

Archdiocese names new development director

Archbishop Edwin F. O'Brien has named Patrick Madden the new executive director of development for the Archdiocese of Baltimore. Mr. Madden, a parishioner of St. Augustine in Elkridge, succeeds Tom Sonni, who served in the same post from 1995-2007.

Mr. Madden will be responsible for overseeing an office that coordinates the fundraising efforts of the archdiocese, including the parish stewardship program, the Archbishop's Lenten Appeal, the Partners in Excellence (PIE) scholarship program and the Catholic Family Foundation. He begins his new role in February.

With an extensive background in development, Mr. Madden managed development programs for the University of Maryland from 1992-2008. Most recently, he served as chief development officer and associate dean for development for the University's School of Medicine. Under his leadership, fundraising levels increased from \$20 million to \$47 million per year, and the school's \$200 million capital campaign successfully concluded two years early, according to a Jan. 22 archdiocesan news release.

"Faith has always been an important part of my life," Mr. Madden told The Catholic Review. "The opportunity to work to raise critical funds to make a difference not just at the archdiocesan level, but also at the parish level was an opportunity that was very exciting to me."

Mr. Madden said he hopes to build on the successes of an archdiocesan development program that is already recognized as one of the strongest in the nation. Among his top priorities will be promoting the Lenten Appeal and PIE, which have raised more than \$86 million since their inception.

Mr. Madden said his background in fundraising at the university level, as well as his experience working in development as a student at Loyola College in Maryland, Baltimore, will help him at the archdiocesan level.

Describing Archbishop O'Brien as a man of great passion and vision, Mr. Madden said he was looking forward to working with the archbishop.

Asked how he would promote good stewardship, Mr. Madden said it's "real important that donors are connected and told of the impact their gifts have on the archdiocese."

"Donors want to see tangible evidence of how their gifts are being used," said Mr. Madden, noting that the archdiocesan development office has a good track record of accountability and a "strong staff."

Archbishop O'Brien said the archdiocese is "extremely fortunate to have a person of Patrick Madden's character and experience" lead development efforts.

"I am sure he will be well received by our pastors and everyone in the archdiocese," Archbishop O'Brien said.