

REGIONAL CAMPAIGN PROPOSAL



Care bring US *together*

Caring is everyone's responsibility

Presentation for the Latin American and Caribbean Network for a Culture of Care.



Care is not an idea: it is living the Gospel



The Origin

Born from the universal journey. It responds to the Church's call to put people at the center.



Our Network

We join forces. We walk together: Episcopal Conferences, Religious Life, and Caritas to protect life and dignity.



The Purpose

Moving to daily practice. Transforming the message into transparent and safe environments where evil has no place.



The 3 Pillars of Our Culture of Care



Respect and Dignity

The first form of care. Knowing how to set healthy boundaries and recognizing that no one is a means, everyone is a gift.

"God created the human being in His image" (Gen 1,27)



Active Listening

The first gesture of care. Giving time and respect so that every voice has a place, restoring trust and hope.

"What do you want me to do for you?" (Mk 10,51)



Accompaniment without Judgment

Walking at the other's pace. Sustaining in difficulty with truth and mercy, without imposing quick answers.

"He saw him and was moved with compassion" (Lk 10,33)

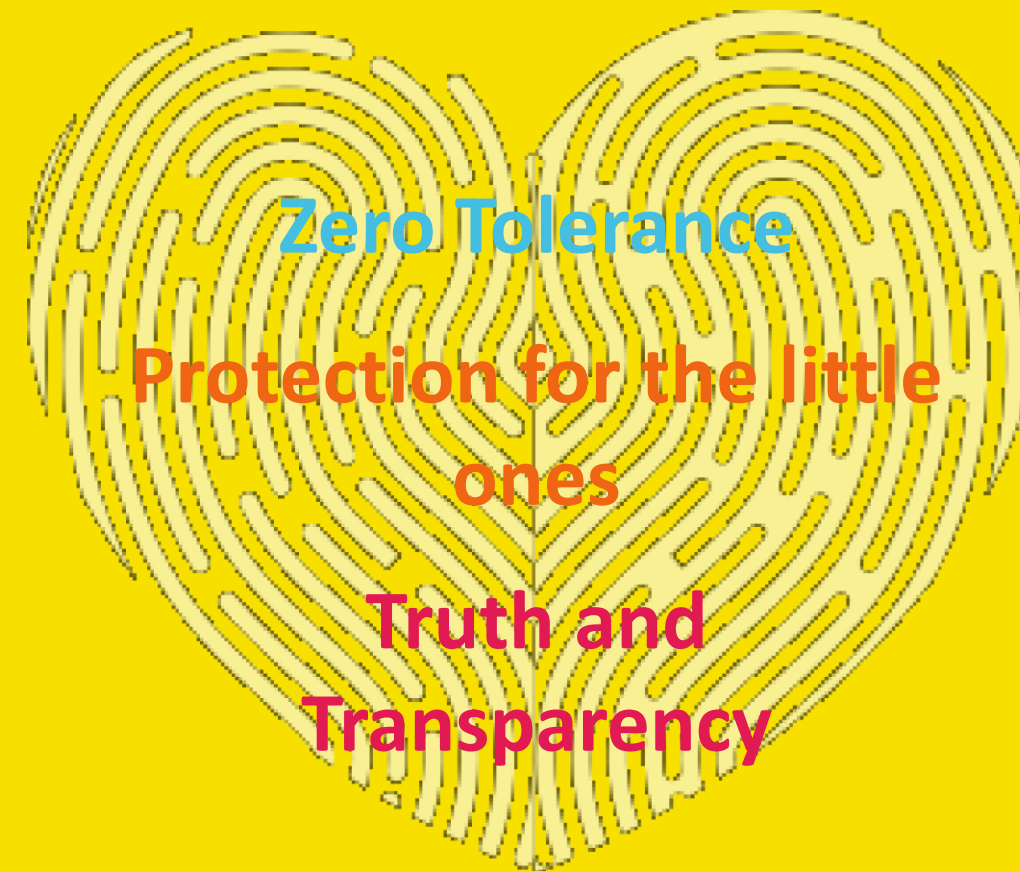
Sacred Dignity

Preventing abuse is also caring



- **Love protects.**

Prevention is not born from fear, but from responsibility. The one who loves does not look the other way.



- **Proactive action.**

Learning and training ourselves to prevent harm before it happens. Prevention is also charity.

- **Assume the truth.**

Acting with transparency does not weaken the Church; it purifies her, making her trustworthy and credible.

As a Church, we clearly reaffirm our zero tolerance for abuse.

Timeline

4 Months

Deployment route from
April to July.

Target Audience

Local Level

Designed for Parishes,
Congregations, and
Caritas locations.

Language Reach

3 Languages

Materials fully adapted in Spanish,
Portuguese, and English.

Showing the face of a Church
that serves, transforming care
into a community decision.

**Caring is
everyone's
responsibility.**

**The Proposal:
Care Unites Us**

The Campaign Path: Awareness and Daily Life

Milestone 1: Launch.

Present the Network and the meaning of the campaign to open the way in the region. **(Introductory video + Graphic identity)**

APRIL

Presentation and Leadership

Milestone 2: Responsible Leadership.

Link the culture of care with pastoral prevention. May communities understand that leading in the Church is caring. **(Thematic video + Brief testimonies)**

Milestone 3: Daily Gestures.

Make care a close practice (listening, accompanying, protecting). **(Thematic video + Community guide)**

MAY

Daily Life and Action

Milestone 4: Visible Commitment.

Move from message to visible action through testimonies of institutional commitments. **(Invitation video + Graphic pieces)**

The Campaign Path: Community and Projection

JUNE

Good Practices

Milestone 5: The Choice to Care.

Presentation of community experiences where dignity is sacred. Strengthen the local path.

Presentation of community experiences where dignity is sacred. **Deliverables: Video "Our communities care," Gallery of good practices, and Virtual regional meeting.**

Milestone 6: Care Unites Us as Church.

Summary of the path traveled, demonstrating that care does not depend on norms, but on conviction.

Deliverables: Closing video, Final campaign report, Permanent repository of materials, and Strategic projection of the Network towards 2027.

JULY

Balance and Projection



Ecosystem of Adaptable Materials



6 Audiovisual Productions:

From the explanatory launch to thematic stories and the grand closing of the campaign.



Graphic Pieces and Social Media:

Base visual identity, informative capsules for social media, and templates for local testimonies.



Pastoral Resources:

Spiritual foundation texts and biblical quotes to give coherence to the message in each publication.



Practical Guide:

"Culture of Care in my community" manual to facilitate implementation in parishes.

Fundamento Espiritual del Mensaje

#HumanDignity

Dignity is the starting point. Caring is recognizing the image of God.

God created the human being in His image. (Gen 1,27)

#LeadershipThatCares

Christian leadership is measured by responsibility, not by authority. *Tend*

the flock of God entrusted to you. (1 Pet 5,2)

#SafeChurch

Putting the little ones at the center. The community is safe when the vulnerable live without fear.

Whoever receives one of these little ones receives me. (Mt 18,5)

WeAreChurch

Care is always shared. We are one body. *We are*

members of one another. (Eph 4,25)

JOIN IN FROM WHERE YOU ARE

The Culture of Care is not just another activity: it is a way of being Church.

• APPROVE:

1

Validate the conceptual framework and the deployment schedule. (April - July).

• PREPARE:

2

Articulate local communication and pastoral teams for the reception of materials.

• ADAPT :

3

Localize graphic and audiovisual resources to the specific reality of each Conference and community.

Caring is not the task of a few, it is the mission of all.

