

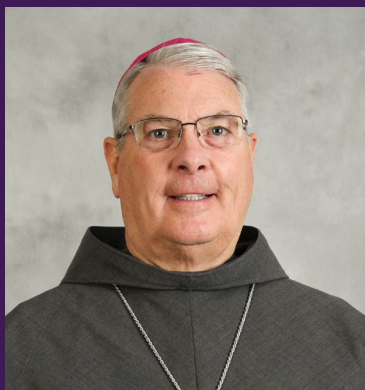
ANNUAL REPORT 2023

# CATHOLIC COMMUNICATION CAMPAIGN

[WWW.USCCB.ORG/CCC](http://WWW.USCCB.ORG/CCC)



## FROM THE CHAIRMAN



Dear Sisters and Brothers in Christ,

Since Jesus first sent his disciples out two by two, we have been called to help one another spread his message and his love. Catholics in dioceses across the United States do that every year through the Catholic Communication Campaign (CCC). As chairman of the campaign's subcommittee at the United States Conference of Catholic Bishops (USCCB), I am glad that this annual report provides me the opportunity to show what your gifts have accomplished.

The USCCB established this campaign to support national and international efforts to show people how God is at work in the Church, as well as to underwrite local diocesan outreach initiatives. Half of the funds raised stay in each diocese where the collection is taken, helping the bishop and his diocese to spread the word of God's love and mercy.

You will read how the Catholic News Service Rome provides extensive, accurate news coverage of the ministry of Pope Francis. In addition, USCCB Communications receives campaign funds to make professional short-form interviews featuring bishops speaking on today's important topics, for use on USCCB social media channels.

This outreach is crucial for reaching younger people, who rely on digital media for both information and inspiration. But the campaign also helps older Catholics who aren't online, as some dioceses use collected funds to support their print publications.

Together, the Catholics of the United States are using the campaign to inspire young people through podcasts about the faith, to send local Catholic magazines to comfort those who are homebound, and to build community through social media by sharing homilies, parish events, and mission opportunities. At the same time, the CCC is ensuring that all parishioners have access to high-quality news about the Holy Father and his worldwide ministry.

These initiatives are updated versions of what the first Apostles did when they wrote their letters, preached in public squares, or traveled Roman roads to reach new communities. The work accomplished through the CCC is vital for carrying on the mission that Jesus gave to his Church.

Thank you for your part in continuing that ministry. Thank you for your generosity in responding to Jesus' call to spread his Good News.

Sincerely yours in Christ,



Most Rev. Gregory J. Hartmayer, OFM Conv

Archbishop of Atlanta

Chairman, USCCB Subcommittee on the Catholic Communication Campaign

## USCCB SUBCOMMITTEE ON THE CATHOLIC COMMUNICATION CAMPAIGN

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### CHAIRMAN

Archbishop Gregory J. Hartmayer, OFM Conv, Archdiocese of Atlanta

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Bishop J. Mark Spalding, Diocese of Nashville

Bishop William Wack, CSC, Diocese of Pensacola-Tallahassee

Bishop Edward J. Weisenburger, Diocese of Tucson

Bishop Luis R. Zarama, Diocese of Raleigh

### STAFF

Mr. James Rogers, USCCB Chief Communications Officer

Ms. Maura Moser, Catholic Communication Campaign Director

Ms. Dana Sealy, Communications Assistant



## GIFTS TO THE CCC STRENGTHEN EVANGELIZATION,

community building, and news reporting in dioceses throughout the United States. National and international grants from the campaign provide information and resources that directly benefit parishes. In addition, the 50% of campaign gifts that stay in each diocese allow local churches to expand and upgrade the ways in which they share the message of Jesus and promote local ministry. The campaign helps dioceses to develop stronger engagement with parishioners, upgrade social media offerings, and publish diocesan news.

## CATHOLIC NEWS SERVICE ROME

In just the first eight months of 2023, Catholic News Service (CNS) in Rome published more than 560 stories, including all-encompassing coverage of Pope Francis during his travels in the Democratic Republic of Congo, South Sudan, and Hungary and at World Youth Day in Lisbon, Portugal. CNS videographers who film and edit short features for social media play a crucial role in engaging younger Catholics in the worldwide mission of the Church. One such video from Lisbon captured the joy and faith of young Catholics, their priests, and their bishops who gathered for World Youth Day, displaying the diversity of Catholics and the universality of the Church. These videos

allow families and fellow parishioners to share in their experience, which in turn encourages more young people to consider participating in a future World Youth Day—an activity known to trigger discernment of vocations to the priesthood and consecrated life.

## USCCB PUBLIC AFFAIRS OFFICE, “FIVE MINUTES WITH A BISHOP”

Whenever bishops gather for national meetings, a video crew from USCCB Communications is there to create short-form videos featuring reflections by individual bishops. Short videos are extremely popular on social media and are crucial for building relationships with younger Catholics. The “Five Minutes with a Bishop” series allows bishops to speak



from their heart about their ministry. For instance, Auxiliary Bishop Ronald A. Hicks of Chicago explained how his missionary experience in El Salvador shapes his work today. Even shorter videos of up to 90 seconds help the bishops encourage and maintain connections with their flocks as well as with Catholics across the country. These run on the USCCB's YouTube channel and other social media and are given to the bishop's diocesan communications staff for use on their channels.

#### DIOCESE OF RALEIGH

Funds from the diocesan share of the collection are helping the Diocese of Raleigh to integrate news and homilies from more than 100 parishes with diocesan news and inspirational content. The diocesan Facebook page not only shows what Bishop Luis Zarama is doing but provides homilies and event coverage from parishes throughout the diocese. A video story on fish fries explained the tradition and the menus—and showed how the income supports parish ministry. CCC funds allow the diocese to provide more resources for parishes to use on their own social media. With its portion of the campaign collection, the Diocese of Raleigh is also able to continue publishing a print magazine. All these

efforts build community in a diocese where many parishioners originally come from elsewhere.

#### DIOCESE OF TUCSON

Local campaign funds enabled the Diocese of Tucson to purchase audio and video equipment that has greatly enhanced connections with parishioners. In 2023, diocesan staff produced more than 50 podcasts and 60 YouTube videos, including an increasing number in Spanish. Expanded digital outreach is essential for the Tucson diocese, which closed its monthly printed newspaper during the COVID-19 pandemic. It now distributes a weekly online newsletter to more than 60,000 subscribers.

#### DIOCESE OF PENSACOLA-TALLAHASSEE

The Diocese of Pensacola-Tallahassee has used its share of the CCC collection to produce traditional print news and digital communications. A bimonthly magazine inspires parishioners with stories of faith from throughout the diocese. Two podcasts deliver different kinds of messages. *Sharing the Faith*, produced every other week, is an interview show that looks at ways to evangelize; and *Gaudium et Spes* examines life and ministry in the Diocese of Pensacola-Tallahassee.

COLLECTION FOR THE CATHOLIC COMMUNICATION CAMPAIGN

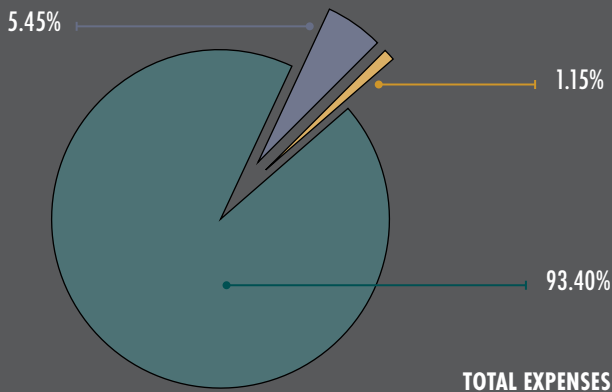
Statement of Revenues, Expenses, and Other Changes in Net Assets for the Year Ending December 31, 2023

REVENUES

National Collections Contributions	\$3,636,494
Income on Investments	\$76,814
Total Revenue	\$3,713,308

EXPENSES

Allocations-Internal Grants*	\$3,777,252	93.40%
Promotions and Fundraising Expenses	\$220,299	5.45%
Program Costs	\$46,550	1.15%
Total Expenses	\$4,044,101	100%
Total Expenses, Excluding Internal Grants	\$266,849	
Total Grants & Donations, Including Internal Grants**	\$3,777,252	



Changes in Net Assets from Operations	(\$330,793)
Non-Operating Activities:	
Unrealized Gain on Investments	\$1,009,600
Changes in Net Assets	\$678,807
Net Assets at the Beginning of the Year	\$6,899,851
Net Assets at the End of the Year	\$7,578,658

\*Includes funding to support Catholic News Services' coverage of Pope Francis and his global ministry to share the mercy of God.

\*\*Grants and donations in 2023 totaled \$3,777,252, including payments and write-offs to grants approved in 2023 and prior years.



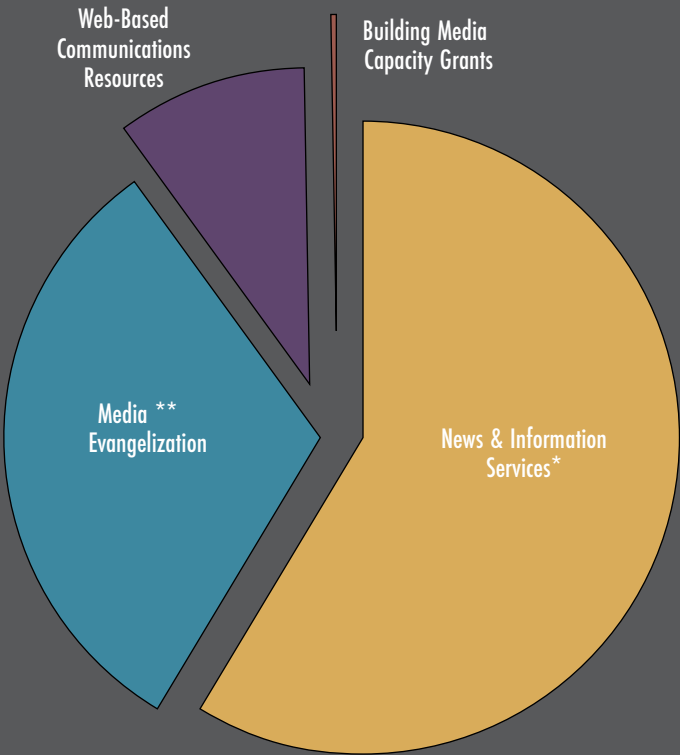
2023 GRANT INFORMATION

Total: \$3,777,379

PROGRAM AREA	GRANT AMOUNT	PERCENTAGE
News & Information Services*	\$2,220,731	58.79%
Media Evangelization**	\$1,184,883	31.37%
Web-Based Communications Resources	\$366,961	9.71%
Building Media Capacity Grants	\$4,805	0.13%
TOTAL	\$3,777,379	100.00%

\* Includes funding to support CNS coverage of Pope Francis and his global mission to share the mercy of God.

\*\* Includes funding to support production and distribution of print and electronic media from the USCCB.



PROGRAM AREA



*If you miss the collection or wish to give outside of the collection, **#iGiveCatholicTogether** ([usccb.igivecatholictogether.org/organizations/usccb-catholic-communication-campaign](https://usccb.igivecatholictogether.org/organizations/usccb-catholic-communication-campaign)) accepts funds online to support the good work of the Catholic Communication Campaign.*

*Thank you for your support!*

For more information about the USCCB's work with the **Catholic Communication Campaign** and around the world, please visit **[www.usccb.org/cc](https://www.usccb.org/cc)**.

or write to:

**Office of National Collections**

3211 Fourth Street NE | Washington, DC 20017

