



The Catholic Relief Services Collection

OFFICE OF NATIONAL COLLECTIONS

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How will you help JESUS in disguise?

Dear Editor/Communications Director,

The Catholic Relief Services Collection prioritizes families, values their fundamental role in society, and strives to protect them. The Collection funds six Catholic agencies that work to protect families by providing basic humanitarian aid and life-skills training to those in need, protecting poor families all over the world, advocating for policies that strengthen families abroad, and resettling and welcoming refugees forced from their homes.

Recently, Collection funds helped Sipho Ncube, a widow and mother of three from Zimbabwe. Sipho was selected by Catholic Relief Services and the Organization for Rural Associations for Progress to receive assistance from a small livestock pilot project. The initiative helps extremely poor families lift themselves out of poverty by giving them goats, pigs, and poultry to build household wealth. Project staff showed Sipho how to properly care for, house, and breed her animals, which allowed her to sell the offspring and feed her family during hardships and food shortages.

How will you help? You can make this Collection more successful by promoting it through your publication(s), website, and any other outlets available to you. In most dioceses, this Collection will occur the weekend of March 17-18 (your [arch]diocese may schedule it at a different time). Materials to promote the Collection are available at www.usccb.org/nationalcollections. There you will find ads, web banners, clip art, pictures and videos, and other useful information.

For more information, please contact me at 202-541-3365 or mcampbell@usccb.org. We truly appreciate your support of The Catholic Relief Services Collection.

With gratitude,

Mary Menkarini Campbell

Mary Menkarini Campbell
Promotions Director