



Vincentian Quarterly Town Hall

August 14, 2025



Spiritual Reflection

Deacon Bill Boyd

Today's Agenda

- Council Announcements
- Program Developments
- Conference Spotlight & Discussion
- Vincentian University
- Reminders & Upcoming Dates

Council Announcements

Chaplaincy at SVdP

Newly Expanded Role for Deacon Bill Boyd as our Chaplain.

Five Strategic Objectives, in coordination with the Archdiocese of Atlanta:

1. Lead Council-based Spiritual Guidance and Services
2. Foster Parish-based Diaconate Involvement
3. Lead Spiritual Education, Formation and Mentoring
4. Develop and Implement Neighbor Retreat Program
5. Facilitate Conference Expansion



Brand and Messaging Refresh

We have a great story to tell — and we need to improve how we tell it!

This refresh helps us:

- Stay connected with the people we serve
- Reflect who we are today—a faith-filled, Vincentian community in action
- Inspire where we're going next, with the charisma that has guided us from the start





St. Vincent de Paul
GEORGIA

FEED. CLOTHE. HOUSE. HEAL.

Brand Refresh: A New Chapter for SVdP Georgia

Mission • Vision • Logo • Tagline • What's Next

August 2025

Why Refresh our Brand?

Good Brands Evolve—So Do We.

We're growing—and how we tell our story needs to grow with us.

This refresh helps us:

- **Stay connected with the people we serve**
- **Reflect who we are today**—a faith-filled, Vincentian community in action
- **Inspire where we're going next**, with the charisma that's guided us from the start



Where We Started

Honoring our past as we step into the future



Respecting the dignity of each person, St. Vincent de Paul Georgia brings hope and help to those in need so they may achieve stability and move toward self-sufficiency.



And now

A Sharper Mission

Rooted in Love. Focused on Impact.



Our mission explains why we exist and who we are at our core—a community rooted in **love, respect, and action**.

“Help, hope, and pathways” reflects both our compassionate response in times of crisis and our commitment to **long-term sustainability**.

Our Mission:

To Serve our Neighbors with Love and Respect: Delivering Help, Hope, and Pathways to Self-Sufficiency

Our Redefined Vision

A Bold Vision, Vincentian at Heart



Our vision shows where we're headed—and what we're building: a **just and compassionate Georgia** for every neighbor.

It's our first clear, ***values-driven vision***—reflecting our faith, our mission, and our hope for the future.

Rooted in **Vincentian love, justice, and personal encounter**, it's a call to **see every neighbor, value their dignity, and help them thrive.**

Our Vision:

A just and compassionate Georgia where every neighbor lives with dignity and opportunity

A Look That Matches Who We Are

Our new logo proudly says **St. Vincent de Paul Georgia**, with a clean, modern design. The font is **approachable**—just like us—and reflects our **humble, hope-filled mission**.

OLD



NEW



St. Vincent de Paul
GEORGIA

Say What We Do. Show Who We Are.

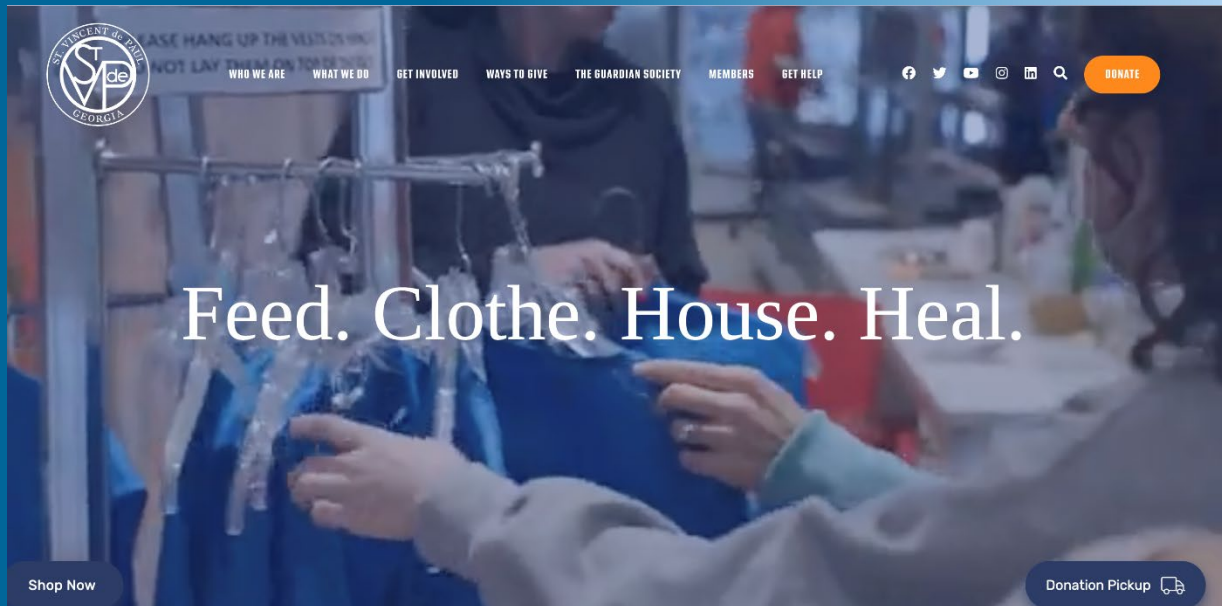
FEED. CLOTHE. HOUSE. HEAL.



Four bold, simple words that show the heart of our work.
Urgent. Compassionate. Rooted in Vincentian love and service.
Easy to remember. Hard to ignore.

Messaging & Charism

Bringing our Spirit Forward



Our refreshed messaging brings the Vincentian spirit—and 3,200+ volunteers—into the spotlight.

It's personal, local, and grounded in faith—just like our work.

Every word reflects how we walk with neighbors, not just serve them.

Coming Soon: A Fresh Look in Action

We're rolling it out slowly—no pressure, no panic.

We're easing into the brand refresh over the next few months, so, there's **no need to toss what you have.**

The **new logo** builds on the old—so it'll feel familiar and true to who we are

What's coming your way:

- A refreshed website with updated messaging
- New signage, materials, and volunteer resources
- Brand guidelines, messaging tools, and presentation templates

→ **We'll let you know as soon as the Marketing Toolbox is updated.**



St. Vincent de Paul
GEORGIA

Same Spirit. Greater Presence.

This is more than a new look—

it's a deeper connection with our mission, our volunteers, and the neighbors we serve.



St. Vincent de Paul
GEORGIA

Our Mission:

**To Serve our Neighbors with Love and Respect: Delivering
Help, Hope, and Pathways to Self-Sufficiency**

Our Vision:

**A just and compassionate Georgia where every
neighbor lives with dignity and opportunity**

FEED. CLOTHE. HOUSE. HEAL.

Thank You



Our Mission:

To love and serve our neighbor by delivering help, hope, and a path to stability.

Our Vision

A just and compassionate Georgia where every neighbor lives with dignity and opportunity.

Our Tagline

Feed. Clothe. House. Heal.

Questions?



St. Vincent de Paul
GEORGIA
FEED. CLOTHE. HOUSE. HEAL.

Program Developments

Neighbors with Housing Authority Vouchers

If you are working with a **Neighbor who has a Housing Voucher** from a Housing Authority, and she is looking for a Landlord, you can refer her to the LEAP Program:

[LEAP Referral Form](#)

Please set expectations. **LEAP Navigator Shonda Tillman** will seek to assist, but finding a landlord and obtaining a lease is not guaranteed.

Motel to Home Program

If you are working with a Neighbor who:

- Has enough verifiable income to meet rent and other household expenses? (not over 35% of monthly income to rent)
- Has been in a hotel for 30 days or more? These days do not need to be consecutive days, but must be in the past 3 months.
- Has IDs, social security cards, children's birth certificates and at least 4 weeks of verifiable income, as well as the hotel receipts.

[Refer to the Motel to Home Program](#)

MARI: Move-In Assistance Program

If you are working with a Neighbor in Butts, Cherokee, Coweta, Cobb, Clayton, Dekalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding, Rockdale and they need move-in funds:

- Do they have enough verifiable income or SSI, SSDI to meet rent and other household expenses?
- Are they approved for housing?

Refer to MARI Program

HANDS: Three Requests of You

svdpgeorgia.org/HANDS



Engage – Every Conference in the 13 counties should refer 1-2 people to the program



Educate – Take the time to go the website and walk through the process to understand it.



Empower – Provide your neighbors with the benefit of money being matched and the peace it provides.

“Marillac Moms” pilot for Pregnant Women

- St. Louise de Marillac-inspired
- Donor-seeded pilot
- Master-leased apartments
- 12-15 months of tiered support
- Case worker and volunteer needs
- Council-based subject matter experts
- Parish Ministry Integration
 - **Aug. 21 at 4 pm**, hybrid-Walking with Moms In Need
- Target October launch



Conference Spotlight

Trusting Providence and Walking with Neighbors

St. Joseph's (Marietta)

President David Jones

St. Luke's (Dahlonega)

President Tim Patton

Vincentian University

Growth and Formation Opportunities

Coming This Fall - Winter

New Hub for Vincentian Formation

Training Calendar

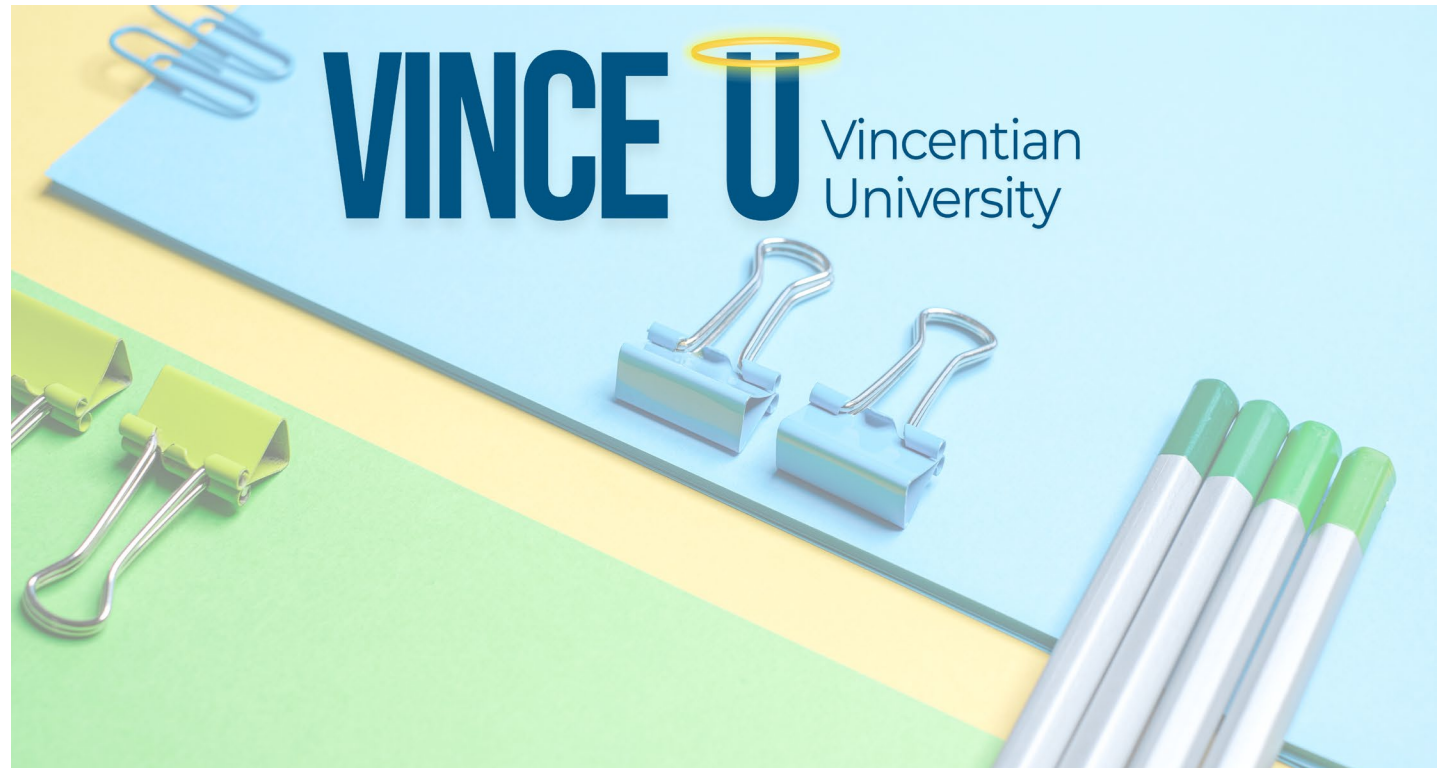
- For New Vincentians
- For New Officers

Optional Learning

- For Personal Growth

Future self-paced courses

Request training at your Conference



Save These Dates!

Now – Oct.	Ozanam Orientations	in person
Sept. 17	Convening of Secretaries	hybrid
Sept. 20	Internal Audits due	to shansen@svdpgeorgia.org
Oct. 1	New Officers begin / New Fiscal Year	
Oct. 24	Training for Presidents & VPs	hybrid
Oct. 30	Annual Reports & SOE due	to shansen@svdpgeorgia.org
Nov. 8	Training for Treasurers	hybrid

Conclusion & Reminders

Join Us! Invite someone to attend...

Ozanam Orientations now available through October

Aug. 21	Marillac Moms: SVdP + WWMIN meeting	virtual
Sept. 25	Morning of Hope annual community fundraiser	Chamblee
Sept. 27	Training: Neighbors' Retreats	bboyd@svdpgeorgia.org
Oct. 4	3 rd Annual Block Party	Chamblee

For Marketing Materials or Training:

Contact Brian Dooling

Bdooling@svdpgeorgia.org

For All Other Questions:

Contact Tara La Bouff

tlabouff@svdpgeorgia.org

Questions?



St. Vincent de Paul
GEORGIA
FEED. CLOTHE. HOUSE. HEAL.