through the years and is now an active, welcoming community for Catholics in Sparta and the surrounding area. This region of our diocese continues to grow in population every year, and *The Time is Now* campaign will ensure that Our Lady of the Lake Parish will be able to meet the increased need for religious activities and education well into the future. Renovations to the Rev. George A. Brown Memorial School building will benefit parishioners of all ages by providing more meeting space for social and religious programming, as well as a gymnasium and additional classroom space that will enhance the school's curriculum.

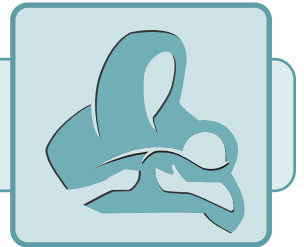
I know from Monsignor Knauer that *The Time is Now* campaign is a result of many years of planning and evaluation of what is necessary to ensure that Our lady of the Lake Parish can continue to meet the religious needs of the region. I join you in prayer for the success of this endeavor. By working together in supporting this common cause, we will be strengthening the spiritual community that is essential to our Catholic faith.

God bless.

Sincerely yours in Christ,

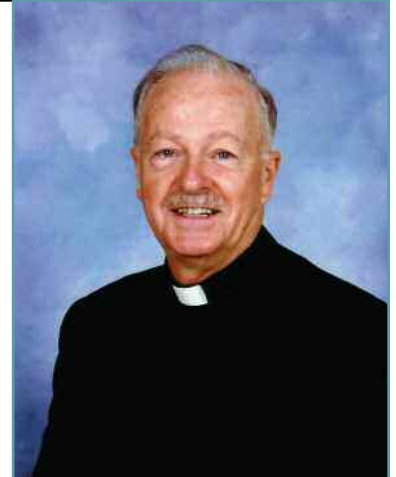
Most Reverend Arthur J. Serratelli, S.T.D., S.S.L., D.D.  
Bishop of Paterson

## FROM OUR PASTOR



*To all of our Friends:*

*Our Lady of the Lake Parish is the place where we come to know our God and where we learn of His goodness and love. We have a firm commitment to providing a strong Catholic education through our religious education programs and through Rev. George A. Brown Memorial School. Today, we, like those who came before us, are presented with the challenge of addressing the needs of a growing parish family. We have spent several years studying many possibilities to expand our campus. After much consideration and an extensive philanthropic study, we, as a parish, have set the priorities to address much needed improvements and additions to the Rev. A. Brown School building. The addition of a recreational facility will benefit our entire community. Increased classroom space is needed for the religious education classes and the school. By adding the gymnasium, we will free up space in McKenna Hall so the children can eat lunch not in the classrooms but in a cafeteria.*



*Moreover, as our parish family grows, we have identified the need to increase programming and activities for both the youth and the adults of the parish. The addition of the gym will allow for an expanded youth program. It will also permit us to host events, which up to now we have been unable to accommodate, such as adult events for the parish and for the school family.*

*Please consider joining us in this endeavor as we work together toward a common cause and build our community by making a three-year pledge toward **The Time is Now** campaign. I ask that you pray for the Spirit of Christ to continue to guide our decisions and help us to see these plans through to completion according to His will.*

*I remain yours in Christ,*

*Msgr. Paul F. Knauer*  
Monsignor Paul F. Knauer



## MESSAGES FROM OUR CO-CHAIRPERSONS

*To Our Fellow Parishioners:*

*We are honored to serve as chairpersons for the Our Lady of the Lake **The Time is Now** capital campaign. Together we represent three generations of families who call Our Lady of the Lake our faith home: a parishioner since 1949 and grandfather of current students, when Sparta was only a summer community and Father Brown spoke of his vision to build a school; a parishioner and former parent of students who just left Rev. Brown last year; and a young family with two children in the lower grades and a third on his way. We have all seen the years of planning that have gone into this project and are happy to be part of its realization.*

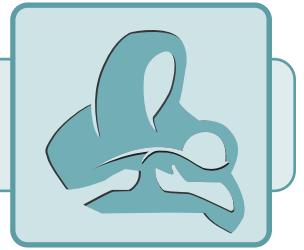
*We all believe in the value of Catholic school education and that Rev. Brown Memorial School is the perfect teaching environment. **The Time is Now** to upgrade the school to bring it to the next level. Many families who once attended Rev. Brown benefited from the generosity of those who came before us: the school itself, the addition of classroom space as the attendance grew, the addition of the library and science labs. **The Time is Now** for us to demonstrate the same courage and generosity to enhance the vision of generations past and leave a legacy for generations to come.*

*We look forward to your support as we meet the challenge before us. In order to turn our planning into a reality, the participation of our school families and parishioners is vital. We invite you to prayerfully consider your own capacity to assist us in this project.*

***The Time is Now** to strengthen our community, enhance the life of our parish and school and build on the legacy of those who came before us.*

*With warm thanks,  
Bill Bosworth   Rob Loyas   Kim Seelagy*

# OUR NEEDS AND THE CASE FOR SUPPORT



## OUR HISTORY

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Our Lady of the Lake Church was founded in 1949 after the community had served as a mission of St. Thomas of Aquin Parish in Ogdensburg for many years. With mainly summer residents as parishioners, many families were taken by surprise when Father Brown said one Sunday, "We will have a school as part of our parish." "Who would ever live in Sparta all year round?" they asked each other. Before his vision was fully realized, Rev. George A. Brown passed away, just three months before the school opened in September 1954. The parish immediately agreed with Bishop McNulty, Bishop of the Paterson Diocese, that the school be named Reverend George A. Brown Memorial School to honor the former pastor's vision and dedication. Ours was the first Catholic school in Sussex County and consisted of a primary unit for grades 1 - 8. Later additions to the school included the junior high wing in 1958, the K - 5 classrooms in the early 1980s, the library and science lab in January 1992 and the student center and computer lab in 1998. Each addition was completed with the generosity of parishioners and school families.

## OUR PARISH SCHOOL

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Rev. George A. Brown Memorial School is committed to fostering a love of God, neighbor, and self, as recorded in the Gospels and modeled by Christ on Earth. Today, our school serves approximately 510 children from Our Lady of the Lake (330 students), as well as from the neighboring towns of Sussex, Newton, Branchville, Jefferson Township, Andover, Lafayette and others (180 students). The population has grown over the years, and the students continue to excel. On July 1, 2005, our "Star School" status was renewed for an additional five years. This award is granted to schools demonstrating outstanding success in promoting student achievement in the subjects of math, science and technology, particularly in grades six, seven and eight.

## SERVICE TO THE PARISH COMMUNITY

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In addition to serving the needs of our students, the school facilities are utilized regularly by the ministries of Our Lady of the Lake Church throughout the year. Some of these include a Religious Education Program for 800 students, Sacramental Preparation programs, Annual Parish Carnival, Annual Beefsteak Dinner, blood drives, Knights of Columbus meetings and events, parish fundraisers, CYO activities, adult religious education classes, Pre-Cana classes, Parish Appreciation Night, Saint Elizabeth College education classes, Cub Scouts and Brownie troops.

The quality of education in Sussex County is extremely competitive. Recognizing the need to remain on the cutting edge with schools in the Sussex County area, the Parish Advisory Council, in conjunction with the Church Administration, initiated a comprehensive strategic plan in 2004. The process was comprised of interviews with a representative cross-section of parishioners. A significant finding of the study indicated a desire for school improvements along with a master parish facilities plan. Participants deemed the case for school expansion "accurate, acceptable and compelling."

In the fall of 2005, the Parish Building Committee engaged Sowinski Sullivan Architects to draft plans to expand the school facilities to be utilized by the school and parish groups alike. The primary element is a new 9,500 square foot pre-engineered structure placed behind the existing library and science wing. The new

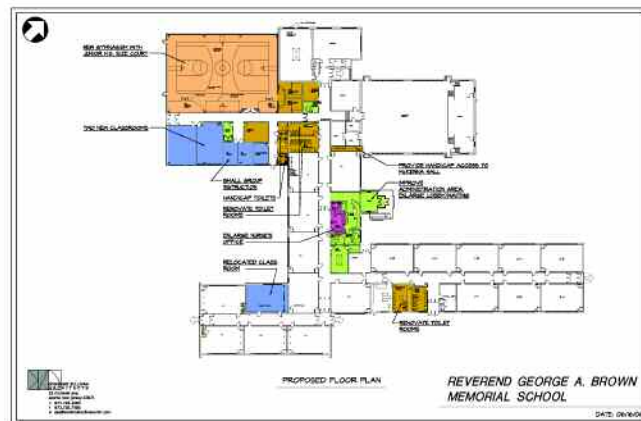


## OUR NEEDS AND THE CASE FOR SUPPORT

facility will house a gymnasium sized to meet elementary school standards with a sport flooring system. This gym will be utilized not only to enhance the curriculum but also after-school and parish activities such as CYO and the parish religious education and youth ministry programs. This facility would also be comprised of new classroom space, handicapped facilities and two changing rooms. In addition, there will be a storage area as well as unfinished space for more classrooms should we raise more than our goal.

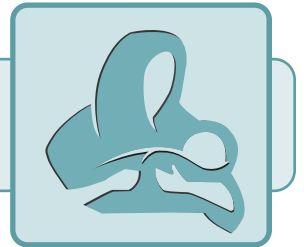
### THE TRANSFORMATION OF THE SCHOOL BUILDING WILL INCLUDE:

- *New gymnasium and changing rooms*
- *New classroom space*
- *Facilities for the handicapped*
- *Expanded nurse's office with new children's restroom*
- *Reorganized lobby and reception area to improve the functionality of the work area*
- *Renovated and upgraded four school restrooms*
- *Handicapped accessibility to McKenna Hall*
- *Painting and finishes to McKenna Hall in order to be utilized as a cafeteria*



A planning study in the winter of 2006 helped set our goal at \$2.2 million in philanthropic support. *The Time is Now: The Campaign for Our Lady of the Lake and Rev. George A. Brown Memorial School* was established and the campaign cabinet has been working since March 2006. In addition to the new construction and renovations to the lobby and restrooms, there is another \$1.3 million in upgrades and improvements that will be addressed in priority if we exceed our goal. The target for completion of this new facility for occupancy is September 2007. Now, more than ever, we are looking toward the future. We ask our parishioners and school families alike to reflect on the efforts of past generations who, through their personal sacrifice, have enabled us to grow in our faith through the use of these facilities. We were called upon in the 1950s to begin this church and school. We now call upon our faith community in the 21st century to support these renovations with the same enthusiasm and generosity. We are confident that with this expansion and other capital improvements, Our Lady of the Lake Parish will continue to fulfill its ministry within the Greater Sparta community.

# ARCHITECTURAL RENDERINGS/ CONSTRUCTION TIMELINE/BUDGET



Following the strategic planning process undertaken two years ago, the first priority of the parish was to add a gymnasium to Reverend George A. Brown Memorial School. We have prioritized the list of what we want to get done based on the planning study that was conducted earlier in 2006. The Building Committee has worked diligently to prioritize the below list and it is only with the full participation of the school families and support of the parish that we can accomplish all projects. Please continue to prayerfully consider your gift and what it will mean to our students and our parish to have a designated cafeteria, gymnasium, additional classroom space and handicapped accessible facilities. The estimates provided below include hard costs, escalation, contingency and soft costs. We will complete the primary construction first and depending on the amount of pledges and gifts we receive will complete each of the other items as we raise the necessary funds.

## Gymnasium Addition

**\$1,750,000**

This includes the entire enclosure, new gym, shell space for classrooms handicapped bathrooms, and hallways enabling McKenna Hall to be used as a cafeteria.

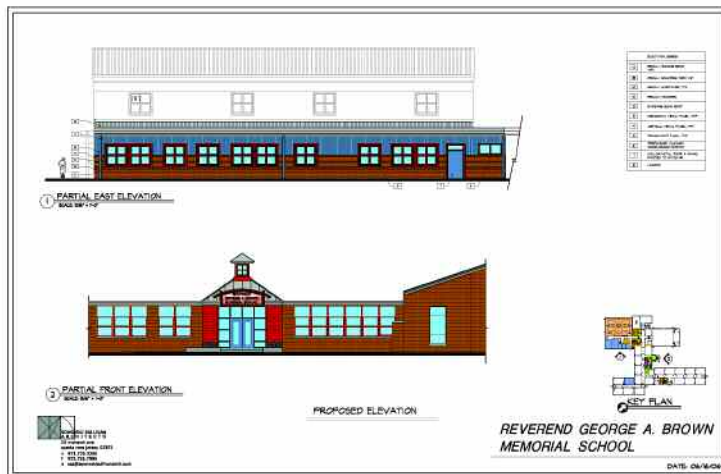
## Renovations

**\$528,000**

This includes renovations to create access to the addition, renovations of the bathrooms and administration areas, CCD and the nurse's suite.

## TOTAL

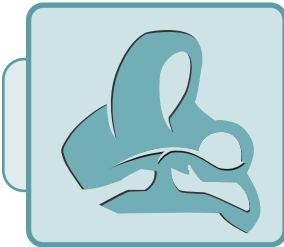
**\$2,278,000**



*The top elevation is the classroom and meeting space in the new building. The bottom elevation reflects the changes to the front entrance of Rev. Brown School which will provide for more space for waiting parents and an efficient workflow for staff. In addition, the nurse's office will be moved in order to accommodate increased space and the inclusion of bathroom facilities.*

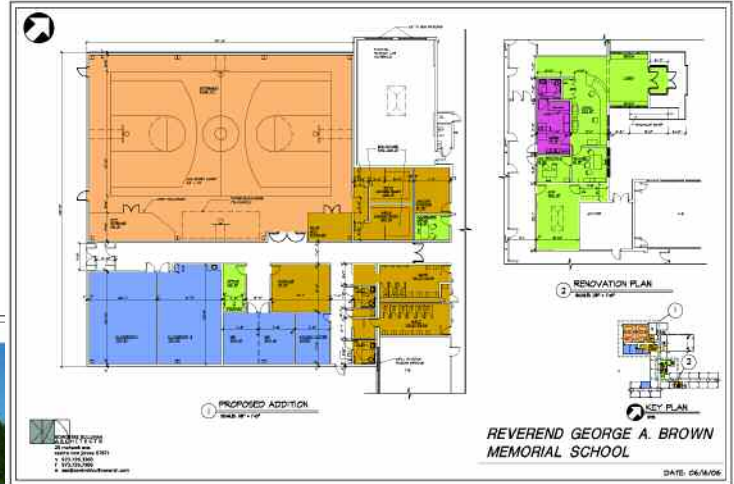
*The elevations to the right show the new gymnasium. The top picture shows the view from the parking/bus loop area. The new science room window is shown at the lower left of this picture. The bottom elevation reflects the view from the rear of the school. The new entrance way is located under the red awning.*





# ARCHITECTURAL RENDERINGS/ CONSTRUCTION TIMELINE/BUDGET

The floor plans to the right highlight the areas of the school that will be addressed. The large floor plan is the new building and will include classroom space, student gathering space, as well as handicapped bathrooms and two changing rooms.



The new gymnasium is a pre-fabricated building that will be attached to the school near the science room. A new handicapped entrance hallway will connect the two buildings.

## POSSIBLE ADDITIONAL PROJECTS

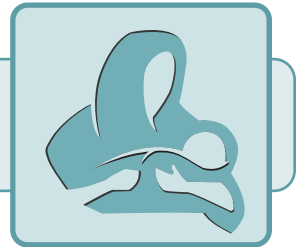
The Building Committee has worked to prioritize the following additional items. These items will be addressed depending upon the availability of funds.

- |  |           |
|--|-----------|
| 1. School window replacement   | \$248,000 |
| 2. Classroom Build out<br><i>This includes finishing the shell of the new classroom spaces in the addition</i>     | \$133,000 |
| 3. Playground/Paving<br><i>This item is a budget to improve the playground and parking areas around the school</i> | \$531,000 |
| 4. Improve Temperature Controls<br><i>This item includes improving individual classroom heating controls</i>       | \$46,000  |
| 5. Furniture<br><i>Replace storage units at rear of all existing classrooms; new teachers desks &amp; chairs</i>   | \$136,000 |
| 6. Security<br><i>Add CCTV at each building entry/exit</i>   | \$47,000  |
| 7. Electrical Upgrades<br><i>Upgrade and add new outlets to older classrooms</i>                                   | \$40,000  |
| 8. Painting<br><i>This item includes painting the remainder of the building</i>                                    | \$73,000  |
| 9. Home Team Bleachers<br><i>The design includes a space for telescoping bleachers to accommodate 75 people</i>    | \$36,000  |

**TOTAL**

**\$1,290,000**

# NAMING OPPORTUNITIES



Naming opportunities offer permanent recognition of your support and generosity of our parish community. Please contact the parish office if you are interested in one of the following naming opportunities, which can also honor a deceased family member or friend. (Bolded items have been reserved)

<i>Number of Opportunities</i>	<i>Gift Range</i>	<i>Named Space</i>
1	\$200,000	Gym
1	\$100,000	School Reception
1	\$100,000	McKenna Hall Stage
1	\$75,000	Principal's Office
1	\$50,000	Vice-Principal's Office
1	\$50,000	Nurse's Office
2	\$50,000	Classrooms
<b>1</b>	<b>\$30,000</b>	<b>Bleachers</b>
<b>1</b>	<b>\$25,000</b>	<b>Outside Gymnasium Entrance</b>
<b>1</b>	<b>\$25,000</b>	<b>Scoreboard</b>
<b>1</b>	<b>\$25,000</b>	<b>Religious Ed Office</b>
2	\$25,000	Furnishings for 1 classroom (Teacher's desk, blackboard, bookcases, etc.)
<b>1</b>	<b>\$25,000</b>	<b>Building Facade</b>
<b>2</b>	<b>\$25,000</b>	<b>Changing Rooms (Boys/Girls)</b>
1	\$25,000	Science Room Window
2	\$15,000	Handicapped Bathrooms
2	\$15,000	Handicapped Entrances
4	\$15,000	Bathrooms (Boys -2 / Girls-2)
1	\$15,000	PA System
2	\$15,000	Small Group Instruction Rooms
4	\$10,000	Gym Windows
2/17	\$10,000 (ea)	Classroom Replacement Windows
2/6	\$7,500	Basketball Hoops in new Gym
6	\$5,000 (ea)	Cafeteria Style Tables
4	\$5,000 (ea)	Small Gym Windows
<b>3</b>	<b>\$3,000 (ea)</b>	<b>Sets of 10 Student Desks for Classrooms</b>



## FREQUENTLY ASKED QUESTIONS

***Has the Diocese approved this building project? (vs. approving the campaign) What is the timing of obtaining that approval?*** The Diocese has not given final approval to the building project yet. As with all projects, they first approve a capital campaign and then require the campaign to be underway prior to final approval. The Building Committee has just finalized the plans and we will be approaching the Diocese in September as the Committee goes before the town for approvals.

***When are we going to the town for approvals? What are we presenting to the town? What will be the timeframe for anticipated approvals?*** The architects have provided a footprint of the expansion. The engineer has completed a site survey. Once the design build is complete we'll be ready to go before the town for approvals. We expect this to occur in September 2006. Construction will begin in the fall of 2006 with the relocation of the window in the science lab in preparation for the new addition. Parishioners and school families will be kept informed through the Parish Bulletin and the Link as we make progress.

***If we end up raising more than \$2 million, what will be the next priorities within the larger plan?*** There are a number of other projects on our priority list. See page 6 for that listing as well as the cost for each.

***If our pledges are for three-years, but we want occupancy in 2007, how are we going to pay for it in the interim?*** The building committee is investigating a bridge loan. The amount of this loan will be based upon the pledges/payments received when we are ready to break ground. We will be able to accurately project cash flow based on the pledge payment options selected by donors. Once we receive the approval for the construction project from the Diocese we will be able to move forward with obtaining this loan.

***Why was the Cassidy Fund established?*** The Cassidy Fund was established to accept, hold, invest, reinvest, and administer any gifts, bequests, devises, benefits of or value, and to use, disburse or donate the income or principal thereof for the benefit of Rev. George A. Brown School. The Cassidy Fund has made a \$200,000 commitment toward this project.

***I already give in the weekly collections. Why should I support the campaign?*** The campaign supports a very special project and is separate from the weekly collections. The parish is grateful for all the donations it receives through the weekly envelopes and plate. These gifts are needed every week for the regular operating expenses and are not designated for capital improvements such as this project.

***How can I make my payments?*** We have included a three-year pledge chart (see page opposite) to help you identify a pledge level that you can reach. You will see that you can choose to make your pledge in a number of ways. The parish office will send out reminders before each payment is due that will include a balance.

***What happens if I am unable to complete my pledge?*** A pledge to the campaign is a faith promise; it is not legally binding. Our Lady of the Lake is dependent on the generosity and ability of its parishioners and community friends to complete this project. While we pray that you will not experience any financial challenges, should your financial situation change, we will work with you to accommodate any unforeseen personal situations.

## OPPORTUNITIES FOR GIVING



**Three-Year Pledge Opportunities:** We are asking every parishioner and school family to consider a three-year sacrificial pledge to *The Time is Now Campaign*. You may choose monthly, quarterly, semi-annual or annual payments to fulfill your pledge. Please take into account the following questions as you prayerfully reflect on your gift: Is what we are planning to give proportionate to what we have received from God in our lives? Is what we are considering a sacrifice or from our excess?

Total Pledge	10% Down	Annual (3)	Semi-Annual (6)	Quarterly (12)	Monthly (36)
\$200,000	\$20,000	\$60,000	\$30,000	\$15,000	\$5,000
\$100,000	\$10,000	\$30,000	\$15,000	\$7,500	\$2,500
\$75,000	\$7,500	\$22,500	\$11,250	\$5,625	\$1,875
\$50,000	\$5,000	\$15,000	\$7,500	\$3,750	\$1,250
\$30,000	\$3,000	\$9,000	\$4,500	\$2,250	\$750
\$25,000	\$2,500	\$7,500	\$3,750	\$1,875	\$625
\$15,000	\$1,500	\$4,500	\$2,250	\$1,125	\$375
\$10,000	\$1,000	\$3,000	\$1,500	\$750	\$250
\$7,500	\$750	\$2,250	\$1,125	\$563	\$188
\$5,000	\$500	\$1,500	\$750	\$375	\$125
\$3,000	\$300	\$900	\$450	\$225	\$75
\$2,000	\$200	\$600	\$300	\$150	\$50
\$1,095	\$110	\$329	\$164	\$82	\$27

Whether gifts are outright or deferred, the personal satisfaction received from charitable giving is rewarding, and tax advantages may be substantial. Please keep in mind the following gift methods when making your commitment. Please call the Parish Office with any questions. Thank you.

**Securities:** This gift vehicle can be particularly beneficial to the donor who may have appreciated securities. You will receive the full value of the securities as the gift value and pay no capital gains tax. Please consult your personal tax advisor regarding the special rules for gifts of appreciated property.

**Planned Gifts:** Planned gifts such as trusts and annuities represent a special type of support that benefits you, the donor, and the parish. Often, a planned gift allows you to maximize your contribution and provides you with specific income and estate tax advantages. Planned gifts may also provide you with income during your lifetime.

**Bequests:** Remember Our Lady of the Lake Parish in your will. This may provide your estate with a federal and estate tax advantage.

**Life Insurance:** Our Lady of the Lake Parish may be named as principal or shared beneficiary of your insurance policy, or ownership of the policy may be transferred to the parish.

**Matching Gifts:** Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Please contact the personnel office at your place of employment for specific information to ensure that your gift will be eligible for a match.



## CAMPAIGN PRAYER

### **GOD, ALMIGHTY FATHER**

*We give You thanks for the many gifts of Your creation and for the formation of our community of faith. We remember those who helped us establish this community nearly 60 years ago.*

*We are grateful for all who have come before us and created the facilities that we now enjoy. Now we unite as one people to add to what we have received and to make our contribution to the well being of future generations.*

*We pray that You give us the faith and determination we need to accomplish the construction and renovation of our parish facilities to better serve the people of Christ. We ask for Your Spirit and the gifts of the Holy Spirit as we undertake this mission. We ask that You bless our efforts with a spirit of love for You and for each other. Strengthen our commitment to return to You a portion of our time, talents and treasures, as we honor our beginning and embrace our future.*

*We ask this through Your Son, our Lord, Jesus Christ.*

*Amen.*

### **OUR LADY OF THE LAKE PARISH**

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Campaign Counsel Provided by Ruotolo Associates Inc.

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