

New Evangelization Shark Tank: October 27th, 2023

Donor Packet

Mission Capital (“MC”) sponsors donor conferences that support the growth of effective Catholic evangelistic and disciple-making ministries by funding specific growth opportunities. Each ministry is *person to person* and has Ministry Objectives that range from evangelizing and discipling to forming leaders and discipleship groups (see pages 3-4). Our analysis indicates that each of the four ministries has demonstrated effectiveness in achieving their stated goals and have *opportunities to grow, replicate or scale* that, with the grace of God, should succeed. This donor packet provides an overview of each ministry and our evaluation of its growth opportunity.

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Note on Vetting Process, Orthodoxy, Operating Efficiency & Financial Stewardship

After reviewing each ministry’s application for the Shark Tank ([ministry application](#)), we interviewed ministry leaders, asked for additional information, and conducted pitch rehearsals.

Each of the ministries affirms its complete adherence to the teaching of the Catholic Church. Our interviews with ministry staff, and a high-level review of all of the websites, and certain ministry materials provide further assurance of orthodoxy.

Mission Capital evaluated certain financial information provided by the ministries such as Form 990 Non-Profit Information Returns and financial statements. Although Mission Capital has not thoroughly evaluated each ministry’s operations and financial management, it has seen no indications of operating inefficiencies, poor controls, or weak financial stewardship.

Ministries and Growth Opportunities

Ut Fidem (www.utfidem.org): *\$30,000 to Launch in Ann Arbor, Jackson or Flint*

Weekly small groups in Catholic High Schools focused on conversion, personal prayer and sacraments, catechesis, and living one's entire life for God. 58 adult mentors led 341 students in 2022 at Dowling Catholic HS (Iowa) and it expanded to two more HSs in 2023 (including Lansing Catholic). Parental, school, and parish donations sustain a chapter after its initial launch. Ut Fidem seeks \$30,000 to launch at Flint Powers, FGR or Lumen in 2024.

Damascus Camps (www.damascus.net): *\$37,000 to scale Brighton from 800 to 1600 campers*

Highly trained missionaries and excellent worship and liturgy help youth encounter Christ and grow as disciples. Fun and fellowship centered on paintball, climbing, high ropes course, archery, etc. Seeks \$37,000 to double capacity of weeklong camps in Brighton to 1600 in 2024 by recruiting and training an additional 50 counselors and to deploy 5-6 full-time year round missionaries.

Kateri Institute for Catholic Studies (www.kateriinstitute.org): *\$29,725 for Institutional Development*

In its first year, Kateri supported hundreds of Catholic students and faculty at UM in a secular campus sometimes hostile to faith thru talks, seminars, Masses, and other programs. Kateri seeks \$30,000 to fund programming in 2024 and build out its donor base. All volunteer effort led by two tenured UM profs.

Catholic Worldview Fellowship (www.catholicworldview.com): *\$70,000 to Double in Size*

Intensive summer leadership formation of college students (38 in 2023) in Germany and Rome: Intellectual (Catholic history, philosophy, and theology); Spiritual (liturgy and personal prayer); and Mission (evangelizing in the contemporary culture). Fr. Ryan Richardson, chaplain of Benedictine College leads a mostly volunteer staff. CWF seeks \$70,000 to launch a second cohort from Michigan colleges including UM, EMU, Wayne State, Hillsdale, & MSU.

At A Glance: Ministry Objectives, Methods, & Content

| Ministry Objectives | | | | |
|---|----------|----------|-----|--------|
| | Ut Fidem | Damascus | CWF | Kateri |
| 1) Evangelism | | | | |
| i. Onboarding | X | X | | X |
| ii. Encounter and Conversion (e.g., Alpha) | X | X | | |
| 2) Disciple formation** | | | | |
| i. Conditions for becoming Jesus' Disciple | X | X | | |
| ii. Practices of a Disciple | X | X | X | |
| iii. Christian Character | X | X | X | X |
| iv. Christian Personal Identity | X | X | X | X |
| v. Christian Worldview | | | X | X |
| vi. Life of Mission | | | X | |
| vii. Christian Pattern of Life | | | X | X |
| 3) Disciple-group formation | | | | |
| | X | | | |
| 4) Leadership formation (training folks to evangelize and disciple) | | | | |
| i. Lay | | X | X | X |
| ii. Ordained or religious | | | X | |
| 5) Other Evangelistic or Discipleship Intent | | | | |
| Spiritual Direction | X | X | X | |
| | | | | |

| Evangelistic & Discipleship Methods | | | | |
|--|----------|----------|-----|--------|
| | Ut Fidem | Damascus | CWF | Kateri |
| Evangelism | | | | |
| a) Random | | | | |
| b) Small Group Bible Study | X | X | | |
| c) Relational | X | | | X |
| d) Exposure | X | X | X | X |
| e) Encounter | X | X | | |
| f) Other: Various | | | | X |
| Disciple-making Methods | | | | |
| a) Personal (1:1) | X | X | X | X |
| b) Bible Study | X | X | X | |
| c) Small Group | X | X | X | |
| d) Lecture-Discussion Group | | | X | X |
| e) Lecture | | | X | X |
| f) Other: Various | | | | |

Ut Fidem (www.utfidem.org)

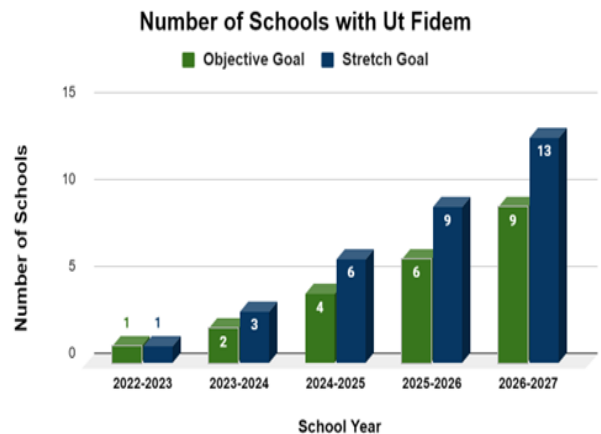
\$30,000 to Launch in Ann Arbor, Jackson or Flint

Ministry Overview

Ut Fidem was founded in 2017 to bring conversion and disciple Catholic high schoolers. 74% of former Catholics report they stopped identifying as Catholic between the ages of 10 and 20, with a median age of 13.¹ Ut Fidem, from a longer Latin phrase meaning “Keep the Faith,” forms intentional disciples to keep the faith for the rest of their lives, beginning with college.

Ut Fidem supports students through weekly small groups of 5-6 and are actively disciplined by an adult faith mentor. Students learn how to defend their Catholic faith, and develop deep, personal relationships with Jesus Christ. Groups grow their devotion to personal prayer, the Sacramental life, understanding of Church teachings, and enter into the lifestyle of an on-fire Catholic. By forming virtuous relationships with one another, groups develop deep relationships with Jesus Christ and are able to answer the question, "Why am I Catholic?"

In its sixth year (2022-3) at Dowling Catholic HS in Des Moines, Ut Fidem disciplined 341 students each week led by 58 adult faith mentors, which represented over ¼ of the school’s student body. The ministry has begun to shape the culture of the school, influenced its staff and faculty, and provided direct discipleship opportunities for lay Catholics in the diocese. This Fall, Ut Fidem expanded to Holy Family High School in Broomfield, Colorado and Lansing Catholic High School, in Lansing, Michigan.



Growth Opportunity

Since its first year, Ut Fidem has received inquiries from high schools across the nation about its simple, replicable model. Expansion requires a full-time coordinator to run the ministry plus operating costs:

| Pro Forma Operating Budget Year 1-3 | | | |
|-------------------------------------|-----------------------|-----------------------|-----------------------|
| | Year 1 (10 groups) | Year 2 (20 groups) | Year 3 (25 groups) |
| Program Coordinator | 45,000 | 45,000 | 45,000 |
| Encounter Budget | 3,000 | 4,000 | 5,000 |
| Small Group Hospitality | 1,125 | 2,250 | 3,000 |
| Small Group Resources | 200 | 400 | 500 |
| Mentor Formation | 450 | 675 | 800 |
| Marketing/Miscellaneous/Mileage | 550 | 550 | 550 |
| Onboarding Year | 2,250 | - | - |
| Annual Coordinator Gathering | - | 800 | 800 |
| Missionary Discipleship Program | - | 3,000 | 6,000 |
| | 52,575 | 56,675 | 61,650 |

Funding Request

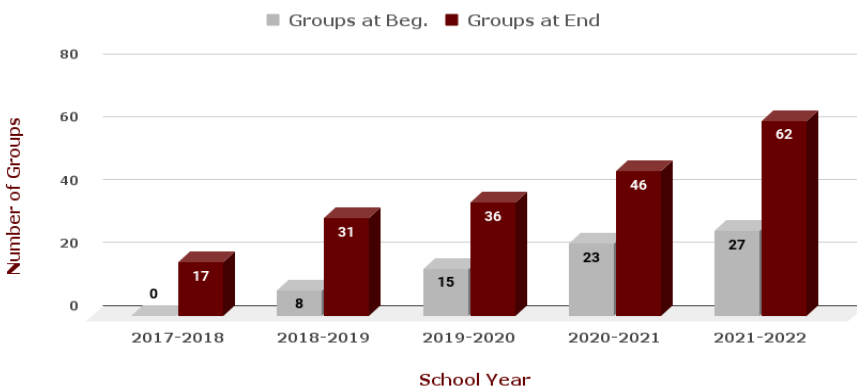
Ut Fidem seeks \$30,000 to launch at either Jackson Lumen Christi or Flint Powers – or both! Partial funding of the 1st year softens the budgetary blow and allows time for Ut Fidem to locally fund raise for future years.

Expected Outcomes

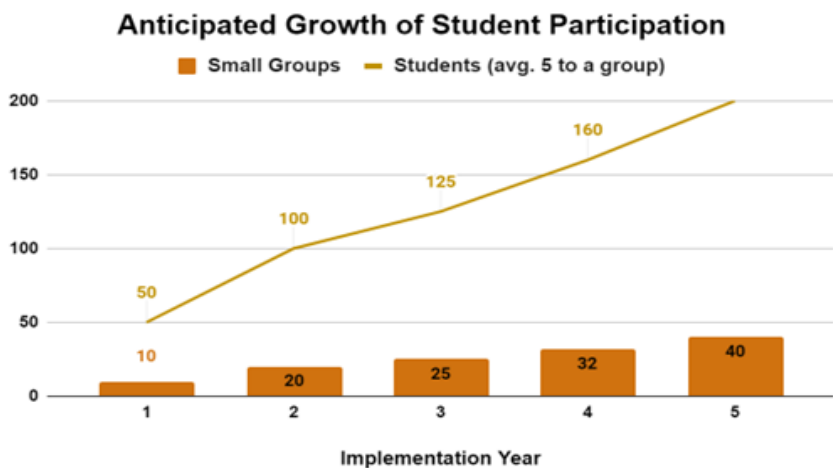
C1C Consulting (Pew Research), studied how well Ut Fidem alumni were *keeping the faith*. Compared to non-Ut Fidem alumni from the same high school, Ut Fidem alumni:

- were 59% more likely to attend weekly Mass in their *senior* year of college
- 77% self-identified as active Catholics, compared to 50% of non-Ut Fidem alumni
- generally more likely to be committed to their faith, feel more confident in defending it, continue growing in their faith in college, and engage in faith behaviors like daily prayer, Mass, reconciliation, and faith groups

Groups at Beginning & End of School Years at DCHS



Expected growth in a new high school:



Damascus Camps (www.damascus.net)

\$37,000 to scale Brighton Camp from 800 to 1600 campers

Ministry Overview

Attending a faith camp as a 12-18 year old is the #1 factor for youth practicing their faith as an adult, according to a study by the Jewish Federation. Those who attend religious summer camps are more than three times likely to remain religious five years later than those who did not attend¹.

Founded in 2001, Damascus Camps awaken, empower, and form the faith of both campers and counselors through summer camps, a Leadership Institute, and retreats. The camps help youth encounter Jesus, while high adventure activity and fun fellowship challenges young people to reach new heights in faith and prayer. Our message is simple: there may be boring Catholics, but the Catholic faith is not boring.

Damascus' three camps (Centerburg, OH, Brighton, MI and Trego, WI) served, Damascus served over seven thousand youth and adults from forty states and three countries in 2023. This summer over 300 short term summer missionaries joined the 130 full time missionaries (in formation and on mission staff) ministering to 8,000 campers. The retreat ministry and National team reached an additional 12,000 youth for a combined impact reaching over 20,000 young people with the invitation to embrace the adventure of the Catholic faith. For summer 2024, Damascus will recruit and train over 350 young adults to join our 135 full time missionaries (68 in our 2 year formation program and 67 serving as full time staff) in service to almost 9,000 young people at Catholic Youth Summer camp.

Damascus offers three core programs:

- Leadership Institute: Forms young adult missionaries, including on the job training as counselors, who deploy to parishes and schools during the school year.
- Catholic Youth Summer Camp (Summer Camp): A weeklong camp blending high energy outdoor activities with prayer, formation and fellowship, including daily Mass, 24/7 Eucharistic adoration, reconciliation, engaging catechesis, drama ministry, sacred art, rosary and daily bible studies.
- Damascus Retreat Ministry: 6th to 12th graders in parishes & schools during school year. Grew from 2,600 people in 2017-18 and to over 12,000 people in 2021-22! Retreats range from a weekends (three days / two night) up to five days.

Growth Opportunity

The Brighton Camp had 800 campers this summer, its first year of operation. While the physical capacity is at least 1600 campers over 8 weeks (200 campers per week), proper running and formation requires an additional 40 summer missionaries. The Damascus Equip Conference provides two weeks intensive training that immerses new and existing missionaries in the Damascus culture and equips them to serve in the varied capacities

¹ Sorenson, Jacob. "The summer camp experience and faith formation of emerging adults." *Journal of Youth Ministry* 13:1 (2014) 17-40.

necessary to run a safe and effective camp. A chaplain and pastoral staff support the additional 40 missionaries.

Funding Request:

Damascus seeks \$37,000 to recruit, train and support an additional 40 summer missionaries in order to double its camp capacity at Brighton to 1,600. Camp fees from the additional 800 campers are sufficient to fund ongoing recruiting, training and support for future years.

The costs of scaling the summer missionary formation for Brighton from 40 to 80 for Summer 2024 are as follows:

- 1. Recruiting \$10,000
- 2. Damascus Equip Conference (\$250/per missionary) 10,000
- 2. Training in Fundraising (\$50/per missionary) 2,000
- 3. Increased Chaplain stipends and pastoral team training 15,000

Expected Outcomes

A Pre and Post surveys evaluate the growth of interior and exterior markers of discipleship. Growth is expected in three primary areas:

- 1. Daily prayer by missionaries one year after completing work.
- 2. Frequency of receiving Eucharist and Reconciliation.
- 3. Mission activity at school, work, within a parish, diocese, apostolate, etc. (The Damascus Ambassador Program, launched in 2021, supports missionaries when they return to their normal lives after the summer of service).

Damascus Leadership Institute Missionaries (highly trained, in addition to Counselors):

| <u>Year</u> | <u>Summer</u> | <u>Full Time/Year Round</u> |
|-------------|---------------|-----------------------------|
| 2016 | 55 | 4 |
| 2017 | 68 | 15 |
| 2018 | 93 | 34 |
| 2019 | 44 | 20 |
| 2020 | 46 | 35 |
| 2021 | 45 | 50 |
| 2022 | 60 | 65 |

Campers Served:

| <u>Year</u> | <u>Campers</u> | <u>Waitlist</u> |
|-------------|----------------|-----------------|
| 2016 | 1,296 | 1,000+ |
| 2017 | 1,726 | 1,400+ |
| 2018 | 2,350 | 1,700+ |
| 2019 | 3,550 | 1,047 |
| 2020 | 2,350 | 0 (Covid) |
| 2021 | 5,800 | 1,217 |
| 2022 | 5,800 | 1,470 |
| 2023 | 8,000 | 1,200 |

Kateri Institute for Catholic Studies (www.kateriinstitute.org)
\$29,725 for Institutional Development

Ministry Overview

Founded in 2022 and named for St. Kateri Tekakwitha, the Kateri Institute for Catholic Studies (“KI”) offers a home for students, faculty, and staff at the University of Michigan to integrate their studies with the Catholic intellectual tradition. Higher education has become increasingly secularized, with many departments and faculty members ignoring or even openly disdaining religious belief. The Kateri Institute exists to support Catholic students, staff and faculty on campus, and to demonstrate to all the vitality and importance of the Catholic tradition in all academic disciplines and endeavors.

As Catholic professors from University of Michigan (and local universities), KI integrates academic studies and outreach with the Catholic intellectual tradition, which gave birth to the modern university and has been decisive in forming philosophical and other academic disciplines. Catholic students meeting together and with Catholic faculty discover that their Catholic beliefs are not alien to their studies but can actually enrich their pursuit of knowledge and truth. KI’s programs include:

The Life of the Mind. Thematic year-long lecture and seminar series for U-M faculty, graduate students, staff, and especially undergraduates. A public lecture by a prominent academic launches each term (Over 200 attended the lecture on Dante’s *Divine Comedy*), followed by dinner seminars, which further develop the them and facilitate community and conviviality in a spirit of intellectual freedom and mutual respect.

Mentoring of Students. Many UM students find the college atmosphere hostile to their faith. Kateri connects Catholic faculty with students, in collaboration with St. Mary’s Newman Center, to help integrate their studies with the Catholic intellectual tradition.

Catholic Enrichment on Campus. As a center of Catholic intellectual life on campus, KI leads and supports new initiatives, including:

- i. Cinema Sanctus. A Christian film series on campus co-sponsored by Kateri.
- ii. Transcendence. A new undergraduate literary magazine.
- iii. Catholic Masses. The Kateri Institute sponsors two masses per year.
- iv. Catholic Criminal Justice Reform Network. KI is cosponsoring the Catholic Criminal Justice Reform conference at the University of Detroit Mercy, November 11, 2023.

Faculty Affiliates Program fosters solidarity among university faculty and staff.

Kateri’s seminars and mentoring program targets undergraduate and graduate students and the larger community through public lectures and co-sponsored programs. Showcasing the Catholic intellectual tradition permeates the academic atmosphere of the University of Michigan with many reverberations.

Kateri Institute collaborates with St. Mary's and St. Thomas campus parishes, whose pastors serve on its faculty and clergy advisory, as well as with Catholic Student Evangelization (CSE), the Thomistic Institute in Washington, and Lumen Christi Institute in Chicago. KI intends to join the Lumine Network sponsored by Lumen Christi Institute.

Growth Opportunity

The immense success of KI's launch year is solely the fruit of volunteers, particularly that of two Michigan professors. Start-up funding covers expenses thru Spring of 2024. Developing a donor base will sustain operations and fund further program growth. A building near campus will support additional programming, provide meeting place for informal discussion and fellowship, and offices for scholars and artists in residence.

Funding Request

| | |
|---|---------------|
| A. Fundraising Associate: <i>develop a donor base and organize the gala</i> | |
| Six months, 200 hours @ \$30 per hour | \$ 6,000 |
| B. Spring 2024 Fundraising Gala | |
| Dinner including tech, bar, and speaker honorarium | 13,725 |
| C. Lecture Series, AY 2024-25 | |
| Venue and dinner costs for eight events | <u>10,000</u> |
| | \$29,725 |

Expected Outcomes

- Uninterrupted programming in 2024/5 while developing a donor base for its operations and growth, including eventually acquiring a permanent facility near campus.
- Increase Participation by 25%. First year estimates: 250 attended its public lecture, 100 students its seminars, 60 students its film series, 200 students assisted at KI Masses and 10 faculty joined its affiliates program, while others participated in co-sponsored events.
- Help students and faculty integrate faith and reason at UM. Over ¾ of survey respondents described positive impacts on their faith life, including one student who said, "The Kateri Institute was instrumental in my reversion to the Catholic Faith".

Catholic Worldview Fellowship (www.catholicworldview.com)

\$70,000 – Double in Size

Ministry Overview

Viewing the world from the standpoint of faith is the much needed antidote to postmodernism – and the starting point for bringing the gospel back into the culture. The Catholic Worldview Fellowship (“CWF”) forms and empowers



Catholic college students to evangelize, and even more so to help the Church ‘evangelize culture’. The heart of the formation is simply feasting on the riches of life shaped by a Catholic Worldview:

- Daily adoration and meditation and communal worship (Mass, Liturgy of the Hours, and Benediction)
- Catholic communal life for three weeks in a medieval castle Schloss Wissen, Germany
- Spiritual direction by Fr. Ryan Richardson (co-founder) and other priests
- Visits to some of the great Churches and sites built by Christendom
- Immersion in Rome for one week

Intellectual and leadership formation includes :

- Lectures and guided small group discussion (45 hrs)
- Reading, study, exams (35 hrs min)
- Leadership training seminars and coaching (15 hrs)
- Fieldwork at Churches, museums & archeological sites in Germany and Rome (45 hrs)

CWF’s professors, religious, and leadership and business experts personally invest in the fellows, both in fellowship and mentoring, but also living a common life together for a month. The importance of personal relationships between the fellows, but also between the staff and the fellows, limits the cohort size to about 32. CWF hosted 16 fellows in 2017, 23 in 2018, 32 in 2019, (post-covid) 29 in 2022 and 33 in 2023 with a waitlist.

CWF currently markets to about 15 colleges and universities, with an ideal program size of 28-32 fellows (maximum capacity of 36). The majority of the staff is volunteer and fees cover all costs the four week Fellowship. Current fundraising covers marketing and other non-specific expenses of the program.

Growth Opportunity

Scale from 32 to 64 by adding a second cohort in 2025, at the same location, following the same schedule, and with (mostly) the same staff. Increased recruiting for 2nd cohort will be at Michigan colleges, especially the UM, Hillsdale, Sacred Heart Major Seminary, Hope, and GVSU, but also include ND and other schools and colleges.

Funding Request

The Catholic Worldview Fellowship seeks a total of \$70,000 to add the second cohort in 2025 and expand our monthly donor base.

Expansion to 2nd Cohort:

- \$25,000 part-time staff for additional fellow recruitment.
- \$10,000 increased marketing and travel budget for staff and alumni-led information sessions across the US and abroad.
- \$10,000 part-time staff to duplicate program.

Expansion of Donor Base

- \$15,000 donor development staff
- \$10,000 donor development expenses.

Fees from the 2nd cohort will make 2nd cohort self-sustaining (like the 1st cohort) while the expansion of the donor base will cover the increase in ongoing recruitment costs associated with the second cohort. CWF expansion campaign to existing donors will augment shark tank proceeds.

Expected Outcomes

CWF fellows graduate with formation, networks, and enthusiasm to evangelize and evangelize culture. While CWF has not tracked all 100 alumni, it reports the following:

Course completion: 100% completion rate. 100% passing grades.

Mission & Ministry (post-college):

- 12 serve in ministry or as missionaries with FOCUS and other similar organizations
- 11 are actively discerning vocations to religious life
- 8 volunteer or work for CWF
- 3 co-founded two non-profit for creating and revitalizing liturgical and sacred music
- 1 works full-time in the pro life movement

M & M (returning to college)

- Founded a womens ministry to create a 'culture of encounter' with a Marian focus
- Led their campus ministries as presidents (2)

Alumni Engagement: ~75% participate in alumni events and eight year round volunteers.

"I believe that every young Catholic leader should experience the depth and beauty of the Catholic Worldview Fellowship. I wanted this program to change my life. It did. The Fellowship taught me to view our world and my own life, past and present, through the lens of a Catholic Worldview, not through the lens of the modern, secular world. Through insightful academic lectures, deep intellectual conversations with friends, and the fruits and graces of prayer, I realized for the first time what it means to have Christ at the center of my life. It means that in all things, academics, sports, leisure, relationships, all is for the glory of God." Sophie Moffett, University of Michigan

Appendix: Discipleship Content for Each Ministry

| | Ut Fidem | Damascus | CWF | Kateri |
|--|----------|----------|-----|--------|
| 1) Conditions for Becoming Jesus' Disciple | | | | |
| a) Repentance | X | X | | |
| b) Belief (Kerygma) | X | X | X | |
| c) Obedience to the Lord (and his Church) | X | X | X | |
| d) Being 'All-In' (Mk 8.34 inter alia) | X | X | X | |
| e) Baptism (with Holy Spirit and into the Church) | X | | | |
| 2) Practices of a Disciple | | | | |
| a) Daily Conversion and Prayer | X | X | X | |
| b) Sacraments and Simplicity | X | X | X | |
| c) Effort and Grace; Purity of Heart | X | X | X | |
| d) Supportive Christian Friendships (disciple group) | X | | X | X |
| 3) Christian Character | | | | |
| a) Holiness | X | X | X | X |
| b) Charity and the Fruit of the Spirit | X | X | X | X |
| c) Other Virtues | X | X | X | X |
| 4) Christian Personal Identity (Contra 'Modern Self') | | | | |
| a) Jesus is Lord (belong to/purchased by God) | | X | X | |
| b) New Creations | | X | | |
| c) Children of the Father | | X | X | |
| d) Temples of the Holy Spirit | | X | X | |
| e) Members of Jesus' Body | | X | X | |
| f) Servants | | | X | |
| g) Stewards | | | X | |
| h) Missionaries | | X | X | |
| 5) Christian Worldview (Contra 'Post-modernism') | | | | |
| a) Salvation History | X | X | | X |
| b) World, the Flesh, and Devil | X | X | X | X |
| c) Church Authority | X | | X | X |
| d) Eschatology | | | | X |
| 6) Life of Mission (Love of Others) | | | | |
| a) Practical Care for Family and Others | | X | X | X |
| b) Evangelism | X | X | X | |
| c) Intercessory Prayer | X | X | X | |
| d) Service to Church | | X | X | |
| 7) Christian Pattern of life | | | | |
| a) Life choices | X | X | X | |
| b) Daily and weekly routines | X | X | X | |
| c) Relationships | X | X | X | X |
| d) Resources | | | X | |

X