



Society of Saint Vincent de Paul

World Day of the Poor

November 15, 2020

2020 Campaign Guide



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## PRESENTATION OF CAMPAIGN

The Society of Saint Vincent de Paul provides material help such as non-perishable food, clothing, accessories, & furniture to more than 350,000 fellow Canadians in need annually. This includes assistance to refugees, immigrants, and to residents of northern communities.

The motivating force for this campaign can be found at the closing of the Extraordinary Jubilee Year of Mercy, on November 20, 2016, where, in his apostolic letter *Mercy and peace (Misericordia et misera)*, Pope Francis invited us to celebrate the World Day of the Poor each year on the 33<sup>rd</sup> Sunday in Ordinary Time. Pope Francis stated, “This would be the worthiest way to prepare for the celebration of the Solemnity of our Lord Jesus Christ, King of the Universe, who identified with the little ones and the poor and who will judge us on our works of mercy.”

This is the 3<sup>rd</sup> year of a national campaign to collectively raise the visibility of the SSVP in Canada. It is also an opportunity to appeal to potential benefactors, to let them share the gift of assisting persons in need. Who would be in a better position than the Society of Saint Vincent de Paul (SSVP) to promote the World Day of the Poor? That special day is also a great opportunity for the Society to:

- increase the visibility of SSVP activities;
- make known the mission of the SSVP and the culture of encounter;
- foster closer ties between Vincentians and other parishioners;
- recruit new members; and
- conduct campaigns to raise funds or collect non-perishable food items in support to Vincentian work.

You will find in this guide a description of the tools accessible to you, as well as a few campaign blueprints that could be useful to your conference, store or outlet.

## CAMPAIGN TOOLS

The team offers you material that you may use as is, or adapt according to your needs.

Available with this guide:

- Campaign blueprints, for a conference or store/outlet;
- Text for a parish speech;
- Text for a parish bulletin;
- Prayer card;
- Press Release.

Available electronically and distributed with this guide:

- Poster:
  - o letter format (8 ½" x 11")
  - o legal format (8 ½" x 14")
  - o tabloid format (11" x 17")

In PDF format: to print, adding your contact information, or to order from the National Council, who will add your contact information on the PDF document and send it to your selected printer. (We suggest Staples / Bureau en Gros.)

- PowerPoint presentation about the campaign with animation in a loop.

Note that due to the COVID-19 pandemic and limited use of printed material in churches, publicities will be primarily focused via electronic means; therefore, for 2020, advertising in the following publications will not occur:

- *Living with Christ* – monthly;
- *Prions en Église* – monthly;
- *Prions en Église* – week of November 15

## CAMPAIGN BLUEPRINTS

Adapting the campaign in each conference or council is very important, in order to reflect local realities. Following are two basic blueprints for a successful campaign.

### ACTIVITIES IN A PARISH

- Determine what actions to undertake in your parish/parishes:
  - o Fundraising (using envelopes placed in church pews)?
  - o Collection of non-perishable food items?
- Coordinate with particular or central council to place an ad in local newspapers or on local radio;
- Organize a meeting with the pastor;
- Print the campaign poster (from National Council);
- Identify where to display campaign posters;
- Print collection envelopes for fundraising;
- Place a notice in the parish bulletin;
- Plan for an SSVP member to address parishioners after masses;
- Place envelopes on benches and/or add containers to collect non-perishable food items.

## ACTIVITIES IN A STORE OR IN THE COMMUNITY

- Determine what actions to undertake in the store(s) / community:
  - o Fundraising?
  - o Collection of non-perishable food items?
  - o Door-to-door collection
- Coordinate with particular or central council to place an ad in local newspapers or on local radio;
- Identify where to display campaign posters;
- Print the campaign poster (from National Council);
- Promotion near cash registers;
- Set up a computer with a presentation (PowerPoint in loop mode);
- Print relevant or relayed documents to customers/clients to take home (leaflet, collection envelope, etc.)

## TEXT FOR PARISH SPEECH

Father \_\_\_\_\_, and my dear friends in Christ. My name is \_\_\_\_\_ and I am very pleased to be able to talk to you today, on behalf of the Society of Saint Vincent de Paul, for the \_\_\_\_\_ Conference. I wish to thank our priest, Father \_\_\_\_\_, for allowing us this opportunity to address you, our faith community.

At the conclusion of the Extraordinary Jubilee of Mercy, on November 20, 2016, in his apostolic letter, entitled *Mercy and peace (Misericordia et misera)*, Pope Francis invited us to celebrate the World Day of the Poor on the 33rd Sunday in Ordinary Time. This year, we celebrate that special day on November 15<sup>th</sup>. According to the Canadian government, one million, nine hundred thousand Canadian families struggle every day to make ends meet – and that was before the COVID-19 crisis came on us.

It is just a few weeks before we celebrate what promises to be a Christmas like none of us have experienced – celebrated while separated from friends and family and shrouded by concern about an uncertain future. The uncertainty we all feel is magnified for the marginalized we serve for whom uncertainty is a normal condition. We must do more than usual to help the least fortunate among us. For more than 170 years, thanks to your generosity, the Society of Saint Vincent de Paul has been distributing Christmas hampers or organizing community meals. Such gestures of compassionate solidarity help less fortunate people to emerge from isolation, and allow them to experience wonderful moments of joy. Not only do we give food, we interact with them on an equal basis as our friends.

In the Society of Saint Vincent de Paul, our tradition is to avoid judging and to serve people with love, respect, justice and joy. In response to Pope Francis' appeal, we invite you to work with us and lend a hand, either by participating in our *guignolée* or in our collection of food supplies. In this very busy period, we always need volunteers and, of course, financial help is always appreciated as well. This year, we need your help more than ever. You can obtain more information and you may donate to the Society of Saint Vincent de Paul team in our community, or directly via the National website, [ssvp.ca](http://ssvp.ca).

Thank you for your attention! I wish all of you a very nice Sunday.

## TEXT FOR PARISH NEWSLETTER

November 15<sup>th</sup>, the 33rd Sunday in Ordinary Time, is the World Day of the Poor. Your Society of Saint Vincent de Paul invites you to help our less fortunate brothers and sisters, especially at this uncertain time. We encourage you to lend a hand by participating in our *guignolée* or in our collection of food supplies. In this very busy period, we always need volunteers and, of course, financial help is always appreciated. You may donate to the Society of Saint Vincent de Paul team in our community, or directly to the Society of Saint Vincent de Paul, via the national website, at [www.ssvp.ca/donation](http://www.ssvp.ca/donation).



## PRESS RELEASE

With the cold weather approaching, charities all across Canada prepare for the busiest time of the year. The Society of Saint Vincent de Paul (SSVP) in Canada is using November 15th 2020, which Pope Francis declared The World Day of the Poor, as a day in which we are encouraged to consider those less fortunate than ourselves and to give generously what we can.

Canadians in need struggle to buy their children winter clothing and afford the increased costs of heating their home. The COVID-19 response has just increased the burden on us all, but it is felt most keenly by the already marginalized. This is why even more people than usual turn to organizations like the Society of Saint Vincent de Paul (SSVP) for help. Some people who may be too proud to ask for help are forced to by all the added stress of winter and year's end. The desire to provide for their family causes them to humble themselves and seek help. We live in a country where a winter coat is not a luxury and where persons in need may have to choose between food or warmth.

In the coming weeks the Society of Saint Vincent de Paul invites you to consider your own good fortune and how this good fortune allows you to assist persons in need; with a donation of money, clothing, household goods, or time you can help us make a difference in the community. SSVP strives to treat the poor with dignity and respect regardless of personal creed or background; we ask you to do the same. Encourage others to donate. Take a moment to speak with a needy person. Buy a coffee for a person shivering on the streets.

In [City/Town Name] X people live in poverty and, of these people, X are children. Each year the Society of Saint Vincent de Paul: [Council/Conference] works year-round to help feed, clothe, and console these people. We hope that you will consider donating and volunteering not just in honour of the World Day of the Poor, but year-round to help your friends and neighbours in need

To make a donation, volunteer, or learn more contact [Preferred Local Contact Method].

To make an online donation directly to your local SSVP or to National, visit [www.ssvp.ca/donate](http://www.ssvp.ca/donate) or call 1-866-997-7787 to learn more about donating to the Society of Saint Vincent de Paul.

## SPIRITUAL REFLECTION

### ***Stretch forth your hand to the poor***

“Stretch forth your hand to the poor” (Sir 7:32). Age-old wisdom has proposed these words as a sacred rule to be followed in life. Today these words remain as timely as ever. They help us fix our gaze on what is essential and overcome the barriers of indifference. Poverty always appears in a variety of guises, and calls for attention to each particular situation. In all of these, we have an opportunity to encounter the Lord Jesus, who has revealed himself as present in the least of his brothers and sisters (cf. Mt 25:40).

“... A hand held out is a sign; a sign that immediately speaks of closeness, solidarity and love. In these months, when the whole world was prey to a virus that brought pain and death, despair and bewilderment, how many outstretched hands have we seen! The outstretched hands of physicians who cared about each patient and tried to find the right cure. The outstretched hands of nurses who worked overtime, for hours on end, to look after the sick. The outstretched hands of administrators who procured the means to save as many lives as possible. The outstretched hands of pharmacists who at personal risk responded to people’s pressing needs. The outstretched hands of priests whose hearts broke as they offered a blessing. The outstretched hands of volunteers who helped people living on the streets and those with a home yet nothing to eat. The outstretched hands of men and women who worked to provide essential services and security. We could continue to speak of so many other outstretched hands, all of which make up a great litany of good works. Those hands defied contagion and fear in order to offer support and consolation.

“This pandemic arrived suddenly and caught us unprepared, sparking a powerful sense of bewilderment and helplessness. Yet hands never stopped reaching out to the poor. This has made us all the more aware of the presence of the poor in our midst and their need for help. Structures of charity, works of mercy, cannot be improvised. Constant organization and

training is needed, based on the realization of our own need for an outstretched hand.

“... In this journey of daily encounter with the poor, the Mother of God is ever at our side. More than any other, she is the Mother of the Poor. The Virgin Mary knows well the difficulties and sufferings of the marginalized, for she herself gave birth to the Son of God in a stable. Due to the threat of Herod, she fled to another country with Joseph her spouse and the child Jesus. For several years, the Holy Family lived as refugees. May our prayer to Mary, Mother of the Poor, unite these, her beloved children, with all those who serve them in Christ’s name. And may that prayer enable outstretched hands to become an embrace of shared and rediscovered fraternity.”

Rome, Saint John Lateran, 13 June 2020  
Memorial of Saint Anthony of Padua  
Franciscus

## PRAYER FOR THE WORLD DAY OF THE POOR

God of Abraham,  
Everywhere we go we see Lazarus.  
But we also see so many doors,  
doors that separate us from Lazarus.

Lord, teach us to open those doors  
To Lazarus, to the poor,  
to help them find  
a just share of your bounty.

This World Day of the Poor,  
help us all turn to those outside our door,  
to bless, heal and comfort them.

Help us to build a world together,  
where the poor are strangers to none,  
and the very chains of poverty are broken.  
Amen.

(Adapted from Catholic Relief Services)

## COVID-19: PREVENTION AND PRECAUTION

For any person-to-person contact, it is always preferable to err on the side of caution and ensure safety for everyone, and to not encourage any volunteers into action if they feel unsafe or have prior health conditions that could put them at risk.

Prevention and precaution are in order in this constantly changing situation, even if it may appear to be stabilizing. It is important to listen to the advice of public health experts:

- a. Wear a mask;
- b. Wash your hands often and thoroughly;
- c. Avoid touching your face, nose, or mouth with unwashed hands;
- d. Avoid close contact with people who are sick;
- e. Clean and disinfect surfaces that are frequently touched (e.g. phone, binder, etc.)
- f. Stay at home and away from others if you are feeling ill;
- g. When sick, cover your mouth and nose when you cough or sneeze and then wash your hands;
- h. Practice social distancing.