

CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT

WORKING ON THE MARGINS

Dear Diocesan Director,

Las Vegas is famous for its bright lights, glamorous entertainment, and hospitality industries that make it a premier location for vacations, conventions, and parties. But even as the hospitality industry in Las Vegas is thriving, the costs of housing and other basic necessities continue to escalate for residents, including those who work in the city's hotels, casinos, and conference centers.

Since May 2012, Nevadans for the Common Good (NCG) Coalition has brought together local leaders and institutions such as churches, unions, schools, and nonprofit partners to provide leadership training and to address causes of poverty, such as high housing costs, through education and advocacy. This grassroots approach lies at the heart of the Catholic Campaign for Human Development's (CCHD) mission to train leaders at the local community level.

With funds received through CCHD—plus the cooperation of coalition members including the Archdiocese of Las Vegas, Catholic Charities of Southern Nevada, and nine Catholic parishes—NCG Coalition gathered and trained leaders to advocate for improved access to affordable housing and mental health care. It also encouraged civic engagement by organizing nonpartisan voter registration drives and get-out-the-vote events.

When you give to your diocesan collection, 25% of your contribution stays in your diocese to bring positive results to the lives of your own neighbors and community.

As you know, the annual collection is the primary source of funding for CCHD's grant and education programs. **The most effective ways you can help the CCHD collection are by asking your pastors to mention the collection at Mass and also by using the bulletin announcements, parish appeal, and social media tool kit in your own outreach; all resources are available for download at www.usccb.org/cchd.** Please share these resources with your parishes to support their efforts. If you have any questions, please contact me at 202-541-3365 or ncpromo@usccb.org. Thank you for joining us to work on the margins and break the cycle of poverty.

Sincerely,



Margaret Hren
Assistant Director, Promotions



Catholic Campaign for Human Development | Office of National Collections | www.usccb.org/cchd
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