

WORLD DAY OF THE POOR

November 17, 2024



Society of Saint Vincent de Paul
2024 CAMPAIGN GUIDE

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PRESENTATION OF CAMPAIGN

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

On November 17 this year, the SSVP will participate in the eighth national campaign for the World Day of the Poor (WPD).

The theme this year is “***The prayer of the poor rises up to God***” (cf. *Sir 21:5*). In his message, Pope Francis¹ reminds us that action and advocacy are required on behalf of those in need, and encourages us to recognize the efforts of those who become involve in these activities:

The World Day of the Poor (..) is a pastoral opportunity not to be underestimated, for it challenges every believer to listen to the prayer of the poor, becoming aware of their presence and needs. It is an opportune occasion to implement initiatives that concretely help the poor and to recognize and support the many volunteers who dedicate themselves passionately to those most in need. We must thank the Lord for the people who make themselves available to listen to and support the poorest among us. They are priests, consecrated persons, lay men and women who, by their testimony, give voice to God’s response to the prayer of those who turn to him. This silence, therefore, is broken every time a person in need is welcomed and embraced.

Pope Francis urges everyone to follow the Vincentian mission to be “*pilgrims of hope*” and redouble efforts towards those in need:

Let us not forget to keep “the little details of love” (*Gaudete et Exsultate*, 145): stopping, drawing near, giving a little attention, a smile, a caress, a word of comfort. These gestures are not automatic; they require a daily commitment and are often hidden and silent, but strengthened by prayer.

¹ <https://www.vatican.va/content/francesco/en/messages/poveri/documents/20240613-messaggio-viii-giornatamondiale-poveri-2024.html>

Pope Francis closes his message with the mission of the Society of Saint Vincent de Paul:

We are called in every circumstance to be *friends of the poor*, following in the footsteps of Jesus who always began by showing solidarity when dealing with the least among us.

For the SSVP, this yearly event represents a great opportunity:

- To educate the public about the needs of those we help in our communities.
- To increase the visibility of the SSVP's mission and activities.
- To recruit new Vincentians, and
- To collect funds and/or non-perishable goods to ensure the long-term viability of our good works on behalf of our neighbours in need.

This guide will provide you a description of the available tools as well as campaign models that can be used by your conference, store or counter. We encourage you to distribute them widely and share feedback (stories, videos and / or pictures) on your activities with editor-editeur@ssvp.ca.

We hope they are useful in supporting your efforts.

CAMPAIGN TOOLS

You may use this material as is, or adapt it 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 a 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 AND /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, 2024, 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 17. The theme this year is “***The prayer of the poor rises up to God***” (cf. *Sir 21*).

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 support is always appreciated. 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 at ssvp.ca/donate.

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

TEXT FOR PARISH NEWSLETTER

November 17, 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 at <https://ssvp.ca/donate/>.

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 17, 2024, 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 <http://www.ssvp.ca/donate> or call 1-866-997-7787 to learn more about donating to the Society of Saint Vincent de Paul.