

WORLD DAY OF THE POOR

November 19, 2023



Society of Saint Vincent de Paul
2023 CAMPAIGN GUIDE

TABLE OF CONTENTS

| | |
|---|----------|
| PRESENTATION OF CAMPAIGN | 2 |
| CAMPAIGN BLUEPRINTS..... | 5 |
| ACTIVITIES IN A PARISH..... | 5 |
| ACTIVITIES IN A STORE OR IN THE COMMUNITY | 6 |
| TEXT FOR PARISH SPEECH | 7 |
| TEXT FOR PARISH NEWSLETTER | 8 |
| PRESS RELEASE..... | 9 |

PRESENTATION OF CAMPAIGN

The Society of Saint Vincent de Paul provides material help such as non-perishable food, clothing, accessories, & furniture to more than 350,000 fellow Canadians in need annually. This includes assistance to refugees, immigrants, and to residents of northern communities.

This year marks the Society's seventh national campaign for the World Day of the Poor (WPD). The theme this year is **“Do not turn your face away from anyone who is poor”** (Tb 4:7), a theme entirely in line with the mission of the Society of Saint Vincent de Paul. In this year's message from Pope Francis¹, he calls us to action:

We are living in times that are not particularly sensitive to the needs of the poor. The pressure to adopt an affluent lifestyle increases, while the voices of those dwelling in poverty tend to go unheard. We are inclined to neglect anything that varies from the model of life set before the younger generation, those who are most vulnerable to the cultural changes now taking place. We disregard anything that is unpleasant or causes suffering, and exalt physical qualities as if they were the primary goal in life. Virtual reality is overtaking real life, and increasingly the two worlds blend into one. The poor become a film clip that can affect us for a moment, yet when we encounter them in flesh and blood on our streets, we are annoyed and look the other way. Haste, by now the daily companion of our lives, prevents us from stopping to help care for others. The parable of the Good Samaritan (cf. *Lk* 10:25-37) is not simply a story from the past; it continues to challenge each of us in the here and now of our daily lives. It is easy to delegate charity to others, yet the calling of every Christian is to become personally involved.

Pope Francis describes the Vincentians and their efforts:

They are not superheroes but “next door neighbours”, ordinary people who quietly make themselves poor among the poor. They do more than give alms: they listen, they engage, they try to understand and deal with difficult situations

¹ <https://www.vatican.va/content/francesco/en/messages/poveri/documents/20230613-messaggio-vii-giornatamondiale-poveri-2023.html>

and their causes. They consider not only material but also spiritual needs; and they work for the integral promotion of individuals.

...Caring for the poor is more than simply a matter of a hasty hand-out; it calls for reestablishing the just interpersonal relationships that poverty harms. In this way, "not turning our face away from anyone who is poor" leads us to enjoy the benefits of mercy and charity that give meaning and value to our entire Christian life.

Pope Francis asks us for personal commitment:

The poor are persons; they have faces, stories, hearts and souls. They are our brothers and sisters, with good points and bad, like all of us, and it is important to enter into a personal relation with each of them.

Let us never forget that "we are called to find Christ in them, to lend our voice to their causes, but also to be their friends, to listen to them, to speak for them and to embrace the mysterious wisdom which God wishes to share with us through them" (*Evangelii Gaudium*, 198).

The Society of Saint Vincent de Paul (SSVP) is best positioned to bear witness to this theme, it indeed represents a great opportunity:

- To educate the public and make known the mission of the SSVP and the culture of meetings;
- To increase the visibility of SSVP activities;
- To recruit new Vincentians; And
- To collect funds and/or non-perishable goods to support the work of the Vincentians.

In this guide you will find a description of the tools available to you as well as certain campaign models that can be used by your conference, store or counter.

CAMPAIGN TOOLS

The team offers you material that you may use as is, or adapt according to your needs.

Available with this guide:

- Campaign blueprints, for a conference or store/outlet;
- Text for a parish speech;
- Text for a parish bulletin;
- Press Release.

Available electronically and distributed with this guide:

- Poster:
 - letter format (8 ½" x 11")
 - legal format (8 ½" x 14")
 - tabloid format (11" x 17")

In PDF format: to print, adding your contact information, or to order from the National Council, who will add your contact information on the PDF document and send it to your selected printer. (We suggest Staples / Bureau en Gros.)

- PowerPoint presentation about the campaign with animation in a loop.

CAMPAIGN BLUEPRINTS

Adapting the campaign in each conference or council is very important, in order to reflect local realities. Following are two basic blueprints for a successful campaign.

ACTIVITIES IN A PARISH

- Determine what actions to undertake in your parish/parishes:
 - Fundraising (using envelopes placed in church pews)
 - Collection of non-perishable food items
 - Organize a friendly meal to explain the activities of the SSVP
- Coordinate with particular or central council to place an ad in local newspapers or on local radio;
- Organize a meeting with the pastor;
- Print the campaign poster (from National Council);
- Identify where to display campaign posters;
- Print collection envelopes for fundraising;
- Place a notice in the parish bulletin;
- Plan for an SSVP member to address parishioners after masses;
- Place envelopes on benches and/or add containers to collect non-perishable food items.

ACTIVITIES IN A STORE OR IN THE COMMUNITY

- Determine what actions to undertake in the store(s) / community:
 - Fundraising
 - Collection of non-perishable food items
 - Door-to-door collection
- Coordinate with particular or central council to place an ad in local newspapers or on local radio;
- Identify where to display campaign posters;
- Print the campaign poster (from National Council);
- Promotion near cash registers;
- Set up a computer with a presentation (PowerPoint in loop mode);
- Print relevant or relayed documents to customers/clients to take home (leaflet, collection envelope, etc.)

TEXT FOR PARISH SPEECH

Father _____, and my dear friends in Christ. My name is _____ and I am very pleased to be able to talk to you today, on behalf of the Society of Saint Vincent de Paul, for the _____ Conference. I wish to thank our priest, Father _____, for allowing us this opportunity to address you, our faith community.

In his letter of June 13, 2023, Pope Francis invites us to celebrate the World Day of the Poor, on the 33rd Sunday in Ordinary Time. This year we will celebrate this day on November 19. The theme this year is **“Do not turn your face away from anyone who is poor”**.

According to the Government of Canada, one in 10 Canadians lives below the poverty line. For more than 175 years, thanks to the generosity of parishioners, the Society of Saint-Vincent de Paul has distributed Christmas baskets or organized community meals. Such gestures of solidarity help these people to come out of their isolation and allow them to experience wonderful moments of joy. By taking the time to welcome our sisters and brothers in Jesus Christ, we not only give food, but we also share as equals with humans.

In the Society of Saint Vincent de Paul, our tradition is to avoid judging and to serve people with love, respect, justice and joy. In response to Pope Francis’ appeal, we invite you to work with us and lend a hand, either by participating in our *guignolée* or in our collection of food supplies. In this very busy period, we always need volunteers and, of course, financial help is always appreciated as well. This year, we need your help more than ever. You can obtain more information and you may donate to the Society of Saint Vincent de Paul team in our community, or directly via the National website, ssvp.ca.

Thank you for your attention! I wish all of you a very nice Sunday.

TEXT FOR PARISH NEWSLETTER

November 19, the 33rd Sunday in Ordinary Time, is the World Day of the Poor. Your Society of Saint Vincent de Paul invites you to help our less fortunate brothers and sisters, especially at this uncertain time. We encourage you to lend a hand by participating in our *guignolée* / in our collection of food supplies. In this very busy period, we always need volunteers and, of course, financial help is always appreciated. You may donate to the Society of Saint Vincent de Paul team in our community, or directly to the Society of Saint Vincent de Paul, via the national website, at www.ssvp.ca/donation.

PRESS RELEASE

With the cold weather approaching, charities all across Canada prepare for the busiest time of the year. The Society of Saint Vincent de Paul (SSVP) in Canada is using November 19, 2023, which Pope Francis declared The World Day of the Poor, as a day in which we are encouraged to consider those less fortunate than ourselves and to give generously what we can.

Canadians in need struggle to buy their children winter clothing and afford the increased costs of heating their home. The COVID-19 response has just increased the burden on us all, but it is felt most keenly by the already marginalized. This is why even more people than usual turn to organizations like the Society of Saint Vincent de Paul (SSVP) for help. Some people who may be too proud to ask for help are forced to by all the added stress of winter and year's end. The desire to provide for their family causes them to humble themselves and seek help. We live in a country where a winter coat is not a luxury and where persons in need may have to choose between food or warmth.

In the coming weeks the Society of Saint Vincent de Paul invites you to consider your own good fortune and how this good fortune allows you to assist persons in need; with a donation of money, clothing, household goods, or time you can help us make a difference in the community. SSVP strives to treat the poor with dignity and respect regardless of personal creed or background; we ask you to do the same. Encourage others to donate. Take a moment to speak with a needy person. Buy a coffee for a person shivering on the streets.

In [City/Town Name] X people live in poverty and, of these people, X are children. Each year the Society of Saint Vincent de Paul: [Council/Conference] works year-round to help feed, clothe, and console these people. We hope that you will consider donating and volunteering not just in honour of the World Day of the Poor, but year-round to help your friends and neighbours in need

To make a donation, volunteer, or learn more contact [Preferred Local Contact Method].

To make an online donation directly to your local SSVP or to National, visit www.ssvp.ca/donate or call 1-866-997-7787 to learn more about donating to the Society of Saint Vincent de Paul.