



CATHOLIC HERALD

Mission and Vision:

Influencing the future of the church and safeguarding Catholic values

Fall 2022

Influencing society and the future of the Catholic church

Our vision is to transform our 135 year Catholic media legacy brand into a new multi-media Catholic platform with a global audience (over half our website audience is now in the US).

Already respected as a world leading Catholic magazine voice, our new non-profit 501(c)3 think-tank, the Catholic Herald Institute (based in NYC and London), will provide international thought leadership that will allow us to speak out and safeguard Catholic values on the most important political, moral and spiritual issues of the day.

The key to is being able to fund the very best *Herald* writers and Fellows, writing on the ground from around the world. This is why we have launched our new Herald Journalism Fellowship programme which allows donors to sponsor *Herald* fellows in particular countries for a year.



Our brand and spiritual and intellectual mission



Since 1888, the *Herald's* intellectual and moral mission includes:

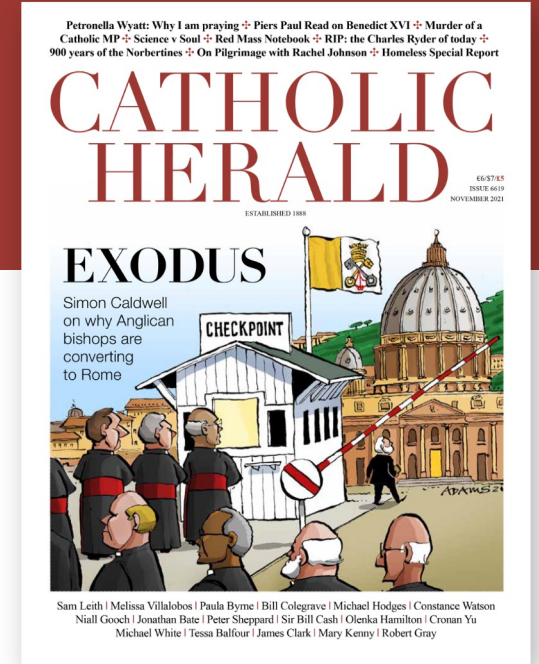
- Safeguarding the cause and principles of traditional Catholic church and doctrine
- Being an important source of international news and papal communications for the faithful, as well as covering the world of current affairs, arts and culture through a Catholic prism. This includes defending persecuted Christians
- Defending the dignity of human life from embryo to death.
- Defending and upholding a collective Western tradition of culture and faith.
- Supporting the idea of a morally rooted culture and society that believes in freedom of responsibility and democratic government.

Influencing the future of the Catholic church

Our goal is to turn the *Herald* into a subscription led spiritual and intellectual daily well for the educated Catholic community.

Our new website and App will become a digital funnel of spirited thinking using our unrivalled network of Herald journalism writers and Fellows attached to the Catholic Herald Institute. Our medium includes:

- Podcasts and webinars
- News, comment and current affairs
- Live streamed masses and choral
- Digital archive dating back to 1935
- Arts and culture commentary
- Short documentary films



The Herald Institute will keep the torch of traditional Catholic culture alive

The division in the church is now increasingly a battle for the very soul and future of the Catholic faith.

The Catholic church and community is facing its largest crisis since Vatican II in the 1960s. This, however, has created the Catholic media's greatest opportunity for digital engagement on multiple platforms.

Our vision to use the Catholic Herald Institute to compliment our 134 year-old magazine so that we are become thought leaders in the front trenches of today's cultural and religious debate.



Crisis of Catholic identity

The Catholic church is divided and has been rocked by scandal and negative headlines.

The real crisis is a secular crisis of belief in the very culture of the Catholic church itself, and a culture of lost belief.

13% of the American population now describe themselves as “ex-Catholics”

Priests across America worry as few as 50% of their congregations have returned to parish worship after the pandemic.

The Herald institute seeks to renew a sense of Catholic identity in communities across America.

In 1969, there were about 60,000 diocesan priests. Today, with an increased population of 330 million, there are around half that number.

In 1970 there were about 161,000 women religious in the United States; today there are just over 40,000.

US Catholic identity under threat

In the 20th century, many Catholics swapped their tribal, immigrant Catholic identity for more bourgeois, secular and suburban values. In Christopher Shannon's book, *American Pilgrimage: A Historical Journey Through Catholic Life in a New World* (2022), he writes: 'Catholics became just another “denomination” in big-tent American Judeo-Christianity’.

The Institute will explore ways of renewing a Catholic sense of identity at a time when spiritual leadership is in retreat. Increasingly, leadership is now being provided by lay figures: business leaders, educational leaders, philanthropists, thought leaders, and Supreme Court Justices.

The *Herald's* mission is to provide a platform to make sure that Catholic values do not die out, or are overpowered by secularisation and the divisive polarisation of issues on social media.

The Institute is a beacon of US Catholic Leader thought leadership

The battleground of competing ideological factions is America with 80 million Catholics, many of whom educated in Catholic schools and universities.

Know our legacy brand: since 1888, the *Catholic Herald* has celebrated and defended traditional Catholic values and we will continue in our spiritual and intellectual mission

Backed by the *Herald* magazine *, the Institute's independent voice will be heard in Catholic schools, colleges, seminaries, Catholic charities, print media and TV/radio organisations and religious orders (*nominated the three awards at the prestigious 2021 PPA independent magazine awards).



Leading Catholic messaging in a new global digital Catholic community



Through our unique access to the Vatican and lay/clergy religious leaders, the *Catholic Herald* magazine and Herald Institute think-tank plays a prominent role as a religious influencer at a time when the church is in upheaval.

At a time when so much religious information and experience is consumed online – including weekly worship and sermons – the *Herald* is ideally positioned to become a world leading digital platform to curate the best sermons, services and Catholic messaging.

The *Herald's* mission for our time: reclaim the faith.

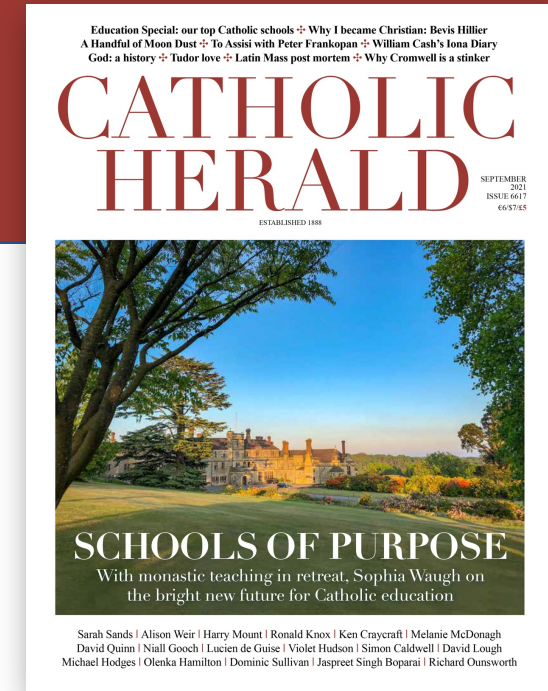
Messaging in Catholic schools and Universities

Catholic schools and universities form the foundations of faith for the next younger generation. They are educational springboards to a ‘life of purpose’.

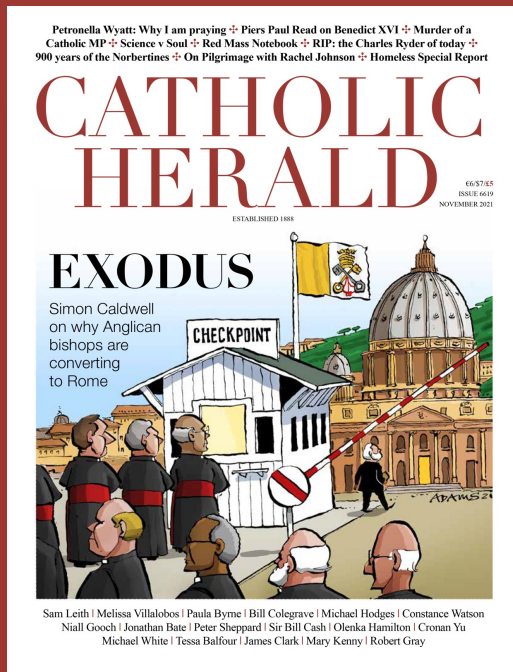
Catholic schools in the US are facing a crisis with the sharpest decline of student enrolment in five years and indoctrination of wokeness.

Through webinars with leading Catholic leaders and thinkers, college debates, library distribution and institutional digital subscriptions, the *Herald* can ensure that messaging within Catholic schools and universities is not hijacked by progressive ‘group-think’ social thinking.

In 2023, we are launching our new *Good US Catholic Universities Guide*, which will rank and rate the top 100 US colleges.



Why roll out the Catholic Herald globally now?



Although Vatican II was meant to have modernised the church and bring it into the 20th century with a vernacular mass, the result was the almost exact opposite:

- 100,000 priests left the church.
- There was a mass exodus of practising Catholics from parish churches combined with a falling off of vocations.
- With more Catholics getting their worship in some digital format, there is an opportunity to create a media platform that has an enlightened intellectual think-tank, curates the best live-stream masses and sermons, provides leading commentary as well as 24 hour news, a brilliant magazine and over 100 years of searchable digital archives.

Who are we?

Until recently, the *Catholic Herald* was a print-based publication, with around 60,000 copies per month being sold through the 900 Catholic parishes in the United Kingdom.

Today it is transforming itself into a digitally led subscription based company with a potential to reach subscribers around the world, particularly in the US.

The global pandemic and the resulting church closures and restrictions have created a new opportunity to accelerate our digital growth.

Digital subscriptions are up over 200% since the pandemic.

Our strategy is to push a new online strategy, with the aim of selling digital subscriptions – backed up by our iconic, award winning print magazine – directly to consumers around the world.



Market size

Number of Catholics

Worldwide 1.3 billion

English-speaking world 180 million

United States 80 million

Canada 13 million

United Kingdom 4 million

Spanish-speaking Catholics 500 million (Spanish language edition)

Magazine and website annual budget: £500,000 *

Herald Institute annual budget: \$300,000

We need to raise \$300,000 from donors to meet our annual budget so that we can continue our mission as the world's leading and most influential Catholic media voice that defends traditional Catholic values (budget and financials on request).

These costs include:

- Vatican correspondent and Herald Journalist Fellowships around the world
- Technology Manager
- Commercial Director
- Digital Marketing team
- Events/Webinars/Awards Manager
- Endowment/Philanthropy Fundraiser
- CFO
- Editorial Staff in US, Rome and London

*** 2021 costs were £518k**

Our writers and contributors

The *Catholic Herald* publishes many of the world's leading Catholic thought leaders. These will be leading the debate at the Herald Institute. Our writers and contributing editors include:

John Cornwell

Leading papal biographer

Father Gerald Murray

A regular on EWTN's
Papal Posse

Rod Dreher

Author of *The Benedict Option*

Sohrab Ahmari

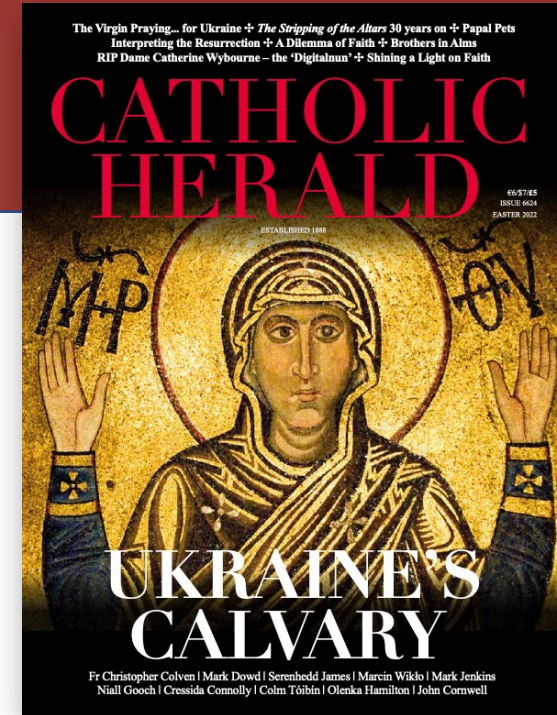
Cardinal Pell

Antonia Fraser

Melanie McDonagh

Piers Paul Read

John O' Sullivan



Robert Royal

Chad Pecknold

Father Dwight Longenecker

Mary Kenny

Catholic Herald Advisory Board

Our Advisory Board members include:

John Studzinski

Philanthropist and founder of the Genesis Foundation

Professor Stephen Bullivant

Senior Lecturer in Theology and Ethics at St Mary's University and Research Fellow at Notre Dame University

Professor Mark Watson-Gandy, K.S.G

Law professor and Knight of St Gregory the Great

Michael Hodges

The *Herald's* architectural critic and senior (UK) vice president of the Order of Malta

John Martin Robinson

Leading church and architectural historian

Amanda Bowman

Formerly with The Economist in NYC, now the *Herald's* US ambassador-at-large

Jamie MacGuire

Catholic writer, playwright and *Herald* US Managing Editor. He set up the Portsmouth Institute, turning it into a leading Catholic think-tank dedicated to restoring Christian culture

Jessica Ogilvy-Stuart -

Governor, Downside School