‘Lord, when did **we see you hungry**...
In my opinion, one of the most profound mysteries of the Bible is found near the end of the 25th chapter of Matthew’s Gospel. The passage speaks of the judgment of mankind — the separation of sheep and goats — but the shocking words are less about Christ’s role as judge and more about his place within humanity. In words that surprise both the “sheep” and “goats,” Jesus reveals that when his followers meet the basic needs of the poor, they are literally ministering to Christ himself!

“When you did these things for the least of these, you did it for me.”

That means when you fed the hungry, you nourished a starving Jesus. When you clothed the naked, you covered the exposed Christ. When you comforted the ill and suffering, your act literally touched the God of the universe! How can one read those words and not be stunned? How can we comprehend that truth and not be humbled? How can we understand this mission… and not act?

In 2011 (and in each of the nine years prior), I meditated on those words and worked with the staff of Cross Catholic Outreach to organize an outreach to fulfill that mission, and I believe God has clearly blessed our efforts with success — in large part through you and your support.

We are grateful that when you looked into the eyes of suffering men, women and children, you too saw Christ and compassionately responded to his urgent needs. In doing so, your gifts of food, safe water, shelter and medicines were — as Matthew might have expressed it — handed to Jesus Christ himself. You also saw Jesus in the pleading eyes of the child seeking an education and in the face of the man struggling for self-sufficiency. There, you sacrificed to give opportunity and a chance for a brighter future.

As you spend a few minutes reviewing this report on our 2011 programs and financial activities, I encourage you to see Christ in the poor again — this time, in their appreciative faces. Thanks to you, those men, women and children have experienced mercy and compassion, and the pleasure of Jesus is clearly reflected in their eyes.
making a WORLD of difference in 2011

inside

a message from the president ........................................... 1
Cross Catholic Outreach at a glance ................................... 1
a world view of Cross Catholic Outreach ........................... 2-3
how we serve
  feeding ........................................... 4
  water ........................................... 5
  orphans ......................................... 6
  medicine ...................................... 7
financials ........................................................................ 12-13
a message from the board of directors ............................... 14
Cross Catholic Outreach board of directors ....................... 14
a message from Cardinal Sarah ........................................ 15
pocket guide .................................................................. 16

feeding — page 4
supplying food remains one of our high priorities because hunger influences general health and impacts the success of educational outreaches

water — page 5
access to safe, abundant water blesses entire communities; a well or cistern will impact a poor village for generations to come

orphan — page 6
the AIDS pandemic left a lost generation behind, but our Catholic outreaches rescue these children for the glory of God

medicine — page 7
no child needs to suffer for lack of common medications; our in-kind shipments of pharmaceuticals save lives
disaster relief — page 11
in times of disaster, only Christ can bring hope; Cross Catholic Outreach works to relieve suffering in his name

housing — page 9
life changes for the homeless family who receives a house; it is a foundation upon which a better future can be built

education — page 8
to break the cycle of poverty and give poor children opportunities, we fund effective Catholic schools and job training programs

microenterprise — page 10
we believe a job brings dignity, creates stability and offers opportunities, so we support these parish-based outreaches

total aid provided in 2011 by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>45,000</td>
</tr>
<tr>
<td>Angola</td>
<td>95,500</td>
</tr>
<tr>
<td>Australia</td>
<td>50,000</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>74,500</td>
</tr>
<tr>
<td>Belize</td>
<td>99,096</td>
</tr>
<tr>
<td>Bolivia</td>
<td>143,900</td>
</tr>
<tr>
<td>Brazil</td>
<td>15,000</td>
</tr>
<tr>
<td>Cent. African Rep.</td>
<td>50,000</td>
</tr>
<tr>
<td>China</td>
<td>52,196</td>
</tr>
<tr>
<td>Colombia</td>
<td>25,000</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>60,000</td>
</tr>
<tr>
<td>Dominican Rep.</td>
<td>47,991,530</td>
</tr>
<tr>
<td>Ecuador</td>
<td>76,429</td>
</tr>
<tr>
<td>El Salvador</td>
<td>1,093,604</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>201,642</td>
</tr>
<tr>
<td>Grenada</td>
<td>123,372</td>
</tr>
<tr>
<td>Guatemala</td>
<td>5,783,849</td>
</tr>
<tr>
<td>Guyana</td>
<td>313,681</td>
</tr>
<tr>
<td>Haiti</td>
<td>3,460,799</td>
</tr>
<tr>
<td>Honduras</td>
<td>71,280</td>
</tr>
<tr>
<td>Indonesia</td>
<td>50,000</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>50,000</td>
</tr>
<tr>
<td>Jamaica</td>
<td>98,192</td>
</tr>
<tr>
<td>Kenya</td>
<td>532,203</td>
</tr>
<tr>
<td>Laos/Cambodia</td>
<td>20,000</td>
</tr>
<tr>
<td>Malawi</td>
<td>12,050</td>
</tr>
<tr>
<td>Mexico</td>
<td>23,900</td>
</tr>
<tr>
<td>Mozambique</td>
<td>369,205</td>
</tr>
<tr>
<td>Myanmar</td>
<td>25,000</td>
</tr>
<tr>
<td>New Zealand</td>
<td>50,000</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>48,501,306</td>
</tr>
<tr>
<td>Peru</td>
<td>329,540</td>
</tr>
<tr>
<td>Philippines</td>
<td>11,374,186</td>
</tr>
<tr>
<td>St. Martin/Maarten</td>
<td>30,000</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>65,007</td>
</tr>
<tr>
<td>Somalia</td>
<td>70,000</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>132,866</td>
</tr>
<tr>
<td>Thailand</td>
<td>25,000</td>
</tr>
<tr>
<td>Uganda</td>
<td>80,490</td>
</tr>
<tr>
<td>United States</td>
<td>382,107</td>
</tr>
<tr>
<td>Vietnam</td>
<td>337,039</td>
</tr>
<tr>
<td>Zambia</td>
<td>2,206,792</td>
</tr>
<tr>
<td></td>
<td><strong>$124,591,261</strong></td>
</tr>
</tbody>
</table>
When you look into the eyes of a starving child, you see the suffering Christ. Most children affected by malnutrition are listless and forlorn. Hunger may also leave permanent physical damage. For example, unchecked malnutrition can stunt growth and impair brain development. Fortunately, when addressed early, these terrible effects can be averted.

Visit a once-hungry child after he’s enjoyed a month or two of nutritious meals, and the transformation is stunning. Where his eyes had once been blank or desperate, Christ’s light now shines through. He’s robust, energetic and quick to respond. In school, he is thoughtful and eager to answer the teacher’s questions. This is why supplying nutritious meals to poor families is a high priority for Cross Catholic Outreach.

In 2011, 2.5 million dollars was allocated for food outreaches worldwide. One of these was a life-sustaining program for elementary school students in Santa Rosa Catholic Parish — an isolated village in Guyana, accessible only by boat or plane. Arawak Indian children travel long distances by canoe to reach the school and many depend on the program’s lunch for their only nutritious meal of the day. Another of our 2011 projects, Esperanza de Vida (“Hope of Life”) in rural Guatemala, used its support to rescue people on the brink of starvation. The outreach fed thousands of severely malnourished children and adults living in garbage dump communities and remote mountain villages.
Jesus looked down from the cross and pleaded, “I am thirsty” (John 19:28). Families struggling to find safe water thirst as Jesus did. They feel the anguish he felt. Water is essential, and extreme thirst is a driving force, the very essence of our survival instinct. Those without water often suffer psychologically as well. They live in fear, uncertain how they'll meet their daily needs. Through water projects — the installation of wells and cisterns or tapping of springs — we have quenched this thirst. And the celebrations afterward are always filled with joyful thanksgiving to God. Men, women and children often break into song, splashing and dancing in the gushing, sparkling water.

In 2011, Cross Catholic Outreach sponsored a variety of water programs in several countries, including the Dominican Republic where our support of the La Florida Water Project brought clean water to 882 people in seven rural villages plagued by gastrointestinal and skin diseases caused by polluted water. Cross Catholic Outreach also helped Amigos for Christ install clean water systems in 14 poor communities in Nicaragua. When the systems are fully completed, more than one thousand families who once used contaminated water teeming with bacteria and parasites will enjoy safe, clean water and proper sanitation.
The eyes of orphanned children reflect the anguish of the rejected Christ. Parents once guided their paths. They once experienced daily reassurance and enjoyed a place in the world. Now orphaned, they are often shunned and powerless — strangers in their own communities. They haunt the streets, emotionally scarred and profoundly lonely. Fortunately, their stories do not end in tragedy where Cross Catholic Outreach is active. Through Christian outreaches, we have rescued such children, restoring their lives and providing hope for their futures. Once again, they can experience the peace that comes with a loving family, home and community.

In 2011, Cross Catholic Outreach helped rebuild the shattered lives of thousands of orphans around the globe. For example, our support of the Hebei Catholic Orphanage in China provided food, shelter and medical care for 122 severely disabled children. Reencontro (“Reunion”) in Mozambique was another 2011 recipient. Thanks to our steady support, Catholic lay leaders there have been able to grow the program significantly in the last seven years. It once served a few hundred HIV/AIDS orphans. Now nearly 7,000 vulnerable children are receiving food, shelter and the vocational training they need to improve their lives and reach a brighter future.
It can be painful to see Christ behind the eyes of the sick and dying. It recalls the crucifixion and the suffering our sin made necessary. But it also reminds us of the many inspiring times Jesus healed those who suffered, and it recalls the courage of the Good Samaritan. Those are motivating stories that inspire us to be compassionate and involved. By helping those who are sick or handicapped, we can have a profound impact. For example, many poor parents have lost a child for lack of a few dollars worth of medicine. When we respond to their need in Christ’s name, we can prevent this heartbreak, end pain and save lives. Our goal is to bring relief, comfort and joy where it is needed most.

In 2011, Cross Catholic Outreach funded more than 34 medical programs worldwide, touching hundreds of thousands of beneficiaries. Our standout projects included the construction of a maternity wing for St. Raphael Dispensary in Kenya, where poor mothers and their new babies now receive much-needed prenatal and postnatal care. In Lima, Peru, Solidaridad en Marcha Clinic provides health services to hundreds of people from impoverished slums. Families there are so poor they cannot afford bus fare to see a doctor, so they rely on the clinic for medical care, medications and child immunization services.
Knowledge is one of God’s greatest gifts, so there’s joy in serving the Jesus we find revealed in the eager student’s eyes. Children in developing countries are hungry to know more about God’s creation — the intricacies of mathematics, the power of reading and writing, the wonders of science and the beauty of spiritual truth. Without these blessings, the human mind’s potential is unfulfilled and children miss out on opportunities for personal growth and happiness. Cross Catholic Outreach is proud to play a role in opening up the world of learning to children and adults who might otherwise never possess this important gift.

In 2011, Cross Catholic Outreach made significant contributions to educational missions, impacting more than 39 partners in 15 countries. One of these outreaches provided scholarships for impoverished children to attend Mt. Carmel High School in Belize. Those who graduate will be well equipped to break the cycle of poverty that has plagued their families for generations. In Malawi, another 2011 project focused on helping deaf and blind children through the Chisombezi Deaf-Blind Centre, a school and residential program that helps those with disabilities magnify their God-given abilities and achieve success.
When we respond to the needs of the homeless, we offer shelter to the Jesus who had ‘no place to lay his head’ (Luke 9:58). The sturdy homes Cross Catholic Outreach builds are simple by American standards, but they make a profound difference in the lives of the poor. A house brings dignity and provides stability. It allows families to stabilize their lives and create roots in the community. Fathers and mothers with a home are more likely to find steady work and their children are more apt to attend school. For the elderly, a safe home can literally be a life saver, delivering them from an impossibly hard existence on the streets.

Our work in 2011 continued to include rebuilding efforts in Haiti, where we supported Father Glenn Meaux of Kobonal Haiti Mission with his efforts to provide simple homes for destitute families living in the Diocese of Hinche. Cross Catholic Outreach also empowered housing programs in other areas of the world, including Nicaragua where we built sturdy, cement homes with another capable partner, Rainbow Network. All of our housing partners agree: there is no better way to give the poor a foundation for a better life!

If Jesus knocked seeking shelter – who among us would turn him away?

housing
microenterprise

Jesus the carpenter knew the human joys of creativity and achievement. You can see this Jesus in the man or woman lifted from despair by the promise of work. Optimism lights up their faces and their eyes shine with hope. In many parts of the developing world, unemployment is rampant and the economy is too inflexible to provide opportunities for safe, wholesome work — but it takes surprisingly little to spark a smoldering entrepreneurial spirit into full flame. With a very small investment, an unemployed man or woman can begin selling crafts, open a small convenience shop, start raising chickens or launch some other useful service. In many cases these microenterprise programs are also self-sustaining; loans are repaid and the funds used to help other beneficiaries.

There is no better example of this type of ministry than our Ethiopian partner, the Bruh Tesfa Women’s Outreach. In parts of Ethiopia, women are systematically mistreated and have few ways to break free from the culture of abuse. By supporting this program, Cross Catholic Outreach was able to lift 94 disadvantaged girls and young women to a new level of independence through literacy training, spiritual counseling and the development of small income-generating businesses. With these tools, the women became self-sufficient and their children gained new opportunities for a better life.
The eyes of disaster victims are shell-shocked. Many will carry the psychological scars of their traumatic experiences to their graves. We have all had our own life trials — accidents, natural catastrophes, family losses, medical traumas — and these appropriately fuel our empathy, inspiring us to help and comfort those who suffer. As we meet the needs of a victim, her countenance will change. Her eyes will no longer communicate desperation and hopelessness. Instead, they will be marked by relief, peace and gratitude. In that moment, Christ will speak to us: well done, my good and faithful servant. He will smile through those we have helped, and we will know the joy of having met his need.

In 2011, droughts and other natural disasters provided challenges Cross Catholic Outreach met head-on. One of our priorities was the St. Andrew Drought Relief program in Kenya, an outreach launched to address the highly publicized drought and water shortage in East Africa. Cross Catholic Outreach also devoted attention and funds to housing needs and school construction projects in Haiti — lingering needs from the massive earthquake in that country. Other charities have moved on from that disaster, but we remain committed to those still struggling to rebuild their lives.
balance sheet  
as of December 31, 2011  •  Cross Catholic Outreach, Inc.

**assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>cash and cash equivalents</td>
<td>3,958,207</td>
</tr>
<tr>
<td>due from affiliate</td>
<td>4,022,598</td>
</tr>
<tr>
<td>other assets</td>
<td>816,769</td>
</tr>
<tr>
<td>property and equipment, net</td>
<td>240,493</td>
</tr>
<tr>
<td><strong>total assets</strong></td>
<td><strong>$9,038,067</strong></td>
</tr>
</tbody>
</table>

**liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>accounts payable and accrued expenses</td>
<td>614,916</td>
</tr>
<tr>
<td>note payable</td>
<td>409,004</td>
</tr>
<tr>
<td><strong>total liabilities</strong></td>
<td><strong>$1,023,920</strong></td>
</tr>
</tbody>
</table>

**net assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>unrestricted</td>
<td>7,241,264</td>
</tr>
<tr>
<td>temporarily restricted</td>
<td>772,883</td>
</tr>
<tr>
<td>permanently restricted</td>
<td>—</td>
</tr>
<tr>
<td><strong>total net assets</strong></td>
<td><strong>$8,014,147</strong></td>
</tr>
<tr>
<td>total liabilities and net assets</td>
<td>$9,038,067</td>
</tr>
</tbody>
</table>

**aid provided by category**

2011 total grants in aid and goods distributed — Cross Catholic Outreach, Inc.

In 2011 Cross Catholic Outreach provided $124,591,261 in aid to the poor.  
Of this, $5,422,177 was grants in aid — $119,169,084 was goods distributed.

- disaster relief: $1,951,457
  - food, emergency supplies, tents, clean water, medicine, etc.
- feeding programs: $2,508,523
  - food, cooking equipment, cooks’ salaries
- housing construction: $485,251
  - building/repair of houses
- medical care: $111,976,363
  - medicines, medical equipment and supplies, clinic and hospital support
- education: $2,103,331
  - support for schools, scholarships and vocational programs
- aid to orphans: $4,762,476
  - food, education, shelter, clothing, medical needs, etc.
- water projects: $392,963
  - wells, cisterns, water distribution systems, latrines
- microenterprise programs: $108,827
  - carpentry, mechanics, sewing, agriculture, animal husbandry and other self-help projects
- general aid: $302,070
  - school furniture, mattresses, appliances, construction material, furnishing, etc.
statement of activities
year ended December 31, 2011 • Cross Catholic Outreach, Inc.

revenue
noncash contributions 119,622,059
cash contributions 18,486,058
other revenue 152,214

total revenue $138,260,331

expenses
program services
goods distributed 119,169,084
grants in aid 5,422,177
missions education 2,601,112
shipping/fulfillment 1,544,062
project development 791,566

total program service expenses $129,528,001

administrative expenses
salaries and benefits 2,352,635
data processing 529,200
occupancy 526,250
contractors and consultants 193,915
other expenses 172,885
merchant processing and bank fees 149,306
postage 146,963
professional services 117,623
travel 17,753
printing 17,454
advertising and solicitation 11,354

total administrative expenses $4,235,338

fundraising expenses
salaries and benefits 1,447,069
printing 989,692
postage 636,999
advertising and solicitation 483,573
contractors and consultants 115,567
travel 92,086
other expenses 73,099
data processing 69,142
occupancy 21,105
professional services 1,028

total fundraising expenses $3,929,360

total expenses $137,692,699

revenue less expenses $567,632

net assets — end of year $8,014,147

* 2011 audited financial statement
This past year was marked by several special achievements. Cross Catholic Outreach marked its 10th year of service, we reached a milestone in the number of Catholic benefactors who joined the cause and we added a new patron — Cardinal Edwin F. O’Brien.

All were significant, but there was also one less public achievement that stands out to me and the other bishops who serve on the ministry’s board. In 2011, Cross Catholic Outreach completed a new strategic plan which rededicated the ministry to the support of integral outreaches to the poor — those Catholic programs which strongly meet both the physical and spiritual needs of impoverished families overseas.

As you know, integral ministry was also a major theme in the Holy Father’s teachings last year. Consequently, it now serves as a guiding principle in our unique, collaborative relationship with his agency for administering relief and development projects worldwide — the Pontifical Council Cor Unum.

Our missionary partners are thrilled by our focus on integral outreaches too. They believe strongly that only by helping poor families experience the transforming power of the Gospel can we hope to bring about positive, long-term change in the developing world. Their work “in the trenches” is difficult, so they deeply appreciate Cross Catholic Outreach’s assistance.

As Chairman of the Board for Cross Catholic Outreach, I want to thank you for your support, and I pledge to continue carrying out this important mission for the benefit of the poor and the glory of our Lord.

In Christ,

Most Rev. Sam Jacobs
Chairman, Cross Catholic Outreach Board of Directors

Cross Catholic Outreach 2012 board of directors

Most Rev. Edwin F. Cardinal O’Brien — patron
Grand Master, Knights of the Holy Sepulchre

Most Rev. Sam Jacobs — chairman
Bishop of Houma-Thibodaux

Mr. James J. Cavnar — director
President of Cross Catholic Outreach

Most Rev. Robert J. Carlson — director
Archbishop of St. Louis

Most Rev. Richard J. Garcia — director
Bishop of Monterey

Most Rev. Thomas J. Rodi — director
Archbishop of Mobile

Most Rev. Dennis M. Schnurr — director
Archbishop of Cincinnati

Most Rev. Edward J. Slattery — director
Bishop of Tulsa

Most Rev. Kevin W. Vann — director
Bishop of Fort Worth
Dear Sisters and Brothers in the Lord,

As President of the Pontifical Council Cor Unum, the Vatican Dicastery responsible for his benevolence, it is my privilege to represent the Holy Father in extending his compassion for those who suffer.

I am encouraged by the possibilities for aid that come from our collaboration with Cross Catholic Outreach, which directly impacts the lives of the suffering in many parts of the world. For example, through our collaboration we are able to feed the hungry, provide medicines to the sick, meet the needs of refugees, and respond in times of natural disaster.

The relationship between Cor Unum and Cross Catholic makes it possible for the aid to provide a direct and meaningful response to emergency situations and to human and Christian development. We anticipate that even more can be accomplished in the years ahead, and so encourage Cross Catholic to remain a resolute advocate for the poor through parish visits, educational programs and other activities.

May God bless our benefactors, Cross Catholic, and all who share the Holy Father’s compassion for the poor and the suffering, as we continue to bring the charity of Christ to the world.

Sincerely yours in Christ,

Robert Cardinal Sarah

You may have noticed our name has changed from Cross International Catholic Outreach to Cross Catholic Outreach. We’re the same great ministry — we just shortened the name to highlight our Catholic focus and to better correspond to our website (www.CrossCatholic.org).
This year, Cross Catholic Outreach’s annual report includes the attached pocket guide for your convenience. The simple booklet was designed to serve two purposes. It includes a directory of key departments and services, and it will serve as a handy way of showing others the mission of the ministry you support.

The guide provides contact information to help you answer questions and solve problems. Do you have an interest in holding a special event or would you like to involve your home church in our mission? Remove this guide and you will have information about those opportunities at your fingertips. We hope you’ll find its information convenient and useful.

The other section of the pocket guide provides a map identifying our activities and a few helpful facts to share with family or friends interested in learning more about the ministry.

If your pocket guide is missing or you want more for family or friends, call us at 1-800-914-2420 and we’ll provide additional copies.
our mission

We are a Catholic ministry that serves the poorest of the poor internationally by channeling aid through dioceses, parishes, and Catholic missionaries, cost-effectively helping the poor break the cycle of poverty while advancing Catholic evangelization.

how we serve

Rather than create new institutions to distribute aid, we support existing ministries and churches already serving the poor. In addition to being the most cost-effective way of helping the poor, empowering these ministries allows us to support the Church’s spiritual mission and its important position of leadership in poor communities.

stewardship

We consider every gift we receive as a precious resource from God. We direct every donation to its intended project, provide honest and accurate reports to our donors, and keep overhead costs to an industry low. We handle funds with utmost integrity and hold our ministry partners in the field to the same high standards by asking them to document costs and the impact of their outreach. These detailed accountability measures have earned us ongoing recognition by the following organizations: