

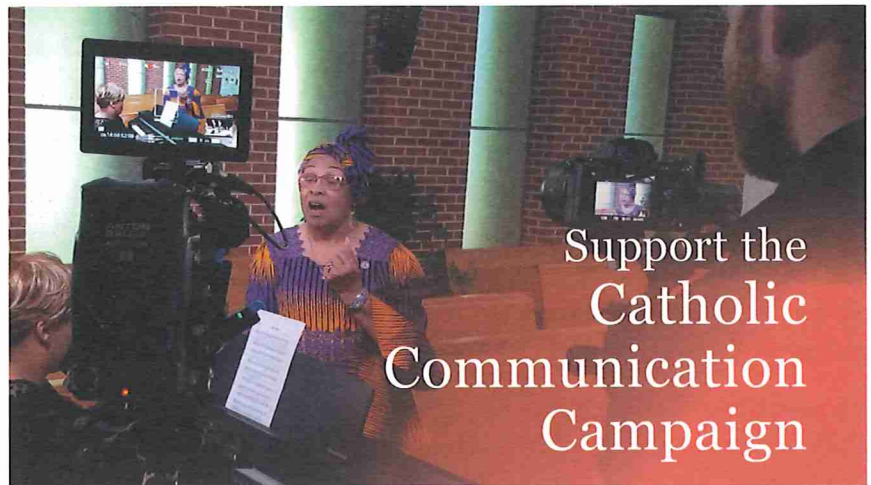
The challenge that awaits us, then, is to communicate by encountering people, where they are and as they are.

—Pope Francis, World Communications Day, 2021

Your support of the Catholic Communication Campaign (CCC) helps bring the richness of the Church's social teachings to life through engaging media.

In his encyclical *Centesimus Annus*, Pope St. John Paul II wrote, "God has imprinted his own image and likeness on man, conferring upon him an incomparable dignity" (no. 11). It is with this view of human dignity that *Centesimus Annus Pro Pontifice*, a lay-led organization founded by John Paul II and based at the Vatican, works to promote Catholic social teaching (CST). CAPP-USA, the U.S. arm of *Centesimus Annus Pro Pontifice*, does this through digital communications such as its website and social media channels. These digital resources include informative video presentations with engaging graphics to illustrate the principles of human dignity, solidarity, and subsidiarity that work at the heart of the Church's teachings.

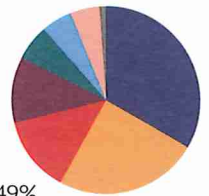
With support from the CCC, CAPP-USA produced ten videos and six infographics explaining core concepts of CST and how they apply to current social issues. CAPP-USA engaged thousands of Americans on social media and continued to build its website as a platform for instructing and engaging visitors through a first-of-its-kind CST content library. Your contributions to the Catholic Communication Campaign make possible initiatives that engage audiences with appealing and compelling content that brings the richness of Catholic teaching to life.



Support the Catholic Communication Campaign

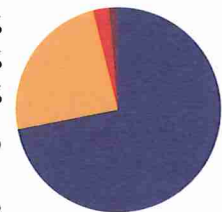
2020 DISTRIBUTION OF GRANTS: \$4,011,320

News & Information Services*	\$1,343,527	33.49%
Media Evangelization**	\$985,834	24.58%
Web-Based Communications Resources	\$533,401	13.30%
Building Media Capacity Grants	\$457,096	11.40%
Developing Nations Grants	\$241,372	6.02%
Documentaries and Videos	\$210,000	5.24%
Preserving Church History	\$200,090	4.99%
Media Training	\$40,000	1.00%



EXPENSES

Allocations-Internal Grants	72.13%
Grants and Donations	24.23%
Promotion and Fundraising Expenses	2.29%
Program Costs	1.35%
Total Expenses	\$4,198,919
Total Grants & Donations Including Internal Grants	\$4,046,228



* News and Information Services includes funding to support Catholic News Services' coverage of Pope Francis and news of the Church in the United States and around the world.

** Media Evangelization includes funding to support the graphic design and distribution of print and electronic media from the national bishops' conference.

WHERE DO YOUR DONATIONS GO?

Half of the collected funds remain in your diocese to support local communications projects. The other half support national projects in the United States and around the world.

To learn more about the CCC and the projects it supports, visit www.usccb.org/ccc.



CATHOLIC COMMUNICATION CAMPAIGN

OFFICE OF NATIONAL COLLECTIONS

3211 FOURTH STREET NE • WASHINGTON, DC 20017-1194

202-541-3400 • FAX 202-541-3460 • WWW.USCCB.ORG/CCC

Copyright © 2021, United States Conference of Catholic Bishops, Washington, DC. All rights reserved. Photo: © NewGroup Media.