

UNITED IN

# Christ



DIOCESE OF  
SAN DIEGO

2024 ANNUAL CATHOLIC APPEAL

**Parish  
Leadership  
Guide**

Good and gracious God, We thank you  
for all we are, and all we have.

Everything is a gift from your infinite  
generosity.

We marvel how bountiful is your  
kindness.

We celebrate the year of  
the Eucharistic Revival.

As we explore our responsibility to  
be good stewards, Fill us with the  
compassion of Jesus, your Son.

Give us eyes to see the needs of those  
around us, In the faces of our neighbors  
near and far.

Give us hearts that are moved by the  
pleas of those who cry out.

On behalf of the children, the refugees,  
the sick, and the suffering.

Give us hands that are eager to share  
what has been entrusted to us.

For the homeless and those  
alone in their homes.

Give us feet to venture wherever the  
Spirit leads.

For the mission to bring your  
good news to all.

As we resolve to be mindful of the  
needs of others, we pray that,  
You instill in us your generosity, your  
kindness, and your mercy.

Free us from all attachments to the  
things of this world.

Keep us focused in our mission of good  
stewardship.

Give us the grace to generously  
support the Annual Catholic Appeal  
so that we may faithfully do the work of  
Your Church.

In Jesus' name we pray.

Amen



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DIOCESE OF  
SAN DIEGO

Dear Brothers and Sisters in Christ,

While our faith is primarily lived out in our everyday activities and in our participation in the life of our own parish community, each year we are invited to come together and prayerfully reflect on our wider efforts to accomplish the mission of Christ.

This is the focus of our Annual Catholic Appeal, through which we fund a number of pastoral programs that support parish ministries in San Diego and Imperial counties.

These programs support parish leadership development, catechist formation and other enrichment opportunities that help staff and ministry members to serve our wonderfully diverse faith communities. A particular focus of this work is to strengthen parish efforts to engage and serve youth and young adult faithful.

The ACA provides formation and ongoing support for priests and deacons. In the last year, we celebrated the ordination of four young men into the priesthood who are now serving in our parish communities. This fund also supports retired priests who have dedicated their lives to meeting the spiritual needs of community members at every stage of their life.

These programs, which require support from all of us, are a genuine manifestation of the faith that we share. United in the spirit of Jesus, we accomplish His mission by providing resources for these many apostolates and pastoral ministries.

I invite you, therefore, to join in this year's Annual Catholic Appeal with a generous contribution in support of the mission that we all share, the mission to bring the Gospel of Jesus to those around us.

Sincerely yours in Christ,

A handwritten signature in blue ink that reads "Robert W. McElroy".

Robert Cardinal McElroy, Bishop of San Diego

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



As our Holy Father reminds us...

**“There is no limit to the divine mercy, which is offered to everyone.”**

**— Pope Francis**

# Executive Summary

The theme for the 2024 Annual Catholic Appeal is **“United In Christ.”** This theme is one of compassion, hope, and love. As disciples we are called to trust in Jesus’ mercy, to trust in his patience, to seek refuge always in his love. Jesus invites us to recognize him in the poor, in those who suffer, and those in need. We encounter God’s love when we express mercy and compassion, through stewardship, service, and sacrifice.

The Annual Catholic Appeal supports those who attend Catholic schools, 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.

## 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.

### Faith Formation

The Annual Catholic Appeal provides funding for Evangelization and Catechetical Ministries, Young Adult, Youth and Prison 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.

### Catholic Charities

Following the example of Jesus who “came not to be served but to serve”, Catholic Charities is supported by the Annual Catholic Appeal in its effort to promote the dignity of the human person and its commitment to the Judeo-Christian vision of justice and charity. The agency assists almost 300,000 people each year through its expansive network of programs and services.

### 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.

**Catholic Schools**

**\$1,000,000**

**Clergy Formation  
and Support**

**\$1,000,000**

**Faith Formation**

**\$1,000,000**

**Catholic Charities**

**\$500,000**

2024

**Goal**

ANNUAL CATHOLIC APPEAL

**\$3,500,000**

# Parish Goals

PARISH	GOAL
All Hallows	65,396
Ascension	33,233
Blessed Sacrament	24,437
Christ the King	3,161
Corpus Christi	67,346
Good Shepherd	85,961
Guardian Angels	37,787
Holy Family	11,641
Holy Spirit	16,385
Holy Trinity	29,435
Immaculata	72,760
Immaculate Conception	21,462
Immaculate Heart of Mary, Ramona	24,691
Mary, Star of the Sea, La Jolla	68,427
Mater Dei	28,037
Mission San Antonio de Pala	10,111
Mission San Diego de Alcalá	89,932
Mission San Luis Rey de Francia	79,768
Most Precious Blood	21,108
Nativity	101,770
Our Lady of Angels	7,173
Our Lady of Grace	72,380
Our Lady of Guadalupe, Calexico	16,034
Our Lady of Guadalupe, Chula Vista	13,497
Our Lady of Guadalupe, San Diego	10,668
Our Lady of Light	7,858
Our Lady of Mt. Carmel, San Diego	94,525
Our Lady of Mt. Carmel, San Ysidro	25,797
Our Lady of Perpetual Help, Lakeside	44,251
Our Lady of Refuge	15,862
Our Lady of the Rosary	32,699
Our Lady of the Sacred Heart	12,309
Our Lady of the Valley	27,262

PARISH	GOAL
Our Mother Confidence	73,530
Queen of Angels	25,607
Resurrection	53,757
Sacred Heart, Brawley	19,136
Sacred Heart, Coronado	65,412
Sacred Heart, San Diego	36,156
Saint Kateri Tekakwitha	3,232
San Rafael	118,314
Santa Sophia	56,405
Santa Ysabel	2,565
St Adelaide	1,914
St Maximilian Kolbe	1,907
St. Agnes	33,713
St. Anne	23,570
St. Anthony, Imperial	2,967
St. Anthony, National City	10,497
St. Brigid	76,660
St. Catherine Laboure	41,826
St. Charles Borromeo	26,913
St. Charles, Imperial Beach	47,037
St. Columba	23,986
St. Didacus	19,153
St. Elizabeth	6,293
St. Elizabeth Seton	83,821
St. Francis of Assisi	69,364
St. Gabriel	80,523
St. Gregory the Great	115,323
St. James	92,754
St. John of the Cross	43,557
St. John the Evangelist	18,792
St. John the Evangelist, Encinitas	82,233
St. Joseph Cathedral	30,285
St. Joseph, Holtville	4,884

PARISH	GOAL
St. Joseph's Westmoreland	591
St. Jude	13,519
St. Kieran	25,211
St. Louise de Marillac	11,490
St. Luke	48,069
St. Margaret	35,243
St. Margaret Mary, Brawley	7,701
St. Mark	75,915
St. Martin of Tours	45,308
St. Mary Magdalene, San Diego	47,800
St. Mary Star of the Sea, Oceanside	30,363
St. Mary, Escondido	33,753
St. Mary, National City	23,638
St. Michael, Poway	121,450
St. Michael, San Diego	45,975
St. Patrick, Calipatria	1,569
St. Patrick, Carlsbad	101,250
St. Patrick, San Diego	11,679
St. Peter	44,084
St. Pius X, Chula Vista	50,172
St. Pius X, Jamul	17,116
St. Richard	6,624
St. Rita	17,161
St. Rose of Lima	61,539
St. Stephen	30,932
St. Therese	66,055
St. Therese of Carmel	90,097
St. Thomas Indian Mission	4,987
St. Thomas More	53,333
St. Timothy	49,177
St. Vincent de Paul	35,707



# The Case

## Catholic Education



### Love.

Walk into any classroom in our Catholic schools across San Diego and Imperial counties and you will see this Catholic value on display everywhere.

With small class sizes, each student gets the personal attention he or she needs. The students thrive in this safe, nurturing environment, performing at or above state academic standards. Schools offer a STEM curriculum to prepare students for 21st-century careers. And many offer enrichment opportunities in technology, music and sports.

Teachers and administrators love the opportunity to work in partnership with parents to ensure their children reach their full potential. And they value the diocese's investment in professional development.

Every school is committed to doing all it can to make a Catholic education accessible to as many families as possible.

Your support of the Annual Catholic Appeal is central to all of this work, enabling Catholic schools to not only prepare students to succeed

academically, but also to serve as future active members of the Church.

This is how one eighth-grader at a school in the diocese described her experience:

“The most important thing I learned from my years in Catholic school is that your faith can help you through anything, that it’s your greatest superpower. I’ve been taught that you can use your faith to help others in ways that could change their lives. Catholic school has been extremely important in shaping me into the person I am today, and I can’t imagine where I would be without it.”



# The Case



## Ministry for Clergy Formation and Support

We are blessed with a rich heritage of men who have dedicated their lives to the service of our Church. They are a living example of Jesus Christ in our midst, as teachers, fathers, friends, and brothers, having enriched us with their sacrifice and dedication to Our Lord. This past year we ordained four priests, who reflect the wonderful diversity of our diocese.

The future of our diocese is strengthened by the number of men who answer the call to a priestly vocation and the responsibility, both spiritually and financially, of providing sufficient priests for the diocese belongs to all of us. Thanks to the support of the Annual Catholic Appeal, we are currently supporting 13 seminarians with an average cost of \$45,000 per year.

Our Office for Priestly Formation administers the diocesan program for both pre-seminarian and seminarian candidates, and is located at the St. Francis Center on the University of San Diego campus. As a house of formation, St. Francis Center helps prepare

men in each of the four areas of formation: spiritual, intellectual, community, and apostolic for admission to a seminary school of theology.

Those who are called to priestly service touch all our lives, the lives of our family members, neighbors, friends, and our entire communities. Our parishes have benefited from their leadership and guidance. Our communities have been inspired by their presence, demonstrating that living the life of Christ daily is possible.

**“There is no greater happiness than being called to priesthood and to bring His word and mercy to others.”**

**— Pope Francis**

## Care of Retired Priests

When a diocesan priest is ordained, he makes a life-long commitment to serve the needs of the faithful in our diocese, typically serving 40 to 45 years. In return, the diocese makes a commitment to the priest to provide for his basic well-being during his lifetime, including retirement.

Everyone is aware of the need to appropriately provide for the spiritual, material, and medical needs of their senior years. Priests have the same concerns. They want to have a certain level of confidence that someone will attend to the nurturing of their faith, helping them settle in an appropriate physical environment, and assist them when their bodies or minds decline with the passage of time. We play an important part in adding to their sense of security about their senior years.

The normal retirement age for a priest in our diocese is age 75. Retirement costs including insurance, healthcare, prescription drugs, skilled nursing care, and housing and sustenance continue to escalate. At present, one-third of our diocesan priests are retired.

Our retired priests have a profound trust in the Lord and His Holy Mother; they have a profound trust in the gratitude and generosity of the people of the



diocese. Our 52 retired priests rely on the Lord and us to sustain them in their senior years. As age and physical ability permit, they continue to “Hope in the Lord.” They continue to live a life of prayer and sacramental participation. They continue to witness the love of God.

The Annual Catholic Appeal supports care of retired priests so that they can live in dignity, and free of anxiety about their means of support. This includes providing health and auto insurance, nursing care at Nazareth House San Diego if needed, supplementing their pension, and covering expenses for them to attend the annual convocation of priests.



**“We are always priests with all our soul and with all our heart. Being an ambassador of Christ ... is a mission that penetrates our entire being.”**

**— Pope Francis**

# The Case

## Prison Ministry

Supported by the Annual Catholic Appeal, the diocesan office of Restorative Justice provides pastoral outreach at local prisons, and engages volunteers and parishes in answering Jesus' call to care through its prison ministry program.

Restorative justice promotes healing through facilitated meetings of victims, offenders, and communities of care. There are many components of restorative justice including Prison Ministry, Victim/Offender Dialogue, reentry practices, victim support, and support for the families of the incarcerated. These are some of the corporal works of mercy. They are ministries of presence, compassion, hope, and love which flow out of our presence — by just being there for them.

We impact the lives of those imprisoned in 25 prisons, jails, and detention facilities, housing over 24,000 inmates. This includes eight sheriff's jails, five juvenile detention facilities, three state prisons, and four federal detention facilities. Many of these inmates are hungry to deepen their relationship with God. We merely become the conduits or channels of the Holy Spirit.

Our diocese supports 12 chaplains to say Mass, administer the sacraments, and visit inmates individually. We provide the assistance to almost 200 Catholic volunteers to conduct scripture, prayer, and discussion services. More than 60% of our volunteers have never volunteered for anything else in the Church.

This ministry of compassion and hope is made possible thanks to the support of the Annual Catholic Appeal. This is our special opportunity to transform lives on a person-to-person level.

**“Lord... when did we see you sick or in prison and go to visit you?”  
The King will reply, “Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.”**

***Matthew 25:37-40***



**“God is in everyone’s life. Even if the life of a person has been a disaster, even if it is destroyed by vices, drugs or anything else – God is in this person’s life. You can – you must – try to seek God in every human life.”**

**— Pope Francis**



## Young Adult Ministry

The Office for Youth and Young Adult Ministry supports parishes in fostering the spiritual, social and intellectual growth of young people of every culture, empowering them to transform the world as disciples of Jesus Christ.

This is accomplished by providing ongoing formation to parish youth and young adult ministers through in-services, workshops, the certificate in youth ministry program, maintaining ministry resources, providing consultation and direction for parishes, and by supporting youth and young adult ministry leadership with spiritual and personal development.

The Office sponsors San Diego Youth Day for young people to celebrate their faith, an annual Young Adult Retreat, Curso de Verano (Pastoral Juvenil leadership camp), an annual summer leadership camp for high school-aged youth (Camp Emmaus), a Christmas Gala, among many other activities.

The office staff helps parishes and ministries to engage and serve youth and young adults wherever they are in their life: in school, recently graduated from high school or college, new to the area, single, married, or discerning the religious life. The goal is to help to discover who they are, who God is, and what His plan is for their life.

# The Case

## Catholic Charities

The service of Catholic Charities is based on the person of Jesus, who “came not to be served, but to serve.” We believe in the dignity of the human person, and are committed to the Judeo-Christian vision of justice and peace.

Catholic Charities is our primary diocesan social service agency. Through it, we assist almost 300,000 people each year by providing a network of important programs and services.

## Refugee Services

Seven-year old Adam recently arrived to San Diego as a refugee. Together with his father, mother, and older sister, he fled the horrors of war and religious persecution that threatened them in their native Iraq. Reuniting with local relatives, they are welcomed by staff from Catholic Charities’ Department of Refugee Services, who provides a wide range of essential services, including a health assessment and school enrollment for the children, and English instruction, cultural orientation, and employment preparation for the adults. After spending years of uncertainty in a refugee camp in Turkey, and undergoing multiple security screenings by the U.S. government, Adam and his family



face a future that is now bright, safe, and full of opportunities. Their journey and story are part of America’s continuing legacy as a nation of immigrants. Their achievements reflect the American Dream.

## Foster Grandparents

Grandma Margaret: Anna is a 5 year old little girl in kinder who came to the classroom with no prior early learning or preschool experience and as result was immediately behind the majority of the children in social and emotional development and reading. Living a life embedded in poverty, Anna is the youngest from a family of five children and a single mom.

Anna was assigned to Grandma Margaret who knew that the child’s obvious shyness, short attention span and lack of self-confidence would require a gentle and loving approach, patience and a plan to improve the child’s confidence, self-esteem and her ability to play and get along with her classmates. The first few months were baby steps, with constant encouragement to do her best and praise for her effort. Anna has shown steady improvement this past year and although she continues to

have challenges, she is more confident and eager to learn and try new things. She is thriving with the praise she receives and GM Margaret often includes the other children to join in recognizing Anna’s achievements. There is a possibility that Anna may be held back, but that’s okay because by the time she transitions to the 1st grade she will be ready and what a wonderful accomplishment that will be.



## Senior Residential Services

Rising rents hit low-income individuals hard, particularly seniors on fixed incomes. Those who are unable to pay are forced to move, some onto the streets.

Catholic Charities assists seniors with housing at four low-income residences: Cathedral Plaza, in downtown San Diego; Guadalupe Plaza, in City Heights; St. John's Plaza in Lemon Grove; and Cerro Pueblo, in the Clairemont area.

The organization provides residential services at two other locations, the Escondido Apartments and at St. James Plaza, in Imperial Beach.

At each site, the agency's service coordinators help residents to fill out paperwork, make doctor appointments, and with other tasks. They also coordi-



nate activities to keep residents socially connected, helping seniors to live independently, truly making a difference in their lives.

## Services for Homeless

"When we welcome people seeking food and shelter, we see in these men and women the person of Jesus Christ."

That's how Cardinal Robert W. McElroy began his blessing of a day center for homeless men and women Catholic Charities formally opened in May of 2023 in El Centro. The center is a one-of-its-kind facility in Imperial County that provides "wrap-around" services seven days a week, 365 days a year. Homeless individuals can eat there, do laundry, take a shower, or take a respite from extreme temperatures. They can also get referrals to deal with mental health issues, substance-abuse problems, find a job, or to obtain disability benefits.

The center is just one of the ways the organization assists the most vulnerable in our region, be they low-income seniors, hungry families, documented immigrants and homeless individuals.

The agency offers emergency and temporary housing for individuals in precarious housing situations. This includes La Posada de Guadalupe, which provides short- and long-term housing for homeless men and farmworkers; Rachel's Women Center, a drop-in center for unhoused women; Rachel's Night Shelter, which offers emergency



overnight housing for women; Rachel's Promise, a shelter that offers services to help women begin their journey to self-sufficiency; Rachel's Apartments, affordable studio apartments for women in recovery; and House of Rachel/Casa María, which offers an independent living opportunity for unhoused women.

A contribution to the Annual Catholic Appeal helps to sustain all of these efforts. As the homeless population grows, this assistance is needed now more than ever.

# Implementation Plan

## Quick Reference

### Key suggested dates for the Annual Catholic Appeal 2024:

#### Announcement Weekend — February 10 & 11, 2024

##### Pastor:

- Prepare Homily on United In Christ
- Inform parishioners to expect a pastor letter on United In Christ Appeal that week (see page 19)
- Display Posters
- Include Prayers of the Faithful
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)

##### Parish Staff or Lay Committee:

- Display Posters
- Include United In Christ Prayer in General Intercessions (see page 16)
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)

#### Appeal Weekend — February 17 & 18, 2024

##### Pastor:

- Prepare Homily on United In Christ
- Conduct Appeal Pledge Response (see page 16)
- Have parishioner give lay witness talk (see page 18)
- Display Posters
- Brochures in pews
- Include Prayers of the Faithful
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)

##### Parish Staff or Lay Committee:

- Display Posters
- Brochures in pews
- Include United In Christ Prayer in General Intercessions (see page 16)
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)

#### Follow-Up Weekend — February 24 & 25, 2024

##### Pastor:

- Mention United In Christ in Homily
- Pulpit Announcement of progress towards parish goal
- Brochures in pews
- Display Posters
- Include Prayers of the Faithful
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)

##### Parish Staff or Lay Committee:

- Display Posters
- Brochures in pews
- Include United In Christ Prayer in General Intercessions (see page 16)
- Publish Bulletin Announcement (see page 16)
- Include Bulletin Inserts (see page 22)



# Sample Materials

Posters  
[20x14]



**2024 Goal**  
ANNUAL CATHOLIC APPEAL  
**\$3,500,000**

**UNITED IN Christ**

DIocese of San Diego 2024 ANNUAL CATHOLIC APPEAL

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

**Please make your donation or online pledge TODAY! It's easy...**

- 1) Just visit [giving.sdcatholic.org](http://giving.sdcatholic.org)
- 2) Click "Annual Catholic Appeal"
- 3) Click the DONATE NOW button in the middle of the page
- 4) Make your donation or pledge by filling out the Donation Form

Note that the Annual Catholic Appeal qualifies for many company matching gift programs.

Your participation in our Annual Catholic Appeal accomplishes something very simple yet very powerful. It touches people's hearts with God's love through your gift and deepens our collective faith together. By contributing to our **United in Christ** campaign, you are helping our brothers and sisters to truly know and love Jesus Christ. His grace and His mercy.

## Appeal Brochure

**UNITED IN Christ**

DIocese of San Diego 2024 ANNUAL CATHOLIC APPEAL

**ASSISTANCE FOR CATHOLIC EDUCATION**

Walk into any classroom in our Diocese and imperial counties as value on display everywhere. With small class sizes, each attention to the needs. The nurturing environment, high academic standards. Schools provide enrichment opportunities in field. Teachers and administrators too partnership with parents to ensure full potential and their value professional development. Every Catholic is committed to Catholic education accessible to your support of the Annual Call of the work, enabling Catholic students to succeed academically active members of the Church. This is how one eighth-grade student describes his experience.

**ASSISTANCE FOR RETIRED PRIESTS**

The Annual Catholic Appeal provides essential support for seminarians preparing for the priesthood, helping to fund their studies at St. John's Center for Clergy Formation, Franciscan School of Theology, and more. In 2023, four men in our diocese were ordained the priesthood a joyful representation of our diverse communities. One of them expressed the impact the campaign had on him during his years of preparation.

**ASSISTANCE FOR FAITH FORMATION**

Evangelization is at the core of the Church's mission. The Annual Catholic Appeal supports this mission across the diocese by bringing Jesus' life-giving message of love to all. Diocese offices collaborated with parishes, schools, agencies and ministries to empower their people to witness to the world while deepening the faith of their community members. Diocese pastoral offices organize in-person and online training, workshops, retreats and conferences. These provide spiritual enrichment and ongoing formation in English, Spanish and Vietnamese. In 2023, a collaborative effort involving six pastoral offices and the Office for Schools and Stewardship presented a conference in Cathedral of Our Lady of the Immaculate Conception in San Diego and the Imperial Valley. Parish members and families from across the Imperial Valley attended liturgical workshops on various subjects. And a special track offered sessions just for youth. Through the ongoing discernment period, the faithful expressed a profound desire for the Church to do more to engage youth and young adults. Diocese offices continue to provide training for teachers and catechists with a "Faith and Science" curriculum designed to counter a leading cause of young people leaving the Church. Last year, we welcomed 138+ catechists and candidates at four sites of Election and Call to Continuing Conversion Seminars in San Diego and the Imperial Valley. Your contribution to the ACA supported the ongoing formation that helped them to achieve this life-changing milestone, and the work that will deepen their faith in the years to come.

**Our Response as Stewards**

REFLECT — On the many gifts you have received from God, how will you respond?

PRAY — About how God wants you to use the gifts He has given you.

RESPOND — By supporting the mission, how can you give your prayer in action at [giving.sdcatholic.org](http://giving.sdcatholic.org).

**Catholic Charities**

"When we welcome people seeking food and shelter, we see in these men and women the person of Jesus Christ." — Ephesians 4:3

That's how Cardinal Robert W. McElroy began his blessing of the new Imperial Valley Catholic Charities Center, the center of the world in the Imperial Valley, offers a wide range of these individuals. It is emblematic of the organization's mission to assist vulnerable, low-income seniors, those in need of food, housing, and other essential services. Catholic values, its staff members see "the person of Jesus Christ" in the individuals they help, treating all with dignity. Diocese has granted the agency support from Washington, D.C., Sacramento, and San Diego and San Jose. Last year, the agency provided emergency housing for thousands of immigrants legally in the country of California. And its staff helped the immigrants, mostly in children, to reach their true destination. Diocese continues to look for innovative solutions to community challenges, solutions that are cost-effective and sustainable.

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**Response as Stewards**

REFLECT — On the many gifts you have received from God, how will you respond?

PRAY — About how God wants you to use the gifts He has given you.

RESPOND — By supporting the mission, how can you give your prayer in action at [giving.sdcatholic.org](http://giving.sdcatholic.org).

## DOWNLOAD MATERIALS

Visit the webpage [giving.sdcatholic.org/acamaterials](http://giving.sdcatholic.org/acamaterials) to download materials in English and Spanish.

## Parish Bulletin Inserts

# Implementation Plan

## Appeal Pledge Response

### Once the homily is over please conduct the “United In Christ” 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) (see page 19).
- 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.

### “United In Christ” Prayer for General Intercession:

That, by responding to Christ’s call to **United In Christ**, all Catholics within the Diocese of San Diego will participate in the Annual Catholic Appeal.

### Bulletin Announcement:

Brothers and Sisters, \_\_\_\_\_ Parish is pleased to participate in the 2024 “United In Christ” Annual Catholic Appeal. This appeal supports charitable needs throughout the Diocese of San Diego. 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. Please make your intention to the Annual Catholic Appeal.

You can make your contribution online at [giving.sdccatholic.org](http://giving.sdccatholic.org), or by picking up a combo brochure/response card here at the parish.

## United In Christ and the 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 Announcement
- Personal Appointment by the Pastor

### Coordination of Activities

The Office for Stewardship has produced this parish leadership guide and 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@sdccatholic.org](mailto:maguilar@sdccatholic.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

Specifically, 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 the success of reaching goal within the parish. 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 on page 18 of the 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.

# Appendix

## 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 speak-

ing 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 of our Local Church. 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 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, prison ministry, 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.

## Sample Pastor Letter

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

February 2024

Name of parish  
Address  
City, State, Zip

Dear [parishioner],

Each year we are invited to participate in our Annual Catholic Appeal (ACA), which is an opportunity for all of us to support essential ministries and services that benefit many in our Local Church. The theme of this year's campaign is **"United In Christ."**

Our Annual Catholic Appeal enables us to fund our Pastoral Center ministry offices and programs that help our community members to live their faith. Your donations contribute to the support of our Catholic schools and programs to support faith formation at all ages, to strengthen families, to promote a culture of life, to care for creation, to engage you and young adults, to sustain our retired clergy and those preparing for the priesthood, and to extend a helping hand to the marginalized.

This year our parish is expected to contribute \$\_\_\_\_\_ to the Annual Catholic Appeal. I understand the last year has been economically challenging, but I am confident that we can reach this target and possibly exceed it. Any amount we receive over our target will be returned to our parish for our use.

Therefore, I invite you to prayerfully consider your response as a faithful steward of the gifts that God has joyfully bestowed on you. You may use the enclosed Response Card to make your pledge and return it in the weekend collection or the parish office or mail it to the office. You may go to [giving.sdatholic.org](http://giving.sdatholic.org) for more information or to make a secure online pledge or donation. You may also make a gift via a stock or IRA donation at [sdatholic.org/giving/stock-donations](http://sdatholic.org/giving/stock-donations).

If you cannot donate at this time, we ask you to pray for a successful **2024 Annual Catholic Appeal** for our parish.

Your participation, regardless of the amount, makes a difference. Your generosity brings hope and joy to all those who benefit from your gift. Be assured of my gratitude for your support and of my continuing prayers for you and your loved ones.

Sincerely yours in Christ,

< Pastor's name and signature >

# Appendix

## 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/acamaterials](http://sdcatholic.org/acamaterials) to download materials in English and Spanish.



# 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.

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

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# Appendix

## Bulletin Inserts



“...making every effort to maintain the unity of the Spirit in the bond of peace.”  
— Ephesians 4:3

**UNITED IN Christ**

**DIOCESE OF SAN DIEGO**

2024 ANNUAL CATHOLIC APPEAL



**ASSISTANCE FOR SEMINARIANS AND RETIRED PRIESTS**

The Annual Catholic Appeal provides essential support for seminarians preparing for the priesthood, helping to fund their studies at the St. Francis Center for Priestly Formation, the Franciscan School of Theology, and more.

In 2023, four men in our diocese were ordained to the priesthood, a joyous representation of our diverse communities. One of them expressed the impact the campaign had on him during his years of preparation.



“I’m just really grateful that, through the ACA and the diocese, the community was able to support me and my fellow brothers to be able to figure out what is God’s will. By following God’s will, we can ensure that we are living a holy life and be able to lead each other to sainthood.”



“...making every effort to maintain the unity of the Spirit in the bond of peace.”  
— Ephesians 4:3

**UNITED IN Christ**

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2024 ANNUAL CATHOLIC APPEAL



**ASSISTANCE FOR CATHOLIC EDUCATION**

**Love.**

Walk into any classroom in our Catholic schools across San Diego and Imperial counties and you will see this Catholic value on display everywhere.

With small class sizes, each student gets the personal attention he or she needs. The students thrive in this safe, nurturing environment, performing at or above state academic standards. Schools offer a STEM curriculum to prepare students for 21st-century careers. And many offer enrichment opportunities in technology, music and sports.



Teachers and administrators love the opportunity to work in partnership with parents to ensure their children reach their full potential. And they value the diocese’s investment in professional development.

Every school is committed to doing all it can to make a Catholic education accessible to as many families as possible. Your support of the Annual Catholic Appeal is central to all of this work, enabling Catholic schools to not only prepare students to succeed academically, but also to serve as future active members of the Church.

This is how one eighth-grader at a school in the diocese described her experience:



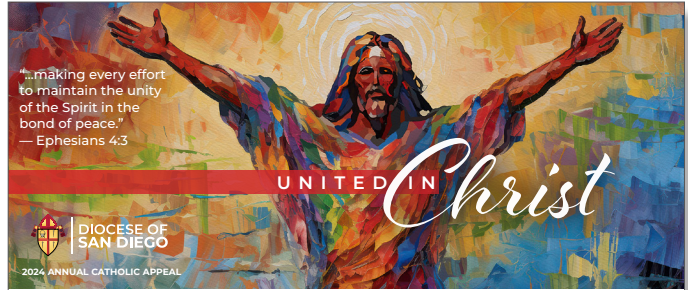
“The most important thing I learned from my years in Catholic school is that your faith can help you through anything, that it’s your greatest superpower. I’ve been taught that you can use your faith to help others in ways that could change their lives. Catholic school has been extremely important in shaping me into the person I am today, and I can’t imagine where I would be without it.”

**Our Response as Stewards**

**REFLECT** — On the many gifts you have received from God, including your financial blessings.

**PRAY** — About how God wants you to use the gifts He has given you.

**RESPOND** — By supporting the mission. You can give at your parish or online at [giving.sdcatholic.org](http://giving.sdcatholic.org).



“...making every effort to maintain the unity of the Spirit in the bond of peace.”  
— Ephesians 4:3

**UNITED IN Christ**

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2024 ANNUAL CATHOLIC APPEAL



**ASSISTANCE FOR FAITH FORMATION**

Evangelization is at the core of the Church’s mission. The Annual Catholic Appeal supports this mission across the diocese by bringing Jesus’ life-giving message of love to all.

Diocesan offices collaborated with parishes, schools, agencies and ministries to enhance their service outreach to form disciples while deepening the faith of their community members.

Diocesan pastoral offices organize in-person and online trainings, workshops, in-services, retreats and conferences. These provide spiritual enrichment and ongoing formation in English, Spanish and Vietnamese.



In 2023, a collaborative effort involving six pastoral offices and the Offices for Schools and Stewardship presented a conference in Calexico, titled “United in Christ, Unidos en Cristo.” Lay leaders, catechists, teachers, members of parish ministries and families from across the Imperial Valley attended bilingual workshops on various subjects. And a special track offered sessions just for youth.

Through the ongoing diocesan synod, the faithful expressed



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2024 ANNUAL CATHOLIC APPEAL



**ASSISTANCE FOR**

**Catholic Charities**  
DIOCESE OF SAN DIEGO

“When we welcome people seeking food and shelter, we see in these men and women the person of Jesus Christ.”

That’s how Cardinal Robert W. McElroy began his blessing of a day center for homeless men and women Catholic Charities formally opened in May of 2023 in El Centro. The center, the first of its kind in the Imperial Valley, offers a wide range of services for these individuals.

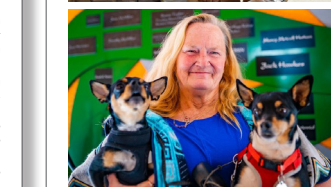


The center is emblematic of the organization’s mission to assist the most vulnerable, be they low-income seniors, hungry families or indigent refugees. And it is emblematic of the way it works, collaborating with partners to advance the common good.

This collaboration has garnered the agency support from leaders in Washington, D.C., Sacramento, and San Diego and Imperial counties.

In the last year, the agency provided emergency housing and food for thousands of immigrants legally in the country applying for asylum. And its staff helped the migrants, mostly women and children, to reach their final destination.

Catholic Charities continually looks for innovative solutions to major community challenges, solutions that are cost-effective and sustainable.



A contribution to the Annual Catholic Appeal helps to sustain the organization’s work across the diocese.

Guided by Catholic values, its staff members see “the person of Jesus Christ” in the individuals they help, treating all with dignity and mercy.

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**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

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A. PNP..... Pledge No Payment	C. PPC..... Pledge w/Parish Check
B. PWC..... Pledge w/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 # \_\_\_\_\_

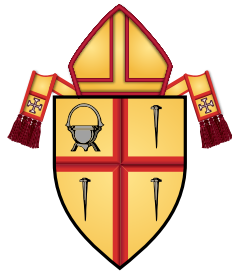
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

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**Payment Type**     **Cash**     **Check #** \_\_\_\_\_ **Amount** \_\_\_\_\_



# DIOCESE OF SAN DIEGO

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Cardinal of San Diego

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DIOCESE OF  
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2024 ANNUAL CATHOLIC APPEAL