



Society of St. Vincent de Paul  
Archdiocese of Galveston-Houston

JULY 2024

BLACK BAG COLLECTION

[svdphouston.org/blackbag](https://svdphouston.org/blackbag)

Going to those in need since 1871



Preventing homelessness



Creating brighter futures



Providing hope



Rebuilding lives



Empowering families

**\$12.9 MILLION**  
given in direct aid  
in 2023

**98,000**  
individuals served

**\$4.9 MILLION**  
rent & utility  
assistance provided

**94%** of every dollar  
raised goes to direct aid  
and programs

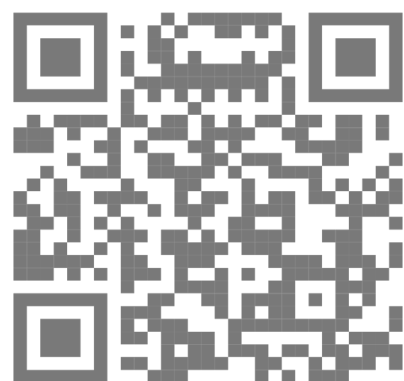
# Annual Black Bag Collection

JULY 20-21, 2024

## COMMUNICATIONS GUIDE

For a digital version of this guide and an interactive toolkit, please scan the QR code or visit:

[SVDPHOUSTON.ORG/BLACKBAGTOOLKIT](http://SVDPHOUSTON.ORG/BLACKBAGTOOLKIT)



### WHAT IS THE BLACK BAG COLLECTION?

The Black Bag Collection is an annual opportunity for the Society of St. Vincent de Paul to reach more than 1.7 million Catholics in the Archdiocese of Galveston-Houston and ask for their help to support the poor and vulnerable in our community. The collection is a symbol of ONE SOCIETY coming together to help those in need.

We rely heavily on this major source of funds for the Society to continue to accommodate the needs of our brothers and sisters who are without basic life essentials—most of which we so often take for granted.

In 1833, our founder, Blessed Frederic Ozanam, and the original members realized they needed money to fund their good works of charity. Because the giving capacity of the members varied, they decided to pass around a simple black bag so that each member could give what they could afford to give. Today, we continue this tradition.

This year's Black Bag Collection will be a special or 2nd collection at all parishes during the weekend of **JULY 20-21, 2024**. We ask for your generosity to continue serving our neighbors in need.

### HOW CAN VINCENTIANS HELP?

Our Vincentian volunteers can share their stories of faith in action by speaking to parishioners and neighboring parishes. By sharing your experience as a Vincentian, you are advocating for the needs of the poor and doing what our mission calls us to do—*provide person-to-person service*.

### WHAT IS THE THEME FOR THE 2024 BLACK BAG COLLECTION?

As One Society—it is our duty to advocate for the poor, the forgotten, and all vulnerable groups that need our help. The theme of this year's Black Bag collection is **"United in Compassion: Transforming Lives, Together."** The generosity of parishioners like yours enables us to serve our neighbors in need with dignity, alleviating suffering and distress while addressing the conditions that cause them through systemic change.

The Society offers a number of services through its Home Visit Program, but few truly know what that entails. With your help, we can help our fellow parishioners understand why our mission is important to the community and how they can become involved with your parish Conference or through Central Council.

## PARISH BULLETIN ANNOUNCEMENTS

Parishes are encouraged to publish the Annual Black Bag Campaign image in their bulletin to spread the word about the special collection. If there is not enough space for the graphic, please use the following text.

### ENGLISH

Please support the Society of St. Vincent de Paul's Annual Black Bag Collection the weekend of **July 20-21, 2024**. Donations will help the Society provide food and financial assistance to families struggling to make ends meet. With the increasing cost of living, your support can make a difference.

### SPANISH

La Sociedad de San Vicente de Paul los invita a participar en la Colecta Anual de la Bolsa Negra **el 20-21 de Julio del 2024**. Sus donaciones ayudaran la misión de proveer necesidades básicas, como comida, ayuda financiera, a familias con escasos recursos.

### VIETNAMESE

Xin hỗ trợ chương trình gây quỹ hằng năm của Hội Thánh Vinh Sơn Phaolô vào cuối tuần ngày **20-21, Tháng Bảy năm 2024**. Mọi đóng góp sẽ được dùng vào việc mua thực phẩm, quần áo, yểm trợ tài chính cho những gia đình gặp hoàn cảnh khó khăn. Với lạm phát đang gia tăng, sự đóng góp của quý vị có thể thay đổi cuộc sống của họ.



## FLOCKNOTE MESSAGES

If your parish has an active Flocknote service, please consider using one or both of the following messages to help the Society spread the word about the Black Bag Collection.

### Email # 1 - Send July 11 or July 12, 2024

Subject Line: **July 20-21, 2024: Annual Black Bag Collection**

The Society of St. Vincent de Paul will be holding their Annual Black Bag Collection the weekend of **July 20-21, 2024**. Our parish needs your help to support one of the oldest Catholic organizations serving the Archdiocese of Galveston-Houston.

There are more than 1.7 million Catholics in our Archdiocese. With your help, we can strengthen our network of charity programs that provide food and financial assistance to the struggling working-poor in our area. Donate or learn more about the Black Bag collection at: [www.svdphouston.org/blackbag](http://www.svdphouston.org/blackbag).

### Email # 2 - Send July 18 or July 19, 2024

Subject Line: **July 20-21 2024: Support the Society of St. Vincent de Paul**

The Society of St. Vincent de Paul's Annual Black Bag Collection is the organization's single, largest fundraiser. The funds raised are used towards program support and general operations support to keep the programs running.

Please consider making a gift this weekend **July 20-21, 2024**, in support of the Society. Last year, your support helped over 98,000 people! Learn more about the Society of St. Vincent de Paul's community impact at [www.svdphouston.org/blackbag](http://www.svdphouston.org/blackbag).

## SOCIAL MEDIA POSTS

The parish social media coordinator can use these posts to help the Society of St. Vincent de Paul spread the word about the Black Bag Collection. Please make sure to tag the Society of St. Vincent de Paul in your social media posts! Find us on social media using the accounts below or look for us under Society of St. Vincent de Paul Archdiocese of Galveston-Houston. If you cannot find us, please use #SVDPHouston.



FACEBOOK  
[@svdphouston.org](https://www.facebook.com/svdphouston.org)



INSTAGRAM  
[@svdp.agh](https://www.instagram.com/svdp.agh)



TWITTER  
[@svdphouston](https://twitter.com/svdphouston)



TIKTOK  
[@svdpagh](https://www.tiktok.com/@svdpagh)

### Post #1 - Publish the week of June 24, 2024

Mark your calendar! JULY 20-21, 2024. Join your fellow parishioners in donating to the Annual Black Bag Collection of the Society of St. Vincent de Paul Archdiocese of Galveston-Houston.

Unlike many of our local Catholic organizations, the Society of St. Vincent de Paul does not receive DSF funding. Your generosity will help their programs serve people in our community with food, financial assistance, and other much needed basic needs. Visit their website for more information: [www.svdphouston.org/blackbag](http://www.svdphouston.org/blackbag) #SVDPHouston

### Post #2 - Publish the week of July 1, 2024

Join your fellow parishioners this month in supporting the Society of St. Vincent de Paul, one of Houston's oldest Catholic organizations serving the needs of the poor through their unique Home Visit Ministry.

In 2023, the Society helped 6,800 households with rental assistance. The average assistance provided was \$456 per household. Check out their 2023 Impact Report to learn more about their services: [www.svdphouston.org/blackbag](http://www.svdphouston.org/blackbag). #SVDPHouston

### Post #3 - Publish the week of July 8, 2024

Please consider donating to the Annual Black Bag Collection next weekend, JULY 20-21, 2024, to continue fueling the services provided by the Society of St. Vincent de Paul.

Last year, volunteers of the Society of St. Vincent de Paul spent 144,000 hours serving our friends and neighbors living in the Greater Houston Area. Our communities are stronger because of these amazing volunteers. Their contributions are a critical component of the Society's core mission of providing person-to-person service to all in need. #SVDPHouston

### Post #4 - Publish the week of July 15, 2024

The Society of St. Vincent de Paul's Annual Black Bag Collection will be active between JULY 20-21, 2024. Please be generous in your giving during this weekend's special collection. Thank you for all your support in ensuring the success of the Society's largest fundraiser of the year. #SVDPHouston

## ADDITIONAL RESOURCES

Find all of the downloadable graphics you need, social media and email templates, and more—in the Society of SVdP Black Bag Toolkit! Scan the QR code or visit:

[SVDPHOUSTON.ORG/BLACKBAGTOOLKIT](http://SVDPHOUSTON.ORG/BLACKBAGTOOLKIT)

