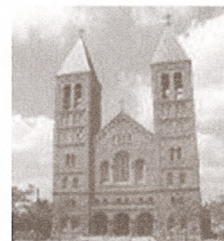


St. Bernard Parish

44 University Ave. Akron, OH 44308

Phone: (330) 253-5161



February 25, 2021

Mr. Jack Kearns
President
John Kearns & Associates
3959 North Buffalo Rd
Orchard Park, NY 14127

To Whom It May Concern,

I am grateful today for the opportunity to write this letter of recommendation for John Kearns & Associates. Unlike a mere contractual obligation, Jack Kearns and his associates worked well with us well beyond the typical agreed upon time window and until all the results we had discussed were addressed and accomplished. This was exactly what we needed as we conducted a campaign during the Coronavirus Pandemic. It is key to how we raised a very successful \$1.3 million on a study goal of \$1 million and a challenge goal of \$1.5 million.

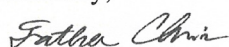
Of the five firms that our parish interviewed for the job of raising money to pay for the envelope restoration of our historic building, our parish leadership panel of 20 individuals scored John Kearns & Associates highest based on: extensive track record of success; experience in the field; affordability; and the promise to be able to connect to all of the unique dimensions of the University of Akron, Hispanic Community and Greater-Akron Catholics who call St. Bernard in downtown Akron, Ohio their parish.

One of Jack's taglines is that "every campaign has its disappointments and its surprises." Certainly beginning this campaign before the pandemic and having it continue in such uncertainty during the pandemic was disappointing. An unexpected surprise, however, was that Jack was willing to come back each week for as long as necessary and work as hard or as lightly as necessary depending on if we had to have special times for receptions, etc. I was pleasantly surprised by Jack's constancy and willingness to keep going and stay with us until the job was done and even afterwards for his continued support. I was also grateful for Jack's frequent availability for e-mail, talk or text. Jack's predictions in his feasibility study were exactly correct.

Another of Jack's taglines, "Raising more money through experience," is what played heavily during the pandemic. Jack was not afraid to put a two-month pause on the project while things shook out with the stay-at-home orders. Jack was able to navigate around the problem and identify other effective ways to improve on the campaign plan based on his experience. Jack kept on coming up with new strategies for soliciting donations based on his research and conversations with parishioners.

On these well-proven merits, I would strongly recommend John Kearns & Associates to anyone considering a planning study or capital campaign.

Sincerely,



Father Christopher Zerucha
Pastor