



## August 27, 2007 - Boston's Catholic Appeal Campaign Wins National Award for Overall Excellence

**BRIGHTON, MA - August 27, 2007** - The Catholic Foundation of the Archdiocese of Boston announced today that the International Catholic Stewardship Council (ICSC) has awarded a 1st place Award for Excellence to the Archdiocese's 2007 Catholic Appeal campaign. The award, for the Total Annual Appeal Effort category, reflects the ICSC's review of the Catholic Appeal's brochure, video, poster and outreach letters. Appeal campaigns are judged on first impression, clarity of purpose, originality, persuasiveness, and stewardship theology. A total of 147 submissions were received by the ICSC with the Archdiocese of Boston tying with the Archdiocese of Chicago for first place in the Total Annual Appeal Effort.

Sue Manterro, Coordinator of Stewardship for the Diocese of Metuchen, NJ, facilitated the award selection process and said that, "the judges commented on the wonderful photos used in [the Archdiocese of] Boston's brochure. The photos so poignantly depicted the joy of our faith. Everyone loved the smiling religious sisters, the wedding couple, first communicants and the smiling children, as well as the solemnity and reverence. The photo essay [in the video] managed to capture the lifetime journey of faith from Baptism through agedness. Overall, high scores on 1st impression, persuasiveness, and, most importantly, stewardship theology. Beyond the scores, I have to say that we all 'just loved it.' It touched our hearts and there's no better testament than that."

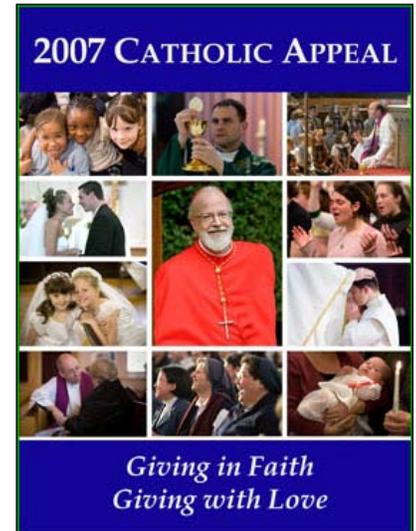
"It is a high honor to be selected with a first place award by our peers," remarked Scot Landry, Archdiocesan Secretary for Advancement. "So many people contributed to our Appeal effort this year. It started with high quality feedback from our pastors in the pastor's survey and in comments received from our Pastor's Advisory Council and Presbyteral Council. The Catholic Foundation's marketing committee gathered focus groups that allowed us to test and hone our materials. Finally, our staff at The Catholic Foundation put forth an incredible effort this Spring to finalize our campaign. I'd especially like to recognize the great work of George Martell who embodies the concept of stewardship. George is one of New England's best photojournalists who sought to put his talent at the service of the Church. He joined our team last December and the compelling photos he took over his first few months on the job is a major reason why we were selected."

"Photos have an ability to tell the story of the Church in a way that words simply can't express," said Martell, Manager of Digital Communications & New Media for The Catholic Foundation. "It is a privilege to capture the powerful emotions and joy of Catholics receiving the Sacraments and living their faith. I am pleased that the joy of daily Catholic life in our Archdiocese, exhibited in our brochure and video, moved the judges and hopefully many Catholics throughout the Archdiocese who support the work of the Church through the Catholic Appeal."

Cardinal Seán P. O'Malley said, "We congratulate The Catholic Foundation in being recognized by the International Catholic Stewardship Council for its outstanding work. We are proud of their achievements. The Foundation's staff is a strong team of committed individuals whose ministry involves encouraging Catholics to support the Church's mission of spreading the Good News across the Archdiocese."

Since its launch in May, the 2007 Catholic Appeal campaign has raised \$11,000,000 toward its goal of \$14,000,000 from more than 43,000 parishioners. "We are pleased to report that we are ahead of last year's results at this point of the campaign and that 45 parishes have already surpassed their parish goals," said Landry. "We have more work to do but we are encouraged by the generous response from Catholics throughout our Archdiocese thus far."

To view the Catholic Appeal materials or to contribute to the 2007 Catholic Appeal, please call The Catholic Foundation at 617-779-3700 or see [www.BostonCatholicAppeal.org](http://www.BostonCatholicAppeal.org).





## **The Archdiocese of Boston**

*The Archdiocese of Boston was founded on April 8, 1808 and was elevated to Archdiocese in 1875. Currently serving the needs of approximately 2 million Catholics, the Archdiocese of Boston is an ethnically diverse and spiritually enriching faith community consisting of 294 parishes, across 144 communities, educating nearly 50,000 students in its Catholic schools and 156, 000 in religious education classes each year, ministering to the needs of more than one million patients annually in its hospitals and 200,000 individuals through its social service outreach. Mass is celebrated in some twenty different languages each week.*

Copyright © 2007 Archdiocese of Boston; all rights reserved