



OUR CALL TO  
**SERVE**

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CATHOLIC MINISTRIES APPEAL

**PARISH MANUAL**  
**2024 DIOCESAN ANNUAL APPEAL**

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## PRAYER

Lord Jesus Christ, you are the meaning of the world and of human life.

You are the goal of all our desires, the satisfaction of all our longings, and the end of all our work.

Help us seek and find you in all that we do. May we be faithful disciples and responsible stewards of all your gifts.

May our gifts of time, talent, and treasure reflect the fact that we are grateful for what you have given to us.

As individuals and parishes who are prayerfully discerning *Our Call to Serve* this year, may we always remember that Jesus came so that we might have life and have it more abundantly.

We know that when we work together our diocese can do what no individual or parish can do on its own, and we ask You to look with favor over us as we seek to respond anew to the great physical and spiritual needs of so many in our midst.

Grant us the spirit of true Christian Stewardship so we may carry out Your Mission.

Watch over and continue to bless the Church of Scranton in the weeks and months ahead.

We ask this in the name of our Lord and Savior Jesus Christ.

Amen.

## MISSION STATEMENT OF THE DIOCESE OF SCRANTON

We, the Catholic community of the Diocese of Scranton,  
are called through Baptism to imitate  
the servant leadership of Jesus Christ.  
In union with our Holy Father, the Pope,  
we proclaim the Gospel faithfully,  
celebrate the sacraments joyfully,  
and boldly promote life, justice and peace  
in northeastern and north central Pennsylvania.



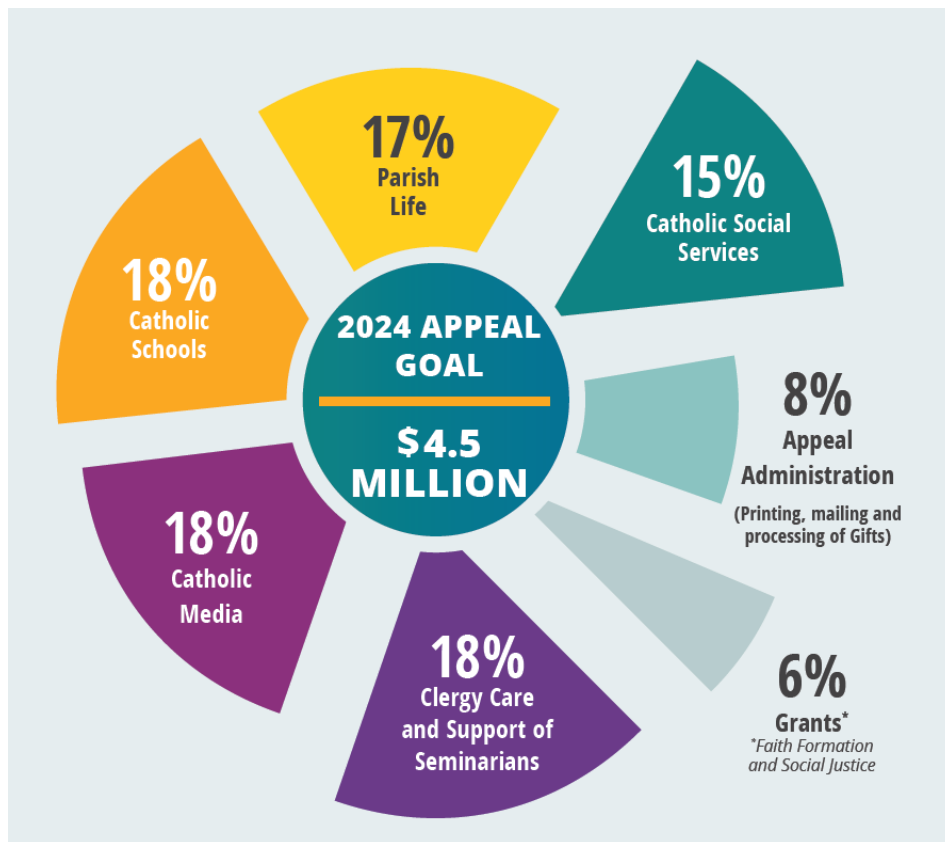
## CASE STATEMENT

The Diocesan Annual Appeal continues to be the single most important annual fundraising initiative for the Diocese of Scranton. Poverty, hunger, and homelessness remain serious challenges in our community; these concerns have grown exponentially because of inflation and other economic challenges throughout the eleven counties of our diocese.

We are a people committed to all the good work enabled through our unified effort of committing our time, talent and treasure to those less fortunate than ourselves. Funds raised through the Appeal provide critical financial support for Catholic Social Services, Catholic Education, Catholic Communications, vocations and priestly life, Parish Life, Faith Formation Grants and Social Justice Grants. Through our commitment and unity, we strive to bring the gift of hope to our sisters and brothers most in need.

The Appeal's beneficiaries are grouped into six key areas of focus:

CATHOLIC SOCIAL SERVICES  
CATHOLIC EDUCATION  
CATHOLIC COMMUNICATIONS  
VOCATIONS AND PRIESTLY LIFE  
PARISH AND SPIRITUAL LIFE  
FAITH FORMATION AND SOCIAL JUSTICE GRANTS



## THE IMPORTANCE OF YOUR SUPPORT

Throughout the 2024-2025 fiscal year, we will be phasing in a significant rebranding of the *Diocesan Annual Appeal* to better align mission priorities and to share the resulting impact made possible by the generosity of our brothers and sisters who support and make possible this unified effort to sustain and grow Catholic ministries.

While the “Diocesan Annual Appeal” is familiar to most of our parishioners, many do not realize what the Appeal supports (some still refer to this initiative’s prior name, the *Bishop’s Annual Appeal*). This year, we will be very intentional in clarifying how these funds are used to do what no one parish can do on its own by renaming it the

### *Catholic Ministries Appeal* of the Diocese of Scranton

The Appeal provides the funds necessary to support programs and ministries throughout the entire diocese. It is our job as pastors, priests, Parish Life Coordinators, Appeal Ambassadors, as well as parish and diocesan staff to educate our fellow Catholics about the good work that is accomplished through the Appeal.

As we make this important change, our primary motivation as parish leaders and diocesan staff will be to inform the faithful of the resulting *impact* made possible only through our Catholic Ministries. When we work together in unity, we can do what no one parish or individual can do on their own, and by doing so offer hope to those among us in great need.

Personalizing, publicizing and speaking positively of the Appeal must focus primarily on the *impact* and what we support throughout our diocese; when you talk with fellow parishioners and friends, please share with them the good work of Catholic Ministries throughout our diocese and share with them your support of the Appeal.

As parish leaders, we have a lot of work in front of us. We need to educate ourselves about the Appeal and the ministries it supports, so that we can speak about them with confidence. It is important that we review the Appeal materials, so that we understand all the tasks that need to be done to make the Appeal a success in our parish. We need to make sure that ALL parishioners are provided the opportunity to give to the Appeal.

Finally, please pray for the success of the Appeal. Pray for those we talk with, that they may open their hearts and their minds and listen to God’s call. Pray for a positive spirit in your parish toward the Appeal and pray that we can complete the work that God has sent us forth to accomplish.

## LEADERSHIP ROLES

### **THE PASTOR**

*Thank you for your constant effort in supporting the Diocesan Annual Appeal / Catholic Ministries Appeal. The pastor's ownership and engaged support of the Appeal is the single most important factor in a parish's success.*

What does your role entail?

- Pray for the success of this campaign
- Make your gift to this year's Appeal
- Present the Appeal in a positive and enthusiastic manner
- ***Appoint an Appeal Ambassador\****
  - \*It is strongly recommended that the Appeal Ambassador be someone other than the Pastor. Ideally, this appointee possesses leadership qualities, is comfortable speaking to others about Catholic Ministries and the resulting impact of donating to this fundraising initiative. Look to existing parish leadership donors and those who are already providing generous support to the Appeal.
- Review your parish weekly progress report (\*this year, these reports will be delivered on Saturday mornings).
- Identify two areas where your parish benefits from the Appeal or can in the future (**see Appendix A: DAA 2024 Leading with Impact**) AND share those stories with your parish community; review the Appeal videos to select one that will resonate most with your parishioners.
- Encourage participation: "Our goal is 100% participation!"
- Thank parishioners for their support! (Informally, through conversations and in sending forth at the conclusion of liturgy when you notice they recently donated to the Appeal; Formally, through handwritten correspondence or an email acknowledging their gifts to the Appeal and extending your personal thanks)

### **APPEAL AMBASSADOR**

*Thank you for sharing your talent and time! You will assist your pastor and parish community in reaching your parish goal by inviting and educating parishioners on the importance of the Annual Appeal.*

### What does your role entail?

- Pray for the success of this campaign and make a gift to the Appeal
- Ensure your parish website is up to date (remove old Appeal information and post this year's graphics; remove notices and outdated information as appropriate)
- Present the Appeal in a positive and enthusiastic manner
- Ensure posters are displayed and updated throughout the campaign, and graphics are used in the parish bulletin and on social media
- Serve as coordinators for Celebration Weekend, ensuring that the Appeal video can be shown and that the parish is prepared to distribute and collect in-pew envelopes
- Visit all Parish councils, societies, and other ministries, speak about the importance of participation in the Appeal, and distribute and collect materials/envelopes
- Keep the invitation open and look for personal invitation moments with other leaders, parish families, and parish groups
- Assist the Pastor/Parish Life Coordinator by having regular discussion about Appeal progress and assist in preparing any acknowledgements and thanking donors for their support (\*the Diocese of Scranton Development Office will send formal acknowledgment letters and tax receipts, but this personalized approach to thanking donors at your parish is also good practice.).

### **PARISH STAFF**

*Thank you for your commitment to our local church! You will assist your pastor by promoting the Annual Appeal to your parish community.*

### What does your role entail?

- Pray for the success of this campaign and make a gift to the Appeal
- Present the Appeal in a positive and enthusiastic manner
- Review your parish weekly progress report (\*this year, these reports will be delivered on Saturday mornings). Assist the pastor in acknowledging those who have given to the Appeal.
- Display posters in visible places
- See that graphics are used in the parish bulletin and on social media each week and that the parish website is kept up to date.
- Assist with Celebration Weekend if necessary



## TIMELINE

<b>THURSDAY, AUGUST 15</b>	SUPPLIES MAILED TO PARISHES (POSTERS AND IN PEW MATERIALS)
<b>THURSDAY, SEPTEMBER 5</b>	LETTER #1 (FROM BISHOP BAMBERA)
<b>MONDAY, SEPTEMBER 9</b>	APPEAL VIDEOS MAILED TO PARISHES / VIDEOS POSTED TO APPEAL WEBSITE
<b>TUESDAY, SEPTEMBER 10</b>	VIRTUAL INFO SESSIONS FOR PARISH STAFF, BUSINESS MANAGERS, AMBASSADORS
<b>WEDNESDAY, SEPTEMBER 11</b>	VIRTUAL INFO SESSIONS FOR PARISH STAFF, BUSINESS MANAGERS, AMBASSADORS
<b>SEPTEMBER 14 – 15</b>	<b><i>CELEBRATION WEEKEND (ALTERNATE) <u>VIDEO SHOWN AND IN-PEW WEEKEND</u></i></b>
<b>SEPTEMBER 21-22</b>	<b><u>CELEBRATION WEEKEND</u> VIDEO SHOWN AND IN-PEW WEEKEND</b>
<b>MONDAY, OCTOBER 28</b>	LETTER #2 (PASTOR LETTER)
<b>SUNDAY, NOVEMBER 24</b>	FEAST OF CHRIST THE KING MASS <i>PRAYER INTENTIONS SUBMITTED BY PARISHIONERS WILL BE REMEMBERED AT THE 10 A.M. MASS CELEBRATED BY BISHOP BAMBERA.</i>
<b>WEDNESDAY, DECEMBER 4</b>	LETTER #3 (FOLLOW UP)
<b>JANUARY-MARCH 2025</b>	WRAP-UP APPEAL ACTIVITIES BASED ON PROGRESS TO GOAL

## KEYS TO SUCCESS

### STEP 1 - Commitment Weekend Overview

- Focus on Diocesan Annual Appeal/Catholic Ministries Appeal at the normal Mass starting time before the beginning of Mass or as preferred by the Pastor.
- Call attention to the DAA/CMA Commitment Weekend.
- Show the DAA/CMA Video. (See scripts)
- Encourage parishioners to complete the pledge form.
- Mention parish goal.

### STEP 2 – DAA/CMA Presentation

- Give thanks for the support from previous years.
- Share what the DAA/CMA funds (Catholic education, seminarian formation, Catholic Social Services, Parish Life, Communications, Faith Formation and Social Justice grants).
- Mention parish goal.
- Mention the goal of increasing parish participation by 5% (or 10%, or 15%)

### STEP 3 – DAA/CMA Video

- Let us take a moment to listen and watch a video that highlights how your gifts impact the programs and ministries of the Church that support our friends and neighbors throughout the Diocese.

### STEP 4 - In-Pew Gift Reflection and Pledge

- Thank parishioners for their attention to the video.
- Remind parishioners that 100% of their gift supports these ministries only.
- Ask parishioners to pray for these ministries.
- Encourage parishioners to submit a pledge card today.
- Walk through pledge cards with parishioners.
- Collect pledge cards.
- Thank parishioners.

## TALKING POINTS FOR IN PEW COLLECTION

*We ask that all parishes carry out in-pew presentations from the ambo/pulpit during all Masses on Celebration Weekend. The in-pew presentation is an opportunity to share information about the ministries and services available to the parishes and communities within our Diocese, and the importance of supporting those ministries through the Annual Appeal.*

*The most effective in-pew presentations are delivered by the pastor and use the Appeal video. If you are challenged to show the Appeal video, please contact the Office of Development for assistance at (570) 207-2250.*

*Please remember to remind parishioners of the importance of their participation – no matter how great or small the gift. Remain positive and treat the process as a celebration.*

*The following is a suggested script that can be delivered by the pastor:*

Good morning! Today, we celebrate Celebration Weekend for the Catholic Ministries Appeal (formerly the Diocesan Annual Appeal). The Appeal's theme again this year is "Our Call to Serve" and it takes on new life by pointing us towards the future. Last year, we were reminded that *Our Call to Serve* encourages a spirit of creating communities rooted in the Life of Jesus Christ. Each of us are called to become the loving, compassionate Christ who fed the hungry. This year, added to our theme, we are reminded of Jesus' message in the Gospel of John, that he came so that we all "might have life and have it more abundantly.

As Christ gave Himself to us, we are called to serve and be generous towards others. As a parishioner within the Diocese of Scranton, I invite you to join me in serving others through the Diocesan Annual Appeal. I want to take a moment to show you a video that inspires me by revealing some of the significant impacts of this effort and shows how our parish, united with the other parishes throughout our diocese, is *Answering the Call to Serve...*

### **(Show the Appeal Video.)**

There are several ways we can contribute to the Appeal. Many of you have already received information in the mail that included a pledge card. If you have already filled that out and sent it in or have made your gift online, thank you!

If you are here today and have not yet given, there is a pledge card in the pew that you can either fill out and place in the collection basket, or you can scan the QR code on the pledge card to make your gift online. Please consider what you might contribute to these vital Catholic ministries over the next several months. We'll now take a few minutes to complete these cards.

### **(Please provide time for parishioners to complete the cards – suggestion is 3 to 5 minutes).**

Thank you again for joining me in support of Catholic Ministries. Our generous gifts, combined with the gifts of all our brothers and sisters throughout *our* diocese, go a long way in supporting *our* Church. I encourage you to look at the ad shared in today's bulletin that will provide further information about the Appeal and the impact that you make possible because of your generosity.

## **PASTOR LETTER 2024**

*Please note that the Diocese will mail a letter from the Pastor to past donors in your parish. Letters are being drafted and will be sent electronically for approval in early September 2024.*

### **MAKING A GIFT TO THE APPEAL**

#### **What type of gifts can you make?**

- One Time Gift
- Sustaining (recurring, monthly) gift – will only stop if the donor asks us to stop.
- Pledge – has a beginning and end with a total amount indicated by the donor.
- Prayer Requests

#### **What are the different ways that you can give?**

- Give Online
  - Scan the QR code or visit [www.annualappeal.org](http://www.annualappeal.org) to make a gift using your credit card or ACH withdrawal
- By Phone
  - Please call 570.207.2250 to make a gift or to be connected to our donor services team for any questions
- Pledge Card
  - Complete the pledge card included with your letter

**Please send your pledge card to the following address:**

**Diocese of Scranton  
Diocesan Annual Appeal  
PO Box #994  
Albany, NY 12201**

*\*Please note that the Diocese is using a trusted financial institution to process all donations to the Diocesan Annual Appeal. Utilizing this partner reduces our fundraising costs and ensures that more of your gift is directed to the ministries funded by the Appeal.*

- IRA Qualified Distributions and Stock Gifts
  - For us to properly identify and apply your gift, please contact Joseph Strubeck at [jstrubeck@dioceseofscranton.org](mailto:jstrubeck@dioceseofscranton.org) when you make your gift.
- Prayer Requests
  - Everyone is invited to discern and make a sacrificial gift. Prayers are always welcome gifts to the Appeal.

## SAMPLE CAMPAIGN CADENCE AND ACTIVITIES

*It can be difficult to “get started.” Here are some suggestions for timing of activities that can help you be successful in your efforts to reach your parish goal.*

Beginning in early September:

- Place *Our Call to Serve – Catholic Ministries Appeal* ads in your bulletin and on social media – if your parish could run this ad for a few weeks leading up to Celebration Weekend, it will help!
- Remind parishioners that they will be receiving materials from the Diocese to make their gifts.
- Emphasize that gifts do not have to be made immediately; **pledges** that can be paid over several months have helped reach the goal more quickly.
- Stress that gifts of **any size** are welcome, and that **participation** is important.
- Hang your Appeal Goal posters in prominent locations; Appeal Ambassadors, Pastors and members of councils should build excitement by sharing *impact* stories of Catholic Ministries.
- Appeal Ambassadors should begin attending parish council, society, and ministry meetings.

Weekend of September 14/15:

- Place “Celebration Weekend is next weekend” ad in your bulletin and on social media.
- Stress that gifts of **any size** are welcome, and that **participation** is important.
- Share any social media posts from the Diocese on your parish’s social media.

Weekend of September 21/22:

- Show one of this year’s Appeal videos during all Masses this weekend.
- Pastor is asked to focus his homily on how tens of thousands of people throughout our diocese and beyond benefit from the Catholic ministries supported by the Annual Appeal and how parish support is critical to the success of the Appeal.
- Have in pew envelopes distributed.
- Place “Celebration Weekend” ad in bulletin.
- Stress that gifts of **any size** are welcome, and that **participation** is important.

#### October:

- Place an ad of your choice in your bulletin AND/OR publicize progress toward goal in the bulletin – please try to complete at least one of these action items every week!
- Make an announcement that parishioners will receive a letter from you during the month to make their gift to the Appeal.
- Share as many social media stories pertaining to the Appeal as you can.

#### November

- Place an ad of your choice in your bulletin AND/OR publicize progress toward goal in the bulletin – please try to complete at least one of these action items every week!
- Encourage parishioners to make their gift before the end of the month to help your parish get to its goal as well as to close out the Appeal before the Advent/Christmas Season.
- Coordinate with Appeal Ambassador to carry out parish plan for achieving its goal.

#### December

- If your parish has not made it to your goal, please continue, at your discretion, to publicize progress in your bulletin and/or through announcements at Mass.

#### January/February/March

- If your parish has not made it to your goal, please continue, at your discretion, to publicize progress in your bulletin and/or through announcements at Mass.
- If your parish is close to its goal, we're happy to work with you to help you reach your goal by personalizing bulletin ads, sending letters to outstanding donors in your parish, etc.
- You can also include an envelope in your parish envelope packet for the Appeal during any or all of these months.

The Diocesan Development Office is happy to work with you in whatever way you see fit to help your parish reach goal. We are a resource for you and your parish, and we're all happy to help you in any way that we can.

**SUGGESTED PETITIONS**  
**TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL**

*These prayers of the faithful can be used at the pastor's discretion, but we do ask that you offer the some of the following intention during Celebration Weekend (September 21/22):*

That we may answer *Our Call to Serve* and support Catholic ministries throughout the Diocese of Scranton, and that through our participation in the Annual Appeal continue to be channels of the living and loving presence of Christ, we pray to the Lord....

That each one of us will be open to God's *Call to Serve*, and prayerfully consider how we can join in sacrifice to meet the needs of our faith community through the Annual Appeal, we pray to the Lord....

That we may see the Annual Appeal as an opportunity to extend our love and service beyond the boundaries of our parish, and, in doing so, unite with our brothers and sisters throughout the diocese in support of Catholic ministries which offer help and hope to those most in need, we pray to the Lord....

That we understand that we touch many lives through our support of the Annual Appeal, and that the people whose lives we touch may know Christ's love, we pray to the Lord....

That we may respond generously to this year's Appeal in support of the many Catholic ministries throughout our diocese as faithful stewards of the gifts God has entrusted to us, we pray to the Lord....

That the gifts we offer through the through the Annual Appeal in support of Catholic ministries throughout the Diocese of Scranton will truly reflect our love and thanksgiving for the many blessings that God has entrusted to us, we pray to the Lord....

That as we make our commitment in support of Catholic ministries to this year's Appeal, we may remember God's generosity to us, we pray to the Lord....

That God may bless our parish, strengthen our faith, and grant us the spirit of Catholic stewardship by opening our hearts to this year's Appeal, we pray to the Lord....

## **ANNUAL APPEAL VIDEOS**

*Pastors can select one of seven videos to play during Celebration Weekend.*

*Each video highlights one of the ministries that is supported by the Annual Appeal.*

*Detailed Descriptions of the Videos Appear in **Appendix B**, the videos include:*

### **Vocations:**

- **“Answering the Call: Investing in Vocations”**

### **Catholic Schools:**

- **“Answering the Call: Investing in Catholic Education”**

### **Parish Life Initiatives:**

- **“Answering the Call: Uniting in Faith by Supporting Marian Ministries”**
- **“Answering the Call: Bringing Faith to Life By Supporting Vacation Bible School Programs**

### **Catholic Social Services:**

- **“Answering the Call: Nourishing Hope Through Local Food Pantries**
- **“Answering the Call: Providing a New Home for Mother Teresa’s Haven**

### **Catholic Communications:**

- **“Answering the Call: Supporting Catholic Media Efforts”**

### **Hispanic Ministry:**

- **“Answering the Call: Investing in Hispanic Ministry Efforts”**



## **BULLETIN ANNOUNCEMENTS AND SOCIAL MEDIA**

We have created parish bulletin announcements that are available to use weekly throughout the Diocesan Annual Appeal. Please begin using these bulletin announcements several weeks before Celebration Weekend and continue to use them. The ads are provided in color and black and white, and in JPEG and PDF format. They can be found on the Diocese of Scranton webpage under the Giving tab, Parish Resources for the 2024 Diocesan Annual Appeal.

We also ask that you use the same bulletin announcements on all social media channels, including Facebook, Twitter, and Instagram.

If you have any questions about bulletin ads or promotional announcements, please contact the Development Office at [development@dioceseofscranton.org](mailto:development@dioceseofscranton.org) or 570.207.2250.

## **APPEAL PARISH REPORTS**

The Development Office will email weekly parish reports every Saturday, beginning August 17, 2024. A notification from the diocesan database (Donor Perfect) will be delivered to the email addresses on record for your parish until the first gift for this year's Appeal has been recorded. Once gifts have been recorded, the reports will continue through the end of the rebate period and include a list of parishioners who have participated by offering a gift or committed by pledge. Additionally, these reports will provide a real-time progress report of commitments vs. goal as well as cash received and a calculation of anticipated rebate.

Pastors, Appeal Ambassadors, Parish Life Coordinators and Assistant Pastors are encouraged to review thank those who have supported the Appeal.

Pastors can request a parish's progress at any time. Please contact the Development Office at [development@dioceseofscranton.org](mailto:development@dioceseofscranton.org) or 570.207.2250.

## DIOCESAN DEVELOPMENT OFFICE CONTACTS

Joseph Strubeck

Secretary for Development

[jstrubeck@dioceseofscranton.org](mailto:jstrubeck@dioceseofscranton.org)

Office: 570.207.2250 x 1145

Mobile: 570.574.2652

### **Donor Relations Team**

Mary Jane Vermac

[mjvermac@dioceseofscranton.org](mailto:mjvermac@dioceseofscranton.org)

570.207.2250 x 1016

Ann McLane

[amclane@dioceseofscranton.org](mailto:amclane@dioceseofscranton.org)

570.207.2250 x 1050

Barbara Clewell

[bclewell@dioceseofscranton.org](mailto:bclewell@dioceseofscranton.org)

570.207.2250 x 1051

*Thank you for your support  
of Catholic Ministries!*

On behalf of Bishop Bambera, THANK YOU for all your hard work and continued support of the Diocesan Annual Appeal.

Your leadership and enthusiasm in presenting this year's Appeal and inviting your parishioners to contribute Catholic ministries throughout our local church have a critical and significant impact on our ability to serve those among us in the greatest need.

Thank you for working with us in this shared ministry of stewardship.





# LEADING WITH IMPACT

## *Gifts to the Catholic Ministries Appeal have a far-reaching impact!*

### Vocations:

- The Diocese of Scranton currently has **10 seminarians** discerning a possible call to the Priesthood (4 are natives of Luzerne County; 3 are natives of Lackawanna County; 3 are natives of Monroe County)
- There are two Diaconate Classes currently in formation with **18 candidates and aspirants** (6 are from Lackawanna and Monroe County respectively; 4 from Luzerne Co. & 2 from Pike County)

### Catholic Social Services:

- Saint Vincent de Paul Kitchen in Wilkes-Barre served **107,832 meals** during the 2023 calendar year
- A total of **25,231 families and individuals** received assistance from a Catholic Social Services operated food pantry last year (11,812 households served in Carbondale; 8,050 households in Wilkes-Barre; 5,369 individuals assisted in Hazleton)
- The three emergency shelters operated by Catholic Social Services provided **15,701 individual nights of shelter** to people experiencing homelessness (6,503 nights in Scranton; 5,388 nights in Wilkes-Barre; 3,810 nights in Hazleton)
- Saint Francis Commons, which is a transitional housing facility for homeless veterans in Scranton, assisted **25 veterans** last year. Saint Hedwig's Veterans Village, which provides apartments for veterans and their dependent families, assisted **15 veterans** in 2023.
- Catholic Social Services addresses the needs of children, parents and families by offering education and support programs through an ongoing partnership with Children & Youth in Luzerne County. In 2023, a total of **1,202 families** were served in Luzerne County.
- Before Christmas 2023, Catholic Social Services, working in partnership with other community organizations, provided presents and gifts to **6,151 children** in Scranton, Carbondale and Hazleton.
- Catholic Social Services provides five immigration and refugee support programs, many of which are recognized by the U.S. Department of Justice. Our Refugee Resettlement Program welcomes families from different countries, directly assisting families with critical needs like rent, food, clothing, employment and more. Immigration Program services help clients navigate the complex legal processes that lead to lawful immigration status and citizenship. In 2023, **1,026 refugees** were assisted and **138 immigrants** served.

### Catholic Schools:

- For the current school year (2024-2025), the Diocese of Scranton currently has more than **4,500 students**
- The Diocese of Scranton operates **15 Catholic Elementary Schools** and **4 Catholic High Schools** (7 are in Luzerne County; 6 are in Lackawanna County; 2 each in Monroe, Bradford & Lycoming Co.)
- Graduates of the Class of 2024 earned more than **1,140 scholarships** - earning **\$64 million** toward their future schooling

### Catholic Communications:

- *The Catholic Light* newspaper is delivered monthly to more than **37,000 homes** across the Diocese
- During July 2024, Livestream Masses from the Cathedral of Saint Peter in Scranton were watched by **5,491 people (or devices)** just on the Diocesan YouTube channel (not counting television viewers)
- On average, the Diocese of Scranton website receives approximately **750,000 pageviews** each year

# LEADING WITH IMPACT

*Gifts to the Catholic Ministries Appeal have a far-reaching impact!*

## Social Justice Grants to Parishes:

- A total **\$93,038.14** was distributed to **29 parishes** in the 2024-2025 Social Justice Grant Cycle. This funding directly assists with projects including: Parish Food Pantries, Hispanic Ministry, Homelessness, Care of the Earth, Care of the Elderly, Migrant/Refugee Outreach, Family Outreach, Legislative Outreach, Parish Nursing Ministry, Social Justice Education, Prison Ministry and/or Disability Ministry.
- Parishes receiving Social Justice Grant Funding in the 2024-2025 Cycle include:
 

<i>Christ the King Parish, Archbald</i>	<i>All Saints Parish, Plymouth</i>
<i>Saint Gregory Parish, Clarks Green</i>	<i>Epiphany Parish, Sayre</i>
<i>Our Lady of the Snows Parish, Clarks Summit</i>	<i>Saint Ann Basilica Parish, Scranton</i>
<i>Saint John the Apostle Parish, East Stroudsburg</i>	<i>Saint Paul Parish, Scranton</i>
<i>Annunciation Parish, Hazleton</i>	<i>Saint Teresa of Calcutta Parish, Scranton</i>
<i>Saint John the Baptist Parish, Larksville</i>	<i>Saint Therese Parish, Shavertown</i>
<i>Saint John Neumann Parish, Lords Valley</i>	<i>Saint Luke Parish, Stroudsburg</i>
<i>Holy Child Parish, Mansfield</i>	<i>Most Holy Trinity Parish, Susquehanna</i>
<i>Saint Joseph Parish, Matamoras</i>	<i>Saint Peter Parish, Wellsboro</i>
<i>Saint Patrick Parish, Milford</i>	<i>Corpus Christi Parish, West Pittston</i>
<i>Resurrection Parish, Muncy</i>	<i>Our Lady of Hope Parish, Wilkes-Barre</i>
<i>Sacred Heart of Jesus Parish, Peckville</i>	<i>Saint Nicholas-Saint Mary Parish, Wilkes-Barre</i>
<i>Saint John the Evangelist Parish, Pittston</i>	<i>Saint Ann Parish, Williamsport</i>
<i>Saint Joseph Marello Parish, Pittston</i>	<i>Our Lady of Perpetual Help Parish, Wyalusing</i>
<i>Saints Peter &amp; Paul Parish, Plains</i>	

## Faith Formation Grants to Parishes:

- A total of **\$111,369.80** was distributed to **43 parishes** in 2024-2025 Parish Faith Formation Grant Cycle. This fund directly assists with Faith Formation Initiatives that aim to promote life-long discipleship, invite and welcome home Catholics and non-Catholics into the parish, provide spiritual support to families, singles, youth and young adults, in addition to using updated technology and media to grow faith formation events.
- Parishes receiving Parish Faith Formation Grant funding in 2024-2025 include:
 

<i>Christ the King Parish, Archbald</i>	<i>Saint Vincent de Paul Parish, Milford</i>
<i>Our Lady Queen of Peace Parish, Brodheadsville</i>	<i>Our Lady of Lourdes Parish, Montoursville</i>
<i>Saint Michael Parish, Canton</i>	<i>Saint Jude Parish, Mountain Top</i>
<i>Our Lady of the Rosary Parish, Carbondale</i>	<i>Resurrection Parish, Muncy</i>
<i>Saint Gregory Parish, Clarks Green</i>	<i>Saint Faustina Kowalska Parish, Nanticoke</i>
<i>Saint John Bosco Parish, Conyngham</i>	<i>Holy Cross Parish, Olyphant</i>
<i>Most Holy Trinity Parish, Cresco</i>	<i>Saint John the Evangelist Parish, Pittston</i>
<i>Nativity of Our Lord Parish, Duryea</i>	<i>Saint Joseph Marello Parish, Pittston</i>
<i>Saint John Parish, East Stroudsburg</i>	<i>Saint John Vianney Parish, Scott Township</i>
<i>Saint Matthew Parish, East Stroudsburg</i>	<i>Mary, Mother of God Parish, Scranton</i>
<i>Saint Thomas the Apostle Parish, Elkland</i>	<i>Most Holy Trinity Parish, Susquehanna</i>
<i>Saint Brigid Parish, Friendsville</i>	<i>Saint Ann Basilica Parish, Scranton</i>
<i>Blessed Virgin Mary, Queen of Peace, Hawley</i>	<i>Saint Ann Parish, Shohola</i>
<i>Annunciation Parish, Hazleton</i>	<i>Saint Luke Parish, Stroudsburg</i>
<i>Most Precious Blood Parish, Hazleton</i>	<i>Saints Peter and Paul Parish, Towanda</i>
<i>Our Lady of Mount Carmel Parish, Hunlock Creek</i>	<i>Saint Peter Parish, Wellsboro</i>
<i>Queen of Angels Parish, Jessup</i>	<i>Saint Nicholas - Saint Mary Parish, Wilkes-Barre</i>
<i>Saint Maria Goretti Parish, Laflin</i>	<i>Saint Ann Parish, Williamsport</i>
<i>Saint Thomas More Parish, Lake Ariel</i>	<i>Saint Boniface Parish, Williamsport</i>
<i>Saint John Neumann Parish, Lords Valley</i>	<i>Saint Joseph the Worker Parish, Williamsport</i>
<i>Holy Child Parish, Mansfield</i>	<i>Our Lady of Perpetual Help Parish, Wyalusing</i>
<i>Saint Patrick Parish, Milford</i>	

## **APPENDIX B: DESCRIPTIONS OF APPEAL VIDEOS**

### **Vocations: “Answering the Call: Investing in Vocations”**

In this video, we spotlight the vital role that gifts to the Diocesan Annual Appeal play in nurturing future priests and religious through programs like Quo Vadis and Fiat Days. These initiatives are dedicated to helping young men and women discern their callings and deepen their faith.

In June 2024, nearly fifty high school students from across the Diocese of Scranton participated in these experiences. The video briefly showcases the vibrant community, inspiring talks and prayerful reflections that characterize these programs. The Quo Vadis and Fiat Days experience is also featured in the message of Bishop Bambera’s Appeal letter this year.

The video also highlights how donations directly support the next generation of dedicated clergy by highlighting the June 2024 Ordination of Fr. William Asinari, May 2024 Ordination of Transitional Deacons and June 2024 Rite of Candidacy.

The video concludes with a powerful call to action, urging viewers to contribute to the 2024 Diocesan Annual Appeal, ensuring that Quo Vadis, Fiat Days, and similar programs continue to thrive and inspire future vocations.

Interviews include:

- Michael McIlvried, Quo Vadis Participant (St. Mary of Mount Carmel Parish, Dunmore)
- Marcellina Cavalier, Fiat Days Participant (Our Lady Queen of Peace Parish, Brodheadsville)
- Father Alex Roche, Diocesan Secretary for Clergy Formation
- Father William A. Asinari, Newly Ordained Priest (Saint John the Evangelist Parish, Honesdale)
- Jan Carlo Perez, Seminarian (Saint Matthew Parish, East Stroudsburg)

## **Catholic Schools: “Answering the Call: Investing in Catholic Education”**

This heartfelt video underscores the critical importance that donations to the 2024 Diocesan Annual Appeal play in supporting Catholic education. We shine a spotlight on two schools in Bradford County that are shaping the lives of students through faith-based learning and personal growth.

The video features interviews with students from Epiphany School in Sayre and Saint Agnes School in Towanda who directly benefit from Catholic education. The students highlight the strong sense of community that defines these institutions.

This video emphasizes how Appeal gifts help ensure that students receive a high-quality, values-centered education that prepares them for future success and deepens their faith.

The video concludes with a compelling call to action, inviting viewers to support the 2024 Diocesan Annual Appeal and invest in the future of these schools and provide support for the more than 4,400 Catholic school students throughout the Diocese of Scranton.

Interviews include:

- Finn Heffron, Epiphany School 4<sup>th</sup> Grade Student
- Evelyn Owen, Epiphany School 6<sup>th</sup> Grade Student
- Maria Rossettie Cabrera, Epiphany School 2<sup>nd</sup> Grade Student
- Gemma Brown, Recent Saint Agnes School Graduate
- Madelyn Nash, Recent Saint Agnes School Graduate

## **Parish Life Initiatives: “Answering the Call: Uniting in Faith by Supporting Marian Ministries”**

In this inspiring video, we highlight the crucial role of funds from the 2024 Diocesan Annual Appeal in supporting faith formation programs, with a special focus on the innovative Marian Ministries initiative underway in Tioga County. This new program, launched in 2022 with the help of a Parish Faith Formation Grant, unites parishioners from multiple parishes, fostering a vibrant and shared journey of faith.

The video features testimonials from participants who share their experiences and the profound impact that the Marian Ministries has had on their lives. The setting of the video is the monthly First Saturday Devotions at St. Mary’s Church in Blossburg, but explains other events that have been launched to bring people together and deepen their spiritual connection.

We emphasize how donations to the 2024 Diocesan Annual Appeal go back to fund Parish Faith Formation grants in roughly two dozen parishes each year, providing resources for ongoing faith formation and creating an inclusive environment where parishioners can grow together in their faith and devotion.

The video concludes with a heartfelt call to action, urging viewers to contribute to the Appeal to ensure the continued success and expansion of programs and faith formation initiatives like Marian Ministries.

Interviews include:

- B.J. Mutler, Marian Ministries participant (St. Peter’s Parish, Wellsboro)
- Linda Sampson, Marian Ministries Coordinator (St. Peter’s Parish, Wellsboro)
- Laurie Coffee, Marian Ministries participant (Holy Child Parish, Mansfield)
- Danette Kerestes, Marian Ministries participant (St. Peter’s Parish, Wellsboro)
- Fr. Bryan Wright, Pastor, Holy Child Parish



## **Parish Life Initiatives: “Answering the Call: Bringing Faith to Life By Supporting Vacation Bible School Programs**

This engaging video highlights the transformative impact of donations to the 2024 Diocesan Annual Appeal by focusing on Vacation Bible School (VBS) in the Pittston area. By contributing to this year’s campaign, parishioners play a vital role in nurturing the faith of young people and fostering unity among several parishes.

The video opens with footage of children participating in Vacation Bible School activities, from creative crafts and interactive lessons to joyful worship with their families. Testimonials from several young children showcase how the Vacation Bible School has enriched their lives during the most recent summer months.

We illustrate how funding raised through the 2024 Diocesan Annual Appeal flows directly back to parishes through Faith Formation Grants, allowing for educational materials to be funded. In this case, Saint John the Evangelist Parish, Pittston; Saint Joseph Mareello Parish, Pittston and Saint Maria Goretti Parish, Laflin, have teamed up for this regional VBS approach – helping children explore their faith in a fun and meaningful way.

The video closes with a heartfelt call to action, encouraging viewers to support this year’s Appeal. By supporting the Appeal, and providing funding for Faith Formation Grants, parishioners are investing in the spiritual growth of young parishioners and fostering a stronger, more united faith community in the Diocese of Scranton.

Interviews include:

- Tommy Flynn, Director of Religious Education, Saint John the Evangelist Parish
- Elle Troynacki, Vacation Bible School Participant (St. John the Evangelist Parish, Pittston)
- Cooper Quick, Vacation Bible School Participant (St. John the Evangelist Parish, Pittston)
- Della Rostock, Vacation Bible School Participant (St. John the Evangelist Parish, Pittston)

## **Catholic Social Services: “Answering the Call: Nourishing Hope Through Local Food Pantries**

This impactful video underscores the urgent need for support for the 2024 Diocesan Annual Appeal in funding Catholic Social Services programs, particularly critical food pantries in Hazleton and Carbondale. Gifts to the Appeal are essential in addressing the rising demand for vital assistance in these communities and beyond.

The video opens with heartfelt stories from individuals who have relied on the local food pantries for essential nourishment – and are now giving back by volunteering with Catholic Social Services to “pay it forward.” The video showcases the daily efforts of dedicated staff working tirelessly to meet increased needs. For example, the Saint Joseph Food Pantry in Hazleton, on average, sees 50 new families each month looking for assistance.

Donations to the 2024 Diocesan Annual Appeal directly support these food pantries and their efforts to provide outreach to those looking for a helping hand. The generosity of parishioners ensures that no one in our community goes hungry and that those in need receive compassionate care and support.

The video concludes with a powerful call to action, urging viewers to contribute to this year’s Appeal. By making a gift, parishioners are helping to sustain and expand critical social services that make a profound difference in the lives of tens-of-thousands of people each year, not only in Carbondale and Hazleton, but in many other local communities.

Interviews include:

- Richard Ward, Catholic Social Services Volunteer in Carbondale (previously received support from Catholic Social Services food pantries)
- Dominique Jordan, Catholic Social Services Carbondale Office Supervisor
- LeeAnn Lywyski, Catholic Social Services Material Assistance Supervisor in Hazleton
- Nancy Craig, Catholic Social Services Volunteer in Hazleton (currently receiving support from Catholic Social Services food pantries)

## **Catholic Social Services: “Answering the Call: Providing a New Home for Mother Teresa’s Haven**

In this heartfelt video, we highlight the critical need for funding to establish a permanent home for Mother Teresa’s Haven, an emergency shelter for those experiencing homelessness in Wilkes-Barre. Donations to the 2024 Diocesan Annual Appeal help to fund critical programs of Catholic Social Services that provide vital assistance to the community.

The video educates the community about the plans for the first permanent location for Mother Teresa’s Haven emergency shelter. For many years, the shelter had rotated between several church locations in the Diamond City. Since COVID, the shelter has been using St. Mary’s Church in Wilkes-Barre as a location – but that was never designed to be a permanent solution.

Having received zoning approval from Wilkes-Barre, plans call for the creation of a dedicated, stable facility housing beds for approximately 20 men on the second floor of the building that currently houses Saint Vincent de Paul Kitchen on East Jackson Street. This location will provide a greater opportunity for Catholic Social Services to seamlessly serve the community, especially those seeking assistance with food and/or shelter, fostering a sense of security and hope.

The video concludes with a compelling call to action, encouraging viewers to contribute to the 2024 Diocesan Annual Appeal. By supporting Catholic Social Services through the Appeal, parishioners are able to assist in the establishment of a permanent home for Mother Teresa’s Haven, investing in a crucial resource that will provide lasting relief and compassionate care for those experiencing homelessness in Luzerne County.

Interviews include:

- Joseph Mahoney, Chief Executive Officer, Catholic Social Services of the Diocese of Scranton
- Harry Lyons, Catholic Social Services Program Supervisor for Mother Teresa’s Haven
- Mike Cianciotta, Executive Director, Saint Vincent de Paul Kitchen, Wilkes-Barre

## **Catholic Communications: “Answering the Call: Supporting Catholic Media Efforts”**

In this inspiring video, we explore the vital role of support for the 2024 Diocesan Annual Appeal in funding Catholic media initiatives that spread faith and connect our community. By making a gift, parishioners help sustain crucial programs such as the television broadcasts for the Daily Mass from the Cathedral of Saint Peter in Scranton, the printing and distribution of The Catholic Light newspaper each month, and innovative digital evangelization efforts.

The video opens with an interview of Angela Howland of Clarks Summit, a parishioner of Our Lady of the Snows Parish, who faces health challenges and relies on the Daily Mass broadcasts to stay connected to her faith while not being able to attend Mass in person.

With testimonials from the Pastor of the Cathedral of Saint Peter, the video illustrates how media efforts can enrich the spiritual lives of individuals and strengthen the wider Church community.

The video concludes with a heartfelt call to action, inviting viewers to contribute to the 2024 Diocesan Annual Appeal. By doing so, parishioners will ensure the continued success of these essential media programs, expanding their reach and impact in spreading the Gospel and connecting Catholics everywhere.

Interviews include:

- Angela Howland of Clarks Summit (Our Lady of the Snows Parish, Clarks Summit) who regularly watches the CTV Broadcast Masses because of health challenges
- Father Jeffrey Tudgay, Pastor, Cathedral of Saint Peter and Immaculate Conception Parishes, Scranton

## **Hispanic Ministry: “Answering the Call: Investing in Hispanic Ministry Efforts”**

In this educational video, which is completely in Spanish, we explore the vital role that funding for the 2024 Diocesan Annual Appeal plays in funding Hispanic Ministry efforts through the Diocesan Office for Parish Life. Each year, the Annual Appeal plays a pivotal role in sustaining and expanding our Hispanic ministry efforts, ensuring that our parishes can continue to offer vital support to thousands of families.

The video highlights Spanish-speaking Masses in two local parishes: Saint Matthew Parish in East Stroudsburg and Saint Teresa of Calcutta Parish in Scranton. Through the Annual Appeal, the Diocese is able to support a range of impactful initiatives.

With testimonials from the Pastor/Assistant Pastor of both communities, they explain how their parishes (with assistance from the Diocese of Scranton) foster a nurturing environment where Hispanic families can grow in their faith and connect with others who share their traditions and values.

The video concludes with a heartfelt call to action, inviting viewers to contribute to the 2024 Diocesan Annual Appeal. By doing so, parishioners are investing in a future where our Hispanic Ministry efforts can continue to flourish and make a meaningful difference!

Interviews include:

- Father Jaime Perez Restrepo, Assistant Pastor, Saint Matthew Parish, East Stroudsburg, and Most Holy Trinity Parish, Cresco
- Father Jonathan Kuhar, Pastor, Saint Teresa of Calcutta Parish, Scranton

## **Ministerio Hispano: “Respondiendo al Llamado: Invirtiendo en los Esfuerzos del Ministerio Hispano”**

En este video educativo, que está completamente en español, exploramos el papel vital que el financiamiento para la Campaña Anual Diocesana 2024 juega en el apoyo a los esfuerzos del Ministerio Hispano a través de la Oficina Diocesana para la Vida Parroquial. Cada año, la Campaña Anual desempeña un papel crucial en la sostenibilidad y expansión de nuestros esfuerzos en el ministerio hispano, asegurando que nuestras parroquias puedan continuar ofreciendo un apoyo vital a miles de familias.

El video destaca las Misas en español en dos parroquias locales: la Parroquia de San Mateo en East Stroudsburg y la Parroquia de Santa Teresa de Calcuta en Scranton. A través de la Campaña Anual, la Diócesis puede apoyar una gama de iniciativas impactantes.

Con testimonios de los pastores de ambas parroquias, se explica cómo sus parroquias (con la asistencia de la Diócesis de Scranton) fomentan un entorno de apoyo donde las familias hispanas pueden crecer en su fe y conectar con otros que comparten sus tradiciones y valores.

El video concluye con un llamado a la acción sincero, invitando a los espectadores a contribuir a la Campaña Anual Diocesana 2024. Al hacerlo, los feligreses están invirtiendo en un futuro donde nuestros esfuerzos en el Ministerio Hispano pueden continuar floreciendo y haciendo una diferencia significativa.

Las entrevistas incluyen:

- Padre Jaime Pérez Restrepo, Asistente del Pastor, Parroquia de San Mateo, East Stroudsburg, y Parroquia de la Santísima Trinidad, Cresco
- Padre Jonathan Kuhar, Pastor, Parroquia de Santa Teresa de Calcuta, Scranton