



CATHOLIC  
CHARITIES  
SOUTHEAST MICHIGAN

**FOR IMMEDIATE RELEASE**

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**Catholic Charities of Southeast Michigan  
Unveils New Logo and Brand Identity**

*The public announcement made on the feast day of Pope St. John Paul II  
whose papal cross was an inspiration for the new logo icon*

**Southfield, MI – October 22, 2021** – Catholic Charities of Southeast Michigan (CCSEM), Southeast Michigan's leading Catholic charity services provider, is excited to announce a new logo as the organization re-brands. "The new logo features the papal cross made popular by St. Pope John Paul II," said Paul Propson, CEO of Catholic Charities of Southeast Michigan. "The new logo puts Christ at the center of Catholic Charities and our focus on the corporal works of mercy and the importance of a unified Catholic identity rooted in service," said Propson.

Marketing and Communications Director, Isabella Agby stated "there is profound feeling, a symbolism, or meaning that resonates with me every time I look at that papal cross. Perhaps it is the way it bends and appears weighted or tired. It always reminds me to see the face of Christ in every person we serve."

In 2012, separate county Catholic Social Service agencies throughout the Archdiocese of Detroit came together to form one organization. A result of that merger, the logo designed at that time depicted the six counties served by Catholic Charities of Southeast Michigan. The new logo and branding highlights unity among those counties as well as Catholic faith leaders, parishioners, and people they serve. "You don't have to be Catholic to receive service from Catholic Charities," said Isabella, "we are all made in His image and are

deserving of love. There is no icon or visual representation so powerful a reminder of that love than the cross.”

Catholic Charities provides a wide array of services to the Southeast Michigan community, including adoption and foster care, food, clothing, mental and behavioral health counseling, immigration and refugee support, services for seniors, and ministries for special needs health, and the sick. For more information about Catholic Charities of Southeast Michigan, their mission and values, and their services, please visit <https://ccsem.org>.

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### **About Catholic Charities of Southeast Michigan**

Compelled by the love and teachings of Jesus Christ, Catholic Charities of Southeast Michigan (CCSEM) provides programs and services that offer help and hope to over 20,000 people annually throughout the six counties served by the Archdiocese of Detroit. For more information, please visit [www.ccsem.org](http://www.ccsem.org).

Catholic Charities of Southeast Michigan (CCSEM) serves the most vulnerable of our community, providing a broad spectrum of social services in Lapeer, Macomb, Monroe, Oakland, St. Clair, and Wayne Counties. Reflecting profound respect for human life, the dignity of each person, and a commitment to strengthen families, each year, CCSEM helps more than 20,000 people of all faiths, races, and cultures throughout southeast Michigan. CCSEM's programs transform lives, relationships, and futures, serving pregnant women, young mothers, infants, children, teens, adults, seniors, couples, and families.