



## PROMOTIONAL GUIDE

2025 Annual Bishop's Appeal  
Love & Unity



ROMAN CATHOLIC  
DIOCESE OF VICTORIA

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## 2025 ANNUAL BISHOP'S APPEAL

### Love and Unity

#### Overall Diocesan Goal

- \$900,000
- Increase participation at each parish.
- Receive pledges from 3000 participants.

#### Annual Appeal Promotional Guide

This Guide has been created for parishes with the promotional information needed to encourage parishioner participation in the Annual Appeal via bulletins, website and social media.

A separate Leadership Guide can be found in the same email as this guide and is intended for information purposes for all Pastors and Appeal Coordinators and/or Committees.

#### Appeal Promotional Materials

##### Website:

The 2025 Appeal website can be found at: <https://www.rcdvictoria.org/bishops-appeal>

##### Brochures & Posters:

All registered parishioners will be mailed a brochure the first week of October and additional brochures, schools will send home a brochure with students in the same timeframe. Posters will be sent to the parishes and schools in the first week of October.

Each parish and school will receive one 2025 Appeal poster for display.

##### Thermometer Poster:

An Appeal thermometer poster will be sent as well. You can use this poster to track your parish progress and show your goal.

##### Video:

The Appeal video featuring Bishop Gary will be posted on the Appeal webpage (link above). You may play this video at Mass to highlight the Appeal. Alternatively, parishioners can be encouraged to access and watch it at their leisure.

##### Other Design Elements:

For high resolution images of the Diocesan Crest and Love & Unity images below to use in your marketing please contact Appeal Coordinator Amber Lauscher at [appealoffice@rcdvictoria.org](mailto:appealoffice@rcdvictoria.org)





## Bulletin/Website/Socials Inserts

### Kickoff Weekend October 4-5

The Bishop's Appeal begins today! The 2025 Bishop's Appeal theme is Love and Unity. Inspired by Pope Leo's words, "I would like that our first great desire be for a united Church, a sign of unity and communion, which becomes a haven for a reconciled world". This year our parish project is \_\_\_\_\_. Every gift strengthens our parishes and reaches far beyond, bringing the love of Christ to our communities and the world. Watch Bishop Gary's video and learn more about the 2025 Appeal here: [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

Parish Goal: \$\_\_\_\_\_

### Information Weekend October 11-12

The 2025 *Love & Unity* Appeal is now in full swing and I am happy to announce that \_\_\_\_\_% of [Parish Name]'s registered households have contributed thus far and we have raised \$\_\_\_\_\_ towards our goal. Your support of the Bishop's Appeal helps foster vocations and sustain clergy and religious life. Together, we form future priests and pastoral leaders, while also caring for retired priests who have served faithfully. This is one way our Love and Unity becomes a living witness to the strength of our Church family.

Parish Goal: \$\_\_\_\_\_ Actual to Date: \$\_\_\_\_\_ Number of Gifts: \_\_\_\_\_

### Education Weekend October 18-19

New this year, the Bishop's Appeal will also extend support beyond our diocese through Aid to the Church in Need. Together we will help fund projects like supporting religious sisters in Ukraine, who bring humanitarian aid, hope, and the love of Christ to those suffering conflict, poverty, and persecution. Through your gift, our Love and Unity reaches the global Church. Learn more about the these sisters at [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

Parish Goal: \$\_\_\_\_\_ Actual to Date: \$\_\_\_\_\_ Number of Gifts: \_\_\_\_\_



## Commitment Weekend October 25-26

We are united not only within our own diocese, but also with our brothers and sisters in the Diocese of Whitehorse. Your gift to the Bishop's Appeal supports pastoral care, sacraments, and outreach in remote and challenging northern communities. On this Commitment Weekend we want to emphasize this commitment. What if your gift could keep their doors open this winter? That's what love and unity look like in action. Your gift will truly make a difference.

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

## Encore November

The Bishop's Appeal, *Love & Unity* is still accepting donations. Please consider making a financial commitment to the Bishop's Annual Appeal. Not only are you helping our parish, but you are making a real difference to benefit our young people and family ministries. When we give, we invest in the faith and future of the next generation. To receive a tax receipt for 2025 please ensure your donation is dropped off at the parish office in plenty of time to get to the Diocese for processing. Donations may be made on-line at: [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

## Final Push December

These are the last few weeks to donate to the Bishop's Appeal, *Love & Unity* and receive a tax receipt for 2025. All donations received before December 31<sup>st</sup> will receive a tax receipt for 2025. Every dollar raised helps transform lives. On Vancouver Island, mission churches bring the Gospel to some of the most remote communities. Through the Appeal, you help sustain them — covering operating costs, maintenance, pastoral leadership, and religious support. Your generosity ensures that no community is left without the light of Christ. If you've been waiting to give, now's the perfect time to join in [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

## Final Tax Receipt Reminder

We would like to gently remind you that any donations to the Bishop's Appeal received after December 31, 2025 will not be on the **tax receipt** you receive in February 2026. Anything received after December 31<sup>st</sup> 2025 will be on the **tax receipt you receive in February 2027.**

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

**(Please remind your parishioners of any closures your parish has over the last week of December so they are informed of when donations will be sent down to the Diocese)**



## Short Pulpit Announcements

### Kickoff Weekend – October 4-5

This weekend we kick off the Bishop's Appeal along with all other parishes throughout our Diocese. The 2025 Appeal theme is *Love & Unity* inspired by a quote from Pope Leo XIV that reads "I would like that our first great desire be for a united Church, a sign of unity and communion which becomes a leaven for a reconciled world". This year our parish project is \_\_\_\_\_. You may have already received something in the mail, if so, please prayerfully consider making a gift. We would like to take a moment to show you a brief message from Bishop Gary (Show Video) **or** We encourage you to take a moment to watch the Bishop's video message on the Diocese website [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

### Information Weekend October 11-12

The 2025 Bishop's Appeal *Love & Unity* is very active in all parishes throughout the Diocese of Victoria and I am happy to announce that \_\_\_\_\_% of [Parish Name]'s registered households have contributed thus far and we have raised \$ \_\_\_\_\_ towards our goal. This is an encouraging start. The success of the appeal depends on your active response in faith.

### Education Weekend – November 18-19

Your gift to the *Love & Unity* Appeal will provide funding for seminary/clergy support, local missions, and grants for parish and school initiatives that help people throughout our diocese. We are hopeful that every household in our parish will take an active role in this effort. Many of our [Parish Name] families and individuals have been able to make a more substantial gift by making a pledge. Making a pledge is easy and your donation is a manageable amount spread out over twelve months. A small monthly gift can become a considerable annual gift helping our parish reach our goal. For more information on how to make a pledge go to [www.rcdvictoria.org/bishops-appeal](http://www.rcdvictoria.org/bishops-appeal)

### Commitment Weekend – November 25-26

This weekend is Commitment Weekend at our parish. (Parish Name) has received \$ \_\_\_\_\_ in pledges. Thank you to those parishioners who have already made their gift to the 2025 *Love & Unity* Appeal. Will you join your fellow parishioners in supporting this effort that strengthens many important programs and ministries across the Diocese of Victoria? Our goal, \$ \_\_\_\_\_ can only be achieved through YOUR generosity! If you have not yet made a gift, there are brochures available \_\_\_\_\_. Our parish project this year is \_\_\_\_\_. Every gift, regardless of size, will make a difference and is truly appreciated.



## Long Pulpit Announcements

### Kickoff Weekend – October 4-5

This weekend we begin the 2025 Bishop's Appeal, with the theme Love and Unity. Pope Leo said, "I would like that our first great desire be for a united Church, a sign of unity and communion, which becomes a leaven for a reconciled world." These words inspire us to come together as one family of faith, supporting one another in love and generosity.

The Bishop's Appeal is more than a fundraising effort, it is a way for us to live out our call to be the Body of Christ. This year, the Appeal will support vocations, ensuring the formation and growth of future priests and pastoral leaders, while also caring for the retired clergy who have served so faithfully. It will sustain our local mission churches, some in very remote parts of Vancouver Island, providing for their operating costs, maintenance, and pastoral care. It will also build up our faith communities through communications, parish school grants, and faith formation opportunities that strengthen outreach and spiritual growth.

Each parish, including our own, will also receive a portion of the Appeal to fund a local project chosen by our leadership, a reminder that this is not only about the wider Church but also about strengthening our parish community. In addition, we walk together with our twin Diocese of Whitehorse, providing support in their challenging northern environment. And new this year, we extend our generosity globally through Aid to the Church in Need, helping sisters in Ukraine bring humanitarian aid, hope, and the love of Christ to those most in need.

Please prayerfully consider how you can take part in this year's Appeal. Every gift, no matter the size, becomes part of something greater, a true sign of Love and Unity.

### Information Weekend October 11-12

One of the most important ways the Bishop's Appeal serves our Church is by supporting vocations. Your gift helps provide for the formation of seminarians who will one day serve as priests, and it supports other pastoral leaders who guide our parishes and ministries. At the same time, it ensures care for our retired priests who have dedicated their lives to serving the people of our diocese. This is how Love and Unity is passed from one generation to the next, by caring for those who have gone before us and nurturing those who will serve after us.

The Appeal also sustains our mission churches here on Vancouver Island, many of which serve small and remote communities. These parishes face unique challenges, and without the support of the Bishop's Appeal, some could not continue. Through your generosity, you help provide for operating costs, building maintenance, pastoral leadership, and religious support. You ensure that the light of the Gospel continues to shine even in the most isolated corners of our diocese.

When we give to the Bishop's Appeal, we are investing not only in today's Church but in the future of our faith. This is what Love and Unity looks like in action.



## Education Weekend – November 18-19

The Bishop's Appeal doesn't just serve the larger diocese, it also directly supports our parish. Every parish receives a portion of the Appeal, and we are invited to choose a meaningful local project that will benefit our own community. In this way, the Appeal fosters Love and Unity at every level; it strengthens our diocese, our parish, and our local outreach.

We are also reminded that we are part of something much bigger than ourselves. We are twinned with the Diocese of Whitehorse, where the faithful live in very remote and often difficult conditions. Your generosity helps bring pastoral care, sacraments, and the presence of Christ to these northern communities. By walking alongside our brothers and sisters in Whitehorse, we live out the unity that Pope Leo envisioned; a Church that is truly one family.

Please consider making a gift to the Bishop's Appeal, knowing that it strengthens our parish, our diocese, and our unity with the wider Church.

## Commitment Weekend – November 25-26

This year, the Bishop's Appeal includes an exciting new initiative that extends our reach beyond our diocese and even beyond our country. Through Aid to the Church in Need, we will join Catholics around the world in supporting projects that bring the light of Christ into the darkest places.

One of the projects supported this year is in Ukraine, where 23 religious sisters in the Diocese of Odessa-Simferopol are serving people who are suffering from war, poverty, and persecution. These sisters provide humanitarian aid, comfort, and spiritual care in the name of Christ. By supporting the Bishop's Appeal, we are helping them continue this vital mission.

This is Love and Unity in its truest sense, reaching across borders, languages, and cultures, to stand with our brothers and sisters in faith who are in need. Your gift to the Appeal is not just a local act of generosity; it is a global sign of the unity of the Church.

**<Continue to give messages from the pulpit giving updates on your parishes Appeal progress>**

**<Give one last reminder that donations must be received by December 31, 2025 to receive a tax receipt for this year. Donations received after December 31, 2025 will go towards donations in 2026>**







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