

STRENGTHENING THE CHURCH AT HOME

Dear Editor/Communications Director,

We need your help to promote this year's Catholic Home Missions Appeal. Please use your publications, website, social media channels, and other outlets to share our stories and the importance of this appeal. Helpful materials, including a social media tool kit, web banners, and a sample letter from the bishop, are available at www.usccb.org/home-missions.

The Catholic Home Missions Appeal supports nearly 70 dioceses across the United States and its current and former territories that require outside assistance to support parishes, seminarians, and other essential pastoral ministries. Although many of these home mission dioceses have rugged terrain, vast rural territories, small populations, and economic challenges in common, each reflects the faith and strength of the people it serves.

The Diocese of Laredo sits along the Rio Grande on the Texas-Mexico border and serves a population that is 95% Hispanic and 90% Catholic. Despite its large Catholic population, the diocese relies on assistance from Catholic Home Missions to fund its missions and parishes due to a 30% poverty rate and high unemployment caused by limited local economic opportunities.

Despite these challenges, the diocese's *La Fe Magazine* reaches 12,500 households in the diocese with its print issue, which is distributed not only in parish churches and missions but beyond, into the community, through restaurants and businesses. It also has an online audience. In the publication's fully bilingual format, readers, including non-Catholics or inactive Catholics in the community, encounter Christ through inspiring stories, news of parish and diocesan ministries and activities, and messages from the bishop.

Your diocese's support for the Catholic Home Missions Appeal helps dioceses like Laredo bring the saving news of Jesus Christ into the parishes, homes, and lives of many people who truly live on the margins every day. The #iGiveCatholicTogether website also accepts funds online for the collection: usccb.igivecatholictogether.org.

If you have any questions or need more materials, please contact me at 202-541-3365 or mhren@usccb.org. Thank you for helping to strengthen the Church at home.

Gratefully in Christ,



Margaret Hren
Assistant Director, Promotions

To find additional resources or learn more about how this appeal makes a difference, please visit www.usccb.org/home-missions.



CATHOLIC HOME MISSIONS APPEAL

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