

Benefits of Partnering with the National Council of the Society of St. Vincent de Paul

- Target a national Catholic audience.
(One in five people in the United States identify as Catholic)
- Gain huge reach into your key demographic.
- Help others.
- Be identified with a charity with an outstanding reputation.
- Be part of a group of elite business partners.
- Benefit from brand loyalty.

Recognized by Catholic Digest as the number one charity to know (October 2014).

Real impact. We provide direct help to people, feeding, clothing, housing and healing, regardless of their religious and personal beliefs.

The Society of St. Vincent de Paul is the largest lay volunteer charity organization in the world and has a strong national presence across the USA, including the top 92 cities.

- SVdP delivered direct financial and material support totaling more than \$1 billion in 2016 – often without any governmental dollars
- SVdP has a significant presence in 92 out of 100 of the largest American cities
- SVdP is truly volunteer driven with more than 160,000 committed Catholic volunteers (Vincentians), and a volunteer to staff ratio of 16 to 1.
- Vincentians tend to be older, financially stable & deeply rooted in the Catholic faith
- SVdP offers true charity, directly helping 14,000,000 people in need in 2014 through providing funds or other support for:
 - Food
 - Rent
 - Heat/Electricity
 - Clothing
 - Housing
 - Healing
- SVdP's cost to raise a dollar is just \$.10

Global Presence

- SVdP is the largest charitable organization in the world
- SVdP has nearly 900,000 members in 150 countries
- SVdP's reach and the respect for the brand are truly global and phenomenal

Demographics to Fit Your Target Audience(s).

- **Members.** Our 150,000 members across the United States are dedicated to our mission, are middle aged and older, educated, financially sound with disposable income, and are involved in their communities.
- **Thrift Stores.** Our more than 430 thrift stores generate more than \$130,000,000 in revenue in support of our mission through retail sales to consumers in the lower and middle class income range.
- **Donors.** The Society receives both monetary and material donations every day from 1000s of donors across the United States. These donors tend to be solid middle and upper class individuals.

Be Approved!

Members, recipients and donors count on the National Council to select corporate partners that they can trust.

Benefits of Partnership.

- Let us design a custom marketing program specifically for your product and/or services.
- Be listed as our partner on our website www.svdpusa.org. With more than 70,000 visits per month, the website can help generate exposure to your targeted demographic.
- Share your successes. Testimonials turn heads. When you hear positive feedback from customers, the National Council can share your news with existing and prospective customers.
- Have the opportunity to receive recognition at the SVdP's National Assembly, the largest annual gathering of leadership of SVdP members.
- Enjoy the benefits of having National Council staff introduce you to key decision makers, opening doors for your product and/or service.
- Provide volunteerism opportunities to your staff, giving back to community and building your reputation as a good corporate citizen.

Society of St. Vincent de Paul-

National Council of the United States Organizational Summary

- 160,000 Vincentian Members
- 4,400 SVdP Conferences (parish based chapters)
- 500 SVdP Councils (large metropolitan areas)
- Present 154 of the 183 Catholic parishes (84% Saturation)
- 14.1 million people annually assisted with emergency needs
- Face-to-face visits with the poor in their homes
- Visits and program assistance to those in: prison, hospital, elderly and others

Largest SVdP District Councils

Diocesan Council of Phoenix

ADCC of Cincinnati

ADCC of Los Angeles

ADCC of Seattle

ADCC of Milwaukee

ADCC of Detroit

Diocesan Council of Rockville Centre

ADCC of St. Louis
Diocesan Council of Madison
Diocesan Council of Oakland
Diocesan Council of Green Bay
ADCC of Portland
Diocesan Council of Pittsburgh
Council of Baton Rouge
District Council of Beaumont
Diocesan Council of Galveston-Houston
Archdiocesan Council of Atlanta
Council of Fort Wayne
Diocesan Council of Marquette