

Welcome



**Catholic
Charities**
DIOCESE OF CLEVELAND

2025 APPEAL

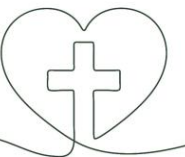
Who You Will Hear From

Opening prayer by Fr. Joe Warner along with a discussion on parish partnerships

Patrick Grace will discuss the past and present of in pew

Introducing Jim Mullen, new President of Catholic Charities

Sarah Gozur will have you prepped and ready for a successful 2025 in pew weekend



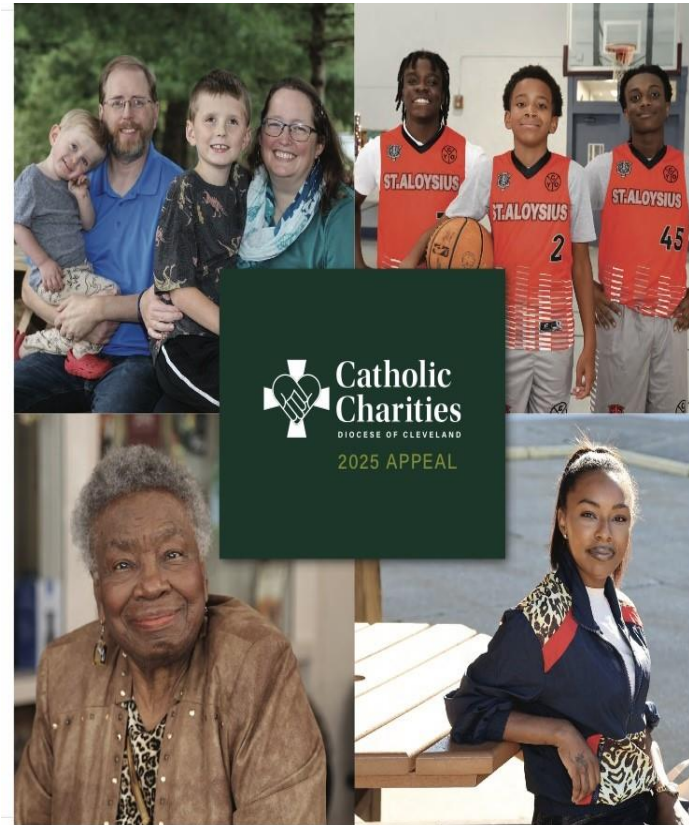
Thanks for coming!

First time meeting in person since 2020!

We are so glad to be back in person!

Please save all questions until the end.

We hope you enjoy the presentation and come out with the inspiration required for a successful in pew!



MAKE ME
a CHANNEL
of your
peace.

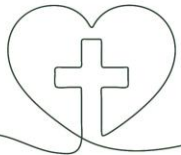
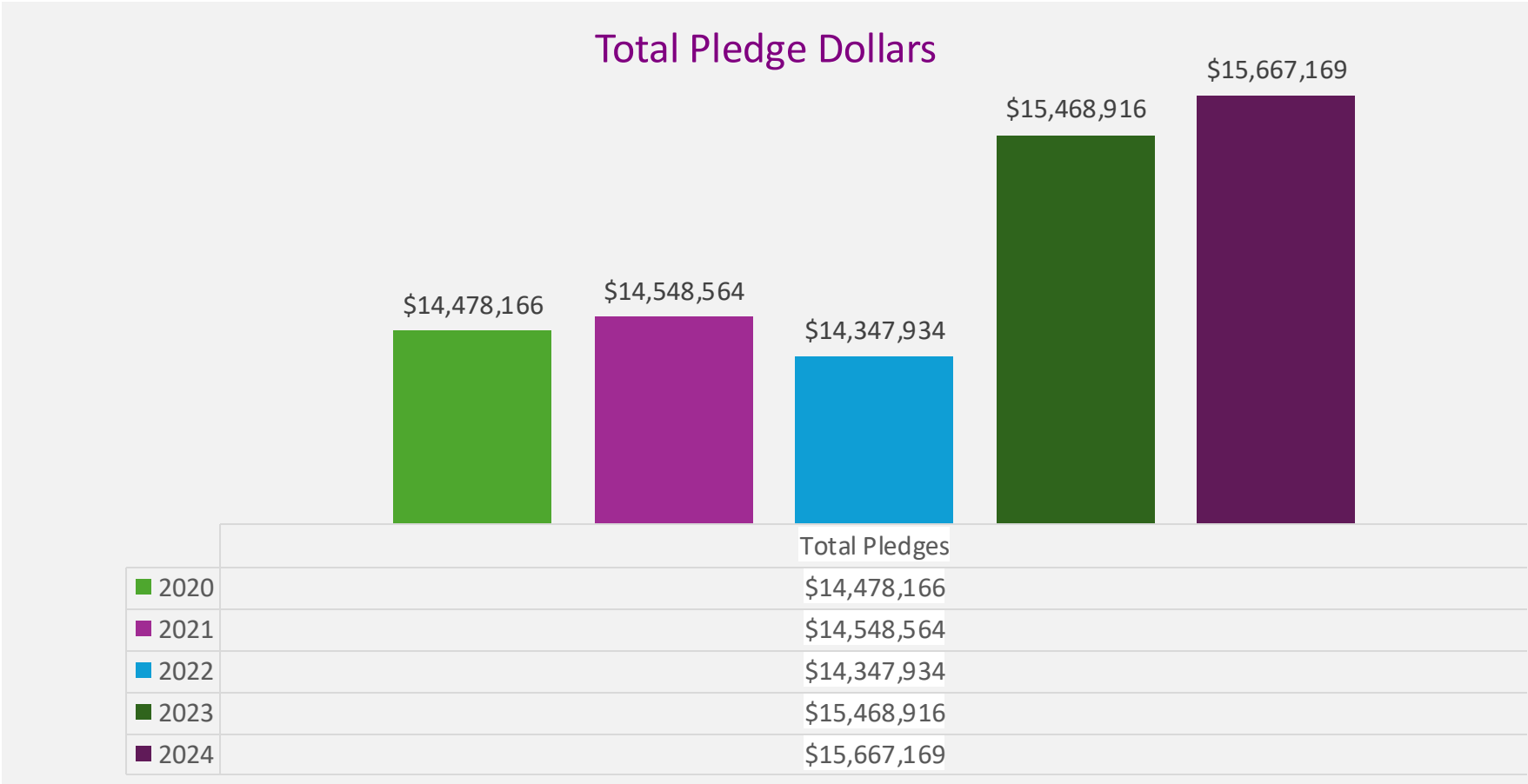
*"Blessed are the peacemakers,
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— MATTHEW 5:9

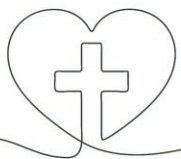
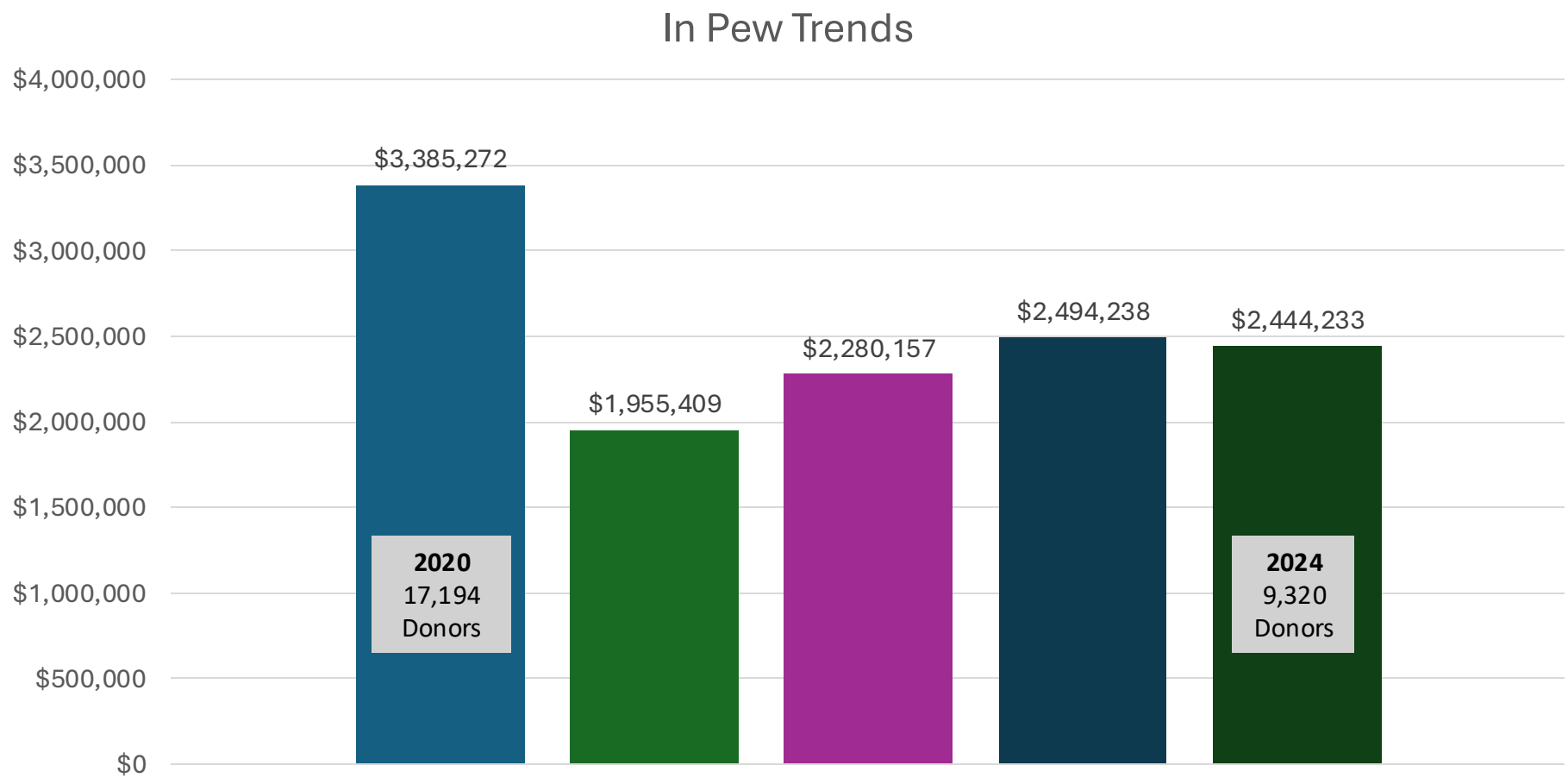


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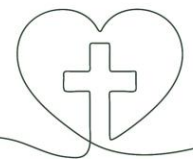
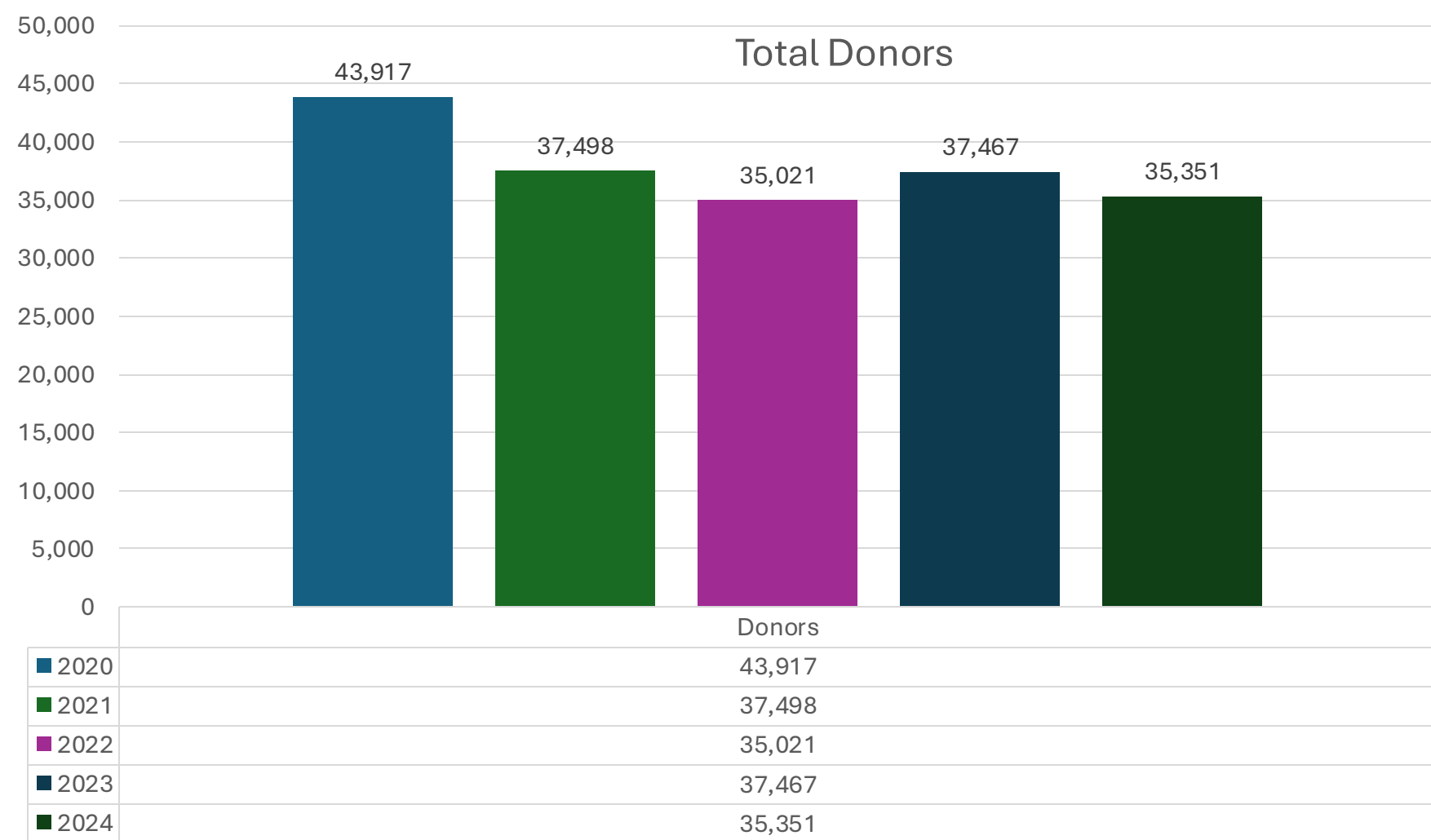
Latest Trends



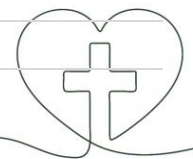
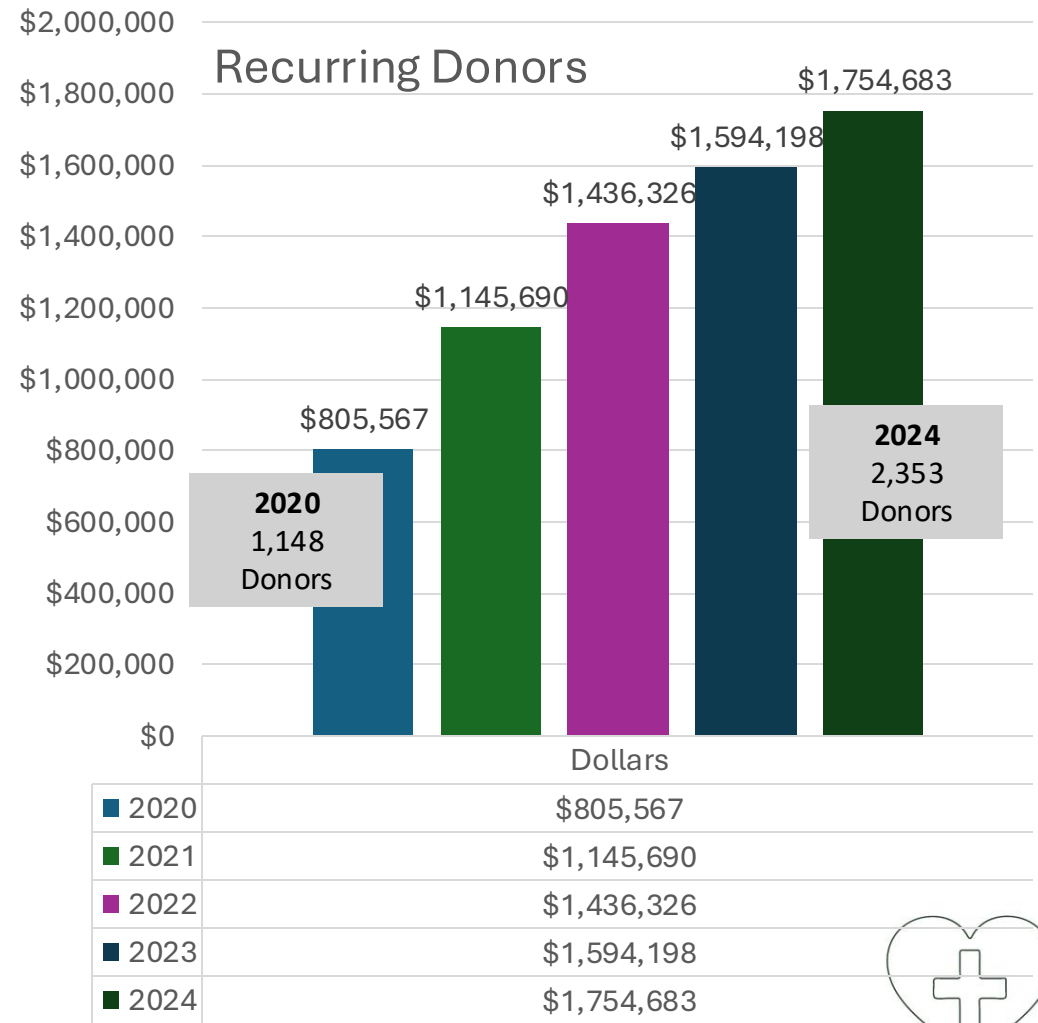
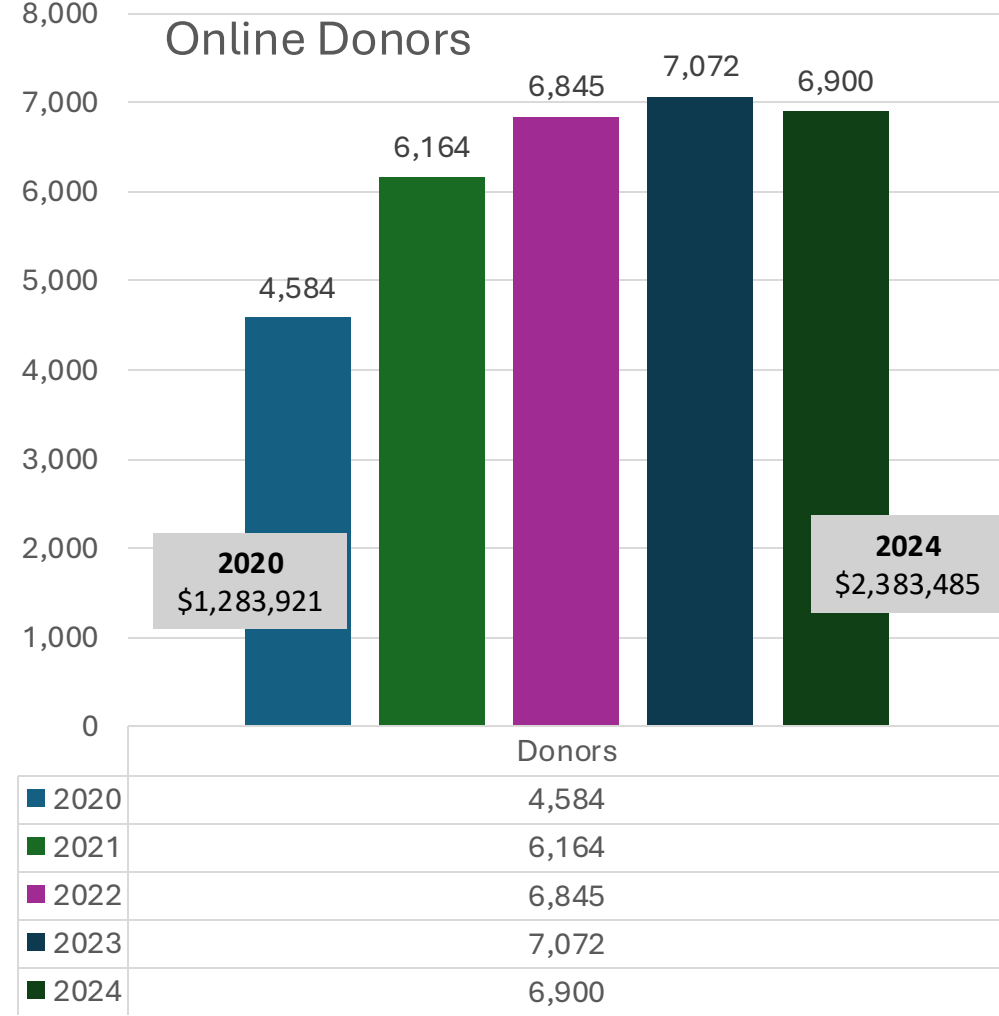
Latest Trends



Latest Trends



Latest Trends



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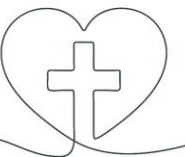
Catholic Charities Parish Partnerships

Currently we have over 50 parishes partnering with Catholic Charities in some way!

New sites include:

St. John of the Cross (Cleveland)
St. Michael de Archangel (Cleveland)
St. Vincent de Paul (Cleveland)

Blessed Trinity Pastor, Fr. Warner will talk more on his parish partnership



Catholic Charities by the Numbers

189 programs

112 activities

54 sites

746 staff

Over 15,000 volunteers with
over 200,000 volunteer hours

Nearly 400,000 served annually



The 2025 Appeal Video

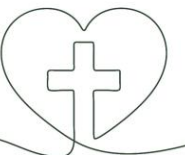
<https://vimeo.com/cinecraftproductions/review/1042476705/52b7c4574e>



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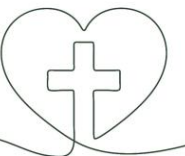
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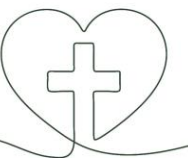
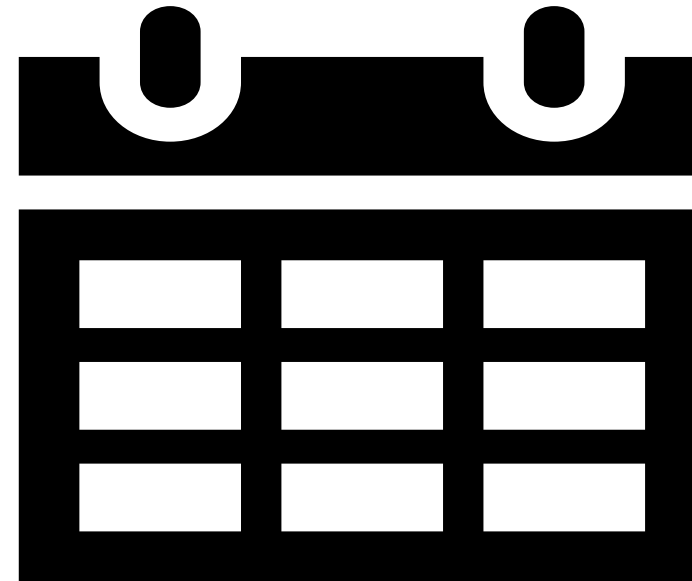
MAKE ME a CHANNEL *of your peace.*

Our New President and CEO



Important Dates

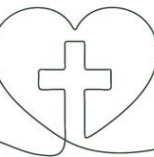
- **Late December** 6,000 letters and calendars went to our leadership donors
- **January 28th** 140,000 donors will be mailed
- **April**- joint letter from pastors and Bishop will be sent
- **June 7 and 8**- In pew follow up
- **July**- Calls will be made to our donors who have not given yet
- **September** –letter of the year is sent
- **November** –last letter of the year is sent
- During this time we also send out emails, texts, and social media tools



Date	Communication Channel	Topic
February 1/2 (Leading up to In-Pew Weekend)	Bulletin and Pulpit	Encourage participation during In-Pew by using the bulletins provided in the parish packets. Start mentioning the appeal at the pulpit and in your Prayers to the Faithful
February 8/9 (Announcement Weekend)	Email/Social Media	Send an email to all your parishoners reminding them about in pew weekend. Encourage them to go to your social media to see the video posted about Catholic Charities
Ongoing	Social Media	Promote Catholic Charities Put the Video out there!

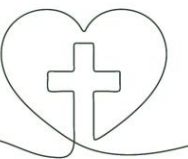
Day of To Dos

- Have audio-visual equipment ready
- Give everyone an envelope that comes to Mass
- Each priest should have the script in the manual and use it as a guide for their homilies for in pew weekend
- Pastor invites and walks people through envelope completion
- Envelopes are collected
- Pray for Catholic Charities and the donors in your petitions



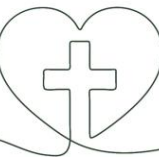
Something Different That Works

- St Clarence has used FlockNotes for a call to action from the pastor
- St Mary in Chardon sends the video in their Friday email, posts to their social media, and has it on their website
- St. Bridget of Kildare does a compelling in pew homily while also playing the video at Mass
- Other Diocese are
 - Provides children's donation box
 - Posts pastors on video encouraging attendance/donations/etc and posting to social media



What to Do When It's Over

Date	Communication Channel	Topic
Week of February 17 and Ongoing	Email/Social Media	Thank parishoners for their generosity to Catholic Charities Show the thank you video on your social media and email Share with them their parish progress and encourage them to check it out on the webpage
Week of February 17	Mail	Via UPS or FedEx please send back all the in pew envelopes to our gift processor in Albert Lea, MN
Ongoing	Social Media	Promote Catholic Charities Post the Video



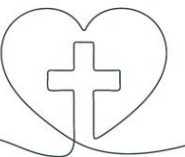
We Need You!

The work of this weekend lasts all year

Posting on social media, showing the video, emphasizing the importance of Catholic Charities inspires people

The more you put it in your bulletin, promote the work of Catholic Charities, and ask them to be generous allows us to hit our goals each year

15% of our dollars and 26% of our donors come from this weekend alone



GOALS!!!!

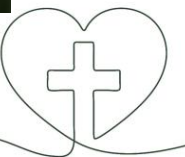
2025 goal went up \$300,000 from 2024 to \$15.3 million

For 2025 we took the total pledge dollars of each parish for last 3 years ('22-'24) to come up with an attainable goal for each parish

100 parishes will see a decrease in their 2025 goal from 2024

87 parishes will see their 2025 goal increased from 2024

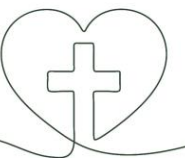
We wanted to look at the three year trend to put everyone in a position to succeed



Bishop Malesic Reflections



Bishop Malesic at Fatima Family Center fall of 2024
during 2025 Appeal video production



Parish Appreciation!

Let's see who wins lunch for their parish staff!



Questions?

Patrick Grace- (216) 696-6525 x5750
Executive Director
Catholic Community Foundation



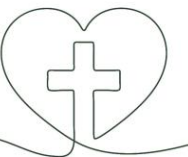
Sarah Gozur- (216) 696-6525 x1910
Director of Annual Appeals
Catholic Community Foundation



Katie Galicic- (216) 696-6525 x1049
Digital Giving and Appeals Associate
Catholic Community Foundation



Sharla Thomas- (216) 696-6525 x1530
Development Associate
Catholic Community Foundation



God Bless You