

Catholic Culture.org

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CatholicCulture.org is a project
of Trinity Communications.

Dear Concerned Catholic,

Trinity Communications is a non-profit organization that takes the business aspects of its operations seriously. We have a very exciting, and successful, mission! However, responsibility to both our benefactors and our users drives us to create lean project budgets that have the most mission impact at the lowest dollar impact to the wallets of our supporters.

CatholicCulture.org provides information, encouragement, and perspective to truth seekers. Your donation dollar is not a contribution to the staff of Trinity Communications, but rather a contribution to a growing group of millions of unique individuals worldwide who turn to us for the Truth. You will be helping to enrich faith, strengthen the Church, and form Catholic culture.

Please take a moment to read the content provided in the subsequent pages of this digital document. You will read about the mission of CatholicCulture.org, how the mission is accomplished, whom the mission reaches, program leadership, and a brief overview of our budget.

We are also in need of major donors to help with special projects and long-term development! Your contribution, as part of a winning team of donors, will fill out a responsible revenue model and will benefit many in need of Truth. Please consider joining the [CatholicCulture.org Boosters](#).

All supporters of the CatholicCulture.org project are the lifeblood of our organization. Please be assured of our immense gratitude for your support, both financial and spiritual, as we continue to bring the Truth to millions and build a Catholic culture.

Regards,

Jeffrey A. Mirus, President

Testimony from CatholicCulture.org Users

“As a priest with the Fathers of Mercy, I work as the vocation director and student master for the community, and do a little preaching, too! I love the articles / analysis on Catholic Culture by Mirus and Lawler, because they are balanced according to the view of Holy Mother the Church. This is very useful for preaching parish missions, and I frequently direct people who ask for reliable Catholic websites to the Catholic Culture website.”

— Fr. Anthony Stephens, CFM, South Union, KY

“I’m a Benedictine monk who lives, prays, and works at St. Mary’s Abbey in Morristown, NJ. I check CatholicCulture.org every day for news and articles about what’s going on in the Church, not just in the United States but around the world. I appreciate CatholicCulture.org’s devotion to (authentic) Catholicism and its great love of the Church.”

— Br. Liam Mullin, OSB, Morristown, NJ

“I am an Australian Sister working in the Limpopo province of South Africa in rural areas... I have been with [CatholicCulture.org] from the first. I regret that I am not in a position to support you financially, but I do pray that you will have the health and strength to continue the work of spreading the Good News all over the earth and that the Holy Spirit will continue to guide your hearts and minds in all that you do.”

— Sr. Jane Dalton, Limpapo, South Africa

“As a Catholic convert and stay-at-home mother of five, I value CatholicCulture.org because of its complete harmony with Church teaching. I know I can trust what I find here. And one thing I use most often is the site review section. When I’m in doubt, I come here and get a good rundown of the site I’m looking for.”

— Jennifer Gainer, Patrick Air Force Base, FL

Read more user testimony at www.CatholicCulture.org/about/testimonials.

Our Mission

The mission of CatholicCulture.org is to give faithful Catholics the **information, encouragement, and perspective** they need to become an active force for renewal in the Church and in society, working **to shape an authentically Christian culture** in a secular world.

How We Accomplish Our Mission

The primary means of accomplishing our mission is the distribution of news, commentary, spiritual resources, and **practical suggestions**, in conformity with the mind of the Church.

This material **helps readers cope with the** full range of spiritual, moral, political, social, cultural, and ecclesiastical **challenges** with which sincere Catholics must daily contend **in every aspect of their lives**—including the family, the inner life of the Church, education, the workplace, public policy, and the interplay between faith and culture.

Effectiveness: Whom We Reach

CatholicCulture.org is **one of the most visited faithful, independent Catholic websites**. During 2017, **over four million users** visited the site, and millions more benefited from wider circulation of our material in blogs, other websites, newsletters, parish bulletins, radio, TV, and social media.

Web visits came from 237 countries around the world. The top ten, in descending order, were the United States, the Philippines, the United Kingdom, Canada, Australia, India, Nigeria, Ireland, South Africa, and Singapore. Large numbers of visitors also came from Italy, Kenya, France, and New Zealand. CatholicCulture.org is by far **the most-visited Catholic website with a news service in the world!**

Effectiveness: Cost

The impact created by CatholicCulture.org dwarfs that of newspapers, magazines, and most web operations at a fraction of the cost. In fact, **it costs us less than 5 cents for each person served**. Support for our mission is cost-effective!

Program Leadership



Jeff Mirus, Ph.D. (President, Trinity Communications) has been a **leader in Catholic education and the dissemination of Catholic information for more than 45 years**. After co-founding Christendom College and founding the Christendom Press in 1977, he went on to establish Trinity Communications in 1985. In the early years, Trinity was a publisher and distributor of Catholic books, but in the early 1990's, Mirus reinvented Trinity on the Internet and ultimately on the web, pioneering Catholic online services. He has been writing on Catholic issues since the age of 18.



Phil Lawler (Director, Catholic World News) has been a **Catholic news editor and journalist for more than 35 years**. He has also worked in politics and has written eight books and numerous essays, book reviews, and editorial columns. He has been Director of Studies for the Heritage Foundation, a member of two presidential inaugural committees, and a candidate for the US Senate. He has also acted as editor of Crisis Magazine, editor of The Pilot, editor of Catholic World Report, and was the founder and editor of Catholic World News (CWN)—the first online Catholic news service.



Thomas Mirus (Director, Trinity Communications) is a writer and musician based in New York City who **hosts the Catholic Culture Podcast**. Widely read in philosophy, theology, economics, politics, Catholic affairs, the visual arts and music, he has a special interest in the nature of the creative process and the arts, particularly music. He focuses at CatholicCulture.org on the *way of beauty*, ensuring that our mission includes attention to art and culture as formative of the human person in seeking and being touched by God.

2019 Budget

Trinity Communications relies almost exclusively on user support. Our 2019 budget is very lean, having been reduced significantly over the past three years. But as hostility to both Christianity and the natural law increases, we will be making changes to increase the affective power of the website, including a redesign and greater engagement through social media. **Strengthening the Church and forming Catholic culture will be even more critical in the future than it is today!**

Expense, All Items	Annual
News acquisition and commentary	\$101,000
Library, Reviews, Liturgical Year resource enhancement	\$36,000
Culture Commentary and Podcast	\$32,000
Management	\$16,000
Customer Service	\$16,000
Social media management	\$30,000
Hosting, security, transactions, backup, internet and communications	\$20,000
Programming and design	\$40,000
Fundraising	\$17,000
Bookkeeping and accounting	\$6,000
Insurance (including Staff Health Insurance)	\$12,000
Equipment	\$6,000
Subscriptions and books	\$500
Supplies, postage, miscellaneous	\$1,500
Credit card transaction fees and bank charges	\$15,000
Rent & utilities	\$0
TOTAL:	\$349,000

Income, Identified Sources	Annual
Donations	\$338,000
Sponsorships (Advertisements)	\$10,000
Digital Rights Payments	\$1,000
TOTAL:	\$349,000

Continued.

2019 Budget, Continued

No employees of Trinity Communications take a full-time salary, including those who do actually work full time. This has enabled us to reduce our budget significantly over the past two to three years, but fresh demands for more effective communication as the crisis of the Church and the West deepens do require an increased focus on design, multimedia and social media. The following notes indicate some of the ways Trinity keeps costs to an absolute minimum:

Budget Notes

- Users familiar with the budgets of other major Catholic internet apostolates, as made known through their fund-raising campaigns, will notice that the Trinity Communications budget is remarkably small in proportion to the services provided.
- Trinity Communications does not incur costs for rent and utilities because it utilizes home offices.
- At present, it does not appear that Trinity Communications will require new equipment purchases in 2019 beyond the replacement of minor equipment due to wear and tear.
- CatholicCulture.org is led by founder and President Jeff Mirus and News Director Phil Lawler. Each receives support from a part-time assistant, and there are in all eight part-time staff members who work in the areas of writing, podcasting, programming, design, acquisition and resource management, customer service, and editorial services. Many professional services (*e.g.*, accounting, legal, advertising, hosting, and strategic marketing) are efficiently outsourced to independent contractors.
- In 2018, Trinity generated income through a broad donor base (90% of income), advertising sales (8%), and other revenue-generating opportunities such as affiliate/associate programs (2%).
- Figures are rounded, for convenience.

How to Contribute

Please send us your thoughts concerning the mission of CatholicCulture.org, and pray for our continued success.

Make a Financial Contribution

If you are inclined to support the work of CatholicCulture.org financially by contributing* to Trinity Communications, the following avenues are available.

- **Donate online:** <https://www.catholicculture.org/donate>
- **Use your PayPal account to send funds to** paypal@trincomm.org.
- **Donate by sending a check to:**
Trinity Communications
PO Box 582
Manassas, VA 20108 USA

Contact Us

We would love to share more with you about the mission, work, and future of CatholicCulture.org. Send us an email at <https://www.catholicculture.org/contact>.

Pray

Trinity Communications will receive substantial spiritual and material support through your prayers. We pray daily for our users and donors, and hope that you will also pray for the success of our Catholic apostolic work. If you are praying for us, please let us know. We'd like to thank you.

**Note that donations are tax-deductible in the United States. We look forward to working with you to spread the Truth of the Catholic faith both in the United States and throughout the world!*