



## WHY WE DO WHAT WE DO

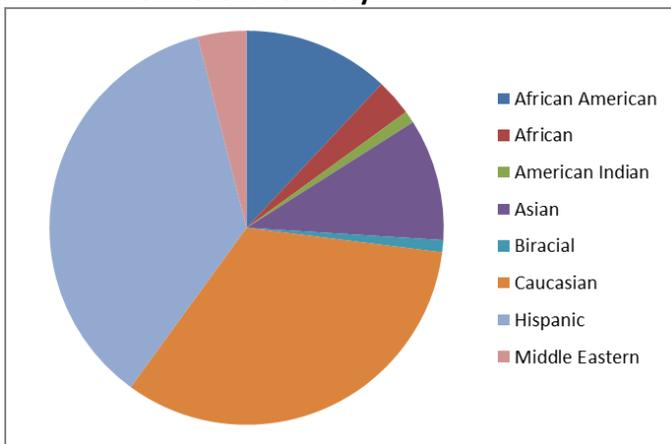
Helping people who live in poverty and those who are most vulnerable has been the priority of Catholic Charities of the Archdiocese of Milwaukee since 1920. Catholic Charities is a professional social service agency that serves people of all faiths,

ages, races and cultures throughout the 10 counties of southeast Wisconsin. We have offices in Milwaukee, Waukesha, Racine, Kenosha, Sheboygan, and Fond du Lac.

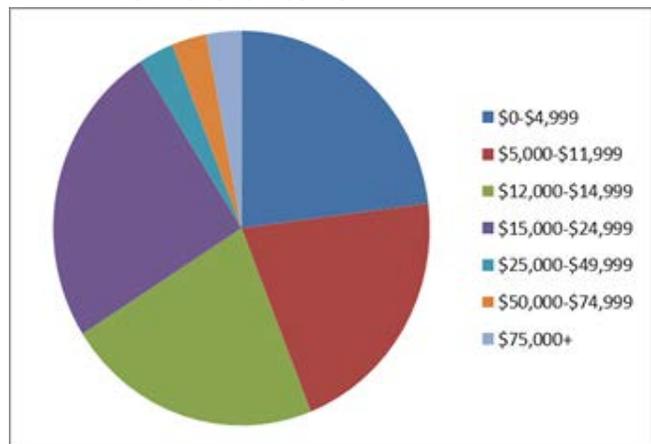
***Our programs and services positively impact the lives of over 40,000 individuals every year. The vast majority of individuals and families served live in poverty and services are provided at no cost to them. Without the generosity of donors to Catholic Charities many of these individuals would not receive the services they so desperately need.***

- ***43,850 individuals positively impacted in 2017***
- ***94% of the individuals and families we serve live at or below the federal poverty level***

**2017 Client Ethnicity**



**2017 Client Income**



Catholic Charities values the dignity of the human person. Our priority is to do what others are not doing for the poor, vulnerable and marginalized. We believe that we are all part of one human family and it is our obligation to provide the most effective social services and to care for our neighbors in need with dignity and respect - that means we meet people where they are emotionally, culturally, intellectually and economically and aid them as they work toward greater well-being and self-sufficiency. We accomplish this through a variety of programs and services that address parenting skills, mental health, social and economic factors for well-being, cultural education for refugees and legal services for immigrants. We provide bilingual services to meet needs for Spanish speaking individuals and families.

**Catholic Charities' Mission Statement** - Inspired by Christ's call to serve, our mission is to provide service to those in need, to advocate for justice and to call upon others to do the same.

**Catholic Charities' Vision Statement** - Our vision is to improve the lives of those we serve, to empower the most vulnerable, and to help reduce poverty through quality, compassionate, and effective human services.

### Agency Transparency

As a non-profit, we have an ethical obligation to our constituents and the public to conduct our activities with accountability and transparency. We wish to regularly and openly convey information to the public about our mission, activities, accomplishments and decision-making processes. Because we want this information to be easily accessible to the public with external visibility, we have posted important documentation regarding our agency's functions on our website: [www.ccmke.org](http://www.ccmke.org) – under the 'About Us' tab.

For more information about Catholic Charities' Lenten Luncheon, please contact Sharon Brumer at 414-769-3543 or via email at [sbrumer@ccmke.org](mailto:sbrumer@ccmke.org). Thank you!



## THE STORY OF OUR BRAND EVOLUTION

Our new brand mark is only a visual component of our evolution as an organization; of our transition as a “brand” and the trust and hope we represent to our clients and numerous stakeholders. Ours is now a story of recommitment, reengagement and reinvigoration of an important purpose compelled by service, compassion, dignity, and justice; hearkening back to why we were created as an organization yet representative of renewed bonds of partnership and support and new ways to serve people living in the communities we are privileged to serve.

With the words “Serving neighbors in need” as a driving mantra, we are entering into a new era of why and how we serve the poor, understanding the concept of *caritas*, where love means caring for our neighbor without judgment as to faith, means, status, nationality or origin. Both our universality of purpose and our Gospel call to serve “the least of our brothers and sisters” invites and welcomes all who share our mission to serve those most in need.

But we also know today how to do this more effectively: That neighbor means *local*, in our own communities; that solutions are best developed collaboratively and organically rather than top down; where neighbor helps neighbor; that the word charity has many connotations, but to us means meeting people where they are at and walking with them on their journey. We listen, comfort, guide, advocate and teach.

We acknowledge that our purpose must also be contemporary and acknowledge the environment in which we find ourselves as people of faith and part of a society of diminishing public and private resources for service to the poor. We have a responsibility to our donors, partners, clients and community to be relentlessly prudent stewards of the financial resources that we receive and then impart. We serve all who need our services, affirmed by the words of Jesus in the Gospel, representing the true spirit of love of neighbor.

### BRAND STATEMENT

Since 1920, Catholic Charities of the Archdiocese of Milwaukee has served those in need who live in southeast Wisconsin, advocated for justice and called upon others to do the same.

As a Catholic organization, we are motivated to serve and moved to love our neighbor by our own love of Jesus Christ and the tenets of our faith.

We believe in the dignity of every person, that each one of us has worth and is deserving of care and respect. We believe in a preferential option for the poor, in creating space and services for those most often voiceless and unseen. And we believe in solidarity, that we are one human family with the responsibility to work for the common good.

These concepts are Catholic, and they are catholic – universal, unifying and human. This love of neighbor asks nothing, forces nothing, and expects nothing in return – extending to every person regardless of faith or background.

We live those beliefs through the high-quality, professional services we offer, identifying and responding to the specific, evolving needs in our community.

We invite individuals and organizations of all faith backgrounds to join our mission, to serve with and through Catholic Charities, as together we work to improve the lives of the poor in southeast Wisconsin.