

WORLD DAY OF THE POOR

November 16, 2025

YOU ARE MY HOPE



Society of Saint Vincent de Paul
2025 CAMPAIGN GUIDE

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PRESENTATION OF CAMPAIGN

The Society of Saint Vincent de Paul (SSVP) provided material help such as non-perishable food, clothing, accessories, and furniture to more than 450,000 of our neighbours in need last year. This included assistance to the homeless, refugees, immigrants, and to residents of northern communities.

On November 16 this year, the SSVP will participate in the eighth national campaign for the World Day of the Poor (WPD).

The theme this year is “[You are my hope](#)” (cf. *Ps 71:5*). In his message, Pope Leo¹ calls us to consider the spiritual power of the poor among us:

The poor can be witnesses to a strong and steadfast hope, precisely because they embody it in the midst of uncertainty, poverty, instability and marginalization. They cannot rely on the security of power and possessions; on the contrary, they are at their mercy and often victims of them. Their hope must necessarily be sought elsewhere. By recognizing that God is our first and only hope, we too pass from fleeting hopes to a lasting hope. Once we desire that God accompany us on the journey of life, material wealth becomes relativized, for we discover the real treasure that we need.

Pope Leo reminds us of the essence of the work we do, and urges us to redouble our efforts towards those in need:

The Church’s tradition has constantly insisted on the circular relationship between the three theological virtues of faith, hope and charity. Hope is born of faith, which nourishes and sustains it on the foundation of charity, the mother of all virtues. All of us need charity, here and now. Charity is not just a promise; it is a present reality to be embraced with joy and responsibility. Charity engages us and guides our decisions towards the common good. (...)

The celebration of the World Day of the Poor is meant to remind our communities that the poor are at the heart of all our pastoral activity. This is true not only of the Church’s charitable work, but also of the message that she celebrates and proclaims.

¹ <https://www.vatican.va/content/leo-xiv/en/messages/poor/documents/20250613-messaggio-giornata-poveri.html>

Pope Leo closes his message with a call for social justice and appreciation for the work Vincentians do every day:

the fruits of human labor should be equally accessible to all. Helping the poor is a matter of justice before a question of charity. (...)

Labor, education, housing and health are the foundations of a security that will never be attained by the use of arms. I express my appreciation for those initiatives that already exist, and for the efforts demonstrated daily on the international level by great numbers of men and women of good will.

For the SSVP, this 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 mobilize current and 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.

1. <https://www.vatican.va/content/leo-xiv/en/messages/poor/documents/20250613-messaggio-giornata-poveri.html>

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, 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, 2025, Pope Leo 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 16. The theme this year is “*You are my hope*” (cf. Ps 71:5).

One in 10 Canadians lives below the poverty line. Thanks to the generosity of parishioners, the Society of Saint Vincent de Paul has fought the symptoms of poverty caused by the housing crisis and 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 Leo’s appeal, we invite you to work with us and lend a hand, by participating 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 16, 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 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 across Canada prepare for the busiest time of the year. The Society of Saint Vincent de Paul (SSVP) in Canada is marking The World Day of the Poor, as declared by Pope Leo. Established in 2017 by Pope Francis, the day is held annually on the 33rd Sunday in Ordinary Time. On November 16, we are encouraged to consider those less fortunate than ourselves and to give generously what we can.

Established by Pope Francis, the day serves to encourage the Catholic Church and all Christians to be a visible sign of Christ's love for those in need and to foster a culture of encounter rather than discard.

Canadians in need struggle to buy their children winter clothing and afford the increased costs of heating their home. Every year more people turn to organizations like the Society of Saint Vincent de Paul 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 everyone 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 combat the poverty caused by the housing crisis, by helping feed, clothe, and console our neighbours. 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 neighbours in need

To donate, 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.