

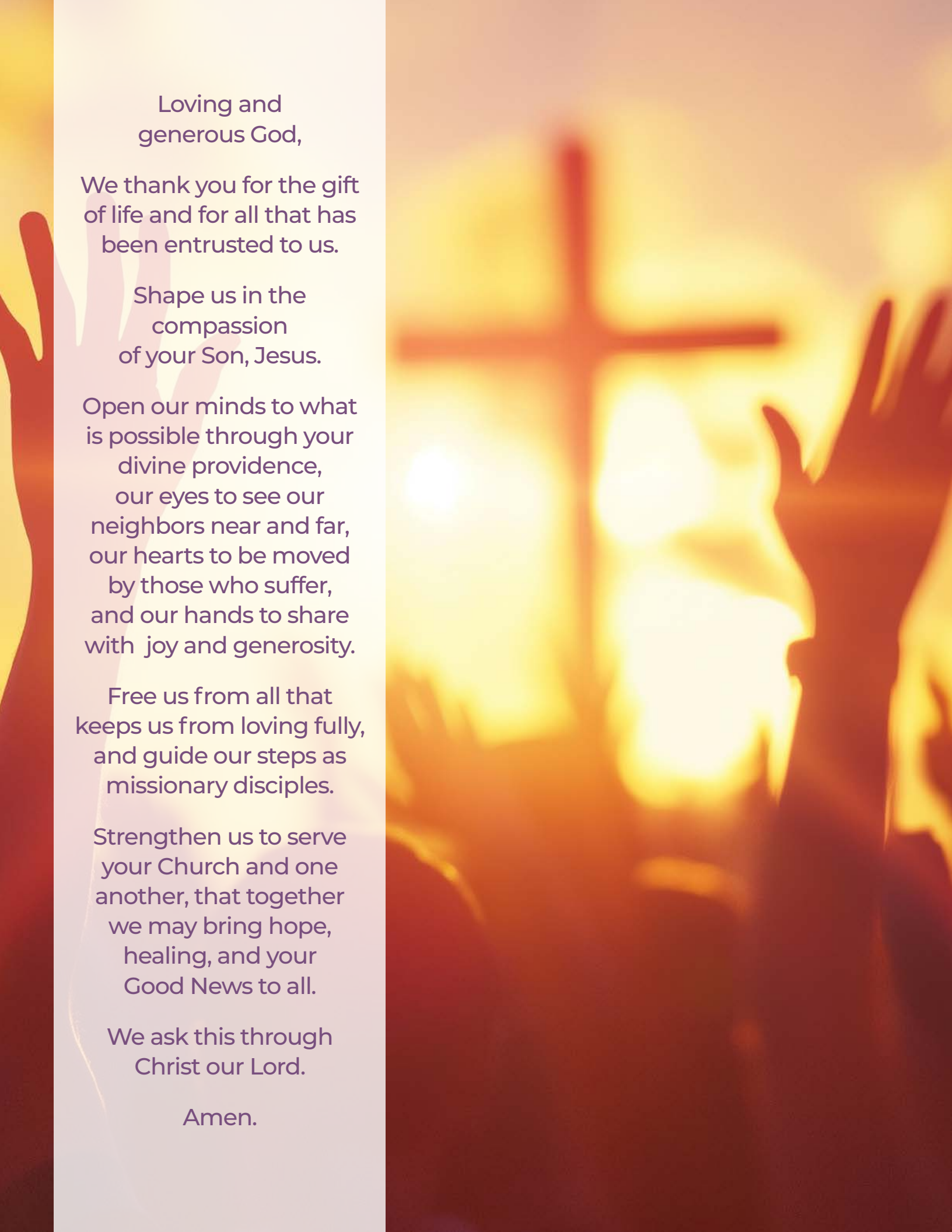
IN MISSION, WE ARE ONE

Parish Leadership Guide



**DIOCESE OF
SAN DIEGO**

2026 ANNUAL CATHOLIC APPEAL



Loving and
generous God,

We thank you for the gift
of life and for all that has
been entrusted to us.

Shape us in the
compassion
of your Son, Jesus.

Open our minds to what
is possible through your
divine providence,
our eyes to see our
neighbors near and far,
our hearts to be moved
by those who suffer,
and our hands to share
with joy and generosity.

Free us from all that
keeps us from loving fully,
and guide our steps as
missionary disciples.

Strengthen us to serve
your Church and one
another, that together
we may bring hope,
healing, and your
Good News to all.

We ask this through
Christ our Lord.

Amen.

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**DIOCESE OF
SAN DIEGO**

Dear Brothers and Sisters in Christ,

Pope Leo XIV invites all Catholics "to renew our active cooperation in the mission of the Church." In the Diocese of San Diego, this mission to spread the Gospel and serve others drives everything we do.

Our Annual Catholic Appeal supports our catechetical formation, clergy support, Catholic Schools Office and Catholic Charities. Your support for the ACA makes this work possible in our pastoral center offices, to assist parishes and schools.

In 2026, more than 1,630 adults and children joined the Church in our diocese, exceeding pre-pandemic levels. The ACA funds this catechetical formation in our parishes. The ACA, as well, helps to sustain our Catholic schools, which are preparing the next generation of leaders, not only in our Church but in society.

The formation of seminarians to become new priests is funded by the ACA, which includes a full year of pastoral ministry in our parishes, preparing them for the joys and challenges of serving in our diocese. The ACA also supports our retired priests after their lifetime of love and service.

Catholic Charities assists and accompanies the poor and the suffering across our region, upholding the Church's mission to serve "the least of these brothers and sisters." The Church's teaching calls us to uphold the sacredness of human life from the moment of conception to natural death. We are to protect the most vulnerable, especially unborn children, the elderly and the infirm. This also includes caring for immigrants and refugees as part of the same teaching. Pope Leo affirmed this mission in his first exhortation, "Dilexi Te," saying, "The Church has always recognized in migrants a living presence of the Lord."

I prayerfully invite you to contribute to this year's Annual Catholic Appeal, and by so doing affirming that "In Mission, We Are One."

United in Christ,
Bishop Michael Pham

PASTORAL CENTER P. O. Box 85728 San Diego, California 92186-5728 Tel. 858-490-8200 Fax 858-490-8272

**IN MISSION,
WE ARE ONE**



Executive Summary

The main community in the life of the Church is the parish. That's where we come together to worship God, where we educate our young people, where we form those wanting to join our faith, among other vital work with our community members. Part of that work requires the broader work of our diocese to supplement what can't be done at the parish level and to coordinate the work of all our parishes, schools and institutions. The **Annual Catholic Appeal** supports these diocesan efforts that are essential to our parish community.

Who We Serve

Catholic Schools

Parish-based and diocesan schools are assisted in their staff development, enrollment initiatives and mission advancement efforts as they strive to provide affordable and accessible education to every child and family who desires it, regardless of background, neighborhood, family income or culture.

Catholic Charities

Catholic Charities meets the emergency needs of our region's most vulnerable. Its shelters offer a warm bed to homeless women and men and caring support to get them back on their feet. Its staff serves meals to needy seniors and distributes food to the hungry, whose ranks have spiked in the last year. The agency works with parishes to assist immigrant families struggling to survive amid unprecedented changes in federal policies.

Clergy Formation and Support

The Annual Catholic Appeal also supports Priestly Formation, the pastoral care of active and retired priests and the preparation and ongoing formation of permanent Deacons.

Faith Formation

The Annual Catholic Appeal provides funding for Evangelization and Catechetical Ministries, Youth and Young Adult, Family Life and Spirituality, Liturgy, Life, Peace and Justice Ministries and the Diocesan Institute. These diocesan ministries coordinate training for Directors of Catechetical Ministries, Young Adult, Youth and Prison Ministry Coordinators, catechists and religious education teachers as well as theological formation for adults.



2026

Goal

ANNUAL CATHOLIC APPEAL

\$3,500,000

Catholic Schools**\$1,000,000****Clergy Formation and Support****\$1,000,000****Faith Formation****\$1,000,000****Catholic Charities****\$500,000**

**IN MISSION,
WE ARE ONE**

Parish Goals

PARISH	GOAL
All Hallows	\$ 62,792
Ascension	27,465
Blessed Sacrament	21,875
Christ the King	4,322
Corpus Christi	67,191
Good Shepherd	91,922
Guardian Angels	32,573
Holy Family	10,281
Holy Spirit	13,771
Holy Trinity	30,870
Immaculata	73,520
Immaculate Conception	14,197
Immaculate Heart of Mary, Ramona	25,383
Mary, Star of the Sea, La Jolla	70,853
Mater Dei	31,074
Mission San Antonio de Pala	8,722
Mission San Diego de Alcalá	93,864
Mission San Luis Rey de Francia	82,036
Most Precious Blood	21,715
Nativity	88,539
Our Lady of Angels	7,346
Our Lady of Grace	55,759
Our Lady of Guadalupe, Calexico	12,068
Our Lady of Guadalupe, Chula Vista	11,994
Our Lady of Guadalupe, San Diego	15,337
Our Lady of Light	7,217
Our Lady of Mt. Carmel, San Diego	106,049
Our Lady of Mt. Carmel, San Ysidro	26,595
Our Lady of Perpetual Help, Lakeside	40,502
Our Lady of Refuge	13,723
Our Lady of the Rosary	32,399
Our Lady of the Sacred Heart	12,118
Our Lady of the Valley	19,025
Our Mother Confidence	67,060

PARISH	GOAL
Queen of Angels	\$ 21,215
Resurrection	58,014
Sacred Heart, Brawley	20,273
Sacred Heart, Coronado	63,324
Sacred Heart, San Diego	26,951
San Rafael	129,627
Santa Sophia	47,809
Santa Ysabel	2,130
St. Adelaide	1,829
St. Maximilian Kolbe	3,314
St. Agnes	27,427
St. Anne	35,140
St. Anthony, Imperial	3,935
St. Anthony, National City	7,494
St. Brigid	76,320
St. Catherine Labouré	33,652
St. Charles Borromeo	28,825
St. Charles, Imperial Beach	50,074
St. Columba	21,973
St. Didacus	16,306
St. Elizabeth	6,586
St. Elizabeth Seton	86,641
St. Francis of Assisi	71,728
St. Gabriel	90,046
St. Gregory the Great	124,645
St. James	94,009
St. John of the Cross	45,113
St. John the Evangelist, San Diego	20,584
St. John the Evangelist, Encinitas	87,465

PARISH	GOAL
St. Joseph Cathedral	\$ 18,069
St. Joseph, Holtville	4,767
St. Joseph, Westmorland	683
St. Jude	13,038
St. Kateri Tekakwitha	3,465
St. Kieran	20,422
St. Louise de Marillac	7,979
St. Luke	42,138
St. Margaret	40,487
St. Margaret Mary, Brawley	7,402
St. Mark	70,831
St. Martin of Tours	41,616
St. Mary Magdalene, San Diego	38,600
St. Mary Star of the Sea, Oceanside	31,726
St. Mary, Escondido	33,507
St. Mary, National City	25,275
St. Michael, Poway	123,399
St. Michael, San Diego	48,951
St. Patrick, Calipatria	2,138
St. Patrick, Carlsbad	110,499
St. Patrick, San Diego	9,358
St. Peter	48,168
St. Pius X, Chula Vista	45,344
St. Pius X, Jamul	15,231
St. Richard	6,247
St. Rita	13,321
St. Rose of Lima	56,078
St. Stephen	39,865
St. Therese	49,110
St. Thérèse of Carmel	88,194
St. Thomas Indian Mission	3,975
St. Thomas More	56,665
St. Timothy	39,354
St. Vincent de Paul	26,474



Implementation Timeline

This timeline is to support pastors, parish staff and lay leaders as they journey with the San Diego Diocese in faith, generosity, and shared mission during the first three months of the 2026 Annual Catholic Appeal. All resources noted below are hyperlinked for easy access.

All Bulletin Blurbs will be available in English, Spanish and Vietnamese; in quarter- and half-

page formats, in color and black and white. They will be published on a monthly basis.

All other ACA materials also will be available in the three languages, starting at the beginning of February. The pastors and parish lay committee decide when to use the Parish Handouts.

JANUARY

Preparing Our Hearts and Community

Week of Jan. 4 — Publish Bulletin Blurb #1

Week of Jan. 11 — Publish Bulletin Blurb #2

Week of Jan. 18 — Publish Bulletin Blurb #3

Week of Jan. 25 — Publish Bulletin Blurb #4

FEBRUARY

Invitation and Commitment

Week of Feb. 1 — Publish Bulletin Blurb #5

- Download ACA general video for use on your website, social media or Flocknote.

February 7-8 — Announcement Weekend

Week of Feb. 8 — Publish Bulletin Blurb #6

Pastor

- Prepare homily to introduce the ACA theme, "In Mission, We Are One"
- Invite parishioners to expect a pastor letter about the Appeal
- Display posters
- Include Prayers of the Faithful
- Share Parish Handouts

Parish Staff / Lay Committee

- Display posters
- Include "In Mission, We Are One" prayer in the General Intercessions
- Publish Bulletin Blurb #6
- Share Parish Handouts

February 15-16 — Appeal Weekend

Week of Feb. 15 — Publish Bulletin Blurb #7

Pastor

- Prepare homily on ACA theme, "In Mission, We Are One"
- Lead the Appeal Pledge Response (found in Leadership Guide)
- Invite a parishioner to offer a Lay Witness Talk (found in Leadership Guide)
- Display posters
- Place brochures in pews
- Include Prayers of the Faithful
- Publish Bulletin Blurb #7
- Share Parish Handouts

Parish Staff / Lay Committee

- Display posters
- Place brochures in pews
- Include "In Mission, We Are One" prayer in the General Intercessions
- Publish Bulletin Blurb #7
- Share Parish Handouts

**IN MISSION,
WE ARE ONE**



Implementation Timeline

February 22-23 —Follow-Up Weekend

Week of Feb. 22 — Publish Bulletin Blurb #8

Pastor

- Briefly mention the Appeal in the homily
- Share a pulpit update on progress toward the parish goal
- Place brochures in pews
- Display posters
- Include Prayers of the Faithful
- Publish Bulletin Blurb #8
- Share Parish Handouts

Parish Staff / Lay Committee

- Display posters
- Place brochures in pews
- Include “In Mission, We Are One” prayer in the General Intercessions
- Publish Bulletin Blurb #8
- Share Parish Handouts

MARCH

Continuing the Journey

Week of March 1 — Publish Bulletin Blurb #9

Week of March 8 — Publish Bulletin Blurb #10

Week of March 15 — Publish Bulletin Blurb #11

Week of March 22 — Publish Bulletin Blurb #12

Parish Reporting Note: The Parish Contributor Status Reports will be available on ParishWeb by the 5th of each month, beginning April 1, 2026.



Pastor | Appeal Pledge Response

Once the homily is over, please conduct the “In Mission, We Are One” pledge response:

- Briefly discuss the Annual Catholic Appeal and its benefits to both personal stewardship and the communities in which your parishioners live.
- Ask parishioners to ready their pledge response cards they brought from home (from the letter they received in the mail).
- If they did not bring any from home, please ask them to grab one from the pew.
- Ask parishioners to take a moment to fill it out.
- Fill out your card at the same time — make it very clear that you are making a pledge.
- If parishioners have already given their pledge, or contributed online, ask them to check “online” box or write pledge amount.
- Some parishioners are not able to participate financially; ask that they respond with their prayers indicated on the pledge response card.
- Tell the parishioners that you want 100% participation as a demonstration of the parish’s commitment to stewardship.
- Have ushers pick up the pledge response cards and envelopes and bring them to the altar.
- Bless the pledge response cards, the parishioners who gave them, and the people who will benefit from their stewardship.

“In Mission, We Are One” Prayer for General Intercession:

That, by responding to Christ’s call to **“In Mission, We Are One,”** all Catholics within the Diocese of San Diego will participate in the Annual Catholic Appeal.



**IN MISSION,
WE ARE ONE**

Parish Lay Committee

Summary

Over the years, some parishes have created a committee to conduct the activities related to the Annual Catholic Appeal. Consisting of 3-5 members, these committees are often able to achieve great success while assuming some of the Appeal tasks from the pastor and parish staff. Ideally, these committees are led by a "champion," someone who is passionate about the causes supported by the Appeal. The Office of Stewardship recommends formation of a lay committee to assist the pastor with Appeal activities.

Recruitment

Recruiting the committee can be done in a weekend:

- Announcement at Mass
- Bulletin blurbs
- Personal appointment by the pastor

Coordination of Activities

The Office for Stewardship has produced this parish leadership guide, which is posted online at sdcatholic.org/giving/parish-materials. The Stewardship office will email it to every pastor and key members of his parish staff upon request. We can also email the parish leadership guide directly to Appeal Committee members upon request. Please contact Manny Aguilar at maguilar@sdcatholic.org for details.

The parish leadership guide describes how to conduct the Appeal in the parish. It includes activities such as displaying posters and Lay Witness talks. We recommended that the pastor review the guide and determine which tasks he can delegate to his staff and to the lay committee.

Activities

The activities that can be conducted by the lay committee include:

- Displaying the posters in high traffic areas of the church
- Coordinating the distribution of in-pew intention forms, brochures and pencils
- Collecting intention envelopes and preparing them to be sent to the Pastoral Center
- Setting up a table/information center about the Appeal
- Preparing for Lay Witness talks

The Lay Witness talk is critical to reaching the parish goal. Every parish has generous contributors to the Appeal. (The Office for Stewardship can help identify these individuals.) Committee members or prior givers to the Appeal are great candidates for the Lay Witness talk. Once the Lay Witness is identified and accepts the invitation, the committee can train him/her for the talk using the Lay Witness guide.

The table/information center is a concept that has been used to great success at parishes. It is simply a place where parishioners can get brochures and more information about the Appeal. Some parishes have a visual reminder, like a thermometer, that reports on the progress toward the parish goal. Some parishes also put together other visuals such as pictures and the poster to help draw parishioners to the table. The table should be attended by at least one committee member during the Announcement Weekend and Appeal Weekend.



Lay Witness Guide

The lay witness is important to successful communication of the Appeal. Awareness of the diocese among parishioners may be low. Lay witnesses can increase that awareness by

speaking about why they are contributing to the Appeal and why it is important to stewardship and their walk with Christ.

Sample Lay Witness Talk:

Good (morning/afternoon/evening).

My name is _____. I've been a parishioner here at _____ for ____ years and this is my _____ year assisting/supporting Fr. _____ in our diocesan Annual Catholic Appeal.

I'm helping Father and the parish in the Appeal because it is an opportunity to have an impact on the ministries that serve our Catholic communities. Your gifts make possible the work that impacts so many in our diocese: those who attend Catholic school, formation of new priests and care for our retired priests, evangelization and accompaniment of young adults, and the consoling presence of Christ for those imprisoned.

So many Catholics within the Diocese of San Diego have demonstrated their support in years past, and on behalf of the poor in our communities, our school children, our retired priests and seminarians, we thank you.

Together, with parishioners throughout the diocese from Oceanside to the Imperial Valley, we have come together to accomplish great things for Christ. Our stewardship of our parish and the Diocese of San Diego ensures that both will remain vibrant and faith-filled places for generations to come.

Today, Fr. _____ and I are asking all of you to make an intention to the Annual Catholic Appeal. By so doing, you can make a difference in the lives of those who live in our community and throughout the diocese.

Your entire Appeal donation will support charitable and educational needs, care of retired priests, young adult ministry and training new seminarians for service as priests.

I've made my intention to the Annual Catholic Appeal. Please make your intention today. On behalf of those serving through the Annual Catholic Appeal, I am grateful to you for your ongoing generosity and stewardship. Thank you.

Tips for Lay Witness Talks:

- Be sincere, enthusiastic and friendly (smile a lot)
- Personalize your message in advance. For example, "My uncle is a deacon, my brother is a priest, my children benefit from receiving scholarships to attend Catholic School, etc."
- Tell a story
- Rehearse
- If nervous, share a bit about yourself — "I am Jane and I've been a parishioner of St. Francis for 10 years. The thing I love about this parish is that it is so hospitable."

Be sure to ask!

Ask your fellow parishioners to give generously to the Annual Catholic Appeal.

**IN MISSION,
WE ARE ONE**



Sample Pastor Letter

Note: Letter should be on parish stationery, and include a photo of the pastor if possible.

February 2026

Name of parish
Address
City, State, Zip

Dear [parishioner],

Each year, our parish is invited to take part in the Catholic Diocese of San Diego's Annual Catholic Appeal (ACA). This year's theme, "**In Mission, We Are One**," reminds us that together we carry forward Christ's work of love and hope.

Through the Annual Catholic Appeal, we support ministries that nurture faith at every stage of life, accompany families and young people, care for the vulnerable, sustain our clergy and those preparing for priesthood, and respond to the needs of our wider community. These efforts help make our Church a living sign of Christ's presence among us.

Our parish goal for the 2026 Annual Catholic Appeal is \$_____.

I recognize the economic challenges many of us are facing, and I am deeply grateful for every prayer and every gift offered in faith. Any funds received beyond our goal will be returned to our parish to support local needs and ministries.

I invite you to prayerfully consider how you are called to participate as a steward of God's gifts. You may respond using the enclosed card, through our parish office, or online at sdcatholic.org/giving, selecting "**Annual Catholic Appeal**." Stock, Charitable Giving Account and IRA gifts are also welcome.

If you are unable to donate at this time, your prayers for a successful Appeal are a meaningful and valued part of our shared mission. Every act of participation, whatever its form, helps bring hope and healing to others.

Thank you for your generosity, your faith, and your continued commitment to our parish community. Please be assured of my prayers for you and your loved ones.

Sincerely yours in Christ,

< Pastor's name and signature >



Processing ACA Returns

Processing Parishioner Pledge Cards

1. Open response envelopes, and find corresponding bar code label.
2. Affix bar code label (if found) onto pledge card in the area marked "For Parish Use Only (Place ACA Donor Label Here)"
3. If no bar code label is found, please leave area blank.
4. Remove ANY CASH from envelopes. Issue a Parish Check for total cash donations.
5. Batch Pledge Cards by payment type:
 - a. PNP – Pledge No Payment
 - b. PWC – Pledge w/Check (or Money Order)
 - c. PPC – Pledge w/Parish Check
 - d. PCC – Credit Card
6. For your own records, parishes may wish to record parishioner pledges.

Batching Pledge Cards According to Payment Type

1. Group the pledge cards by payment type (a, b, c, or d), count them and, using a separate Batch Label for each group (form below), give the total amount for each group.
2. For groups b and c, attach a calculator tape that shows the AMOUNT PAID NOW as on the Batch Label.
3. Before sending them in, place the Batch Label on the top of each group of pledge cards, along with donor checks (group b), or parish check (group c).

Mailing Batches to Pastoral Center

Place all batches in an envelope and mail them to the Diocesan Pastoral Center:
 Annual Catholic Appeal
 PO Box 85728
 San Diego, CA 92186-5728

BATCH LABEL ANNUAL CATHOLIC APPEAL			Date Submitted:	
Number of Envelopes	Parish Name	Parish #	Payment Type	Amount Paid Now

Payment Type Options

A. PNP..... Pledge No Payment	C. PPC..... Pledge w/Parish Check
B. PWC..... Pledge w/Check	D. PCC..... Pledge w/Credit Card

DOWNLOAD MATERIALS

Visit the webpage sdcatholic.org/parish-materials to download materials in English, Spanish and Vietnamese.

**IN MISSION,
WE ARE ONE**



Processing Pledge Payments

- A. Parishioners with a balance due will receive monthly statements along with a payment stub and return envelope beginning in March. The envelopes are preprinted with the address of the Diocesan Pastoral Center. Parishioners should be encouraged to mail their payments to the Pastoral Center in the return envelope they receive.
- B. When a payment on an ACA pledge is sent to the parish without a payment stub, please prepare a Substitute Pledge Payment Form (see form below), which includes the donor's name and ACA account number, if available. **DO NOT PREPARE ANOTHER PLEDGE CARD.**
- C. The Substitute Pledge Payment Form and check should be sent to:
 Annual Catholic Appeal
 PO Box 85728
 San Diego, CA 92186-5728

Please refer any questions regarding parishioner labels or pledge processing to Mary López at (858) 490-8280, Fax (858) 490-8272.

SUBSTITUTE PLEDGE PAYMENT FORM ANNUAL CATHOLIC APPEAL		Date Submitted: _____
Use ONLY if: 1. Pledge Card has already been filled out and sent in; OR 2. The donation is anonymous		
Parish Name _____	Parish Number _____	
Name: _____	ACA # _____	
Address _____		
City _____	State _____	Zip _____
Phone _____		
Payment Type	<input type="checkbox"/> Cash	<input type="checkbox"/> Check # _____ Amount _____

DOWNLOAD MATERIALS

Visit the webpage sdcatholic.org/parish-materials to download materials in English, Spanish and Vietnamese.



**BATCH LABEL
ANNUAL CATHOLIC APPEAL**
Date Submitted: _____

Number of Envelopes	Parish Name	Parish #	Payment Type	Amount Paid Now

Payment Type Options

- A. PNP..... Pledge No Payment
B. PWC Pledge w/Check

- C. PPC..... Pledge w/Parish Check
D. PCC..... Pledge w/Credit Card

**BATCH LABEL
ANNUAL CATHOLIC APPEAL**
Date Submitted: _____

Number of Envelopes	Parish Name	Parish #	Payment Type	Amount Paid Now

Payment Type Options

- A. PNP..... Pledge No Payment
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**BATCH LABEL
ANNUAL CATHOLIC APPEAL**
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Payment Type Options

- A. PNP..... Pledge No Payment
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- C. PPC..... Pledge w/Parish Check
D. PCC..... Pledge w/Credit Card

SUBSTITUTE PLEDGE PAYMENT FORM
ANNUAL CATHOLIC APPEAL

Date Submitted: _____

Use ONLY if: 1. Pledge Card has already been filled out and sent in; OR 2. The donation is anonymous

Parish Name _____ Parish Number _____

Name: _____ ACA # _____

Address _____

City _____ State _____ Zip _____

Phone _____

Payment Type ☐ Cash ☐ Check # _____ Amount _____**SUBSTITUTE PLEDGE PAYMENT FORM**
ANNUAL CATHOLIC APPEAL

Date Submitted: _____

Use ONLY if: 1. Pledge Card has already been filled out and sent in; OR 2. The donation is anonymous

Parish Name _____ Parish Number _____

Name: _____ ACA # _____

Address _____

City _____ State _____ Zip _____

Phone _____

Payment Type ☐ Cash ☐ Check # _____ Amount _____

**“So we, being many, are one
body in Christ, and individually
members of one another.”
— Romans 12:5**



**DIOCESE OF
SAN DIEGO**

2026 ANNUAL CATHOLIC APPEAL