



Assisting people in need

# APPEAL ADVISOR

October 24, 2011

## 2012 APPEAL MOVING FORWARD

THANK YOU FOR YOUR GIFT of time and talent to the coming Appeal in 2012. This year, local support for Parish Advocates will be enhanced by a **Working Committee of Advocates**. Working Committee members will be in close contact with Appeal Staff and available to offer information and a wealth of experience to both new and returning Parish Advocates.

**Every deanery will have a designated Advocate.** Watch your mailbox for a letter from Appeal Coordinators with information about your deanery's Advocate. **Parish binders and training** will be made available in November. Your deanery Advocate will contact you in the near future with details.

### 2012 Commitment Weekend

**February 11-12**

**Mailers arrive in households weeks of  
January 9 and 16**

### Parish materials arrive week of January 16

**Starting in 2012 the brochure and envelope are combined into one simple piece – just one item needed in the pews.**

**Parishes will receive the same count of materials as 2011.**

**Please contact the Appeal Office by December 1 should you wish to discuss any changes to your parish shipment.**

## 2011 APPEAL STILL GROWING

FOLLOW UP ACTIVITIES are still going strong for the 2011 Appeal. New gifts and pledges arrive daily. As always, parishes receive a 25% share of these new gifts. Thank you for your efforts to ensure the greatest possible response.

**As of October 21, 2011**

**Commitments: \$ 3,209,619**

**Donor Households: approx 21,000**

**Questions? Please contact The Annual Appeal Office:  
(916) 733-0264 or [aca@diocese-sacramento.org](mailto:aca@diocese-sacramento.org).**



### From the 2012 COORDINATORS

THE 2012 POSTER features the story of Heather, a young woman who had lived in 30 foster homes by the time she ran away at age 16 and gave birth to a son at 18. Northern Valley Catholic Social Service helped her find a sense of identity and a sense of family for the first time in her life. Today she is studying for her Masters in Social Work and volunteers as a Court Appointed Special Advocate through a program of NVCSS, where she provides a stable presence to children experiencing the same traumatic childhood she'd had.

It is stories like these that keep us going in our daily work to assure the Appeal is successful year after year. Thank you for all you do in your parishes to bring hope and help to people in need.

**Kathy Dana** - General Oversight

**Beth White** - Associate Director

Office of Social Service Ministry

**Dawn Moore** - Coordinator

The Catholic Foundation

**DETAILS AND INSTRUCTION MANUALS COMING SOON**