



Overview

The Catholic Foundation of Central Florida inspires giving to fund God's work in the Diocese of Orlando. It has raised more than \$373 million since its founding in 2007. This money funds 27 ministries including Catholic education and formation, food and housing assistance for families in need, and Seminarian education. The Foundation has won the national award for Stewardship Excellence for five consecutive years. At its 10-year anniversary mark, The Foundation is updating its logo, tagline and mission statement with a modern look and message that reflect its professionalism and stewardship excellence. Here's an overview:

New Tagline and Mission Statement

TAGLINE

Inspire Giving. Fund God's Work.

MISSION STATEMENT

- The Catholic Foundation of Central Florida inspires giving to fund God's work for the Diocese of Orlando.



The Catholic Foundation of Central Florida

Inspire Giving. Fund God's Work.

Logo Description

THE COLOR BLUE

The color blue has a Biblical meaning symbolizing heavenly grace. The Virgin Mary is often depicted wearing blue clothing, representing her role as Queen of Heaven and earth. Mary, the Mother of God, is the patroness of the Diocese of Orlando and we seek her intercession so that our efforts to share the Good News of Jesus Christ, form leaders, harmonize ministries and enkindle deeper faith, will be blessed by God.

“The Church’s devotion to the Blessed Virgin is intrinsic to Christian worship. The Church rightly honors the Blessed Virgin with special devotion. From the most ancient times the Blessed Virgin has been honored with the title of ‘Mother of God’ to whose protection the faithful fly in all their dangers and needs” (Catechism of the Catholic Church #971).

THE COLOR GOLD

The color gold symbolizes what is precious and valuable. It symbolizes majesty, joy and celebration. Because of its brightness, gold also symbolizes the presence of God. It is most often used with white for solemnities and feast days of the Church Year, especially the seasons of Christmas and Easter. The faithful in the Diocese of Orlando joyfully proclaim the Good News of Jesus Christ as we teach and live the light of Christ Jesus.

EUCCHARIST

The Eucharist is centered within the Cross and the logo because the Eucharist is the source and summit of Christian life. “The Sunday celebration of the Lord’s Day and his Eucharist is at the heart of the Church’s life” (Catechism of the Catholic Church #2177). The Holy Eucharist is one of the seven sacraments of the Church and also communicates the importance of the sacramental life to Catholics.

CROSS

The boxed Cross within the blue circle symbolizes the Cross of Jesus Christ through which His Passion, Death and Resurrection He has redeemed the world. The Cross also represents a monstrance which is the vessel used to display the consecrated Holy Eucharist.

BLOCKS

The blocks symbolize Foundation programs that build on each other to provide the Diocese of Orlando with the financial resources to fulfill its spiritual mission in Central Florida. Foundation programs include: Our Catholic Appeal, Planned Giving, Catholic Campus Ministry at the University of Central Florida (UCF), Alive in Christ, Capital Campaigns, and Investment and Endowment Management. These Foundation building blocks together form a powerful unity in service to God.

Logo In Harmony with the Diocese of Orlando

The Catholic Foundation of Central Florida works in service to the **Diocese of Orlando** and **Bishop John Noonan**. As a result, The Foundation logo shares many of the stylistic elements of the Diocesan logo. The two logos have blue and gold colors, the Cross and Eucharist. They are in harmony.



**Diocesan
Logo**



**Foundation
Logo**

Consistency: Connected Brands



**Branded
Family**



**The Catholic Foundation
of Central Florida**



**The Catholic Foundation
of Central Florida**
PLANNED GIVING



**The Catholic Foundation
of Central Florida**
OUR CATHOLIC APPEAL



**The Catholic Foundation
of Central Florida**
THE SHEPHERD'S FUND



**The Catholic Foundation
of Central Florida**
OFFERTORY ENHANCEMENT INITIATIVE