

2017 SHARELIFE CAMPAIGN GUIDE

2017 Parish Campaign
ShareLife Sunday Collections
April 2 | May 7 | June 4



 **ShareLife**
sharelife.org

LIVING THE GOSPEL

*The Catholic community and its partners
responding generously with justice and love.*

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**Weekly Bulletin Inserts in Multiple Languages are Available
for Download on our ShareLife Website**

www.sharelife.org/Public/Resources

ShareLife Mission, Vision and Principles

In 2016, the ShareLife staff and Advisory Board, along with input from Catholic Charities, undertook a review of the ShareLife campaign with a view to increasing the results over time. As part of this process, the mission, vision, and values (now referred to as principles,) for ShareLife were reviewed for the first time in twenty years.

The ShareLife campaign moving forward should be positioned as the mission work of the church which is supported by a collection. The primary focus should be on the agencies that are carrying out this mission work and receiving ShareLife funding, and how their efforts to serve the marginalized in our communities (and around the world,) are made possible as a result of our generosity. We believe that this 'spiritual alignment' will demonstrate that ShareLife is more than a collection; it is how we bring the hands of Christ to those in need.

Our new mission, vision, and principles are as follows:

Mission

"To live the Gospel by providing for those in need."

Vision

"The Catholic community and its partners responding generously with justice and love."

Principles

- Reverence for life at all stages
- Commitment to Catholic Social Teaching
- Collaboration with stakeholders
- Responsible and accountable for resources

Our new mission statement speaks to our focus on bringing Gospel values to the greater community. By supporting agencies that provide for those in need and in line with the values of our faith, we are bringing the hands of Christ to those in need.

Our vision statement speaks to one of the five core directions of our archdiocesan Pastoral Plan, that being Catholic Outreach in justice and love. Our desired state is to have all Catholics, and our partners in the corporate community, responding to the call to serve the poor to the best of their ability.

Our principles have been updated, but remain similar to those from 1996 – to respect life at all stages, to uphold Catholic social teaching in all that we do, to collaborate with our supporters and agency partners, and be responsible for the resources entrusted to us by our supporters.

The ShareLife campaign is more than a collection of funds; it is the way that we as a Catholic community put our faith values into action through the work of our agencies. We look forward to continuing to provide for our agencies as they carry out their efforts, reflecting the message of the Gospel to love one another.

2017 ShareLife Campaign — New Initiatives

ShareLife will be allocating \$13.68 million into the work of our agencies in 2017—a \$485,000 increase over the previous year. The additional funding will:

- Support the retention and enhancement of agency staff to meet the increased demand for services;
- Maintain walk-in counselling clinic services to families, giving clients access to same day service without an appointment, thereby reducing or eliminating the need for additional counselling sessions;
- Enhance life-skills and mentorship to youth in transitional housing. These supportive measures help youth make a positive transition from foster care to independent living with training, mentorship and after care services;
- Offer expanded assistance and support to isolated and marginalized seniors in the City of Toronto;
- Provide shared services or back-office integration among agencies, which improves administrative efficiencies, organizational effectiveness and organizational capacity. Currently, agencies are sharing resources in financial management and human resources services, while information technology options are being explored. St. Elizabeth Service Trust serves as a service provider for this project;
- Help agencies to build capacity to evaluate and report on the effectiveness and impact of programs and services, which assists in demonstrating the importance of ShareLife funding;
- Support the continuation of a pilot project to support outreach to seniors in Peel Region and Simcoe County. Working with the local Catholic Family Service agencies and six parishes, this initiative aims to connect trained volunteers with isolated and lonely seniors, who will be provided support in their daily lives. Volunteers will cultivate and nurture relationship with the seniors by conducting home visits, making phone calls, and connecting seniors with resources available in their community;
- Support the continuation of a pilot project to test the applicability of a grief reconciliation approach for young mothers who have suffered trauma and other mental health issues. The project aims to provide an opportunity for the young mothers to explore grief and to recognize the impact on their functioning thereby creating readiness to engage in therapy to support healthy physical, psychological, spiritual and social well-being;
- Provide funds to the John Paul the Great Centre at St. Augustine of Canterbury parish. The centre helps to build and transform the spiritual lives of those who use it, and provides regular after-school programs, activities for seniors and a drug addiction and prevention support group.

A Message from ShareLife

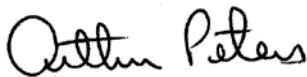
“Living the Gospel...”

In 2016, as we undertook our planning process, it became evident that ShareLife should return to its roots of focusing on the Gospel message to encourage support for our annual appeal. Our new mission statement ‘Living the Gospel by providing for those in need,’ demonstrates that the ShareLife campaign is more than just a collection – it is how we fulfill Gospel values by helping the marginalized not only here in our communities, but also around the world.

Over the past twelve years, I have had many opportunities to visit our agencies, and hear from agency staff and Board members of how their programs have made a positive impact in the lives of the people served by their efforts. Each time I visit an agency, or hear from a client of how their life has been changed for the better, I gain a deeper understanding of the importance of ShareLife to the greater community. When you hear of a child who is able to attend a summer camp for the first time, a family who has received counselling after the sudden death of a parent, a parish in Africa who is able to provide training to lay catechists to evangelize the Gospel in the far reaching areas of their community – there are many examples of how ShareLife funding is bringing the values of our faith to the greater world. We have a lot to be proud of as a Catholic community, and our support for ShareLife is one of the ways that we fulfill the core direction of Catholic Outreach in justice and love from our archdiocesan Pastoral Plan.

This campaign guide, and the accompanying speaker guidelines, key dates calendar, and our new campaign checklist (a week by week guide to conduct a parish ShareLife campaign,) are important resources to assist your parish with conducting the 2017 ShareLife campaign. In addition, our website will have bulletin announcements, campaign videos, and additional resources to support your efforts to encourage support for ShareLife. Our team at the ShareLife office are available to provide guidance, and to answer any questions that you may have, please feel free to contact any one of us (our team members are listed on page 8.)

Finally, I would like to thank you and your parish community for all that you are doing for ShareLife. Each year, thousands of people in our archdiocese, and countless more around the world, turn to a ShareLife funded agency for help. Through our generosity, we are bringing the hands of Christ to those in need, and fulfilling the Gospel value to ‘love one another as I have loved you.’ Your contributions of time, talent, and treasure are important to the success of our campaign, and we are grateful for the support shown to the work of our agencies as they make a difference in the lives of those that turn to them for help.



Arthur Peters
Executive Director

Introduction

The purpose of this guide is to provide pastors, parish secretaries, and parish chairpersons and committees with information on the ShareLife appeal so they can promote an understanding of the importance and benefits of the campaign and encourage their parishioners to make a sacrificial gift. Our responsibility to provide for our brothers and sisters in Christ is our motivation to support the 2017 ShareLife Campaign.

We thank you for all that you are doing to promote ShareLife at your parish, and look forward to working with you on a successful campaign this year!

Join the ShareLife family today!

There are many ways to get involved with this year's ShareLife Campaign. Consider giving of your time as a ShareLife campaign volunteer—your skills and gifts may be just the spark that your campaign is looking for. Whether you're a speaker, great organizer, or ready to spread the ShareLife stewardship message, we invite you to join the ShareLife family! Together, we give of our time, talent and treasure to make a difference!

2017 ShareLife Parish Campaign Theme: Living the Gospel

This year, ShareLife celebrates 41 years of making a positive difference in our community! The wonders being worked by our agencies for those who are marginalized in our world have collectively impacted millions of people over the years. This is made possible as each one of us has the power to help others through compassionate acts of kindness, in short: **Living the Gospel!**

There is always someone in need...

For many of our clients, a ShareLife agency represents a significant lifeline. ShareLife social service agencies respond to thousands of calls for help from people struggling with a personal or family crisis. They serve the man living on the street, the woman across the church pew, the family next door... it could be a stranger or someone close to your heart.

We can help them...

By supporting ShareLife, we are extending a helping hand to some of the most isolated, vulnerable and needy people in our region. All are valued members of our society – we look for the face of Christ in everyone we serve. ShareLife agencies make a direct and meaningful difference in their lives. Last year our agencies provided services to many people in more than 20 languages, treating them with compassion, care and respect. Here are some of the ways that our support made an impact last year:

- **21,000+** clients of our network of Catholic Family Services agencies were helped to deal with stress, anxiety, mental illness, anger management, domestic violence and personal crises
- Programs and services were offered to nearly **7,500** seniors by ShareLife agencies
- **6,800+** youth in the GTA were given food, shelter, guidance, care and community education
- **430+** youth and adults with developmental challenges received education and caregiver respite services
- **1,250+** pregnant youth and young mothers were given counselling, education, individual and group programs
- **70** priests and seminarians are being supported in their studies at St. Augustine's and Redemptoris Mater Seminary, as well as Serra House.

Your support empowers our agencies to make these services, and so much more, happen. Every contribution rebuilds hope, reaffirms respect and reinforces self-worth.

2017 ShareLife Parish Campaign Goal: \$13,100,000

Last year, our Parish Campaign raised \$12,065,419 to support our more than 40 Catholic agencies and grant recipients. More people are relying on ShareLife today than they have ever done before. We are confident that we can continue to offer them a helping hand if we all continue to work together to reach our goal.

Our parish campaign goal for 2017 is \$13.1 million, which is part of our overall \$14.925 million campaign goal. This year, we are allocating \$485,000 in new funding to our agencies, to help them to serve the increased demand for service that they face. Over the past two years, we have allocated over \$1.2 million new dollars toward our agencies. While our 2016 campaign experienced a \$1.1 million shortfall, we recognize the importance of supporting the work of our agencies with an increased campaign goal this year.

Please encourage your parishioners as best you can to support the mission work of the church with a contribution to the ShareLife campaign this year. Each donation, no matter what its size, will help us to reach our campaign goal, and more importantly bring the message of the Gospel to the greater community. Through our valuable support, we know that beautiful works of wonder will never cease in our community. Let's continue "Living the Gospel" by working together!

The ShareLife Office

Role of the ShareLife Office

- Assist parishes to effect a successful local campaign
- Provide support and guidance throughout campaign
- Direct the marketing activities
- Collect contributions and distribute to recipients

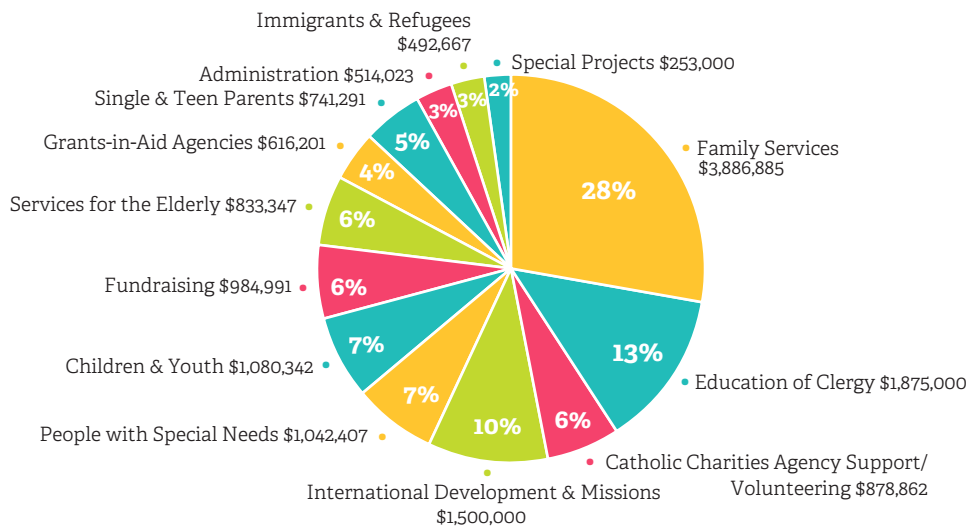
Address: 1155 Yonge Street, Toronto, Ontario M4T 1W2
Telephone: (416) 934-3411 **Toll-free Number:** 1-800-263-2595 **Fax:** (416) 934-3412
Website: www.sharelife.org **E-mail:** slife@archtoronto.org
Facebook: ShareLifeCan **Twitter:** @ShareLife Can **Blog:** workingwonders.ca

ShareLife Staff

To access staff directly, dial (416) 934-3411

Kristen Carey	Project Coordinator	ext. 567
Jane Cleary	Parish Campaign Supervisor	ext. 554
David Clubine	Communications Officer	ext. 348
Nerissa Flores	Development Coordinator	ext. 519
Mariana Garcia	Campaign Officer	ext. 571
Lysle Kintanar	Development Coordinator	ext. 526
Samantha Koon	Development Officer	ext. 571
Tim Lee Loy	Coordinator, Schools & Employee Campaigns	ext. 521
Harry McAvoy	Manager, Major Gifts & Corporate Campaigns	ext. 553
David McNerney	Campaign Officer	ext. 597
Kathryn Moore Collins	Donations Processing Coordinator	ext. 535
Arthur Peters	Executive Director	ext. 559
Quentin Schesnuik	Manager, Planned Giving & Personal Gifts	ext. 561
Rhonda Sogren	Administrative Assistant	ext. 540
Charlene Williams	Administrator, Donations Management	ext. 556

2016 ShareLife Allocations



Campaign Types

All parishioners should be invited to participate in the outreach of the Catholic Church to the greater community. There are two types of parish campaigns:

I. Direct Mail Campaign

In 2016, 176 parishes (79%) in the Archdiocese used direct mail as their primary means of raising funds for the ShareLife appeal. The direct mail program is coordinated by the ShareLife office. A professionally designed package of information is mailed to all registered parishioners under the name of the parish. Parishioners can then mail their contributions to the parish or place their offering in the collection baskets at Mass. The initial appeal letter is signed by Cardinal Collins. There is also one follow-up reminder letter, signed by the pastor, to those who made a contribution during the previous two campaigns, but have not done so in this campaign (at the time the data is collected.)

II. In-Pew Campaign

This method is dependent on collecting donations from parishioners who attend church on specific Sundays, and it misses the opportunity to engage all other Catholics in almsgiving. This method should only be used for non-registered parishioners.

Key Dates For ShareLife Campaign 2017

The ShareLife campaign is an integrated effort of parishes, the ShareLife Office and our production suppliers. Your support in adhering to the timelines for the submission of data to our office is greatly appreciated!

The key dates schedule applies to all campaigns. The activities listed in italics apply to direct mail parishes only.

January 13, 2017	Parish Campaign Kit included in pouch mailing
January 31, 2017	<i>ShareLife office to extract name, address data from the Parish Tools database for the Cardinal's mailing.</i>
Jan. 30–Feb. 10, 2017	Materials delivered to parishes. Check materials on arrival.
Feb. 27–Mar. 10, 2017	<i>First direct mail letter sent from Cardinal (by ShareLife office)</i>
March 5, 2017 ⚠	Launch campaign in parish – put up posters, banner, lawn sign Begin weekly pulpit and bulletin announcements
March 12, 2017	Show ShareLife video/DVD • Host an agency speaker
March 19, 2017	Show ShareLife video/DVD • Host an agency speaker
March 26, 2017	Show ShareLife video/DVD • Host an agency speaker
March 31, 2017	<i>Pastors' signatures for second letter due in ShareLife office</i> <i>Pastors' personal letter due in ShareLife office (optional)</i>
April 2, 2017	ShareLife Sunday In-church collection
April 2–4, 2017 ⚠	Call or fax week 1 report to ShareLife office with total donations to date
April 10–14, 2017	\$\$ - Remittance to ShareLife office of funds collected to date
April 11, 2017 ⚠	Call or fax week 2 report to ShareLife office with total donations to date
April 24, 2017	<i>ShareLife office to extract donation data from the Parish Tools database for the pastor's reminder mailing</i>
April 25, 2017 ⚠	Call or fax week 4 report to ShareLife office with total donations to date
May 7, 2017	ShareLife Second Offering In-church collection
May 9, 2017 ⚠	Call or fax week 6 report to ShareLife office with total donations to date
May 15–19, 2017	\$\$ - Remittance to ShareLife office of funds collected to date
May 18–26, 2017	<i>Reminder letter from pastor mailed (by ShareLife office)</i>
May 23, 2017 ⚠	Call or fax week 8 report to ShareLife office with total donations to date
May 24, 2017	<i>ShareLife office to extract donation data from the Parish Tools database for thank you mailing</i>
June 4, 2017	ShareLife Third Offering In-church collection
June 6, 2017 ⚠	Call or fax week 10 report to ShareLife office with total donations to date
June 12–16, 2017	\$\$ - Remittance to ShareLife office of funds collected to date
June 12–16, 2017	<i>Thank you from Cardinal mailed to donors (by ShareLife office)</i>
June 20, 2017 ⚠	Call or fax week 12 report to ShareLife office with total donations to date
June 28, 2017	<i>ShareLife office to extract donation data from the Parish Tools database for thank you mailing</i>
July 4, 2017 ⚠	Call or fax week 14 report to ShareLife office with total donations to date
July 17–21, 2017	<i>Thank you from Cardinal mailed to donors (by ShareLife office)</i>
July 18, 2017 ⚠	Call or fax week 16 report to ShareLife office with total donations to date
July 31, 2017 ⚠	Fax week 18 (final) report to ShareLife office with total donations to date Ensure remittance of all funds collected for Campaign 2017 to ShareLife office
August 4, 2017	<i>ShareLife office to extract final campaign 2017 donation data to July 31 from the Parish Tools database for thank you mailing</i>

Guidelines For A Successful Parish Campaign

Leadership

Checklist for a Successful Campaign

1. The success of the ShareLife campaign is directly related to the leadership, enthusiasm and motivation provided to the parishioners. Develop a **positive attitude** towards the campaign. Consider how to convey that commitment to the donors.
2. Establish a ShareLife Committee! Inviting a small group of volunteers to form a ShareLife committee can help to create awareness of the importance of supporting our annual appeal, invite a speaker to make a presentation at the parish, and carry out a small event designed to bring awareness to support the work of our agencies. The ShareLife office can assist a Committee with their local campaign planning; contact David McNerney or Mariana Garcia from our team.
3. **SAY THANK YOU!** Each week, thank those who have made a contribution to the campaign and invite those who have not done so as of yet to consider a sacrificial gift. If one is unable to contribute, ask them to pray that others will do so for the success of the campaign.
4. Plan to reach everyone in the parish. Complete coverage of your parish will result in a greater number participating and a greater amount of money raised.
5. Use the ShareLife campaign materials—ensure that posters are up, brochures are placed in key areas at the parish, and envelopes are in the pews, especially on the collection weekends, and the lawn sign is out. Plan to show at least one of the videos available on our website, www.sharelife.org. Use the bulletin announcements, available from the ShareLife website in multiple languages.
6. **Setting a parish goal is very important!** A goal provides direction for your campaign and it's a tangible way to engage your parishioners in a community effort. The ShareLife office will provide a suggested parish campaign goal to each parish by the end of December, 2016. This goal will be published on the bi-weekly report that will be sent to parishes during the campaign.
7. Report the progress of the campaign to the parish on a weekly basis; prominently display and update the ShareLife thermometer in your parish.
8. Success will not come from one day's effort, one solicitation method or one attempt. Successful parishes contact each family or individual with a source of income.
9. Adopt the campaign as your own; the ShareLife office is your support team.
10. Invite speakers from our agencies. Speakers are one of the best ways to motivate parishioners to make a contribution to the ShareLife campaign. **We encourage all parishes to welcome at least one agency speaker during the 2017 campaign.**
11. Follow the timetable. Keep the campaign before the people. It's never too late to donate.
12. The pastor's weekly pulpit announcements serve as a reminder to donate, as well as an opportunity to thank those who have already given.
13. No gift is too small. We would like everyone to participate. Suggest specific amounts using the teaching on sacrificial giving and almsgiving. Please refer to "How Much to Give" on the next page.
14. Encourage donors to increase their gift by spreading it over 3, 4 or even 12 monthly payments. It is easier to make a larger gift when it is spread over several months.
15. Follow-ups with those who have not given are essential for success.

Campaign Strategy

Raising Awareness

All parishes are encouraged to take ownership of their campaign. You will want the parishioners to know that it is ShareLife campaign time and that it's an important part of parish life. Successful parishes always make use of the ShareLife banner, lawn sign and poster, and some hold their own events to support their campaign. The range of activities has been everything from a dinner and dance, to parish breakfast, to a wine and cheese party. All the proceeds have been added to the parish ShareLife appeal total. Please refer to page 17 and 18 in this guide for additional information and ideas on conducting an event to raise awareness and support for ShareLife.

How Much to Give?

Parishioners appreciate some guidelines for giving. Those who give regularly often struggle as much as those who have never given with the question of what constitutes a reasonable donation. Encourage sacrificial or proportionate giving. Remind people to give in proportion to the gifts God has given them.

Suggest a day's pay to help those less fortunate in thanksgiving for our own blessings, as a starting point. Many give more than that already. That way from those with high earnings, more will be expected. Also emphasize spreading the gift over several months. The following charts will give some guidelines for parishioners who wish to use this method.

Suggested Multiple Payment Plan

ShareLife Sunday	+	3 Monthly Payments of	=	Total Gift
\$ 10		\$ 10		\$ 40
\$ 15		\$ 15		\$ 60
\$ 25		\$ 25		\$ 100
\$ 50		\$ 50		\$ 200
\$ 100		\$ 100		\$ 400
\$ 250		\$ 250		\$ 1,000
\$ 500		\$ 500		\$ 2,000

Household Income		Suggested ShareLife Donations									
Hourly	Yearly	1%	1.5%	2%	2.5%	3%	3.5%	4%	4.5%	5%	
\$ 12.00	25,000	250	375	500	625	750	875	1,000	1,125	1,250	
\$ 14.50	30,000	300	450	600	750	900	1,050	1,200	1,350	1,500	
\$ 16.75	35,000	350	525	700	875	1,050	1,225	1,400	1,575	1,750	
\$ 19.25	40,000	400	600	800	1,000	1,200	1,400	1,600	1,800	2,000	
\$ 24.00	50,000	500	750	1,000	1,250	1,500	1,750	2,000	2,250	2,500	
\$ 29.00	60,000	600	900	1,200	1,500	1,800	2,100	2,400	2,700	3,000	
\$ 33.50	70,000	700	1,050	1,400	1,750	2,100	2,450	2,800	3,150	3,500	
\$ 38.50	80,000	800	1,200	1,600	2,000	2,400	2,800	3,200	3,600	4,000	
\$ 43.50	90,000	900	1,350	1,800	2,250	2,700	3,150	3,600	4,050	4,500	
\$ 48.00	100,000	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	

A contribution of one day's pay to ShareLife to support our agencies and grant recipients is less than .5% of income. Did you know that donations can be spread over 12 months? Parishioners can make a monthly gift by credit card, through pre-authorized giving, online (www.sharelife.org) or through post-dated cheques at your parish.

Monthly Giving - The Archbishop Philip Pocock Society

Parishioners making a monthly gift are eligible to be members of the Archbishop Philip Pocock Society.

Archbishop Philip Pocock served as the 7th Archbishop of Toronto from 1971 to 1978. In 1976, he made a courageous decision to establish an organization that respects life at all stages. Now his legacy lives on through the work being done with the help of ShareLife agencies. In 2009, the Archbishop Philip Pocock Society was established to recognize and thank those who make a monthly commitment to support ShareLife agencies.

Society members will receive:

- Two updates per year—our spring newsletter and fall annual report
- A bookmark commemorating the life of Archbishop Pocock
- Invitations to participate in ShareLife appreciation events

Encourage parishioners to become monthly donors and make a difference all year long in the lives of those less fortunate!

Roles and Responsibilities

The single most important key to a successful ShareLife Appeal is the enthusiastic support of the Pastor, the Secretary, and Parish Chairpersons and Committees. Pastors and other parish leadership serve as the primary motivators for their parishioners and are a key source of inspiration for lay leadership and members of the congregation. The following information is intended to assist pastors and parish leadership in understanding their roles in supporting the ShareLife Appeal. These guidelines are to assist parishes in promoting the Appeal in their parish communities.

Pastor

Your support and involvement is the key to the success of the campaign. Your personal endorsement is most important. ShareLife agencies depend on your commitment to the campaign.

How can I help?

- Speak about the need to support the work of our agencies as they serve the poor. Your message about the importance of supporting the work of ShareLife agencies as they bring the hands of Christ to those in need is an integral part of the success of your parish campaign
- Make a sacrificial gift to the campaign—your gift demonstrates leadership and is an example to other parishioners
- Increase parishioners' awareness of the need to support ShareLife – an extension of our Gospel values
- Recruit parishioners to assist as a chairperson or committee member for the ShareLife Appeal
- Encourage and motivate parishioners to support the ShareLife campaign
- Invite a speaker from an agency to make a presentation at your parish during the campaign
- Ensure the campaign video is shown during or before a collection weekend (available from the ShareLife website or as a DVD through the ShareLife office)
- Ensure the Appeal is promoted from the pulpit and in bulletins at the parish
- Ensure that campaign materials are distributed and available to parishioners
- Publicize your parish campaign goal—a suggested goal will be provided by the ShareLife office before the end of December, 2016
- Report the progress of the campaign to the parishioners on a weekly basis
- Report the campaign results to the ShareLife Office as scheduled in the key dates
- Provide enough opportunities for every parishioner to make a gift
- Follow the campaign checklist available in the campaign kit

Parish Secretary

As with most parish activities you are often not seen but your efficiency, helpfulness and care has an impact on all aspects of the ShareLife campaign. You also serve as the main communication link between the parish and the donors, the parish and the ShareLife office. As a member of the leadership team you assist the pastor and the campaign chairperson to promote and implement the campaign. Your specific responsibilities include some or all of the following:

- Maintain parishioner list
- Order campaign materials from ShareLife office
- Ensure the ShareLife bulletin announcements are used
- Administer donations made through the parish – recording and receipting
- Assist with controlling and banking ShareLife funds
- Manage post-dated cheques and pledges
- Report results to the ShareLife office as required
- Remit funds to the ShareLife office as required

Please note that the gathering of ShareLife data for direct mail parishes is carried out using the information entered into Parish Tools. Thus, it is important that ShareLife donation data be entered into the database on a timely basis. Thank you for your support with this matter.

Campaign Chairperson / Committee

The Chairperson should be a leader in the parish and be willing to commit to the job until its completion. As a lay leader, you “animate” the campaign! You have the important role of communicating to your fellow parishioners that they are an integral part of the ShareLife effort. It is important to express your own commitment to the financial support of the campaign (let parishioners know that they are joining you in supporting ShareLife.) Together with the pastor, you ensure that the overall campaign plan is carried out within the time frame established. Communication is important to success. You are coordinator of that communication. You must ensure that volunteers understand the plan and the responsibilities assigned to them. Once selected, the Chairperson, together with the pastor, can proceed to recruit a campaign committee. Your role includes some or all of the following:

- Work with the pastor to promote the Appeal
- Familiarize yourself with the agencies supported by ShareLife
- May give a pulpit presentation. A prepared text will be available at sharelife.org/Public/Resources at the end of January 2017
- Arrange for guest speakers from ShareLife agencies
- Arrange showing of the ShareLife video from the sharelife.org home page or order a DVD
- Ensure other activities are planned to raise the awareness of the campaign—refer to page 17–18 for ideas on conducting events to raise awareness and support for ShareLife
- May report results to the ShareLife office as required
- Ensure utilization of campaign materials—posters, banners, brochures, envelopes, and lawn signs are in place

Communicating and Using the Media

The more people know about the campaign, the more people will support ShareLife. Here are some ways you can “get the word out” to your parishioners and to the public.

Public Relations: www.sharelife.org/Public/Resources

- Assign publicity to a member of your ShareLife committee. He/she should be responsible for organizing speakers, liaising with local media and being the official spokesperson for the Parish.
- Contact your local community newspapers, radio stations and cable companies. All large scale media are contacted by the ShareLife office.
- Prepare a 1-page news release from your parish and send it to the news editor of all your local media contacts.
- Include a story about a local agency that ShareLife supports, or anything out of the ordinary e.g., special events, a unique program that might interest the media.
- Be brief and polite, not demanding, when dealing with the media, and you will get some excellent results.
- Organize pulpit announcements for the three Sundays prior to ShareLife Sunday; announcement of when to expect the first letter, i.e. mail date is Feb. 27–Mar. 10 (as per the chart on page 10 of this guide). Please download the Bulletin Announcements (available in multiple languages in MS Word format) from www.sharelife.org/Public/Resources.
- Make sure printed announcements are included in the church bulletin.
- Co-ordinate with the pastor the display of posters and banner inside the church, and the lawn sign outside the church, as well as the distribution of brochures/envelopes.
- Contact David Clubine at the ShareLife office for assistance with public relations initiatives at (416) 934-3400 ext. 348 or dclubine@archtoronto.org.

Publicity Materials: www.sharelife.org/Public/Resources

- **The ShareLife website** offers complete resources that every parish can use for promoting the campaign. Parishes can download useful campaign materials from the website such as copies of this campaign guide, bulletin inserts and covers, pulpit announcements, speaker guidelines, key dates, ShareLife history, brochures, Cardinal’s letter, posters, video link, social media, etc.

Feel free to e-mail ShareLife at slife@archtoronto.org to offer your feedback, suggestions and keeping up to date. Utilizing the Internet allows ShareLife’s message to be communicated effectively to a larger audience, raising the awareness of the work we do.

- **Parish Bulletin:** The easiest and most widely-read weekly information piece in your parish. Use it to encourage donations, recruit volunteers, give updates on results, and thank everyone for helping and contributing. Start early and use the bulletin announcements, available in multiple languages for download at www.sharelife.org/Public/Resources
- **Posters:** These establish the theme and announce ShareLife Sunday. A visual connection with ShareLife in the parish. *Available in English, French, Italian, Portuguese, Polish, Spanish and Chinese.*
- **ShareLife Brochure:** *Printed in English, French, Italian, Portuguese, Polish, and Chinese.* The brochure provides information on ShareLife-funded agencies along with our annual theme.
- **In-church banner:** A large re-usable banner which can be hung vertically or horizontally. Provides visual impact in the church.
- **Lawn sign:** One of the most simple and effective ways to publicly support the ShareLife campaign. By visibly displaying your lawn sign in a high traffic area, you are raising ShareLife’s awareness in the community. We also receive many calls from people in need of help who have seen ShareLife lawn signs and contact our office. We then put them in contact with the appropriate agency to meet their needs.
- **ShareLife DVD:** The ShareLife DVD is available for distribution to parishes requesting one. This valuable resource can be used

to promote the campaign at “Coffee Sunday”, ShareLife Kickoffs, special events or other ShareLife activities. We encourage you to make use of this excellent resource from our Home page at www.sharelife.org or order a DVD.

- **Social Media:** ShareLife will be featuring the latest Social Media parish campaign news on **Facebook.com/ShareLifeCan** and **Twitter.com/ShareLifeCan**. Please post these social media links on your parish website. Encourage parishioners to ‘follow’ us through social media.

In-Church Presentations

ShareLife Speakers Put a Face to the Cause!

- Set up and reinforce your speaker for success. Use samples provided on page 7–8 of the Parish Speaker Guidelines.
- ShareLife speakers are one of the best ways to motivate parishioners to support the appeal. Their stories help put a face to the agencies funded by ShareLife. There are many excellent speakers available from the agencies we fund and from the ShareLife office as well. A pulpit presentation can be extremely powerful in delivering the message of need. Guest speakers can be arranged by calling the agencies directly. All agencies and their phone numbers are included in this guide, as well as in the Speaker Guidelines (in the kit) with detailed information about each agency.

*N.B. If you do welcome a ShareLife speaker to your parish, please remember that many of them are sharing experiences that are particularly personal. We ask you to welcome them to your parish, ensuring that someone will be able to meet them before Mass, show them where they may relax between Masses and any other pertinent information that may apply in your parish.
- ShareLife committee members or parishioners can also be effective speakers but a word of caution: make sure the speakers are knowledgeable about the campaign and ShareLife programs. Help them plan their speech but deliver it in their own words. Please refer to the Speaker Guidelines in the kit.
- The ShareLife website www.sharelife.org/Public/Resources will have examples of speeches available for use. Feel free to utilize this resource as you develop your local presentation (available on or before January 31, 2017).
- If you are having trouble arranging for an agency speaker, or if there are concerns with a presentation, please contact Jane Cleary at the ShareLife office. We want to work with you to ensure that your presentation experience goes well.

Anything Else?

- Keep a rack of ShareLife information available at the back of the church for easy reference.
- Make sure that you put up the ShareLife posters throughout the campaign period.
- Keep ShareLife envelopes in the pews during the campaign period for those who might forget to bring their envelopes or those who are not registered at or are new to the parish.
- **Speak about the need to support the work of the agencies as they serve the poor.** Remind parishioners that their support for ShareLife is how we bring the message of the Gospel to life as we serve to the needs of the greater community.

ShareLife Collections and Installment Giving

ShareLife Collection Sundays

Only one-third of Catholics 18 years of age and older attend Mass weekly. Another third of the Catholic population attends Mass monthly or less frequently. To give all parishioners at least one opportunity to hear the ShareLife message and to donate, pulpit and bulletin announcements should be made on a weekly basis.

On each of the three ShareLife collection weekends there should be a separate second collection taken at all Masses for the ShareLife donations.

Parishioners in direct mail parishes can also place their envelope in the collection basket at any weekend Mass or simply mail their donations to the parish.

Installment Giving

Donors frequently give only what they can afford at the time of the Parish Campaign. If they are encouraged to contribute that same amount in each of the months following ShareLife Sunday, a substantial barrier to real growth will be overcome. Parishes which encourage installment contributions experience significantly higher donations than those parishes not using this simple system. So don't hesitate to suggest a three, six, or even twelve part gift. Recommend post-dated cheques for the installments or a monthly contribution by pre-authorized giving (through the parish PAG program,) or by credit card via our website (www.sharelife.org) or by calling the ShareLife office at 416-934-3411 or 1-800-263-2595.

Raising Awareness and Supporting ShareLife Through Events

As part of your parish campaign plan for ShareLife, consider hosting an event to not only raise awareness of the work of ShareLife agencies, but also to invite parishioners to support our annual appeal in a different way. An event can be as simple as a small social activity or a bake sale, or on a larger scale a dinner or silent auction. Supporting an event does not replace a parishioner's contribution to ShareLife! Parishioners are still invited to support the ShareLife campaign with a sacrificial gift; an event provides an opportunity to support the campaign in a different way. Raising awareness of the work of our agencies should be seen as an important part of any event that takes place—this awareness will help in turn to encourage support for the campaign.

If the opportunity presents itself, consider showing one or more of the ShareLife video's at the event. These can be downloaded from the ShareLife website home page www.sharelife.org (an LCD projector will be required.) During the event, consider posting pictures on ShareLife's facebook page (www.facebook.com/ShareLifeCan), or on Twitter, tagging ShareLife (@sharelifecan.) This will help to publicize your event to other parishes and the greater community.

Invite a ShareLife agency to be part of your event! After your event has been scheduled, invite a ShareLife agency to set up a display, or have an agency speaker make a small presentation while the event takes place. This will help to inform parishioners of the work that is being supported by the event, and the ShareLife campaign overall.

Consider involving your parish youth group with the set up and hosting of the activity. Involving the youth of the parish not only helps to get them involved, but also deepen their awareness of ShareLife. Parish groups such as the Knights of Columbus or Catholic Women's League can also assist to organize a parish event for ShareLife. For further information, please contact ShareLife at (416) 934-3411 for Campaign Officers Mariana Garcia at ext. 571/mgarcia@archtoronto.org or David McNerney, ext. 597/ dmcnerney@archtoronto.org.

Here is a list of suggested activities that can be undertaken to raise awareness of and support for ShareLife.

1) Bake Sale

A bake sale is one of the most popular community engagement events. Invite parishioners to bring in baked goods, which can then be sold after Mass.

2) Board Game / Trivia Tournament

Choose a fun game that most people are likely to be familiar with. Get a 4 person team in place or have individual participation. A trivia night can also be held in the same format.

3) Ballroom Dancing Lessons

Ballroom dancing has made a noticeable comeback. People of any age can get involved. The first step is talking to local dance instructors to see if they would be willing to donate their time for a series of lessons. Charge a small admittance fee, with the proceeds to ShareLife.

4) Car Wash

A car wash is one of the most recognizable community engagement ideas. Identify a suitable high traffic location for the car wash.

5) Cooking Classes

You can put on a cooking class fundraiser at the church's kitchen. You might want to cover the basics of cooking, focus on a specific type of ethnic food, or look at putting together a holiday meal. Charge a small participation fee, with the proceeds going to ShareLife.

6) Face Painting / Family Carnival—for young families

Children love having their faces painted! Organize a face painting booth, enlisting the help of some talented artists from your area. Consider making this part of a carnival event for families, with games and food for everyone!

7) Yard Sale

Help your old items find new homes. This is a great opportunity for parishioners to clear out their clutter. Ask the parishioners to get involved by donating unwanted items to a parish yard sale. It is also a great way to help the environment through re-use. Charge a table fee for participation, with proceeds to ShareLife.

8) Photo Contest

Give all of the aspiring photographers you know the opportunity to showcase their pictures. Have a photo competition and request submissions from people of all ages in your parish.

9) Karaoke

A karaoke night fundraiser can help share people's talents with a wider audience. It can also be great for all ages. Offer munchies and refreshments for sale, with all proceeds to ShareLife.

10) Pancake Breakfast

Who doesn't like pancakes? It is an event particularly suited for Sundays, after Mass. This can also be a fund raiser on Shrove Tuesday to kick off your parish ShareLife campaign. Publicize through the parish or work with your local schools to host this event.

11) Spaghetti Dinner / Parish Dinner

You can run it on a large or small scale. Ask your local grocery stores and bakeries if they will donate ingredients. Tickets can be sold in advance; ask a ShareLife agency to set up a display and make a small presentation during the Dinner.

12) Yoga Classes

This is very popular nowadays for young adults and seniors. Ask around if there are yoga instructors willing to volunteer their time for a series of classes at the parish.

13) Silent Auction

Invite parishioners to donate an item, or a service, to offer for this auction. The advertisers on the back of your bulletin, or parishioners who own companies, or have items such as sports (Leafs, Jays,) tickets may be willing to contribute an item. Services such as lawn trimming, cleaning, babysitting, haircuts, car repairs, and many others can be popular items. Hold the auction over two weekends, and close the bids after the last Mass on the second weekend.

14) Used Book, DVD and CD Sale

Many parishioners will have gently used books, DVDs and CDs that they would love to find a new home. This event can be very popular in parishes with young families. Invite parishioners to bring in their books, CDs or DVDs, and offer items for sale at a small price (i.e. \$2 each.)

15) Your OWN event idea. Be creative and have fun!

Leadership in Schools

Checklist for a Successful Campaign

Invite your school community into the Mission and Vision of ShareLife and encourage them to participate in the ShareLife campaign. – 100% of funds raised by schools will be credited towards your parish total.

Roles and Responsibilities

Pastor

How can I help?

- Invite your school communities to actively participate in the ShareLife campaign by creating awareness, using the ShareLife curriculum found at www.sharelife.org/OCSGE
- Let your principals know that their school's support of ShareLife is important to your parish community. Encourage your school communities to participate in the campaign by way of holding a school fundraiser for ShareLife—100% of funds raised by schools will be credited towards your parish total.
- Use your parish bulletin to thank your schools for their support—let your parish community know that Catholic schools in your parish have participated in the ShareLife campaign.
- Thank the schools for their support at a school Mass; or attend an assembly where a cheque presentation is made.
- In June, invite representatives from schools that contributed to your parish ShareLife campaign to attend a Mass where they will be recognized, and a cheque (photo opportunity) presentation can be made to the parish. This publicly recognizes the support of your schools to the parish community.

Parish Secretary

- The preferred process is that schools send their funds to the ShareLife office, where we will in turn credit the appropriate parish campaign.

If your schools give their funds to your parish, please note the following:

- Ensure school donations are entered into Parish Tools under the name of the school.
- Let the ShareLife office know that the school has made a donation to ShareLife through your parish campaign. ShareLife will inform your parish if they receive a ShareLife donation directly from your schools.

School Campaign

Every Catholic school in the Archdiocese of Toronto is invited yearly to participate fully in the ShareLife campaign.

From September to December, the school campaign focuses on the employees of the Catholic School Boards encouraging them to make a sacrificial gift; either one time or a payroll deduction beyond their parish gift.

From January to June, in alignment with Lent and the parish campaign, schools are encouraged to learn about and fundraise for ShareLife. Once a school completes their fundraising for ShareLife, they are encouraged to send their funds directly to the ShareLife office, identifying their affiliated parish.

ShareLife will send a thank you letter to the school and a letter to their pastor, encouraging him to thank the school their support of the Parish campaign. NOTE: 100% of school donations from your affiliated schools will be credited towards your parish total.

The Direct Mail Appeal

For several years, many parishes have used direct mail as their main means of collecting funds for ShareLife.

Method

A professionally designed and written mailing package will be sent from the ShareLife office to parishioners, from lists supplied by participating parishes. The package will consist of:

- a signed, personally addressed letter from the Cardinal
- a brochure
- a donor/pledge card
- reply envelope

Parishioners will be asked to place the envelope in the collection basket at the designated weekend Mass or simply to mail their donations to the parish. **On each of the three ShareLife collection weekends, there should be a separate second collection taken at all Masses for the ShareLife donations.**

Following the initial mailing, a reminder letter will go out to parishioners who have yet to make a donation but have donated during the previous two campaigns. Parishes may choose to do a final reminder by phone near the end of the campaign. Information on a telephone follow-up can be found on page 23.

Parishes that have made a practice of writing to parishioners during the ShareLife campaign and who are now using the Direct Mail solicitation method, should consider the need for such a letter. If the parish committee feels it is still necessary, we suggest the Cardinal's letter should be the first solicitation that parishioners receive in their homes.

At specific times during the campaign, the ShareLife office will be extracting data from the Parish Tools program to generate the ShareLife campaign letters for your parish (see key dates, page 10.) Data extraction information and dates are also highlighted on page 21. **It is critical that parishes update their databases before these dates to ensure that the information is as accurate as possible when the data is extracted.**

Donors will be sent a thank you letter from Cardinal Collins.

Non-Registered Parishioners

Not everyone who attends your parish will be on the parish database. Use the "Collection Envelopes" provided for ShareLife to give non-registered parishioners an opportunity to give.

Announcements should be made each Sunday about these envelopes requesting the non-registered parishioners to take one and return it the following Sunday with a donation.

See the "key dates" on page 10 and page 21 of this guide for the significant dates in the Direct Mail campaign.

Direct Mail Parishes – 2017 Data Extraction Dates

At specific times during the campaign, the ShareLife office will be extracting data from the Parish Tools program to generate the ShareLife campaign letters for your parish.

Please note the following dates that the data will be extracted for these mailings and ensure that all name, address, mail label, salutation, envelope number and donation information is up to date and correct before these dates.

To ensure we have accurate and current data for our ShareLife mailings, it is critical that the parish database be up-to-date before the dates below.

Thank you for your co-operation with this matter.

January 31, 2017 Cardinal's mailing

April 24, 2017 Pastor's reminder mailing

- It is important that you update your database with all donations you have received by this date – we use this data to send reminders to the parishioners who have not donated at this point (and who had done so in the previous two campaigns.) Last year 70 parishes did not have their donations up to date by the due date which incurred extra mailing costs for ShareLife and resulted in donors receiving a reminder letter

May 24, 2017 Thank you mailing

June 28, 2017 Thank you mailing

August 4, 2017 Thank you mailing



Reporting and Remitting Donations

Reporting

It is extremely important that up-to-date reports are sent in by every parish as the campaign progresses. We review the campaign results and offer support to parishes where the campaign appears to be behind the results of the previous year. Should the trend indicate that the campaign is experiencing trouble and that the Parish Appeal target might not be met, immediate remedial action will be taken.

For 2017, we are returning to the use of faxed reports. In 2016, we used the data from Parish Tools to compile the campaign results. During the campaign, we realized that data entry in some parishes was often behind, in some cases by months, which did not provide an accurate picture of the campaign results. As such, we will be using the fax form to gather results for the 2017 campaign.

To report your results, please use the **ShareLife 2017 – Reporting Form** on page 30. For each report, the following information will be required:

- This Report Period's Total—all money collected since the previous report date.
- Grand Total Collected at Parish—for each report week—add the current week's 'Report Period's Total', column (2) to the previous week's 'Grand Total Collected at Parish', column (3).

The initial report by each parish should be made to the ShareLife office on Tuesday, April 4 - no later than 4:00 p.m. The report should be made by telephone to (416) 934-3411 or by fax to (416) 934-3412.

Subsequent reports are to be made by phone or fax on the dates indicated on the form.

Due to auditing requirements, all parishes must submit a hard (written) final copy of their ShareLife total. Please use the ShareLife 2017 – Reporting Form on page 30 to fax your final total to the ShareLife office on the dates indicated.

Remittances

The initial remittance should be mailed or delivered to the ShareLife office the week following the first collection. Subsequent remittances should be sent to the ShareLife office when received for the second and third collection.

Please send your remittances as soon as possible, as agencies receive their funding on a monthly basis beginning January 1 each year; the ShareLife office may borrow funds to bridge the gap from January 1 until the date of the first collection.

In accordance with archdiocesan policy, proceeds from all special collections must be forwarded to the office within 30 days of the collection date.

Make cheques payable to 'ShareLife' and send them directly to the ShareLife Office.

Campaign Account Statement

During the campaign the ShareLife office will fax the "Campaign Account Statement" to all parishes on a monthly basis.

The statement will include the amounts received under the following headings:

**ShareLife Campaign Account
Cheques Received from Parish**

Follow-Up Action

Follow-up is essential and should be an integral part of your strategic plan. It is important that every parishioner has an opportunity to give to the important work of the agencies supported by ShareLife. Personal circumstances may prevent some parishioners from giving, not being asked should never be the reason. There are a number of ways to follow-up with parishioners who have not made a donation.

Phone

A telephone call can be an effective way to follow-up the letters. Consider the following advantages:

- effective method of reaching people
- second best follow-up method (face to face is best)
- it establishes the immediacy of the gift
- it creates personal dialogue with parishioners
- can serve the purpose of updating parish data base

Letters

Some pastors may wish to write a letter to those parishioners who have not answered the call to support the ShareLife campaign. The following letter is only a sample of what could be said in such a letter.

Dear parishioner or Dear Mr. & Mrs. _____

There will always be poor people in the land. That is why I command you to be ready to help your brother or sister. Give to the poor in your land who need help. (Deuteronomy 15:11)

The Bible reminds us of the importance of caring for one another, to share our resources with those who need our help. In our archdiocese, supporting the ShareLife appeal is one of the ways that we can fulfill the Gospel message to love one another.

Our parish ShareLife campaign has raised \$_____ to date toward our goal of \$_____.

The ShareLife campaign is an integral part of the social service network in the Archdiocese of Toronto. Our generosity also assists with the studies of our Clergy, and reaches out to our brothers and sisters around the world.

We have not heard from you and I wanted you to know that it is not too late to make a contribution. Your gift will be gratefully received and much appreciated. Your generosity will help support the work of the 42 agencies and grant recipients here in our Archdiocese and overseas which depend on the support of ShareLife.

As your pastor, I ask you to join me in supporting the 2017 ShareLife campaign.

For your convenience I am enclosing a pledge form and envelope which you may put in the collection basket at Mass or mail to the Parish Office.

May your generosity reflect the New Testament invitation to “Give according to your means” (2 Cor.8:11).

Sincerely yours in Christ,

Rev. John Doe
Pastor, Parish of the Child Jesus

Thanking the Donor

It is most important to express gratitude for all gifts received. Pulpit and bulletin announcements can be made to thank all who participated. Direct Mail parishes will have a “thank you” letter mailed on behalf of the Cardinal to all donors.

A “thank you” letter from Cardinal Collins to the pastor and the parishioners will be sent in the fall; this should be read at all Masses on one weekend or published in your parish bulletin. However, it is important to thank your parish community for their generosity during the campaign and to report the total amount raised both in your own parish and throughout the Archdiocese. This gives people a sense of being part of the larger ShareLife family.

ShareLife Funded Agencies

Prior to the existence of ShareLife, money was raised separately for St. Augustine’s Seminary and for the very important projects made possible by the Canadian Catholic Organization for Development and Peace. In 1976, ShareLife was created when Catholic Charities withdrew from the United Way of Greater Toronto after that organization admitted Planned Parenthood, an agency involved in abortion referral. When ShareLife was formed, it became the fundraising organization in the Archdiocese for Development and Peace, St. Augustine’s Seminary, and the agencies of Catholic Charities, some of which had been serving the City of Toronto for over a century.

All ShareLife agencies share the Catholic tradition of serving the community regardless of race, religion, or culture. Here is a listing of the 42 ShareLife agencies and speaker booking contacts.

FAMILY SERVICES

Catholic Community Services of York Region (CCSYR)

(905) 770-7040 | www.ccsyr.org

Speaker booking contact: Mr. Robert Hickey, Executive Director | rhipkey@ccsyr.org

Catholic Family Services of Durham

(905) 725-3513 | www.cfsdurham.com

Speaker booking contact: Mrs. Elizabeth Pierce, Executive Director | E.Pierce@cfsdurham.com

Other languages: French

Catholic Family Services of Peel-Dufferin

(905) 450-1608 | www.cfspd.com

Speaker booking contact: Mrs. Sharon Mayne-Devine, Executive Director | SMayneDevine@cfspd.com

Other languages: Polish, Spanish

Catholic Family Services of Toronto

416) 921-1163 | www.cfstoronto.org | Mr. Denis Costello, Executive Director

Speaker booking contact: Ms. Charlene Taboy, Executive Assistant ext. 2242 | ctaboy@cfstoronto.com

Other languages: Italian, Spanish

Catholic Family Services of Simcoe County

(705) 726-2503 ext. 107 – Barrie location | www.cfssc.ca

Speaker booking contact: Ms. Michelle Bergin, Executive Director | mbergin@cfssc.ca

Other languages: French

FertilityCare Toronto (formerly Marguerite Bourgeois Family Centre FertilityCare™ Programme)

(416) 465-2868 | www.fertilitycare.ca

Speaker booking contact: Mrs. Karen Hemingway, Executive Director | fertilitycare@on.aibn.com

Other languages: Cantonese, Italian, Polish, Spanish

Natural Family Planning Association

(416) 481-5465 | www.toronto.naturalfamilyplanning.ca/toronto

Speaker Booking Contact: Ms. Rosierre Leka Mercieca, Office Administrator | toronto@naturalfamilyplanning.ca

Other languages: Polish, Spanish, Mandarin, Cantonese

Birthright International (Toronto)

(416) 469-1111 | www.birthright.org

Speaker Booking Contact: Ms. Maureen McKenna, Director | toronto@birthright.org

SERVICES FOR CHILDREN AND YOUTH

Covenant House Toronto

(416) 598-4898 | www.covenanthouse.on.ca

Speaker Booking Contact: Mr. Michael Sheiner (416) 204-7094 | msheiner@covenanthouse.ca

Camp Ozanam (formerly Four Winds Boys' Camp)

c/o Society of St. Vincent de Paul – Toronto Central Council

(416) 364-5577 | info@ssvptoronto.org

Speaker Booking Contact: Ms. Louise Coutu, Executive Director | lcoutu@ssvptoronto.org

Office of Catholic Youth (OCY)

(416) 599-7676 ext. 227 | www.ocytoronto.org

Speaker Booking Contact: Fr. Frank Portelli, Director | frfrank@ocytoronto.org

Sancta Maria House

(416) 925-7333

Speaker Booking Contact: Ms. Sonia Layne, Executive Director | Sonia.SMH@rogers.com

Other languages: Italian, Spanish

Youth In Transition (YIT)

(416) 204-7050 | covenanthouse.ca

Speaker Booking Contact: Ms. Rose Cino, Communications Manager | cino@covenanthouse.ca

SERVICES FOR THE ELDERLY

Centres d'Accueil Héritage

(416) 365-3350 | www.caheritage.org

Speaker booking contact: Ms. Isabelle Girard, Executive Director | igirard@caheritage.org

Other languages: French

LA Centre for Active Living

(416) 452-4875 | www.loyolaarrupecentre.com

Speaker booking contact: Ms. Sandra Cardillo, Executive Director | sandra@loyolaarrupecentre.com

Providence Healthcare

(416) 285-3747 | www.providence.on.ca

Speaker booking contact: Ms. Patti Enright, Corporate Communications Manager | penright@providence.on.ca

Other languages: French, Spanish

Society of Sharing

(416) 413-0380 | www.societyofsharing.org

Speaker booking contact: Mrs. Mariza Garcia, Executive Director | mariza@societyofsharing.org

Other languages: Italian, Spanish

SERVICES FOR SINGLE AND TEEN PARENTS

Rosalie Hall

(416) 438-6880 | www.rosaliehall.com

Speaker booking contact: Ms. Jane Kenny, Executive Director | janekenney@rosaliehall.com

Rose of Durham Young Parents Support Services

(905) 432-3622 | www.roseofdurham.com

Speaker booking contact: Ms. Deneen Nolte, Office Manager | deneen.nolte@roseofdurham.com

Rose of Sharon Services for Young Mothers

(905) 853-5514 | www.therose.ca

Speaker booking contact: Ms. Anna Pavan, Executive Director | apavan@therose.ca

Vita Centre

(905) 502-7933 | www.vitacentre.org

Speaker booking contact: Ms. Tanya Pereira, ext. 223 | t.pereira@vitacentre.org

SERVICES FOR PEOPLE WITH SPECIAL NEEDS

Mary Centre

(416) 630-5533 | www.marycentre.com

Speaker booking contact: Ms. Marianne Vico, Faith Outreach and Community Development Coordinator | mvico@marycentre.com

St. Michael's Homes / Matt Talbot Houses

(416) 926-8267 | stmichaelshomes.org/home.html

Speaker booking contact: Mr. Robin Giller, Executive Director | info@stmichaelshomes.org

Our Place Community of Hope

(416) 598-2919 | www.ourplacecommunityofhope.com

Speaker booking contact: Mr. David Collins, Executive Director | david@ourplacecommunityofhope.com

Saint Elizabeth Health Care

(905) 940-9655 | www.saintelizabeth.com

Mrs. Shirlee Sharkey, President and CEO

Speaker booking contact: communications@saintelizabeth.com

St. Bernadette's Family Resource Centre

(416) 654-9810 | www.stbernadettesfrc.org

Speaker booking contact: Mrs. Angie Carboni, Executive Director | angiecarboni@hotmail.com

Other languages: Italian

Silent Voice Canada

(416) 463-1104 (Voice) & (416) 463-3928 (TTY) | www.silentvoice.ca

Speaker booking contact: Ms. Gayathri Samaroo, Office Coordinator | g.samaroo@silentvoice.ca

Other languages: American Sign Language (ASL)

Street Haven at the Crossroads

www.streethaven.com

Speaker booking contact: Ms. Anne Topp, Executive Director (416) 967-6060 ext. 230 | atopp@streethaven.com

IMMIGRANTS AND REFUGEES

Catholic Crosscultural Services

(416) 757-7010 | www.cathcrosscultural.org

Speaker booking contact: Ms. Carolyn Davis, Executive Director | cdavis@cathcrosscultural.org

Other languages:

Toronto – Filipino

Peel – Arabic, Cantonese, Korean, Mandarin, Polish, Portuguese, Spanish, Tamil

Office for Refugees of the Archdiocese of Toronto

Speaker booking contact: Mr. Luciano Moro, Outreach Worker (647) 780-0827 | oratoutreach@gmail.com

Other languages: Hungarian, Arabic, Kakwa, Swahili (conversational)

DEVELOPMENT PROJECTS & MISSIONS

Canadian Catholic Organization for Development and Peace

(416) 922-1592 | www.devp.org

Speaker booking contact: Mr. Luke Stocking ext. 225 | Luke.Stocking@devp.org

Pastoral Mission Fund

(416) 934-3400 ext. 567

Speaker booking contact: Ms. Kristen Carey, Development Coordinator | kristenc@archtoronto.org

EDUCATION OF CLERGY

St. Augustine's Seminary

(416) 261-7207 | www.staugustines.on.ca

Speaker booking contact: Ms. Avani Pandya ext. 260 | avani.pandya@utoronto.ca

Regarding speakers from St. Augustine's Seminary, please note that seminarians are available to speak in parishes on the weekends of March 25-26 and April 1-2, 2017. Stipends are not required for seminarian speakers, however, past practice has been to provide for travel expenses.

Redemptoris Mater

www.rmmstoronto.com

Speaker booking contact: Fr. Tomasz Skibinski, Rector (416) 264-9477 ext. 1

Permanent Diaconate

www.archtoronto.org

Speaker booking contact: Deacon Steven Pitre (416) 934-3400 ext. 304 spitre@archtoronto.org

ON-GOING SUPPORT/VOLUNTEERING

Catholic Charities of the Archdiocese of Toronto

(416) 934-3401 | www.catholiccharitiestor.org

Speaker booking contact: Ms. Kaye Quan, Executive Assistant | KQuan@catholiccharitiestor.org

Other languages: Filipino, French

GRANTS-IN-AID AGENCIES

Canadian Food for Children

(905) 274-9239 | www.canadianfoodforchildren.net

Speaker booking contact: Mrs. Helen McGuire, Executive Director | Mr. Salvatore Badali, Assistant Executive Director | cffc.aasimone@yahoo.ca

The deVeber Institute

(416) 256-0555 | www.deveber.org

Speaker booking contact: Mrs. Kathy Matusiak, Executive Director | bioethics@deveber.org

Good Shepherd Centre

www.goodshepherd.ca

Speaker booking contact: Bro. David Lynch, BGS (416) 869-3619 | david@goodshepherd.ca

New Beginnings

Speaker booking contact: Ms. Charlene Taboy, Executive Assistant (416) 921-1163 ext. 2242 | ctaboy@cfstoronto.com

Hospital Chaplaincy

Speaker booking contact: Mr. Daniel Niamat, Chaplaincy Coordinator (416) 934-3430 ext. 349 | dniamat@archtoronto.org

Toronto Right To Life

www.righttolife.to

Speaker booking contact: Ms. Vanessa Sproule, Executive Director (416) 438-7869 | office@righttolife.to

SHARELIFE 2017 – Reporting Form

Parish: _____ City: _____ Zone #: _____

Faxed/Called by: _____ Phone: _____

Please fax to the ShareLife office at 416-934-3412 or phone 416-934-3411 or 1-800-263-2595 to update your results on the dates indicated below: Thanks!

INSTRUCTIONS

- (1) **Report Date** - send a report on each of the days indicated.
Note: on the first line, Pre SL Sunday, enter in column (3) the total shown on the Campaign Activity Report sent to the parish in March 2017 – this is the amount the parish has already remitted to the ShareLife office.
- (2) **This Report Period’s Total** - include all money collected since the previous report date.
- (3) **Grand Total Collected at Parish** - for each report week - add the current week’s ‘Report Period’s Total’, column (2) to the previous week’s ‘Grand Total Collected at Parish’, column (3).
- (4) **Date Reported to SL Office/Comments** – include the date you are sending the report.
 → **Do Not Include** – money received at the SL office and credited to the parish.
 → **\$** – indicates when to remit funds collected to the ShareLife office. In accordance with Archdiocesan policy, proceeds from all special collections must be forwarded to the office within 30 days of the collection date.
 → **Make cheques payable to SHARELIFE and send them directly to the ShareLife office.**

Week	(1) Report Date (Tuesday)	(2) This Report Period’s Total	(3) Grand Total Collected at Parish	(4) Date Reported to SL Office / Comments
Pre SL Sunday	From Aug 1, 2016 to March 2017			This is the amount shown on Campaign Activity Report sent to the parish in March 2017
1	April 4 Collected prior to & on March April 2 (SL Sun)			
2	April 11 \$			
4	April 25			
6	May 9 \$ after 2nd coll - May 7			
8	May 23			
10	June 6 \$ after 3rd coll - June 4			
12	June 20			
14	July 4			
16	July 18			
18	* July 31 \$			

Direct Mail Parishes Only

April 24 – ShareLife office to extract donation data from the Parish Tools database
 May 24 – ShareLife office to extract donation data from the Parish Tools database
 June 28 – ShareLife office to extract donation data from the Parish Tools database
 August 4 – ShareLife office to extract donation data from the Parish tools database

*** NOTE:** Due to auditing requirements, all parishes must submit a hard written copy of their final ShareLife total.



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www.sharelife.org

[f](https://www.facebook.com/ShareLifeCan) /ShareLifeCan [t](https://twitter.com/ShareLifeCan) @ShareLifeCan
www.workingwonders.ca

Charitable Registration No. 13063 2474 RR0001

