

2010



Parish Communication Guide

Catholic Charities Appeal

222 North Seventeenth Street, Suite 708
Philadelphia, PA 19103-1299

www.CatholicCharitiesAppeal.org

215-587-3651

CATHOLIC CHARITIES APPEAL

MISSION STATEMENT

The *Catholic Charities Appeal* raises the dollars necessary to fund the human service programs of the Archdiocese of Philadelphia. These programs serve persons within the five counties that comprise the Archdiocese (Bucks, Chester, Delaware, Montgomery and Philadelphia).

Agencies, institutions, and programs funded by the *Catholic Charities Appeal* serve people of all faiths, regardless of race, sex, age, disability, national or ethnic origin, or ability to pay. The services that the Archdiocese provides reflect a belief in the sanctity of human life, the dignity of the individual, and the central role of the family in life and society. Funds raised through the annual solicitation are used to underwrite the financial costs for designated agencies, institutions, and programs.

The *Catholic Charities Appeal* provides individuals an opportunity to practice stewardship by sharing gifts of time, talent and treasure.

THE HISTORY OF THE CATHOLIC CHARITIES APPEAL

In 1912 the first archdiocesan Office of Catholic Charities, later named the Catholic Children's Bureau, was established in Philadelphia by Archbishop Edmond F. Prendergast. While the Bureau met the needs of children's services throughout the Diocese of Philadelphia at that time, services for adults, families of needy children and the elderly were lacking.

It was in 1958 that John Cardinal O'Hara realized the time had come to provide a solid financial support base for these expanding services and needs. It was this year the Catholic Charities Appeal was founded. Over \$2.1 million was raised in that first appeal.

Today, the Catholic Charities Appeal funds over 80 agencies and programs throughout the five counties of the Archdiocese of Philadelphia and raised an average of \$8.5 million annually over the past five years.

INTRODUCTION

This *Communications Guide* for the **2010 Catholic Charities Appeal** is intended to provide clergy and parish lay volunteers with the tools to effectively convey important facts, themes, and concepts related to the Catholic Charities Appeal, the major annual fundraiser serving the needy of the Archdiocese of Philadelphia. The themes and facts included in this guide can be utilized whether you are speaking to an individual, small group, or to a full Church. The Catholic Charities Appeal has a profound impact on our communities as approximately one quarter of a million people annually in the five counties of the Archdiocese are served in some way by the Appeal. That very positive impact is felt by every segment of the population – men, women and children, young and old, rich and poor, city and suburban, and every race, religion, and ethnic origin.

The Catholic Charities Appeal Office thanks you for your commitment to working on behalf of our less fortunate brothers and sisters who rely on the Catholic Charities Appeal for services and support. Please know the information included in this *Communication Guide* is not exhaustive. Should you have any questions or need additional information regarding either general themes or a specific beneficiary of the Appeal, do not hesitate to contact the Appeal Office at (215) 587-3651 or www.CatholicCharitiesAppeal.org

The rest of this introduction includes some principles and broad themes which will be highlighted in other promotional and marketing efforts of the Catholic Charities Appeal. **It is strongly urged that you be very mindful of them when speaking about the Appeal.**

Consider your audience.

When thinking about what to say regarding the Catholic Charities Appeal it is important that you first think of your audience. What is their age? What is their family status? What sort of economic means do they have? Other than ministries traditionally associated with the Catholic Charities Appeal, what programs might they be most interested in learning about?

Parents of school age children might want to know that many children the same age as their own are cared for in dozens of after school and day care programs operated by Catholic Social Services. Young adults may be interested in the educational and service programs provided by the Office of Youth and Young Adults. Having a good idea about issues of greatest interest to your audience is a valuable starting point in preparing to talk about the Catholic Charities Appeal and the importance of giving generously to it.

Specific comparisons also can be a very effective means of conveying the relevance of the Catholic Charities Appeal to the lives of your listeners. Two good examples which could be incorporated into a talk about the Catholic Charities Appeal follow:

Special Education

The children served by the five schools of special education of the Archdiocese are in so many ways just like the children in our own parish. They laugh, they enjoy things like going to the movies and listening to music, and they love their family and friends. However, because of their physical, mental, or developmental limitations, they require extra attention to fulfill their God-given potential. As the Catholic Charities Appeal provides almost half of the revenue needed to educate these very special children, the importance of giving to the Catholic Charities Appeal cannot be emphasized strongly enough.

Senior Citizen Centers – Catholic Social Services

Whether parents or grandparents, aunts or uncles, or other family or friends, we have loved ones who are aged. Among the challenges most often faced by our older loved ones are those related to the lack of regular social interaction. At five locations throughout the Archdiocese, Catholic Social Services operates Senior “drop in” centers. Supported by the Catholic Charities Appeal, the “drop in” centers provide art classes, other structured activities, and a chance for seniors to talk, laugh, and share with their peers.

All monies raised by the Appeal are utilized for the benefit of men, women, and children of the five counties of the Archdiocese of Philadelphia by entities, agencies, and programs of the Archdiocese.

Many Catholics are not aware of the very important fact that the Appeal is entirely sponsored by the Archdiocese of Philadelphia and that the money raised by the Appeal is for the benefit of diocesan programs. The funds raised are not part of a national collection nor is the Catholic Charities Appeal affiliated, formally or informally, with “Catholic Charities USA” or “Catholic Charities” in any other American city or diocese.

The Catholic Charities Appeal Office strongly recommends you convey this very critical point when promoting the Appeal in your parish.

Effective Stewardship of Contributions

Issues related to financial accountability in charitable organizations have received a great deal of attention from the media and public in recent years. The Catholic Charities Appeal Office receives numerous requests throughout the year for information about how contributions to the Appeal are used. How much goes to programs? How much is spent on administrative costs?

The Catholic Charities Appeal of the Archdiocese of Philadelphia can proudly attest that **five cents of every dollar raised by the 2009 Appeal (5 percent)** were spent on expenses and administrative costs. This figure is well below the national average and all independent standards set for charitable entities such as those of the Wise Giving Alliance.

The importance of participation & personal generosity

As with the 2010 Catholic Charities Appeal, special importance will be placed on the rate of participation in parishes this year. Specific goals will be set for each parish of the Archdiocese based on 5% of their 2008 annual giving. Encourage an increase in donor participation.

With a special emphasis being placed on participation, it is important to communicate that **there is no such thing as a small gift to the Catholic Charities Appeal**. Every contribution to the Appeal is greatly appreciated and is an affirmation of the programs that concretely express the belief in the inherent value of every human life and the dignity of every individual.

While noting it is unrealistic to expect every Catholic in the Archdiocese to participate in the Catholic Charities Appeal by making a gift, it is important to urge every Catholic with the ability to contribute to do so, no matter how small their gift might be. Also, the simple step of asking all who have participated to make sure they invite their family, friends, and fellow parishioners to give could make a tremendous positive impact on the lives of the less fortunate members of our community.

Additionally, through key words and phrases be sure to repeatedly emphasize that it is through the generosity of the people of the Archdiocese that services are provided to those in need. Communication studies have shown that repetition of important words or phrases is an effective method of imparting an essential message or theme. Phrases such as, *“because of your generous contributions to the annual Catholic Charities Appeal...”*, *“without your generosity...”*, and *“rely on the generosity...”* will reinforce the importance of the Appeal to its beneficiaries and those to whom you are speaking.

People give only when they are asked

A principle that cannot be overlooked when discussing the Catholic Charities Appeal is that if you want something, you must ask for it. Consequently, your discussion of the Catholic Charities Appeal must include an explicit request for a contribution. Thinking about what to say about the Appeal and how to say it can be challenging, and requesting that individuals make a contribution to the Appeal can often be overlooked. However, be mindful that people liked to be asked, whether it is for their help, their opinion, or their support. Promoting charitable giving, such as to the Catholic Charities Appeal, does requires an explicit “ask” for a contribution. Making an explicit “ask” places the burden on the person being asked to respond either by saying “yes” or by saying “no.” Asking for a contribution appeals to a person’s inclination to be of help and cooperate in the effort.

WHO SHOULD GIVE TO THE CATHOLIC CHARITIES APPEAL?

- *Registered Parishioners, teenagers, children and neighbors*
- *Visitors at Weekly Mass*
- *Clergy*
- *Neighborhood Stores and Businesses*

Parishes are encouraged to solicit local businesses for the Catholic Charities Appeal. However, corporations and industries located in southeastern Pennsylvania must not be solicited in accordance with United Way regulations**. Parishes are urged to solicit companies located in Bucks, Chester, and western Montgomery counties.



**** The shaded area on the map is the area which the United Way of Southeastern Pennsylvania serves. The unshaded areas of the Archdiocese are not affected by the United Way agreement. United Way # 00233**

BENEFICIARY INFORMATION

The following pages contain factual talking points regarding the programs that receive funds from the Catholic Charities Appeal. The beneficiaries include programs and agencies of Catholic Social Services, Special Education, Office for Youth and Young Adults, the Respect Life Office, and the Community Food Program of Nutritional Development Services.

Make a connection between these programs and the lives of your fellow parishioners. Relate the Catholic Charities Appeal to your community, as people most easily understand those things they have directly experienced. If there are programs active in your parish or surrounding community that are supported by the Catholic Charities Appeal, you should strongly consider making them a significant part of your message. Utilizing a few key points regarding the Catholic Charities Appeal will be much more effective than reciting a long laundry list of beneficiaries.

Please know your direct and personal communication to fellow parishioners of the vital works of the agencies financially supported through the Catholic Charities Appeal is crucial to the success of the 2010 Appeal.

CATHOLIC SOCIAL SERVICES

Overview

- The Catholic Charities Appeal supports a network of residential and community-based programs throughout the Archdiocese of Philadelphia through the leadership of Catholic Social Services. In Fiscal Year 2009, approximately 165,500 men, women and children benefitted from the services of CSS.
- Eleven community-based family services centers, located throughout the Archdiocese, are supported by the generosity of the people of the Archdiocese of Philadelphia through the Catholic Charities Appeal. After school programs operated at the Centers and Catholic schools provide safe alternatives to schoolchildren who otherwise may be left unsupervised. Programs are available for expectant mothers and classes on parenting skills are offered as well.
- Counseling is available for individuals and couples in every county. Counselors are licensed social workers. Insurance is accepted and there are sliding scale fees.
- Catholic Social Service provides residential and community programs for adults and children with developmental disabilities and homeless men, women, and children.

Bucks County

- St. Francis-St. Joseph Homes for Children offers residential and therapeutic services in a group setting to over 140 boys, ages 10 through 18. The program seeks to enable residents to become positive, independent, contributing members of society through education, family and group therapy, and life-skills training.
- The Bucks County Family Service Center serves families suffering from post-traumatic stress syndrome resulting from their experiences in war-torn Liberia, providing intensive Case Management Services and other forms of support, as well as life-skills training.

- The Family Services Center, in collaboration with St Mary Hospital, provides a prenatal and postpartum program for women. This program includes prenatal and postpartum screening at Mother Bachmann Maternity Center, for symptoms of depression, and referral to Community resources when applicable. In addition, case managers provide In-home intensive case management services designed to support and assist new mothers with the challenges of caring for their children and facilitating easier access to community resources to support themselves and their families.

Chester County

- The Family Service Center in Coatesville, *Miracle of the Roses*, provides people with food, clothing and interpretation and translation services. The Center established a job-training program for men and women looking to join the work force. This Family Service Center also offers parenting classes, cooking and nutrition classes. It sponsors financial management workshops in conjunction with another community agency. *Project Warm*, operated out of the West Grove office of Catholic Social Services, provides winter coats to more than 160 children.

Delaware County

- Men, women, and children. who are mentally and developmentally challenged, are served by Don Guanella Village and Divine Providence Village. The programs provided seek to facilitate the participation of clients in the mainstream of society and successfully navigate day-to-day life.
- St. Edmond’s Home for Children serves over 40 children, ages 3 through 21 with physical and developmental disabilities. St. Edmond’s provides physical, occupational, speech and recreational therapy in an environment that promotes the dignity of each child.
- The Chester City Family Services Center of Catholic Social Services offers:
 - a basic life skills program for homeless individuals and families, providing the opportunity to learn new skills and recognize possibilities and options in moving forward to independence and self-sufficiency.
 - assists individuals and families, many of whom are homeless, find permanent, affordable housing through information and referral, advocacy, housing counseling and case management, and a housing education program.
 - provides care management services for elderly individuals and couples who have no other support or whose adult children/family/caregivers need support and/or live in other areas of the country.
 - operates a Baby Cupboard and Food Cupboard program for mothers in need of basic human needs for their families.
- Catholic Social Services operates a senior “drop-in” center three days a week with art classes and other activities as well as an after-school program for children at Holy Cross Parish in Springfield.

Montgomery County

- St. Gabriel's Hall is a residence for over 200 at-risk youth, ages 10 through 18. The program provides community-based as well as on-campus treatment and educational services to assist those who are served there make a successful transition back into the community. St. Gabriel's Hall is a component of the St. Gabriel's System. The System also provides educational programs for middle school children at the Brother Rousseau Academy (Philadelphia) and vocational education programs at De La Salle in Towne (Philadelphia) and De La Salle Vocational School (Bensalem, Bucks Co.).
- Catholic Social Services of Montgomery County situated in Norristown provides social services to families and individuals which includes basic human needs such as food, clothing, furniture and assistance with housing. The professional staff also assists the clients to change their circumstances through mental health counseling, group support, life skills education and parenting programs.
- Catholic Social Services of Montgomery County is one of the largest emergency food cupboards in the county, providing monthly groceries, household and personal items such as soap and diapers to over 4000 families (over 12,000 individuals) a year.

Philadelphia County

- St. John's Hospice, Mercy Hospice, Women of Hope and Visitation Homes provide housing opportunities keeping more than 200 individuals off the streets. Additionally, over 600 individuals benefit from day programs at St. John's Hospice and Mercy Hospice, including a hot lunch program, basic hygienic needs, social service assistance and medical and legal services.
- Each day over 500 older adults are provided with transportation, socialization and recreational activities, and a nutritious lunch at five senior centers operated by Catholic Social Services.
- The Northeast Family Service Center and the Southwest Family Service Center offer an array of family support services and enrichment programs, covering the entire life span. The services include pregnancy and parenting education; senior activities; youth enrichment. A professional consultation designed to help individuals and families determine an appropriate course of action is provided through the intake process. The Northeast Family Service Center also offers, in collaboration with outside agencies, credit counseling and housing education, and youth counseling services.

- Casa del Carmen is one of the oldest community services organizations under Catholic Social Services serving the Latino community in Philadelphia. Casa's bilingual staff work with families in all of the stages of life. Over its fifty years of service, Casa del Carmen has developed a range of family support services to meet the ever-changing needs of the community. Casa currently serves over four thousand people each year. Emergency services offer short-term response to people's immediate needs for food, clothing, furniture general information and referral to other social services providers. Casa offers social service outreach to neighboring parishes.

The Casa Day Care Center, opened in May 1998, is a licensed fulltime program established to provide a low cost, safe and most importantly positive learning environment for children.

- Catholic Social Services operates ten Out of School Time (OST) programs in Philadelphia, serving more than 2,500 children and youth. In addition to academic support, OST programs provide enrichment and recreational opportunities for children, grades K-12. Art, dance, drama, music, sports and exercise are just some of the activities integrated within the curriculum, encouraging children and youth to enhance their skills, build self-confidence and develop relationships. During the summer months, OST programs operate full-day summer camp for eight weeks.
- Counseling and other resources are available to students at Little Flower and North Catholic High Schools.
- New members of our community are provided assistance to obtain citizenship, reunite with family members and resolve other immigration matters through Immigration Services. CSS also works with community groups to advocate on behalf of Victims of Human Trafficking and to provide direct support and assistance to identified victims.
- *St. Vincent's Home* provides community-based residential programs for 44 adolescent girls. Ten teen mothers and their babies and pregnant teenagers receive residential and social services in two group homes.
- Foster Care Services provides safe and secure foster family and kin care in the setting most suitable to the needs of children who are in need of protection and care. Children from infancy through adolescence whose family situation has been disrupted by death, divorce, desertion, mental illness, substance abuse, or homelessness may be cared for in a foster home. At any given time, 133 children are served in foster family and kin care.

SPECIAL EDUCATION

- The generosity of Catholics expressed through the Catholic Charities Appeal provides 46 percent of the revenue necessary for the operating budgets for the five Schools of Special Education operated by the Archdiocese.
- These schools provide a value-based Catholic education for students with special needs along with well-qualified teachers and certified teacher assistants in the classrooms, music therapy, and physical education
- Founded in 1953, Saint Katherine Day School in Wynnewood, Montgomery County, provides individualized special education in a Catholic environment for students between the ages of 5 and 21 with cognitive disabilities and multiple impairments. The school administration promotes the inclusion of these students in the community through social interaction, work and local community experience, and church participation.
- Founded in 1954, Our Lady of Confidence Day School is an Archdiocesan School of Special Education committed to the complete education of students with mental challenges and developmental delays between the ages of 4 to 21. Our Lady of Confidence, which serves students, embraces the value of every life and strives to meet the needs of the whole child as they journey on the path to independence.
- Saint Lucy School for Children with Visual Impairments in the Juniata Park section of Philadelphia provides students from Delaware, Montgomery, and Philadelphia counties with spiritual and academic instruction in order to prepare these special individuals for the challenges of life and pursuit of higher education. Saint Lucy offers various programs to students based upon age and abilities including part-time Early Intervention (birth to 6 years of age), Pre-Kindergarten (3 years of age), Kindergarten (5 years of age), and First through Eighth grade.
- Located at two sites – one in Norwood, the other in Haverford, Delaware County, Archbishop Ryan School for Deaf and Hard of Hearing Students was founded in 1912 to provide deaf children with the opportunity to receive an education in a religious environment. Students, who range from infancy to 13 years of age, are enrolled. Small enrollment allows Archbishop Ryan to provide each student with individual attention and careful monitoring of progress. Students come from Chester, Delaware, Montgomery, and Philadelphia Counties.
- Archangels Academy, formerly Queen of the Universe Day Center, located in Levittown, Bucks County serves children between the ages of 5 and 16 with cognitive disabilities in partnership with parents. The administration is committed to nurturing each child's spiritual, emotional and cognitive growth. Students, from Lower Bucks and Philadelphia counties, are currently enrolled at Archangels Academy.

OFFICE FOR YOUTH AND YOUNG ADULTS

The Office for Youth and Young Adults (OYYA) encourages parish, school and Archdiocesan leaders to embrace the vision of our Catholic Bishops for ministry with youth and young adults and equips these leaders for its implementation. The generous contribution of Catholic throughout the Archdiocese of Philadelphia to the annual Catholic Charities Appeal supports the departments of OYYA in carrying out many of its endeavors.

The Community Service Corps (CSC) oversees the two programs with decade long histories listed below. Additionally CSC provides leadership training and recognition for teens through Service and Leadership Team, School Leadership Day, Super Saturdays, and Commissioning Mass.

- *Camp Overbrook*, held on the grounds of Saint Charles Seminary, serves more than 800 children from underserved city parishes and agencies during a six-week period. Staffed by approximately 40 teens from Archdiocesan high schools who benefit from the meaningful service experience, *Camp Overbrook* provides children an opportunity to appreciate their differences and recognize their common ground.
- *Operation Santa Claus* is an annual Christmas toy drive operated by OYYA for the last 41 years. Providing a link between the privileged and the less fortunate in the Greater Philadelphia area, *Operation Santa Claus* provides more than 700 disadvantaged families and 25 community organizations with presents on Christmas Eve. *Operation Santa Claus* engages thousands of youth and young adult volunteers during the holiday season.

Parish Youth Ministry (PYM) serves as a resource for all Youth Ministry programs in the parishes of the Archdiocese of Philadelphia, oversees a variety of large diocesan-wide programs and vicariate initiatives, and help parishes bring Youth Ministry to their young people in line with “Renewing the Vision”. The department provides leadership training, faith development and recognition experiences for youth and young adult youth ministry leaders through such initiatives as the Youth Advisory Board, Diocesan/Vicariate Rallies, retreats, conferences and gatherings for youth ministries, World Youth Day , National Catholic Conference, and Annual Recognition Mass.

Young Adult Ministry (YAM) assists parish, college, and Church leaders in helping all single or married young adults, (in their 20’s and 30’s) throughout the Archdiocese of Philadelphia to live the Gospel message. *YAM* brings a unique perspective and an active response to the Catholic Church on what young adults need and search for in their lives and in their walk with Jesus Christ. The department fulfills this mission by sponsoring Archdiocesan-wide programs such as: Catholic Underground, Theology on Tap, Annual Retreat and Parish Trainings. In addition, YAM supports and encourages parishes and clusters of parishes to develop their own adult communities and programs.

The Athletic Ministry department partners with parishes, to create an athletic program which acts as an extension of the Parish’s religious education program and mission statement. The department provides training and guidance for adults involved in CYO sports at the parish level by coordinating the annual Athletic Ministry Conference, Coaches Orientation and publishing of the Athletic Ministry Handbook. The department also runs Archdiocesan Tournaments for all sanctioned CYO sports

ADDITIONAL BENEFICIARIES

- **Nutritional Development Services – Community Food Program**

The Community Food Program enables parishes, schools, religious education programs, and other service groups an opportunity to serve the poor in the Philadelphia area through concrete giving in the context of prayer. It collects over 900,000 pounds (450 tons) of food each year in hopes that it will enrich the lives of those that give as well as those that receive. Over 100 parishes share food directly with food cupboards on a monthly basis. Sixty-nine schools in the archdiocese collected over 55,000 pounds of peanut butter and jelly.

- **Respect Life Office**

The Respect Life Office promotes a consistent ethic of life by addressing all human life issues; abortion, AIDS, euthanasia, persons with disabilities, the elderly, the poor and the environment through pastoral care, education, formation, and spiritual support.

- **Family Life Office**

The Family Life Office acts as an advocate for the family by promoting a family perspective in Church and society. It also acts as a resource for parishes in ministry to families through leadership education, marriage preparation, marriage and family support.

NOTES