



Catholic
Charities
of Central Colorado



July 1, 2023 - June 30, 2024

ANNUAL REPORT

CATHOLIC CHARITIES
OF CENTRAL COLORADO



20 24

Catholic Charities serves as the
charitable arm of the Diocese of
Colorado Springs.

ABOUT CATHOLIC CHARITIES

As the charitable arm of the Diocese of Colorado Springs, families and individuals come to Catholic Charities to begin their journey from crisis to stability, to weather the current storm, or to heal a broken spirit.

Through our faith, our staff and volunteers guide those we serve with compassion and purpose, helping map out the journey based upon realistic goals and abilities, utilizing Catholic Charities' programs and services, partner agencies, community collaborations, and Catholic Social Teaching. At our core, we understand that every connection has the potential to empower and uplift, to breathe life into aspirations and dreams. Through these bonds, lives are impacted and transformed. We offer our services because we believe in the sanctity of the human person and the dignity of human life – the underlying foundation for Catholic Social

Teaching and our work. We serve anyone in need regardless of faith, race, gender, age, disability, socioeconomic level, sexual orientation, or background.

As a Catholic organization, we are called to be the hands and feet of Christ in the world. Through our services, we are living out our faith to love and care for our neighbors.

Zaheera's family received help from Catholic Charities to find better housing, receive medical help, food support, basic needs, and case management.

Mission, Vision, Values

Mission:

In response to Jesus Christ's call to affirm the value and dignity of each human life, to build solidarity within the community, and to advocate for justice for the poor and vulnerable, Catholic Charities of Central Colorado humbly engages in the ministry of charity for those in both economic and spiritual poverty so that all – staff, volunteers, and clients – may fully achieve their God-given potential.

Vision:

We transform lives through relationships that build individual resiliency and thriving communities.

Values:



Trust

- If we say it, we'll do it
- We give grace for imperfections
- We prioritize and achieve success through relationships



Service

- We are called to serve
- We serve anyone in need with a servant's heart



Boldness

- All things are possible with God
- We are not afraid to do the right thing
- We take risks to meet community needs



Solidarity

- We stand together and fight alongside anyone in need against injustice and against the odds



Love

- We choose compassion
- We love our neighbor as we value the diversity of the human family



Grit

- We don't give up on what we believe

LETTER FROM ANDY BARTON PRESIDENT & CEO



The true and authentic act of caring for our poor and vulnerable is never easy. When we enter into relationship with those who are suffering, we give of ourselves. If we are to make a difference for those in need, it is essential that we give our time, give our strength, give our resources. And when the need grows, we are called to give more.

In January 2024, Catholic Charities was serving 59% more people than the agency had served in 2021. That jump in need was largely attributable to the simultaneous end of government supports initiated during the Covid 19 pandemic and the inflationary rise in prices of food, clothing, and gas. Exacerbating the hardships for those living

**“Join us in the ministry of service.
It is not easy, but for those we serve, it is life changing.”**

on the margins has been the continued trend in rising housing costs throughout Colorado.

Catholic Charities met the increased need though the generous support of donors, the tireless effort of staff, and the selfless service of over 2,100 volunteers. Our Marian House Marketplace Food Pantry expanded service hours from two to five days a week. Our Housing Navigators provided more rent assistance to help individuals and families avoid eviction. Our case managers met with and coached more families to achieve stability for both parents and children.

Still, we strive in all that we do to not only meet the critical needs of our poor and vulnerable but

also to work at addressing the systemic causes of poverty and injustice throughout our community. That is why this past year saw our agency invest so much into housing and mental health. With the Helen Hunt Family Housing project and Catholic Charities Counseling Services, our agency is investing in interventions that help build resiliency and stability over a lifetime.

If you are reading this annual report as a current or past partner, we thank you for all that you have made possible. If you are reading to learn about Catholic Charities of Central Colorado for the first time, we welcome you and invite you to join us in the ministry of service. It is not easy, but for those we serve, it is life changing.

56 Years Dedicated to Service

Formed in 1968, Catholic Charities of Central Colorado has been serving the Central Colorado communities for 55 years, providing Help and Hope to individuals and families in need.

Over the years, our services have changed to fill gaps in community services, expanded to accommodate growing needs, while some services were completely eliminated that were no longer needed.

The trust we have built in our communities is not taken lightly. We deliver services with integrity, trust, and dignity, always keeping the client's needs as our primary focus.

In 1968, Monsignor Don Dunn was working at the Archdiocese of Denver (the Colorado Springs Diocese had not been formed yet). He was given the mission of establishing a Catholic Charities office in Colorado Springs. In October of that year, Denver Archbishop James Casey officially signed the articles of incorporation for Colorado Springs Catholic Social Services. Although the name has changed several times, Catholic Charities of Central Colorado has always had the mission of helping those in need and making our community a better place to live.

“For I was hungry
and you gave me food,
I was thirsty and you gave
me drink,
a stranger and you
welcomed me,
naked and you clothed me,
ill and you cared for me,
in prison and you visited
me.

And the king will say to
them in reply,
'Amen, I say to you,
whatever you did for one
of these least brothers of
mine, you did for me.'”

Matthew 25:35 - 36, 40

**Providing Help.
Creating Hope.**

OUR STRATEGIC GOALS

As the hands and feet of Christ,
we walk hand in hand with people
to provide programs and services
that address the root causes of poverty
and deliver essential services.

Goal 1: Housing

Increase the number of households who maintain or achieve stable housing.

Elements of this goal include:

- Short/medium-term rental assistance
- Utility assistance
- Case Management

Goal 2: Stability

Increase the number of households who make improvements in stability.

Elements of this goals include:

- Case Management
- Early Childhood/Parent Education
- Counseling
- Family Immigration Services

Goal 3: Access

Increase access to legal, nutrition, physical health, and employment services for marginalized populations.

Elements of this goal include:

- Nutrition
- Navigation
- Digital Equity
- Health
- Legal Services
- Family Immigration Services

Goal 4: Infrastructure

Strengthen infrastructure to improve organizational capacity.

Elements of this goal include:

- Donations
- Volunteers
- Finance
- Marketing & Communications

OUR PROGRAMS

We believe relationships empower and transform lives – that people experiencing poverty and injustice should be “seen” and served.

We walk hand in hand with people to provide programs and services that address the root causes of poverty and deliver essential services.

We convene communities around human needs because at Catholic Charities, we are called to serve one another to make a difference in our world.

Family Services: Family Connections at Hunt Campus & Castle Rock

Family Services is comprised of **Family Life Coaching/Case Management programs, Family Navigation, Early Childhood & Parent Education, and our services delivered from our Castle Rock Office.** We understand that life’s challenges can unexpectedly push families to the brink so we offer programs and services to help them regroup, stabilize, and move towards their goals.

Our Family Navigation programs assist clients, directing them to the appropriate services based on their needs. This could mean shopping in our Children’s Closet, receiving bus passes or gas

cards, scheduling time for laundry, shower, or computer access, or shopping in our food pantry, or receiving referrals for food and employment support.

Families with children have special needs and can take advantage of a variety of Early Childhood and Parent Education programs. These include:

- **Circle of Parents**
- **Motheread/Fatheread**
- **Cooking Matters**
- **Parenting on the Go**
- **Growing Great Kids**
- **Playgroup**
- **Safe & Secure Kids Parenting Series**

Marian House & Hanifen Center Services

Clients will find a variety of programs and services at the Marian House Campus. We offer two main food & nutrition resources:

- **Marian House Kitchen** daily, hot, free meal
- **The Marketplace pantry** where clients can shop - free of charge - for groceries. This is a six-month bridge program so clients can have time to achieve food stability

Adult Services provides case management, navigation, legal assistance, shelter referrals, and mail/identification services for client utilizing case management.

Employment & Life Skills offers a variety of digital computer services including everyday walk-in services, life skills mentoring, and digital workshop series where clients can receive new Checkbooks by earning certifications.

Housing Case Managers provide help with **Rent and Utility Services.** Referrals are given as appropriate.

Clients can access care from a variety of **Medical Providers** including the SET Clinic and the CommonSpirit Faith Community Nurse. Clients can also sign up for benefits, meet with behavioral health specialists, or a disability lawyer.

OUR PROGRAMS

Immigration Services

Family Immigration Services provides high quality, affordable immigration legal services to low-income individuals and families living within Colorado Springs, Castle Rock, and surrounding regions. Our program is recognized by the Department of Justice to provide accurate advice and low-cost fees. Our DOJ accredited immigration counselors and immigration attorneys guide clients through complex legal processes toward lawful immigration status. The group also offers “Know Your Rights” presentations and provides immigration resources.

Catholic Charities Counseling

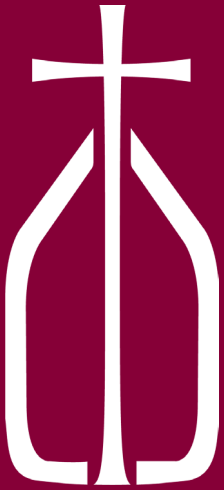
Life doesn't come without struggles, and sometimes, our concerns can affect our relationships, how we feel about ourselves, and our general outlook. Counseling offers an opportunity to deal more effectively with life's difficulties and to focus on solutions for enhancing well-being and interpersonal relationships. Catholic Charities caring, competent licensed professional counselors offer a variety of counseling services in a comfortable and compassionate environment. **Services are offered on a sliding scale, based upon the ability to pay as well as through Medicaid and Medicare.**

Participants of the Parent Cafe in Castle Rock (below) discuss parenting challenges at one of the bi-monthly gatherings. This program is in the process of becoming a Circle of Parents program.

PROGRAM SUMMARY

Catholic Charities offers over 70 programs and services through eight program groups. Whether it is a deep dive into case management for a family, an individual struggling with multiple issues, or a one-time rent payment that restores a clients stability, Catholic Charities meets people where they are to help them get back to their lives.

For a complete list of Catholic Charities programs and services, visit:
www.CCharitiesCC.Org/Get-Help





CLIENT JOURNEY

Alexander

After serving 20 years in prison, Alexander's immediate focus was to find meaningful employment. With a growing family, financial stability became important as it was up to him to ensure his family not only had stable housing, but also appropriate medical care. This proved challenging, and Alexander quickly found himself in a difficult position. He turned to Catholic Charities for help.

Alexander and his wife, Shannon, had been homeless, struggling to find stability. Shannon was diagnosed with Fibromyalgia - a disability that affects her nervous system, making it difficult for her to care for their twins - one who has Down Syndrome along with other medical issues. Alexander divides his time between working to support his family and caring for his wife and children.

Through assistance from our housing program, the family moved into a small apartment - an accomplishment because people convicted of a crime struggle to find landlords willing rent to them, and when they do, a higher deposit is usually required.

Recently, Alexander received custody of his 7-year-old son from a previous relationship. Now the family of five live together in a one-bedroom apartment, so the goal is to find a larger apartment that can accommodate the growing family while balancing income needs as the family struggles to make ends meet. Part of that income support comes from services offered by Catholic

Charities. We help with food and medical services so when the family eats at the Marian House Kitchen, shops for groceries at the Marketplace food pantry, and receives medical care at the SET Clinic, the income saved from using these services is directed toward paying for rent and utilities.

Alexander also accesses services from the Hanifen Employment Center to learn new skills to find a better job. Through the Digital Equity Program he can take classes to continue to improve his technology skills. He is very proud to become the first part-time assistant manager at his workplace. These services have helped Alexander and his family find solutions to achieve a higher level of stability.

Learn more about Alexander and his family and **How You Help Families Succeed** by watching our new video at www.CCharitiesCC.org/blog.

Today, Alexander and his family have moved to a larger apartment, he has steady employment, and the kids are healthy.

Alexander with twin daughters Zaheera and Anaiya

Alexander and his family were featured in the video prepared for the annual St. Patrick's Day event - the Shamrock Shindig. The video also introduces community stakeholders to our **Three Cup Analogy**, explaining why the people we serve might need help when they come to our door. View our "How You Help Families Succeed" here: www.CCharitiesCC.org/blog





CLIENT JOURNEY

Amanda

When her family was evicted, Allison, her husband, and two sons began living in their car and staying in motels as they could afford. While Allison had a job, they were unable to make ends meet. When her husband left, she had to figure out how to work and care for her children. That is when she found help and hope at Catholic Charities Castle Rock.

The path to stability was difficult but the support she received from her case manager kept her moving forward. Catholic Charities helped Allison find temporary housing at a Denver shelter facility. Allison

would commute to Castle Rock each morning for her job and use free transportation services for her son to get to school. When Allison's case manager found her an affordable apartment, they were ecstatic. For the first time in two years, Allison and her sons were safe and stable in their own home.

During her journey, Allison wrote a poem. She believes it represents how so many people must feel when desperate for hope. The day after writing the poem, she was accepted into an affordable housing unit and ended her time of homelessness!

My Hopeless Journey

The joy and happiness I share
Is no more
I tried so hard for so long
To keep a smile on my face
And pretend everything was okay

But the weight is too much
It all falls on me
No one else can
Get us out of this mess

There are too many
Hard challenges
And things to do

Pulled in different directions
Expectations are too high

I tried to keep going
As long as I could

But it is useless
I am worthless

I thought that sharing my
happiness
And my light would help me forget
But they are taking that away
I have tried so hard

To face our challenges head-on
But it is useless
I am worthless

It has been a year and a half
And look where we are
And look where he is
Why won't he help
Why is he so selfish

It has been six months
Since he left
And I have been doing this by
myself
Look where we are now

Nothing has changed
Nothing is better
Despite how hard I try

I was naive to think that continuing
To share my light and happiness
Would help us with our challenges

It helped cover up the
Fear and despair
Sadness and worry
But it useless
I am worthless

I was so strong for so long
They called me resilient
And said I was ambitious
And I had stamina

But I have come to the end
I can't do it anymore

My happiness and joy are gone
The light flickered

And tonight it burned out
I just can't do it anymore

I tried my best
And that's all I can do

The rest is up to Him.

Today, Allison and her two children are stably housed and thriving.

“ Having the support of a life coach made a difference. I felt like I had a friend when there were no others at the time. My Life coach provided structure with weekly visits and a safe place to debrief and decompress. It was helpful to hear a different perspective and have someone to keep me focused and to turn to and lean on when it was too much to do on my own. Because of my life coach and this program, I'm not homeless anymore and I have hope.





A child plays dress-up at Family Connections weekly Playgroup.

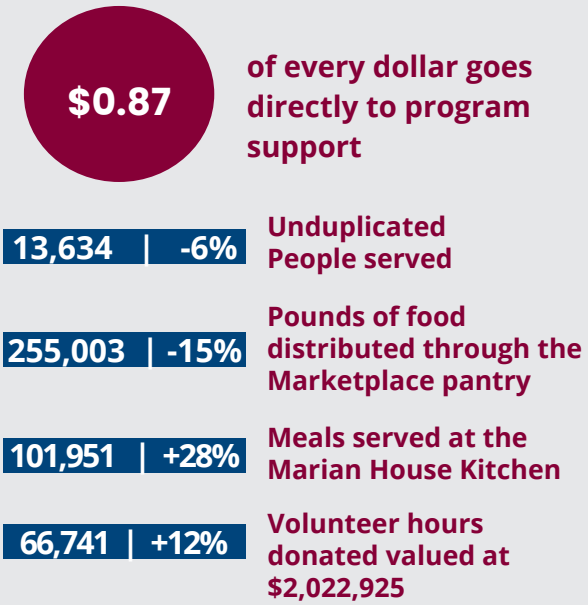
STATISTICAL HIGHLIGHTS

FISCAL YEAR 23/24 WAS A YEAR OF CHALLENGES.

Factors limiting services included issues with supply and demand - **not enough food product** available for families to shop for 10 days of food in the pantry and long wait-lists to get into the pantry due appointment availability. At the same time, the Marian House Kitchen saw a significant **increase in meals served** over the previous year (+28%). Increased demand for services combined with a **revenue shortfall** of over \$600,000 required quick solutions to keep services available.

Asbestos abatement at **Hunt Family Housing** was quick and efficient. Getting plans approved by city planning **delayed construction** by more than six months, while materials costs increased and the expected opening moved back to summer 2025.

**Top Line Stats
FY 23/24 vs. FY 22/23**



How WERE THESE CHALLENGES ADDRESSED?

Food Shortages and Increased Demand

A program reorganization of the Marketplace pantry relieved some stress by moving from a long-term pantry to a short-term bridge pantry, helping families and individuals with food support for up to six months. During this time, clients are enrolled in government food programs such as SNAP, TANF, and CSFD. They are also referred to appropriate pantry programs that could better meet their long-term food needs (i.e.: seniors were referred to Silver Key), while others were referred to long-term pantries such as Crossfire Ministries or pantries closer to their homes.

Donation Shortfall Reconciliation

With the revenue shortfall, the agency implemented a temporary hiring freeze, and budgets were immediately re-forecast, reducing spending everywhere. At the same time, we reached out to donors and the community to ask for support. As a result of tight fiscal management and the generosity of donors and community members, the shortfall was almost eliminated by the end of the fiscal year.

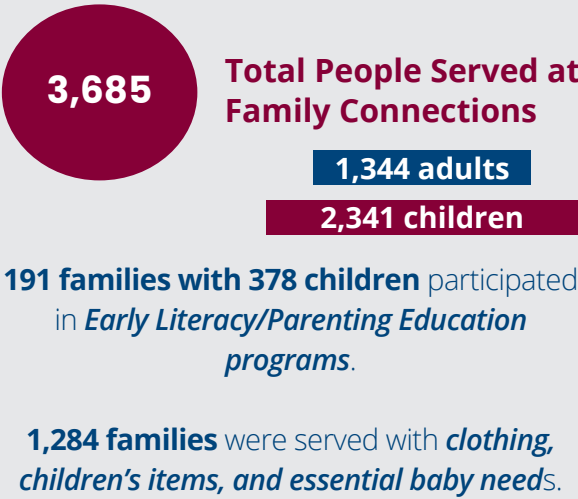
Hunt Family Housing Delays

Delays happen and we planned for some cost increases in our contingency fund. The challenge now is to close the gap between planned and actual costs, and raise funds for operational costs for when the families move into the renovated facility.



Family Services

Family Connections and Castle Rock services combined under Family Services, realigning programming to be consistent in both Colorado Springs and Castle Rock.





STATISTICAL HIGHLIGHTS

Counseling & Behavioral Health Services

In FY 23/24, plans began for the expansion of Catholic Charities Counseling Services, now called **Catholic Charities Counseling and Therapeutic Services**. It elevated the way we think and talk about our mental health services.

Catholic Charities hired a Clinical Director, who along with our therapists, revamped our service model and expanded services offered. We also applied for and was approved to accept Medicare, Medicaid, Third Party, and Private Insurance. This greatly expanded the opportunity for people to get the mental health and therapy services they need.

We also offer fees on a sliding scale based on the ability to pay, so no one should be excluded from getting the help the desire and need.

We offer seven areas of therapy:

- Cognitive Behavioral Therapy
- Interpersonal Therapy
- Phychodynamic Therapy
- Trauma-Informed Therapy
- Supportive Therapy
- Play Therapy
- Somatic Therapy

Learn more about our therapeutic services at: www.CCharitiesCC.org/Therapy



Marian House Services



Total People Receiving Adult Services

1% other

41% Female

58% Male

4,361 Homeless

2,256 Unknown

1,799 Housed



4,496 people were served with *daily meals* while 1,919 were served in the *Marketplace pantry*.



1,340 people received *Housing assistance* including rent, utilities, and Diversion Case Management



1,071 clients received *Navigation Services*, fast-tracking them to needed services



318 Client received *Health Services*



291 participated in *Case Management*



223 clients worked in our *Digital Equity Program*



Immigration Services



Total People Served by Family Immigration

39% Male

61% Female

50 countries

84 Zip codes

390 Consults, 390 Cases Served, 462 Processes Served, 247 Processes Opened, 274 Processes Closed

The majority of cases served were *DACA, U-Visa, Green Card, and Naturalization*.



Counseling Services



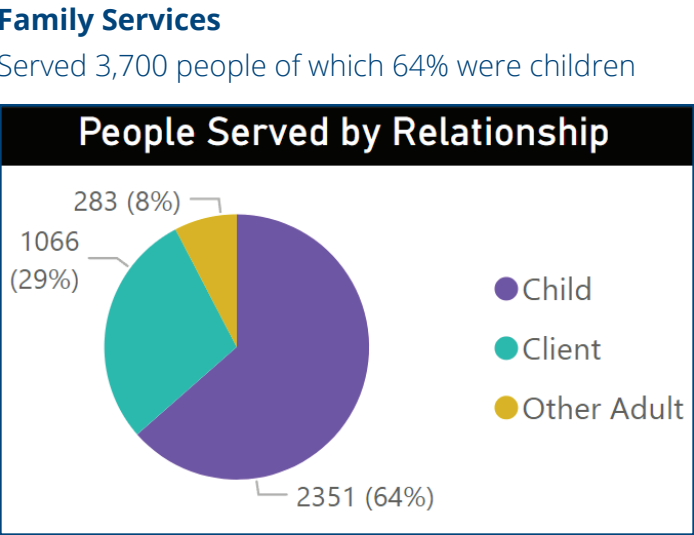
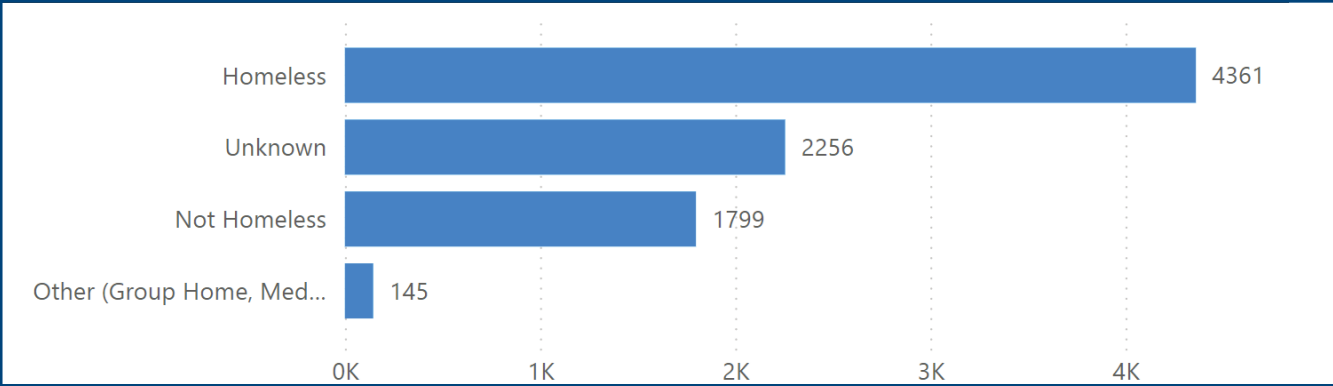
Total People Served with Counseling Services

50% were served with *Relinquishment support*; 30% were served in *Behavioral Health*; and 18% received *couples and individual counseling*.

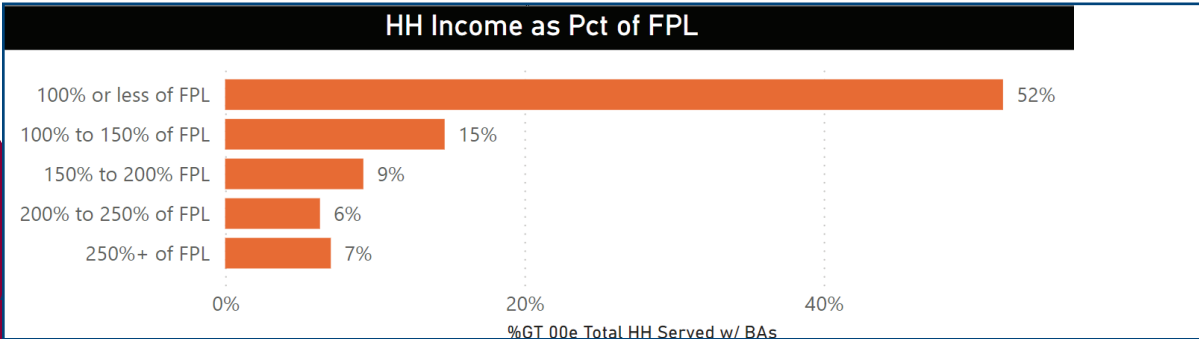
While the majority of people served resided in Colorado Springs, clients also resided in the Castle Rock area and Pueblo.

DEMOGRAPHIC PROFILE

Adult Services - Marian House: 51% of the people served are homeless
Adult Services includes the Marian House Kitchen, Marketplace Pantry, Housing, Medical Partners, Hanifen Employment Center.



Castle Rock Services - Served 552 households with 1,441 people. 52% of the households had incomes below the Federal Poverty Standard (\$30,000 for a family of 4).



HUNT FAMILY HOUSING



Original outside rendering

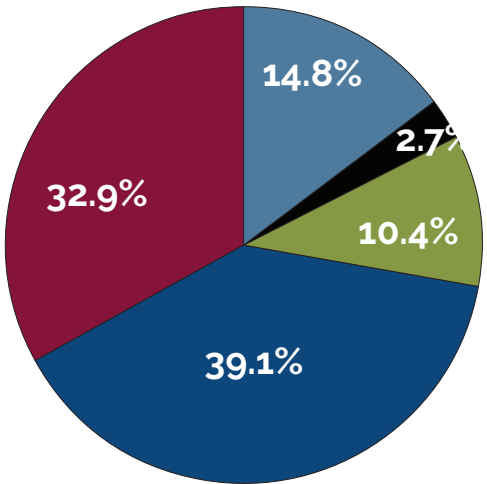


Classroom before and after (rendering).



Classroom after asbestos mitigation and with initial framing.

PHASE I & II FUNDING TO DATE



- Foundation Grants
- Private & Individual Support
- Corporate Grants
- Government Grants
- Reinvestment of Equity

The **Hunt Family Housing** project began asbestos remediation and renovation. The 24 apartments are expected to be ready to accept families in late Summer 2025. **Fundraising for operational costs is underway.**

Families living at the Hunt Campus will need your support! Consider investing in a family's new beginning:

- A month of support is \$833
- Six months of support is \$5,000
- A full year of support is \$10,000

We are excited to be in the construction phase and look forward to welcoming 24 families to their new home in Summer 2025!



Marian House Kitchen guests enjoy a nutritious meal in the dining room.

Q & A

Questions Answered by our Experts



Amanda Kacena
*Clinical Director
 Catholic Charities
 Counseling &
 Therapeutic Services*

Q What is the most pressing concern with mental health in today's society?

A Mental health issues have become increasingly prevalent in today's society, affecting individuals across various demographics. There are several interrelated issues, including rising rates of anxiety and depression, increased suicidal ideation among youth, and a lack of access to mental health care. Addressing these interconnected issues requires comprehensive strategies that prioritize early intervention, improve access to quality care, and continue the destigmatization surrounding mental health.



Maria Brosa
*Family Life Coach
 Manager
 Family Connections*

Q What is the biggest impact/concern on the development of children experiencing instability and poverty?

A The biggest concern I see for children experiencing instability and poverty is the disruption of their physical, emotional, and cognitive development. Chronic stress, limited access to education and healthcare, poor nutrition, unstable family dynamics, and not having a voice to advocate for themselves can lead to developmental delays, emotional challenges, and long-term disadvantages in academic and social success.



Jim Benavidez
*Marian House
 Director*

Q How many pounds of food are used to prepare meals in the Marian House Kitchen for a week, and where does it come from?

A We use an average of almost 5,000 pounds of food each week, meaning we need a minimum of 260,000 pounds each year to meet our minimum daily needs for the meal served in the Marian House Kitchen. Another 255,000 pounds is distributed through the Marketplace Pantry. While we have a small budget to purchase food, most of the food is donated by generous food suppliers in our community, including many individuals, wholesale businesses, churches, restaurants, supermarkets, and organizations.



Claudia Goldin
*Family Immigration
 Services Director*

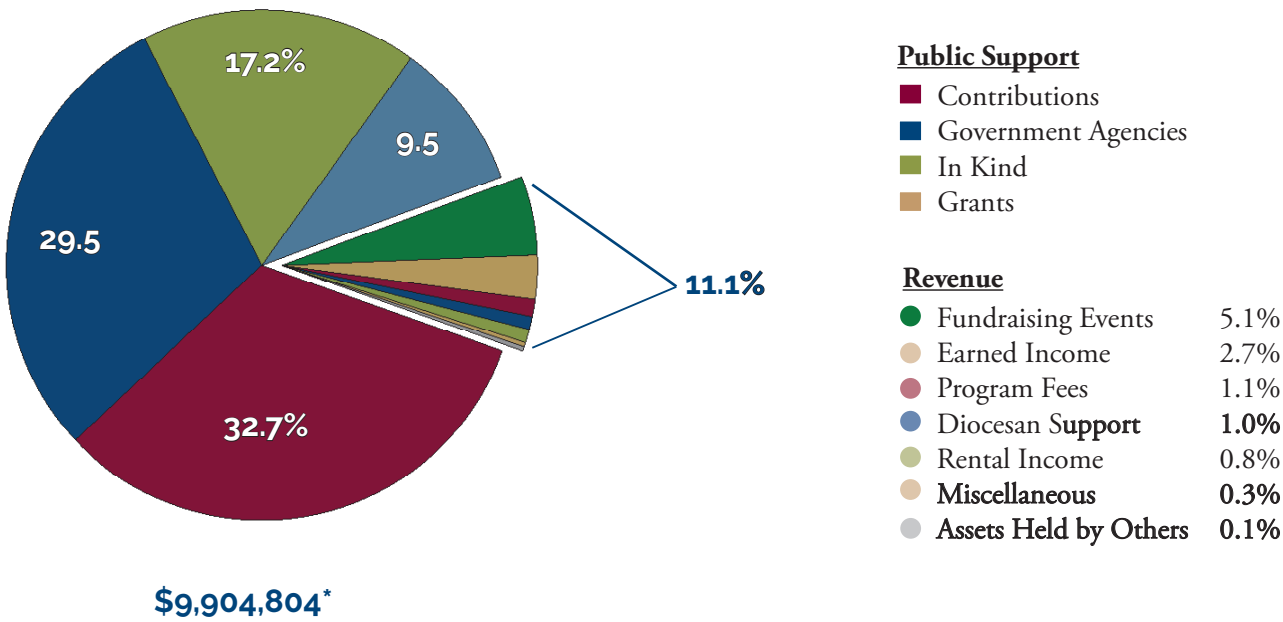
Q What is one thing you want people to understand about the work we do in Family Immigration Services (FIS)?

A FIS strengthens families and communities. Our team meets with non-citizens to help them understand applicable immigration laws and to assess whether they have a legal path to improve their status. If they do, we help them move forward. Lawful immigration status improves the health and safety of our clients, their families, and the entire community. Research shows that improved status results in better language skills, additional education and training, and improved health, making them more productive members of society.

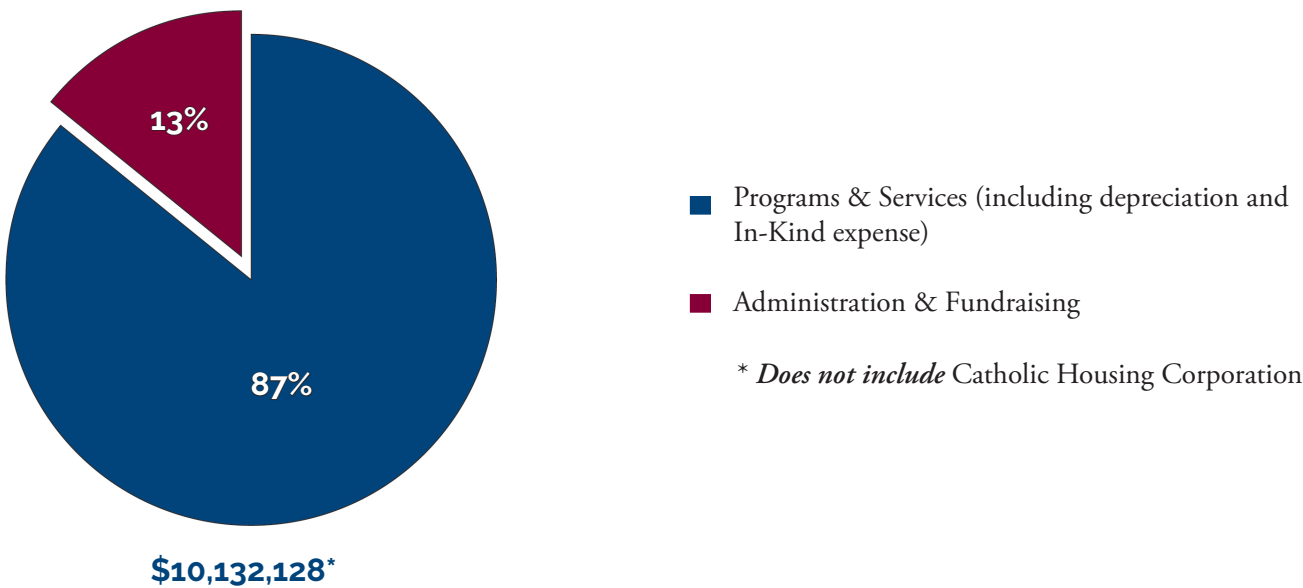


FINANCIAL REVIEW

FY 2023/24 REVENUE BY SOURCE INCLUDING IN-KIND EXPENSE



FY 2023/24 EXPENSE BY SOURCE INCLUDING IN-KIND EXPENSE



* Does not include Catholic Housing Corporation

REVENUE YEAR OVER YEAR

2023 **\$13,520,308**

2024 **\$ 9,904,804**

EXPENSE YEAR OVER YEAR

2023 **\$11,696,460**

2024 **\$10,132,128**

AGENCY ADMIN PERCENTAGE

2023 **14%**

2024 **13%**

Revenue Analysis FY 2023 / 2024

There are many factors why revenue declined versus the previous fiscal year. The primary factors are:

- COVID Era Government Assistance funding for rental support ended
- FY 2023 included \$1.9 million in Helen Hunt Campaign donations for renovation to family housing program
- FY 2024 donations were down after the holiday giving season, but the shortfall was cut by about 70% by the end of the year due to the generosity of donors

Expense Analysis 2023 / 2024

Expenses declined do to:

- Reduced expenses in managing the COVID Era funding
- Operations budget reductions due to holiday donation shortfall

\$0.87
of every dollar
went directly to programs in 2024



VOLUNTEERISM

Volunteers allow Catholic Charities to serve more clients and provide more services than we could without our volunteer workforce. Catholic Charities simply could not provide all the services we do without the generosity of our volunteers workforce. Each year, Catholic Charities recognized individual volunteers and volunteer groups for their contributions at the annual Volunteer Appreciation event. This year, the event was held at the First Lutheran Peel House on April 20, 2024. Those receiving recognitions were:

Matthew 25 Award honors those who have given of themselves in an extraordinary measure for the good of others through volunteering. A majority of the recipients presented with this award have 20+ years of service to the agency. This year the award was presented to **Marian House Kitchen’s Wednesday Peace Team**.

The Spirit of Service Award honors those who have demonstrated an extraordinary commitment and spirit of care for our guests. This years awardees are:

- Janet Condon, Family Connections
- Roni Cook, Marian House Kitchen
- Tom Ferris, Client Services
- Ivonne Galvan Dolorier, Family Immigration Services
- Jo Ann Golden, Volunteer Services
- Catherine Greek, Castle Rock Office
- Linda Hackman, Family Connections
- Charlie and Linda Helmstetler, Marian House Kitchen
- Rich Horton, Marian House Kitchen Logistics
- Mary Schmitt, Marian House Kitchen
- Dan Selman, Marketing & Communications
- Barb Siebert, Marian House Kitchen & Marketplace
- Tracey Smith, the Housing team
- JoAnn Ward, Marian House Kitchen



The Marian House Wednesday Peace Team accepts the Matthew 25 Award for Service



VOLUNTEER CONTRIBUTION

2,181 TOTAL VOLUNTEERS

66,741 HOURS =
32 FULL-TIME STAFF

\$2,022,925 VALUE

- 84% AT MARIAN HOUSE KITCHEN
- 11% AT MARIAN HOUSE MARKETPLACE
- 4% AT FAMILY SERVICES
- 1% AT CASTLE ROCK

2023 - 2024 FUNDRAISING EVENTS



The St. Patrick's Day Gala began in 2001 in response to a donations shortfall. That first event was held in the St. Mary's Gym. Now, 23 years later, the event has grown into one of the premier fundraising events in Colorado Springs.

In 2023, the event was downsized and reformatted to be less formal. The name was changed from the Gala to the Shamrock Shindig and the silent auction was discontinued primarily due to the amount of staff time needed to run it well.

The event regularly sells out and exceeds fundraising goals. This past year, the Diocese of Colorado Springs offered to match Paddle Auction donations up to \$100,000.

That match was made on the first round of paddle raise donations with \$191,600 contributed from individuals. The 2024 event brought in \$310,000 net.

Mortgage Solutions Financial has been the Presenting Sponsor for the past 20 years. Other sponsors include:

- | | |
|----------------------------|--------------------------------------|
| • The Diocs of Colo Spgs | • Phil Long Dealership |
| • Ent | • The Faricy Boys |
| • Murphy Constructors | • Colorado Community Health Alliance |
| • Myron Stratton Home | • El Pomar Foundation |
| • V3Gate | • Michael Wolfe, Equitable Adv |
| • First & Fourteenth | • Ryan Glass, Inc. |
| • 5Star Bank | • RhoDesco Printing |
| • O'Brien's Carpet One | • The Gazette |
| • Olson Plumbing & Heating | |

Don't miss the March 15, 2025 event from 4 - 9 p.m. at the Cheyenne Mountain Resort.

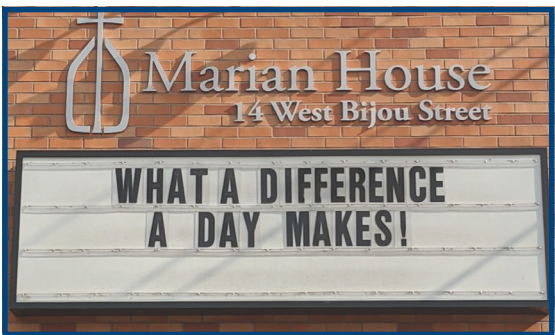
Annual Fundraising Events

- Castle Rock Fall Gathering
- Grateful to Gather
- St. Patrick's Day Shamrock Shindig
- Sponsor a Day at Marian House

Sponsor a Day

Our Sponsor a Day program began in 2014 when a board member offered to pay for a marquee on the side of the Marian House. The idea was to have donors "sponsor" all the meals served in a day in the Marian House Kitchen. Over the years, that sponsorship has expanded to cover all services that take place at Marian House in the course of a day.

In FY 2023-24, 60 sponsorships were sold - primarily to returning sponsors, bringing in \$94, 500 in revenue.



Dianne Derby - MC, and Kevin Patterson - Auctioneer.

2023 - 2024 MARKETING HIGHLIGHTS

FY 2023 Marketing Goals

- 1. Engage our target communities: Keep people inspired by and active in our work.
- 2. Brand Building & Reputation Management: Protect and extend the brand and reputation of Catholic Charities
- 3. Raise Organizational and Brand Awareness: Educate people about what we do.

Marketing effort aim to attract, connect, engage, and inspire our communities to become involved with Catholic Charities as clients, donors, volunteers, staff members, or advocates. Our goals are broad, long-term, open-ended outcomes that carry over from year to year.

Catholic Charities Website

A new website was launched on Sept 1, 2023.

- 66K visitors: +10%
- 405K page views: +244%
- Time spent on page +6%
- Online donations +16%
- 405 new email contacts

Social Media

Social Media delivered
2,150,800 Impressions

72,000 people engaged
(liked, commented, shared)

15,356 people follow us

Like and Follow us on Social Media



Holiday 2023 Campaign

Each year, Catholic Charities runs a holiday ad campaign to support the holiday donation season in addition to smaller program-focused campaigns that run throughout the year.



Our Advertising & Promotion use a mix of:

- Advertising on radio, outdoor, newspapers, CTV, PSAs
- Business-to-Business marketing
- CC Blog
- Community Partnerships: Empty Stocking Fund, Colorado Gives, Combined Federal Campaign
- Content Marketing
- Direct Mail
- Events
- Newsletters: email and mailed
- Google PPC grant
- Public Relations including Press Releases, Interviews, Events, Fairs
- SEO
- Social Media marketing on five digital channels including posts, ads, and boosts
- Stories about clients, volunteers, and donors
- Work-of-mouth

Changing Lives Campaign Launched to close the funding gap



AWARDS & ACCOLADES

Catholic Charities has several awards that are given monthly, quarterly, and annually. These awards were created to recognize actions by staff, volunteers, and friends of Catholic Charities for performing their roles exceptionally, passionately, and for going that extra mile to benefit those we serve.

Paul Narduzzo, retired Executive Director for the Castle Rock Office, was awarded the Dunn Award for his dedication and service to expanding the Castle Rock office programs.



Don Dunn Award

The Annual Don Dunn Service Award, named for our first Executive Director, is awarded to a staff member who demonstrates impact on the mission of and commitment to the work of Catholic Charities of Central Colorado. This is a “lifetime of work” award, but there are no restrictions on the length of employment.

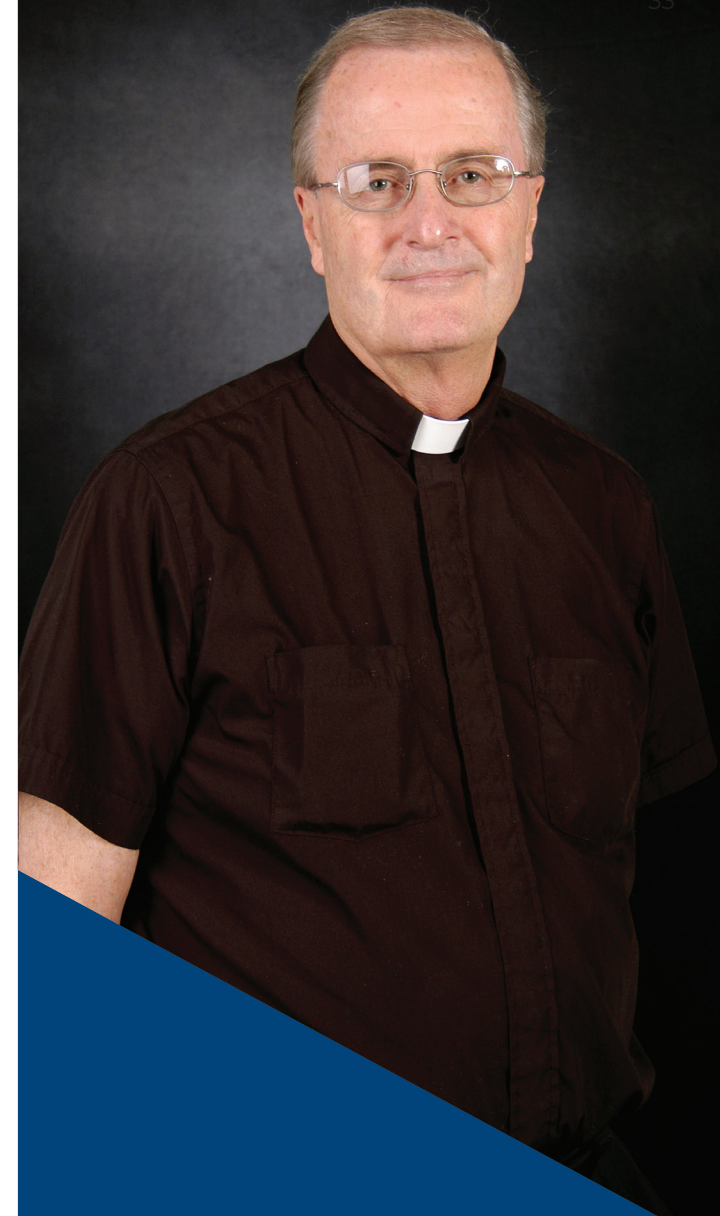
- Open to all Staff
- Nominations can come from anyone
- Paragraph on why nominated must accompany the nomination
- Awarded with a certificate and a check for \$250
- Name is on a plaque located within Catholic Charities
- One winner per year
- The nominee’s life of service is an outstanding example of following the mission of Catholic Charities.
- The nominee’s service has also made a significant impact upon the lives of persons in need or furthering the mission of Catholic Charities of Central Colorado.

Angel and Samaritan Awards

The **Angel Award** is awarded to staff who have been recognized for their exceptional service by someone outside of Catholic Charities.

The **Samaritan Award** celebrates the humanity and decency exemplified by selfless acts of kindness. It is based on the dedication to the values of Catholic Charities - someone caught “living the values.” The nomination can be based on a single incident, but most likely is a culmination of the person’s work ethic/character in living out Catholic Charities core values.

Both awards must be accompanied by a written nomination and submitted to a member of the C-Suite.



Monsignor Don Dunn, the inspiration for the annual Don Dunn Award.

BOARD OF DIRECTORS

The governing Board of Directors is made up of individuals from all walks of life who advise and provide mission-based leadership and strategic governance.



2023 – 2024 BOD Officers

- Bishop James Golka - Bishop
Diocese of Colorado Springs
- Daniel Korleski – Chair
President & CEO, COBALT Private Wealth
- Pamela Nicholson – Vice Chair
Retired Health Care Executive
- John Samuelson – Treasurer
CPA, Retired
- Mary Ellen Benson – Secretary
Director, Strategy and Impact
Community Health Partnership

- Rev. Chance Billmeyer
Our Lady of the Woods
- John Colgan
Retired
- Dr. Sonia Esquivel
Professor, U.S. Air Force Academy
- Ashley Fritz
Project Manager
Colorado Springs Utilities
- Jyotsna Khattri-Chettri
Market Development Communications
Regional Transportation District
- Shelley McBride
Retired
- Andrew Nussbaum, Esq
Partner, First & Fourteenth, PLLC
- Idanna Ortega-Bermudez
Engagement Coordinator
Colorado Springs Leadership Institute
- Jon Paukovich
Chief Lending Officer
Ent Federal Credit Union
- Deacon Rob Rysavy
Bishop’s Representative, Chief of Staff
Diocese of Colorado Springs
- Suzy Streeter
Retired



Board members have a duty to take care of the agency by ensuring prudent use of all assets, including facilities and people, and for advancing the mission in the best interest of the agency.

Catholic Charities wishes to thank our donors, volunteers, board of directors, Bishop Golka, partner agencies, and the community for their support during the 2023/24 fiscal year. We could not do this important work without you.

WANT MORE CATHOLIC CHARITIES NEWS?

Subscribe to our e-newsletter and the mailed Helping Hands Newsletter at:

www.CCharitiesCC.org

Scroll to the bottom of the page and sign-up in the blue "Connect With Us" box!



719.636.2345



INFO@CCharitiesCC.org



WWW.CCHARITIESCC.ORG



Catholic Charities Main Office

Catholic Pastoral Center
228 North Cascade Avenue
Colorado Springs, CO 80903
Tel: 719.636.2345 Fax: 719.636.1216

Castle Rock Office

410 South Wilcox Street, Suite 102
Castle Rock, CO 80104
Tel: 720.215.4521

Helen Hunt Campus

917 East Moreno Avenue
(Family Connections)

Hunt Family Housing

601 South Institute Street
(Opening Summer 2025)
Colorado Springs, CO 80903
Tel: 719.578.1222

Marian House Campus

14 West Bijou Street
Colorado Springs, CO 80903
Tel: 719.475.7314 Fax: 719.633.0289

CATHOLIC CHARITIES

SERVES ANYONE IN NEED REGARDLESS OF FAITH,
RACE, GENDER, AGE, DISABILITY, SEXUAL ORIENTATION,
SOCIOECONOMIC LEVEL, OR BACKGROUND.

CATHOLIC CHARITIES IS THE CHARITABLE ARM OF
THE DIOCESE OF COLORADO SPRINGS.