The mission of Catholic Charities is to provide service to people in need, to advocate for justice in social structures, and to call the entire church and other people of good will to do the same.
Catholic Charities USA (CCUSA) is the national office of the network of Catholic Charities.

Contents

- The History of Catholic Charities USA
- The Style of Catholic Charities USA
- Addressing the President & CEO of Catholic Charities USA
- CCUSA President Bio and Photo Request
- Using the Catholic Charities USA Logo

page 4  page 7  page 9  page 11  page 10
The History of Catholic Charities USA

We were founded over a century ago by men and women who believed that the collective efforts of the church to faithfully serve people in need could change the course of poverty in our nation.

1910

The National Conference is founded.
Nearly 400 people gathered at the Catholic University of America to found the National Conference of Catholic Charities (NCCC), “to bring about a sense of solidarity” among those working in charitable ministries, and “to be an attorney for the poor.”

1920

Msgr. John O’Grady named executive secretary.
NCCC founder Msgr. John O’Grady fostered a period of growth during his 40-year tenure. He focused on professionalizing the institutional staff, establishing diocesan Catholic Charities agencies, and advocating for workers, families, and the poor.

1929

Taking on a vigorous advocacy role.
The Great Depression prompted the NCCC to call on the government to provide relief and pass social legislation based on Catholic principles. Msgr. O’Grady helped influence the passage of key economic security, labor, and public housing legislation.
1972

**Embracing an expanded mission.**
In response to a Vatican II mandate, the NCCC adopted a new mission to pursue greater involvement in the world, to help transform society through advocacy, and to convene the Catholic community and other concerned people in that effort.

1986

**NCCC becomes Catholic Charities USA.**
As NCCC leadership recognized the need to be seen as a national organization with a strong advocacy voice, and to better position the national office to fund its initiatives, the NCCC took on the name Catholic Charities USA.

1990

**Taking on disaster response.**
An agreement in 1990 between Catholic Charities USA and the U.S. Conference of Catholic Bishops formally tasked CCUSA with coordinating domestic disaster response efforts on behalf of the Catholic Church in the United States.

2007

**The Campaign to Reduce Poverty in America.**
In response to the widespread chronic poverty exposed by Hurricanes Katrina and Rita in 2005, Catholic Charities USA launched the Campaign to Reduce Poverty in America, with the audacious goal of cutting the poverty rate in half by 2020.
2010

**Catholic Charities USA’s centennial year.**
To celebrate its centennial year CCUSA led several Centennial Leadership Summits which convened civic leaders, service providers, and interested citizens to address poverty in their communities, and hosted a commemorative Centennial Gathering.

---

2015

**Welcoming the first female president.**
In 2015 CCUSA welcomed Sr. Donna Markham OP, PhD as its new president. Religious orders of women established many of our first schools, hospitals, and social service organizations, many of which developed into today’s Catholic Charities agencies.

---

2017

**National strategic priorities.**
The ministry of Catholic Charities across the United States identified the national strategic priorities for the next five years.

---

2020

**A Global Pandemic**
This year brought many challenges across the United States, and Catholic Charities agencies responded by addressing critical issues including food insecurity, housing needs and mobilizing telehealth services during the COVID-19 pandemic. CCUSA also reissued its policy paper: Poverty and Racism-Overlapping Threats to the Common Good.
Catholic Charities USA
Facts and Figures

Next to the **U.S. Government**, Catholic Charities is the largest provider of social services.

167 agencies operate 3,500 sites in all 50 states, the District of Columbia and 5 U.S. territories.

Leading national provider of food and nutrition, behavioral & mental health services, affordable housing, disaster relief and refugee/immigration support.

- **41K** Employees
- **260K** Volunteers
Catholic Charities USA (CCUSA) is the national office of the network of Catholic Charities.

While “Catholic Charities” refers to the entire movement, both national and local,”Catholic Charities USA” refers to the national office that supports the local member agencies.

Always include “USA” when referring to the national office to differentiate us from the collective body of the Catholic Charities movement nationwide. Since a governing relationship does not exist between the national office and the agencies, hierarchical language should be avoided.

Catholic Charities USA (CCUSA) should always be referred to using its complete name – “Catholic Charities USA” – on first reference, accompanied by a parentheses containing CCUSA, the abbreviation for the organization.

**Correct:**
*Catholic Charities USA (CCUSA) is based in Alexandria, Va.*

**Incorrect:**
*CCUSA is based in Alexandria, Virginia.*
On second reference and succeeding references, “CCUSA” is the preferred form of reference. However, when beginning a new paragraph, it is acceptable to use the full name of the organization.

**Correct:**
*Catholic Charities USA (CCUSA) is based in Alexandria, Virginia. CCUSA is the national representative for more than 160 local Catholic Charities agencies*

**Incorrect:**
*Catholic Charities USA (CCUSA) is based in Alexandria, Virginia. Catholic Charities USA is the national headquarters for more than 160 local Catholic Charities agencies.*

### Distinguishing Catholic Charities USA from Catholic Charities

The mission statement of Catholic Charities is to provide service to people in need, to advocate for justice in social structures and to call the entire church and other people of good will to do the same.

**Please note:** Some member agencies have adapted their own mission statement.

**Referring to member agencies**

Many member agencies of CCUSA are referred to as “Catholic Charities of _________,” with the name of the local diocese filling in the blank.

However, many agencies in our network are not named in the same way.

Examples:
- Catholic Charities Diocese of Youngstown
- Catholic Community Services of Northern Nevada
- Catholic Social Services of the Miami Valley, Cincinnati
- Catholic Charities of Steubenville, Inc.

For accuracy, utilize the member directory available on the CCUSA website.

### Distinguishing between CCUSA and Catholic Charities agencies

CCUSA does not provide any direct service or outreach (except for disaster response), whereas the roughly 160 local member agencies do directly serve the needs of those who are poor.
Thus, it is improper to say, “Catholic Charities USA helps feed thousands of families each year,” for it is the local agencies – not the national office – providing these services. It is acceptable to say, “Catholic Charities USA supports its member agencies in their efforts to help feed thousands of families each year.”

To refer to the nationwide impact of Catholic Charities, use the following phrases: “the Catholic Charities network provides,” and “Across the United States, Catholic Charities agencies provide…”

**Addressing the President & CEO of Catholic Charities USA**

**President of Catholic Charities USA**

Sister Donna Markham OP, PhD, is President & CEO of Catholic Charities USA. *(Sister Donna prefers no comma between her last name and the abbreviation of her religious order “OP,” which means Order of Preachers.)*

As a Catholic sister, she should be referred to as “Sister Donna Markham,” which takes precedence over her title as president of CCUSA.

**Correct:**

“Pope Francis is an example for us all,” said Sr. Donna Markham, President & CEO of Catholic Charities USA.

**Incorrect:**

“Pope Francis is an example for us all,” said President Sr. Donna Markham of CCUSA.

On the first written reference, she should be referred to as “Sister Donna Markham.”

**Correct:**

*Sister Donna Markham is President & CEO of Catholic Charities USA (CCUSA).*

**Incorrect:**

Sr. Donna is President of Catholic Charities USA (CCUSA).

On second reference, Sr. Donna is the rule.

**Correct:**

*Sr. Donna attended the University of Detroit for her PhD.*

**Incorrect:**

*Sr. Markham attended the University of Detroit for her PhD.*
To request the official biography and headshot of Sister Donna Markham OP, PhD, please email media@CatholicCharitiesUSA.org.
Using the Catholic Charities USA logo

The CCUSA logo is the primary element of our branding program. Maintaining the integrity of the logo is of the utmost importance. No element of the logo should be altered from its original style, proportion size, and approved colors.

**Symbol and Name Block**

The CCUSA logo is comprised of two elements, the symbol, and the name block. The logo may be used in Pantone 2685 purple, Pantone 7476 teal as shown in Figure 1. The colors may also be used in, CMYK, RGB, or hex code (used for web) as shown in Figure 2. In addition to color, the logo may be used in black, or as white on a dark background as indicated in Figure 3.

The CCUSA symbol may be used as a graphic element or background graphic in the design of CCUSA printed or electronic materials, but the full CCUSA logo must also appear on the same piece. The CCUSA name block consists of “Catholic Charities USA” in Pantone 2685 (or its CMYK build, set in Adobe Garamond Pro Regular. The registered trademark symbol (®) must always be used with the name block, in the appropriate proportions.

The type has been custom kerned (letter spaced) specifically for the CCUSA logo. Never attempt to recreate the type in the logo yourself. Always use electronic graphic files. The CCUSA name block must only be used in combination with the CCUSA symbol. It must never be used alone.
Figure 1: CCUSA symbol and name block/primary Pantone colors

Color Builds and Hex Codes

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C: 96</td>
<td>C: 100</td>
</tr>
<tr>
<td></td>
<td>M: 100</td>
<td>M: 0</td>
</tr>
<tr>
<td></td>
<td>Y: 0</td>
<td>Y: 43</td>
</tr>
<tr>
<td></td>
<td>K: 10</td>
<td>K: 60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R: 51</td>
<td>332a86</td>
</tr>
<tr>
<td></td>
<td>G: 42</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B: 132</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R: 0</td>
<td>005958</td>
</tr>
<tr>
<td></td>
<td>G: 89</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B: 88</td>
<td></td>
</tr>
</tbody>
</table>

Figure 2: Primary Colors

Figure 3: CCUSA logo black and white
Taglines

In order to clarify our message and our work, Catholic Charities USA has a tagline that is used. The tagline is set in *Adobe Garamond Pro italic*, and prints either in black, white or Pantone 7476 (or its CMYK build) as shown in Figure 4. Use this tagline in most instances, since it clearly states the work.

![Logo and tagline](image)

*Figure 4: Logo and tagline*

Use with other Logos or Corporate Symbols

The Catholic Charities USA logo is meant to stand on its own, and not combined with other logos. In those cases where it must appear with other logos (i.e., group advertisements, banners or signage for sponsorship of an event, etc.), care must be taken that sufficient white space appears around the CCUSA logo so that it is obviously a separate entity as shown in Figure 5.

![Minimum space around the logo](image)

*Figure 5: Minimum space around the logo*
General “Do’s”

Do's

• Use only the approved color palette of spot colors (or their CMYK process build equivalents). If your software will not allow you to specify Pantone spot colors (e.g., Pantone 2685 purple), it is preferable to use the logo in black and white shown in Figure 6.

• On dark-toned backgrounds, use the logo in white.

• In Microsoft Office, be sure to resize ONLY by clicking and dragging on the corner handles of the picture box shown in Figure 7.

Figure 6: Standard logo on a dark background

Figure 7: Correct way of resizing the logo in Microsoft Office
General “Don’ts”

Don’ts

• Do not tilt or skew the logo as shown in Figure 8.
• Do not re-space the logo type, or attempt to recreate it as shown in Figure 9.
• When resizing an electronic version of the logo, NEVER stretch or distort the logo from its true proportions. Resize ONLY by clicking and dragging on the corner handles of the picture box. Never resize by dragging the handles in the center of each size of the picture box as shown in Figure 10.
• Do not use a generic “purple” or “teal” as shown in Figure 11.
• Never use the CCUSA logo nor the CCUSA name line graphics in body text shown in Figure 12.

Figure 8: Do not skew or tilt the logo

Figure 9: Do not re-space the logo

Figure 10: Do not distort the logo

Figure 11: Do not change the colors of the logo

Figure 12: Never use the CCUSA logo or name line in body text