

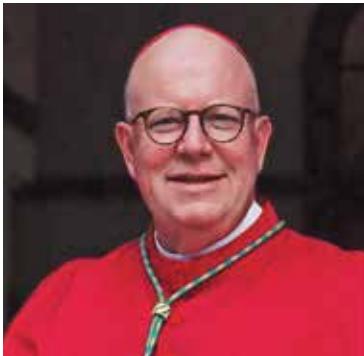
ANNUAL REPORT 2024

CATHOLIC COMMUNICATION CAMPAIGN

WWW.USCCB.ORG/CCC



FROM THE CHAIRMAN



Dear Sisters and Brothers in Christ,

As a pastor, as someone who has taught preaching to seminarians, and now as a bishop, I have experienced how essential effective communication is for the Church and the world.

Currently I am bishop of Springfield, Massachusetts, and chairman of the USCCB Committee on Communications, which is why I'm sending you this report on the Catholic Communication Campaign. Some Catholics might also know me from my video series *5 Things with Fr. Bill Byrne*—my own exercise in communicating with a culture that suffers from information overload. So before you read this report, let's consider “5 Things About the Catholic Communication Campaign.”

1. Effective Christian communication isn't a new idea. We have the Bible because thousands of years ago, God inspired humans to produce excellent communication. Your gifts to the Catholic Communication Campaign continue a tradition that began when God said, “Let there be light”—and then someone told the story. “Gospel” means “Good News,” the act of communicating the message of Christ's love.
2. People need to hear messages repeated in different forms before the ideas sink in. Church leaders can't communicate through only print or only social media—or say something only once—and expect anyone to remember it. The Catholic Communication Campaign supports multiple ways to share the Good News.
3. Catholic communication must be truthful. Sadly, some organizations have vested interests in twisting or obscuring what the Church says and does. Some even claim to do this distortion in the name of Catholicism. The Catholic Communication Campaign supports news and messaging that give a truthful account of Catholic teaching and ministry.

- 4. Communication builds trust. People inside and outside the Church want to know what the Holy Father is doing. They want to know how bishops and pastors and the lay faithful are serving Jesus. The Catholic Communication Campaign gives everyone an opportunity to see how Catholics are pursuing their mission.
- 5. Catholic communication saves souls. No one can spread the message of Jesus' love and mercy without communicating. No one can offer comfort and encouragement to someone in despair without communicating—even if that communication is sometimes nonverbal. The Catholic Communication Campaign is an instrument of salvation.

Communication is an inextricable part of the mission that Jesus gave his followers. Your gifts to the Catholic Communication Campaign make this mission possible. In an era of cynicism, misinformation, and despair, you are bringing truth and the light of the Gospel.

Sincerely yours in Christ,



Most Reverend William D. Byrne
Bishop of Springfield
Chairman, USCCB Committee on Communications

2024 USCCB COMMITTEE ON COMMUNICATIONS

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In 2024, the Catholic Communication Campaign (CCC) dedicated nearly \$3.5 million to telling the Good News of Jesus Christ through media, including thorough and trustworthy coverage of the Holy Father and the work of the United States Conference of Catholic Bishops (USCCB). Nearly 60% of the funding supported multimedia evangelization efforts. The next largest share—about 31%—subsidized the Rome bureau of Catholic News Service (CNS), which supplied a steady stream of news stories, photographs, and video during the last full year of Pope Francis's papacy. The remaining 9% primarily supported web-based Catholic ministry.



USCCB DAILY READINGS

Last year millions of Catholics found inspiration and study resources for each day's Mass readings on the USCCB's Daily Readings page at bible.usccb.org/daily-bible-reading. This site is funded through the CCC and is indispensable to clergy preparing homilies, to church professionals working in faith formation and liturgy, and to massgoers who want to grow closer to Jesus.

Busy people who seek daily inspiration can read the approved daily *Lectionary* readings in English and Spanish or can choose to listen to an English podcast version. The readings are accompanied by a short personal video reflection from a church leader—including laity, religious, and clergy from many backgrounds. For those engaging in long-term liturgical and homiletical planning, the page offers a complete calendar to review the readings for later dates. Anyone can sign up to

have all of this delivered to their inbox each morning.

Readership of the Daily Readings page is growing rapidly. In 2024 the page enjoyed an 8% increase in overall use, while use of the Spanish readings grew 30%. Collectively, the page had more than 29 million visits, encompassing more than 280 million page views of Scripture and reflections. Most visitors come from the United States, but other regular visitors come from Nigeria, Mexico, the Philippines, India, Colombia, Singapore, and the United Kingdom.

US BISHOPS' MENTAL HEALTH ROUNDTABLES

The USCCB live-streamed three roundtable conversations featuring bishops and Catholic experts on mental health. They offered insight and advice to Catholics who have concerns about themselves or others. Major topics included mental health crises among youth, burnout among clergy, and mental and spiritual wellness within the family.

Clinical psychologists discussed navigating life in the digital age and explained how social media increases negativity and decreases resilience. They shared constructive steps to prevent or address common mental health issues. Discussions included overcoming stigma and the importance of integrating therapy with prayer, the sacraments, and spiritual support. In addition, bishops and psychologists alike suggested ways in which parishioners can support their priests to prevent burnout.

These CCC-funded conversations can be viewed at www.usccb.org/committees/laity-marriage-family-life-and-youth/roundtable-discussions-mental-health.

LIVE COVERAGE OF USCCB MEETINGS

Each time the USCCB meets in plenary session to discuss, debate, and vote on important issues, the Catholic Communication Campaign provides livestream coverage on the USCCB website for the entire world. This coverage is part of the bishops' commitment to transparency, allowing anyone to see how they reach their decisions. It also offers an essential way to show the Church at work worldwide.

During the November 2024 meeting, viewers on the livestream listened along with the bishops as Bishop Stepan Sus, who oversees ministries to migrants and refugees for the Ukrainian Greek Catholic Church in Ukraine, described the catastrophic impacts of the war in that country. Bishop Sus, who was once a military chaplain, spoke about the

experiences of people he knew personally as he expressed deep gratitude to the bishops and to all Catholics in the United States for supporting the victims of Russia's war against Ukraine. He asked for continued prayers and pastoral support. His talk, along with the rest of that afternoon's presentations, is on YouTube: www.youtube.com/watch?v=e8ffFiXroHRs.

CNS ROME BUREAU

Throughout the last full year of Pope Francis's life and ministry, funding from the Catholic Communication Campaign allowed the Rome bureau of Catholic News Service to cover his activities. The bureau is maintained by the US bishops to employ journalists with high professional standards and extensive knowledge of the Church as they cover the Holy Father's travels and other activities of the Vatican.

Reporters, photographers, and videographers from the CNS Rome Bureau always travel on the papal plane. Thus, they provided front-row coverage of Pope Francis during his 2024 journey to Asia. CNS shared the stories as he met government and interfaith leaders in predominantly Muslim Indonesia, delivered relief supplies to predominantly Catholic Papua New Guinea, and called for prioritizing the poor in both wealthy Singapore and impoverished Timor Leste. Some of these nations do not have a large news media, and others lack journalists knowledgeable about Catholicism. Consequently, the presence of CNS was essential for revealing the concerns of the Holy Father to the wider world.

COLLECTION FOR THE CATHOLIC COMMUNICATION CAMPAIGN

Statement of Revenues, Expenses, and Other Changes in Net Assets for the Year Ending December 31, 2024

REVENUES

National Collections Contributions*	\$3,490,570
Income on Investments	\$400,938
Total Revenue	\$3,891,508

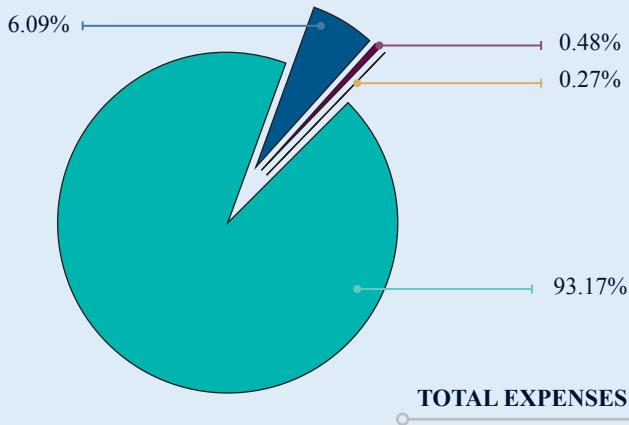
*Includes diocesan Catholic Communication Campaign collection remittances and direct individual and institutional contributions.

EXPENSES

Allocations–Internal Grants*	\$3,476,439	93.17%
Promotions and Fundraising Expenses	\$227,141	6.09%
Program Costs	\$17,882	0.48%
Grants and Donations**	\$10,000	0.27%
Total Expenses	\$3,731,462	100%
Total Expenses, Excluding Internal Grants	\$255,023	
Total Grants and Donations, Including Internal Grants	\$3,486,439	

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

**Grants and donations in 2024 totaled \$3,486,439, including payments and amendments to grants approved in 2024 and prior years.



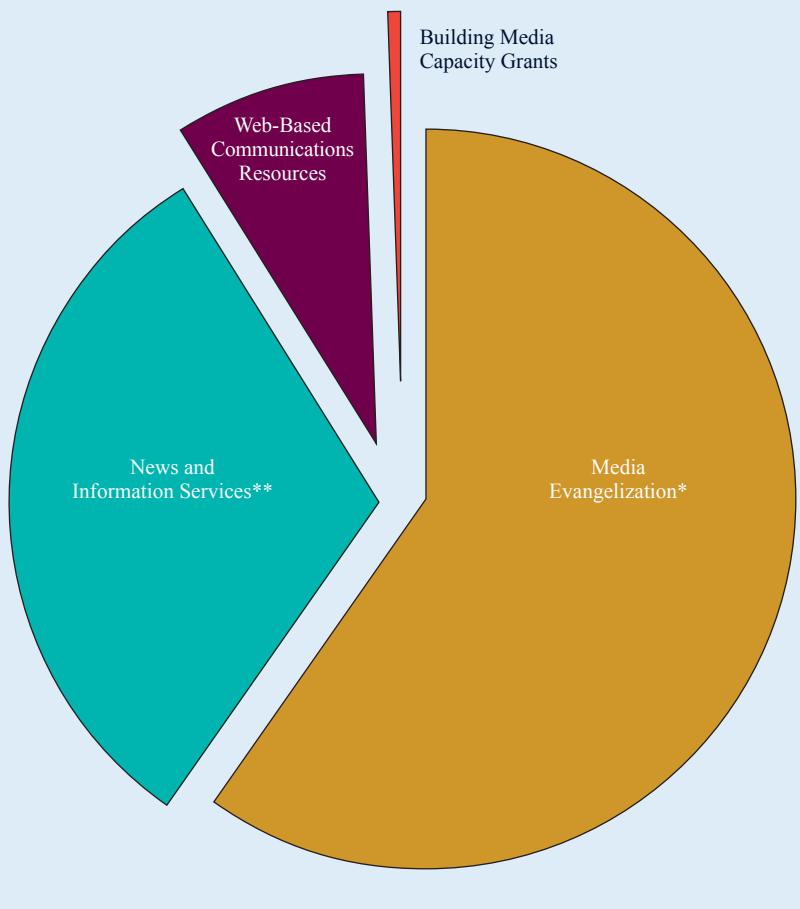
Changes in Net Assets from Operations	\$160,046
Non-Operating Activities	
Unrealized Gain on Investments	\$284,502
Changes in Net Assets	\$444,548
Net Assets at the Beginning of the Year	\$7,578,658
Net Assets at the End of the Year	\$8,023,206

2024 GRANT INFORMATION

Media Evangelization*	\$2,085,641	59.82%
News and Information Services**	\$1,096,038	31.44%
Web-Based Communications Resources	\$293,663	8.42%
Building Media Capacity Grants	\$11,097	0.32%
TOTAL	\$3,486,439	100%

* Includes funding for resource production and the USCCB's distribution of print and electronic media.

** Includes funding to support CNS coverage of Pope Francis and his global ministry to share the mercy of God and the hope of the Gospel.





To support the national efforts of CCC with an online donation, please use this QR code or visit #iGiveCatholic at igivecatholic.org/story/USCCB-CCC.

Thank you for your support!



For more information about the USCCB's work with the **Catholic Communication Campaign** and around the world, please visit usccb.org/ccc.

Or write to
Office of National Collections
3211 Fourth Street NE | Washington, DC 20017

