

2025 3 Peaks Campaign for Mt. Irenaeus

Prepared by Rob Buckla, Campaign Director

September 2025

The 3 Peaks Campaign Cabinet is pleased to report that much progress has been made toward our working goal of \$7-\$12 million. The latest, up-to-date cash and pledge total will be shared during the Board meeting but, as of September 8, 2025, more than \$4.28 million in written and verbal commitments have been recorded. Of this total, approximately \$269,000 is dedicated to the Mountain Fund and the remainder to the endowment. Of the \$4.28 million total, \$1,175,000 is committed through estate plans.

The Cabinet is co-chaired by the New Jersey-based duo of Les Quick & Bob Daugherty while Rochester-based Jim Gould is chair of our Upstate NY division. The Campaign effort is supported by Br. Kevin Kriso, ofm, Board Chair Kathy Colucci, Executive Director Mike Fenn, Board member Evan McElroy, fundraising volunteer Dick Tantillo and Campaign Director Rob Buckla.

As of September 11, 2025, all 13 members of the Mountain's 2024-25 Board of Trustees were contacted and invited to participate in the Campaign. As of September 8, 3 written commitments have been secured; 3 verbal pledges have been recorded. Our Board goal is 100 percent participation. New members of the Board of Trustees will be invited to participate in the campaign in the 2025-26 fiscal year.

Since the campaign's launch in December 2024, volunteers have focused on the leadership phase which is conducted without any mass solicitations. Our work has centered on five areas: 1) Creating and designing compelling Case for Support documents and campaign communications materials, 2) Creating the infrastructure for campaign success, 3) Reaching out to Mountain constituents to share our successes to date, 4) Executing key solicitations and conducting research in preparation for future solicitations of \$25,000 or more, 5) The recruitment of volunteers for the Campaign's Decades Initiative.

A 13-page Case for Support—a source document which will be tapped for proposals and solicitations—has been created. The document is in the process of being converted into a printed brochure which will accompany a Ways to Give brochure. Personal profiles on all Mountain friars and those engaged in Mt. Irenaeus ministry have been created. Evan McElroy, Mary Freeman and Amy Moritz helped Rob write these profiles. All Campaign communications materials are being designed by a contracted Buffalo-based free-lance designer.

Les Quick, Bob Daugherty, Jim Gould, Kathy Colucci, Br. Kevin, Mike Fenn and Rob Buckla have been active in visiting, face-to-face, with a number of top campaign donor prospects as well as expanding the pool of prospects. A campaign reception, followed by a Mass presided by Fr.

Bill McIntyre, ofm, will be held on November 16 in the Cleveland area and hosted by Laurie Forino Colagiovanni. Additional receptions are being planned as the Campaign's public phase begins to roll out.

Lastly, plans are underway for the Fall launch of the Decades Initiative. This fundraising effort will be one component of the public phase of the Campaign where decades of St. Bonaventure alumni will be invited to support the Mountain and its campaign. 19 volunteers, representing the 1970s, 1980s, 1990s, 2000s, 2010s, have been recruited for this effort.

A big thanks to Michelle Marcellin and Mary Giardini for their support of the campaign as well as the campaign finance team of Martha Kopcienski and Katie Trosch.