



ANNUAL

CATHOLIC CAMPAIGN

Our Church ■ Our Mission ■ Our Community

Through the Annual Catholic Campaign, parishioners and the faithful have an opportunity to provide critical support for vital ministries in the Archdiocese of Brisbane. This campaign runs once per year, and with a focus on:

- **Centacare:** Providing Catholic social services and pastoral ministry to our most vulnerable neighbours. This includes hospital chaplaincy, psychiatric pastoral care, prison chaplaincy, Murri Ministry, and Apostleship of the Sea. We also provide vital support to victims of domestic and family violence.
- **Priests Foundation:** Looking after the accommodation and healthcare needs of our elderly and unwell priests after retirement.
- **Mary MacKillop Brisbane Catholic School Access Fund:** Enabling greater access to Catholic education for children whose families are in crisis.
- **Holy Spirit Seminary:** Preparing seminarians in Queensland to become future leaders for our faith.
- **Grassroots programs:** Unallocated funds and donations from supporters who do not need a tax deductible receipt are allocated to the Annual Grants Program. These funds are directed to support grassroots ministries and programs throughout the Archdiocese (not tax deductible).

Funds raised through the Annual Catholic Campaign are processed by the Catholic Foundation office and deposited into legally established Trusts, then designated to specific ministries.

1. Background to the Annual Catholic Campaign

In 2012, the Archbishop asked us to combine numerous in-parish ministry appeals into a SINGLE once-a-year campaign for vital local ministries. He asked our parish priests to embrace this new, simplified and focussed Annual Catholic Campaign.

In addition to simplifying and reducing the costs of the fundraising activities across the Archdiocese, this initiative has greatly reduced the time, energy and effort spent by Parish Priests, parish staff, and parishioners on running multiple appeals throughout the year. It has also raised vital awareness and funds for the ministries we serve, in turn providing essential support to people and families in need of our love and care.



2. Getting involved

Every gift is important, regardless of the amount. We know and acknowledge that equal sacrifice comes through each of us giving in proportion to what we have been blessed to receive.

Building and instilling a culture of giving and philanthropy in your local parish is a gift that the parish will continue to benefit from, after the Campaign is finished. Don't forget that gifts over \$2 are tax deductible.

3. Campaign Ambassadors: Support from within your parish

The role of Campaign Ambassadors is to support the parish and Parish Priest and help promote the Campaign. The Parish Priest will provide the final guidance on how Ambassadors will be of best value. We encourage involving as many people as possible to share the workload in each parish.

The Catholic Foundation will provide you and your team with all the marketing and fundraising materials you need for the campaign. Having an ambassador in the parish means you will have someone to help with:

- Placing giving envelope-brochures in pews for Mass
- Introducing and promoting the Campaign from the Pulpit
- Collecting Campaign gifts after each Mass
- Tidying and preparing brochures/envelopes for the next Mass
- Organising projectors, speakers, and other equipment to show the Campaign video and the Archbishop's homily
- Encouraging parishioners to help during the Campaign weekend

4. Materials and resources

You can expect to receive a pack of materials and resources shortly before campaign weekend. This will include:

- posters,
- brochures and giving envelopes,
- multimedia versions of the Campaign video and Archbishop's homily, and
- secure bags to collect and store the collection.

You will also receive weekly emails in the lead-up to the Campaign. This will provide resources like: the prayer intention for inclusion in Prayers of the Faithful, stories and information for your parish newsletter, and helpful reminders and tips for your parish.

We will also provide a condensed version of the Archbishop's Homily for inclusion in your parish bulletin/newsletter for the Annual Catholic Campaign weekend.

5. Support from the Catholic Foundation

A dedicated team within the Catholic Foundation are here to support you and your parish in the lead up to the Annual Catholic Campaign. We will provide essential resources and materials to help you inform your parish about the Campaign, roll it out successfully and coordinate the Campaign collection from your parish.

Leslie Silva is the Annual Catholic Campaign Coordinator. If you have any questions or would like additional support, please call on 3324 3486 / 044318300 or email silval@bne.catholic.net.au.

You can also contact the Catholic Foundation for information about the Annual Catholic Campaign on 3324 3200 or email giving@bne.catholic.net.au.