



# Giving Hope TO ALL

2025

CATHOLICCHARITIESAPPEAL.ORG



## SPEAKER MANUAL

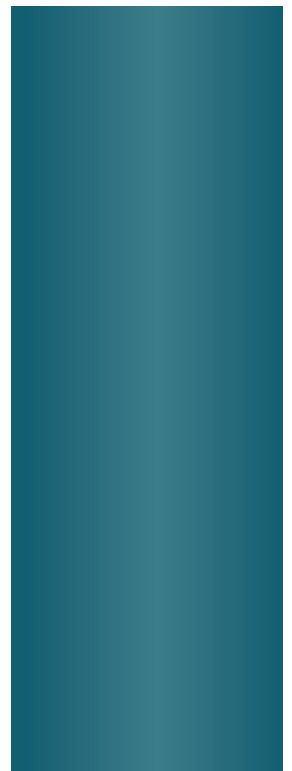
 @catholiccharitiesappeal

 @catholiccharitiesphila

 @catholicappeal

# TABLE OF CONTENTS

Prayer for the Appeal.....	3
Case for Support.....	4
Timeline .....	5
Preparing for Your Presentation.....	7
Sample Presentations.....	9
Past Presentations.....	10
Notes .....	13





# PRAYER FOR THE CATHOLIC CHARITIES APPEAL

God, our Father,  
we thank You for all the gifts and blessings  
that you give out of Your love for us all.  
You call us to open our hearts to share what we have been given.  
Grant that through giving to the Catholic Charities Appeal,  
we may bring joy, hope and strength to those most in need.  
Our charity towards those in need is a real way in which  
we show our gratitude and love for You.  
Through this year's Catholic Charities Appeal,  
may we help as many people as we can, including  
a young person striving to learn and grow in Faith;  
a deaf child receiving a quality Catholic Education;  
a veteran who is struggling with homelessness;  
a parish carrying out vital local missionary work;  
a retired priest who has dedicated his life to the needs of the faithful.  
Help us to do all we can to make sure  
the "poor have their fill" of Your blessings.  
We ask this through our Lord, Jesus Christ, your Son,  
who lives and reigns with You and the Holy Spirit,  
one God for ever and ever. Amen.

---

*OUR LADY OF CHARITY, PRAY FOR US.*

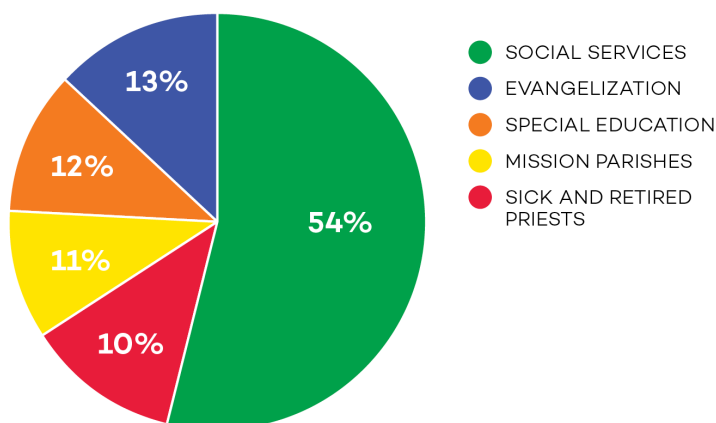
*SAINT KATHARINE DREXEL, PRAY FOR US.*

*SAINT JOHN NEUMANN, PRAY FOR US.*

# CASE FOR SUPPORT

The Catholic Charities Appeal supports beneficiary organizations and programs that provide essential, life sustaining services. A gift to the Appeal will feed those experiencing homelessness, keep after-school programs open, provide pregnancy support for women, impact programs for individuals with physical and intellectual disabilities, support mission parishes, care for our retired clergy, and so much more.

Available funds are distributed as follows:



## **SOCIAL SERVICES: 54%**

Every year, over half a million people are positively impacted by the work of Catholic Social Services and Nutritional Development Services.

## **EVANGELIZATION: 13%**

Countless lives are touched through support provided by various ministries within the Secretariat for Evangelization, including the Office for Life and Family, the Office for Cultural Ministries, and the Office for Persons with Disabilities.

## **SPECIAL EDUCATION: 12%**

The Schools of Special Education in the Archdiocese of Philadelphia provide a Christ centered program to meet the individual needs of more than 140 students. One of these schools, St. Lucy has the distinction of being the only Catholic school in the nation providing a unique program for children with visual impairments.

## **MISSION PARISHES: 11%**

22 Mission Parishes in the Archdiocese of Philadelphia are revitalizing and sustaining their community, including ministering to over 55,000 parishioners.

## **SICK AND RETIRED PRIESTS: 10%**

There are currently 131 retired priests within the Archdiocese who count on the support of the CCA.

# TIMELINE

## **FEBRUARY**

Letter 1 Mails—February 13  
Kick-Off Weekend—February 15-16  
Speaker/In-Pew Weekend— February 22-23  
2025 CCA Press Conference—February 27

## **MARCH**

Lenten Initiative Begins— March 5  
CCA Donor Appreciation Gathering before the  
Annual Mass Honoring Persons with Disabilities and The Deaf Community — March 30

## **APRIL**

Schools for Special Education Mails—April 4  
Letter 2 Mails—April 4  
Lenten Initiative Concludes — April 19

## **MAY**

CCA Night with the Phillies—May 2  
Letter 3 Mails—May 16  
Catholic Housing and Community Services Letter Mails—May 16

## **JUNE**

CCA Annual Report—June 20  
Letter 4 Mails—June 20

## **JULY/AUGUST**

Mid Year Initiative — July 19

## **SEPTEMBER**

Letter 5 Mails—September 5

## **OCTOBER**

Project Magis Reception—TBD

## **NOVEMBER**

Nutritional Development Services Mails—November 7  
Advent Initiative Begins — November 30

## **DECEMBER**

#iGiveCatholic—December 2  
Letter 6 Mails—December 5  
Advent Initiative Concludes — December 21

# INTRODUCTION

## THANK YOU!

Thank you for being a voice for the 2025 Catholic Charities Appeal (CCA)!

Your role as a speaker is vital in sharing the mission, impact, and importance of Catholic Charities, helping to uplift and transform local individuals and families in need. For more than 65 years, Catholic Charities has provided hope and tangible assistance throughout the five counties of our Archdiocese. The need has continued to grow through economic uncertainty, inflation, rising energy and housing costs, and so much more. As the need grows, so too must our response as stewards of God's many blessings.

This manual will provide you with the necessary guidance and information to effectively communicate the importance of this appeal and inspire generosity within your parish and community.

Your willingness to work with us to ensure a bright future for our beneficiaries is deeply appreciated. You are truly making an impact and leaving a lasting legacy of love for the tens of thousands of individuals who rely on our support. Thank you!

# PREPARING FOR YOUR PRESENTATION

- **Familiarize Yourself with the 2025 Appeal** – Review the latest case for support, brochure, or website to understand updates and how this year’s appeal strengthens services for local families and individuals in need.
- **Prepare a Meaningful Presentation** – Use a script or outline that reflects your personal style. Adapt sample talks as needed, but ensure your message highlights how the Catholic Charities Appeal provides essential support to our neighbors in need.
- **Keep It Concise and Impactful** – Aim for a talk under five minutes, ideally around four minutes, to keep parishioners engaged and inspired.
- **Share Your Connection**– Introduce yourself and explain how you’ve witnessed the impact of the Appeal firsthand—whether as a Board Member, volunteer, or through organizations like Catholic Social Services, Nutritional Development Services, or Special Education Schools.
- **Speak from the Heart** – Focus on the services and programs that resonate most with you, particularly those that have directly improved the lives of individuals and families in our community.
- **Tell a Powerful Story** – Real-life stories are the most compelling. Share an example of how a program supported by the Appeal has provided food, shelter, education, or emergency assistance to a local person or family in crisis. Help parishioners see how their generosity changes lives right here in our community.
- **Lead by Example** – If you personally support the Catholic Charities Appeal, feel free to share why you give and how it strengthens your faith and commitment to helping others.
- **Highlight the Spirit of Gratitude** – Encourage donors to see their gift as an expression of thanks to God for their blessings. Emphasize how their generosity directly supports local families struggling with poverty, illness, or other challenges.
- **Express Sincere Gratitude** – Thank parishioners for their past generosity and invite them to continue making a difference in the lives of our neighbors. Let them know that every gift—no matter the size—provides hope and tangible help to those who need it most.
- **Practice with Purpose** – Rehearse your talk aloud in front of a mirror or with a friend. The more comfortable you are, the better you can convey the urgency and importance of supporting our local brothers and sisters in need.

# SUGGESTIONS FOR YOUR PRESENTATION

## BEFORE YOU ARRIVE

- Confirm details with the pastor or parish contact days in advance.
  - When and at which Masses you will speak (typically after Communion).
  - Where to check in and with whom.
  - Whether celebrants are aware of your presentation.
- Arrive **15 minutes before Mass** to introduce yourself to the Celebrant

## DELIVERING YOUR PRESENTATION

- **Speak clearly and slowly** for better understanding.
- **Be sincere and confident**—your faith and enthusiasm matter.
- **Engage the congregation** with eye contact and a warm, genuine smile.
- **Use gestures and vocal variety** to add energy and emphasis.
- **Maintain good posture**—stand tall and steady.
- **Make it personal**—your heartfelt words can and do inspire generosity.



# SAMPLE PRESENTATION

Good morning, friends. I'm [Name], and I'm honored to share a few words with you about the Catholic Charities Appeal—a mission that transforms lives right here in our community. *[If you are a volunteer, beneficiary, or donor, share that here.]*

Every year, 1 in 5 people from the Archdiocese benefits from this vital work across our five counties. That means one out of every five of our neighbors, facing challenges from food insecurity to housing instability, receives essential help because of the generosity of people like you.

When you support the Appeal, you're not just giving money; you're offering hope. Your donation directly funds services that provide meals, shelter, educational support, and emergency assistance to local individuals and families in need. Each contribution is a tangible reminder that our community cares and those who struggle are loved.

*[If you have a personal example to share regarding how the Appeal has impacted you or how you've seen Catholic Charities programs in action, share that here.]*

Donations are not merely financial transactions; they are a profound act of sharing God's love. When we give, we are living out our faith boldly and out loud. We acknowledge that all we have is a gift from God, and in returning a portion of that blessing, we help spread His love to our neighbors. Every dollar, every prayer, and every act of kindness becomes a powerful testament to His love that binds us together.

We are all called to be missionary disciples—reaching out to those in need with our time, our resources, and our hearts. Just as Jesus reached out to uplift and support the marginalized, we, too, are invited to act as instruments of His love. Through your support of the Catholic Charities Appeal, you actively participate in this mission. Your generosity ensures that those facing the hardest times in our community receive the care, dignity, and support they deserve.

I invite you today to support the Appeal in two important ways. First, consider contributing financially—even a small donation can make a big difference. And second, please keep in your prayers the individuals and families we serve, the dedicated staff and volunteers, and our ongoing mission to help one another. When we combine our prayers with our resources, we create a powerful force of hope and healing right here at home.

Thank you for your time, your generosity, and your prayers. Together, we can continue to make a profound impact on the lives of those in need. May God bless you as you help bring His light and love to every corner of our community.

# PAST PRESENTATIONS

## ED LIS

Hi. My name is Ed Lis. I'm the Director of Catholic Mission Integration for Catholic Social Services. I'd like to thank Father \_\_\_\_\_, for inviting me to speak with you today on behalf of the Catholic Charities Appeal.

Every day across the five-county region, thousands of men and women are supported and helped by the work of Catholic Social Services, which is the single largest beneficiary of the annual Catholic Charities Appeal. Let me tell you about three.

Demetrius was 17 years old, a boy from the 'hood in Philadelphia who fell in with the wrong crowd, had a run-in with the law and was facing adult charges. The court placed him at St. Gabriel's Hall, a residential program for juvenile delinquent youth located in suburban Montgomery County. There he received a solid education and the support and redirection he needed to make better choices in his life. Now, Demetrius is a high school graduate trained in the building trades and employed in construction projects with a few other young men in upper Bucks County. That's the work we do ... the work of charity – your charity.

Nassir is a 9-year old boy who one day out of the blue suffered a life-threatening stroke. He survived but had to leave school for most of the year. When he went back to school after his recovery, he and his mother were afraid that he wouldn't be able to catch up. Thankfully, his school had an Out-of-School Time program offered after school that allowed Nassir to catch up, and feel supported and loved. He got the help he needed, and his mother says without that, he would never have been able to return to being the happy and confident little boy that he was before and is now once again. That's the work we do ... the work of charity – your charity.

Sharon was leading a normal, middle-class lifestyle. In her early 40's, living in a nice home with her family, until her husband abruptly left and later divorced her. That disappointment sent her into a tailspin of chronic depression that had been right beneath the surface but never diagnosed. Later, alcoholism led to losing her son and finding herself homeless on the streets of Philadelphia. Sharon, by the grace of God, found her way to Women of Hope at Vine Street, a homeless residence for women with mental health issues. There she received the support and love that she needed to rediscover her dignity and a brighter future.

# PAST PRESENTATIONS

## ED LIS, CONTINUED

Now Sharon has restored her relationship with her son, is living in her own apartment, and studying for her Associate's Degree while volunteering at a local animal shelter. **That's the work we do ... the work of charity – your charity.**

These are just a few examples of the more than 175,000 people last year that were touched by the works of charity exercised by Catholic Social Services, made possible with the support of your generosity through your contributions to the Catholic Charities Appeal. So I come to you today on behalf of all those that we serve and all those staff and volunteers who do this sacred work, and invite you to be a partner with us in this mission of mercy.

I invite you to support the Charities Appeal ... because we are Catholic ... because the poor can't wait for a better time for us to give ... and because it's what Jesus would do.

Thank you and God bless you for your contributions to this year's Catholic Charities Appeal.

# PAST PRESENTATIONS

## CCA BOARD MEMBER

Good morning! It's been said that if you have hope, you have everything. My name is (NAME), Catholic Charities Appeal Board Member and donor. I have been invited by Father (NAME) to speak to you today about the Catholic Charities Appeal - Giving Hope.

Every day thousands of people struggle to pay for basic needs — often choosing between food and shelter.

The funds raised by the 2025 Appeal will be a means of hope to so many in need. As there has always been, there is a special focus on providing for the physical, educational, and spiritual needs of the poorest and most disadvantaged throughout the five counties served by the Archdiocese of Philadelphia. Those in need benefit from programs provided by Catholic Social Services, Nutritional Development Services, Schools of Special Education, Mission Parishes, Office for Life and Family, and the Office for Persons with Disabilities and so many more. These programs increasingly depend on your generosity each year to meet the needs of our community.

As you consider your contribution to this year's Appeal, I ask you to reflect upon your own gifts and blessings. When you make a donation to the Catholic Charities Appeal, you're not just giving money. You're giving hope. And that means everything.

The funds provided to the Catholic Charities Appeal will remain separate and distinct from Archdiocesan funds. Catholic Charities Appeal donations are deposited into a separate 501(c)(3) charitable organization, with all funds used exclusively for the purposes outlined in the Catholic Charities Case for Support.

In closing, I wish to thank you for your past generosity to the Catholic Charities Appeal. We hope that we can count on your continued support to enable us to provide help and create hope for those who need it most. In the words of Pope Francis, "Today, amid so much darkness, we need to see the light of hope and to be men and women who bring hope to others."

Thank you and God bless you.





# *Giving Hope* TO ALL



[CATHOLICCHARITIESAPPEAL.ORG](http://CATHOLICCHARITIESAPPEAL.ORG)

[CCA@thecfgp.org](mailto:CCA@thecfgp.org)

215.587.5650

## **BOARD OF DIRECTORS OF THE 501C3 CATHOLIC CHARITIES APPEAL**

Mr. Ernest Russom, President

Dr. Anne DeSantis, Vice President

Mr. Scott Inglis, Treasurer

Ms. Stefanie Boyk, Secretary

Mr. Michael Augsberger

Mr. Sean J. Bellew

Mr. Joseph Donahue

Mr. Giuliano Spigonardo

Ms. Susanne LaFrankie-Principato

Reverend Monsignor Kevin C. Lawrence

Ms. Jessica Waltman