



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

VINCENTIAN BRAND AND MESSAGING GUIDE

Why This Guide Matters

As Vincentians, we bring more than help—we bring love, respect, and hope into every conversation. Whether you're visiting a neighbor, speaking at church, talking to a donor, or simply sharing what you do with a friend, your words matter.

This guide is here to help you talk about St. Vincent de Paul Georgia in a way that reflects who we are and why we serve—grounded in faith, committed to dignity, and always neighbor to neighbor.

This is a tool to help you speak confidently about our mission and work

Who We Are

At St. Vincent de Paul Georgia, we're neighbors helping neighbors through life's toughest moments. With more than 3,200 Vincentian members across 74 local chapters serving communities throughout the state—and supported by dedicated staff and thousands of volunteers at our Chamblee Support Center—we provide personal, compassionate care that feeds, houses, clothes, and heals nearly 300,000 Georgians each year. We're one of the largest and most trusted social service organizations in Georgia, guided by a mission to love and serve our neighbor.

And we're part of something even bigger: a global network of over 800,000 Vincentians in nearly 150 countries, all united by one mission—to love God by loving our neighbor.

Conference Support Center in Chamblee

Our Conference Support Center in Chamblee serves as the heart of our statewide operations. Beyond providing vital direct services—such as the Motel to Home program, Free Pharmacy, Food Distribution, and Thrift Stores—it plays a crucial role in supporting our staff, Vincentian members, and thousands of volunteers across Georgia.

From this central hub, our staff coordinate Vincentian outreach, deliver training and spiritual formation, and provide essential operational support to local Conferences, including ensuring 501(c)(3) compliance. The Center also offers key services like benefits assessments, life skills education, and job readiness programs—equipping our neighbors with the tools they need to build a more stable future.

But our work doesn't stop there. The Support Center leads advocacy efforts for social justice and systemic change, reflecting our commitment to not only meet immediate needs but also address the root causes of poverty and inequality.

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.

Our Tagline

FEED. CLOTHE. HOUSE. HEAL.

What Makes Us Different

“We don’t help people because they’re Catholic—we help because *we* are.”

What sets us apart isn’t just what we do—it’s how we do it.

- We serve locally**—right in the communities where we live, work, and worship
- We meet neighbors face-to-face**, often visiting neighbors in their homes
- We build relationships**, with compassion and humility, taking time to truly listen and understand

their needs.

- We offer personalized support, tailored to each neighbor's unique situation
- We're powered by over 3,200 Vincentian volunteers across Georgia**, supported by dedicated staff and thousands more volunteers at our Chamblee Support Center—driving impact across the state.
- We provide holistic care**—food, housing, clothing, healthcare, and more—addressing not just urgent needs, but the whole person.
- We advocate for systemic change**, lifting the voices of our neighbors in need and working to influence policies that support equity, dignity, and opportunity for all.

The Crisis Our Neighbors Face

- 13.1% of Georgians experience food insecurity, including 18.4% of children.
- Over 1 million households struggle with housing costs, causing instability at home & work.
- Nearly 77% of people earning less than \$50,000 struggle to afford necessary medications.

These challenges create financial, emotional, and physical strain that affects education, health, housing stability, and economic opportunity.

Our 2024 Impact

- 291,000 neighbors helped statewide
- \$29.1 million invested in programs and services
- \$12.1 million in direct financial assistance to families
- 8,500 evictions prevented
- 2.7 million pounds of food distributed
- 23,355 free prescriptions filled
- 270 families transitioned from motels into permanent homes

This is the Power of Neighbor-to-Neighbor Compassion

WHEN YOU TALK ABOUT St. Vincent de Paul

Our voice is warm, genuine, and rooted in compassion. We speak with respect, clarity, and hope—always aiming to uplift, not impress. Whether written or spoken, our words should reflect the dignity of each person and the belief that everyone deserves to be seen, heard, and supported.

While our mission is rooted in Catholic values and the Vincentian tradition, our voice should always feel welcoming to people of all faiths and those of no faith.

We emphasize dignity and partnership rather than dependency or charity alone.

Words That Reflect Our Heart

Do Say	Avoid Saying
“Neighbors in need”	“Clients” or “the poor”
“We help our neighbors in need”	“We serve the poor”
“Personal, compassionate support”	“Handouts or Assistance”
“Rooted in faith and dignity”	“Charity organization”
“Inspired by love, we help all people”	As a Catholic charity...”
“We advocate for the vulnerable”	“We help the poor”

When in doubt, **ask yourself:**

“Does this sound loving, respectful, and hopeful?”

Key Phrases

- Feed. Clothe. House. Heal.
- Neighbors helping neighbors.
- Personalized help. Powerful impact.
- Every neighbor deserves to be seen, heard, and supported.
- Living the Vincentian way—one neighbor, one visit, one act of love at a time.

How to Talk About What We Do

When someone asks, “What’s St. Vincent de Paul?” or “What do you do?”—try something simple like:

We’re a Catholic community serving our neighbors in need. We help with food, housing, medicine—whatever someone needs in a time of crisis. But most of all, we’re present. We listen, respond with compassion, and work together to find a path forward.

If you were speaking to a donor or need to convey our impact.

At St. Vincent de Paul Georgia, we're neighbors helping neighbors through some of life's toughest moments. We have more than 3,200 Vincentians in 74 local chapters across the state—plus an amazing team of staff and thousands of volunteers at our Chamblee Support Center. Together, we provide personal, compassionate support to nearly 300,000 Georgians every year—offering help with food, housing, clothing, healthcare, and more. We're proud to be one of the most trusted social service organizations in Georgia, all guided by one simple mission: to love and serve our neighbors.

Or

At St. Vincent de Paul Georgia, we're neighbors helping neighbors through life's hardest moments. With over 3,200 Vincentians in 74 chapters across the state—plus incredible staff and volunteers at our Chamblee Support Center—we're able to feed, house, clothe, and heal nearly 300,000 Georgians every year. And we're not alone—we're part of a global Vincentian family in nearly 150 countries, all united by the mission to love and serve our neighbor.

Storytelling Tips: Sharing Our Mission with Heart

When you talk about St. Vincent de Paul—whether in a bulletin, a presentation, or just a conversation—stories are powerful. They help people see the real impact of our work and connect emotionally, but it's important to share them thoughtfully. Here's how:

- Focus on **resilience**—show how neighbors overcome challenges, not just their needs.
- Highlight how **we walk alongside** neighbors, building trust and relationships.
- Use only **first names** or change names to protect privacy and dignity.
- Avoid **pity or sensationalism**—our stories are about hope, respect, and real people.

Together, we live the Vincentian mission—one neighbor, one visit, one act of love at a time. Thank you for being the heart of our community and for carrying our story forward.

Need Help or Have Questions?

Brand & Communications: Brian Dooling – bdooling@svdpgeorgia.org

Brand Assets: [<https://svdpgeorgia.org/members/recruitment-marketing/marketing-toolbox/>]

 **QUICK CONTACTS**

 svdpgeorgia.org

 info@svdpgeorgia.org

 Main: (678) 892-6160