

Knightline

KNIGHTS OF COLUMBUS IN SERVICE TO ONE. IN SERVICE TO ALL.

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Knights of Columbus Named a 2014 World's Most Ethical Company by Ethisphere Institute

K of C sees commitment to Catholic values as key to its ethical, sustainable, successful business model

The Knights of Columbus has been recognized by the Ethisphere Institute, an independent center of research promoting best practices in corporate ethics and governance, as a 2014 World's Most Ethical Company.®

This is the first time that the Knights of Columbus has been honored with this award, which recognizes organizations that continue to raise the bar on ethical leadership and corporate behavior. World's Most Ethical Company honorees understand the correlation between ethics, reputation and daily interactions with their brand and that the award belongs as much to their associates as it does to them. The Knights is one of only two companies in the life insurance category honored this year.

"The Knights of Columbus was founded more than 130 years ago to protect the financial future of Catholic families in the event of the tragic death of a breadwinner and to provide charity to those on the

margins of society," said Supreme Knight Carl Anderson. "Today, those same founding principles are at work in every aspect of our business, guiding our corporate governance, our professional agency force, our investments and our day-to-day business operations. It is this continued commitment to our foundational Catholic principles that is the key to our ethical, sustainable and successful business model."

"The entire community of World's Most Ethical Companies believes that customers, employees, investors and regulators place a high premium on trust and that ethics and good governance are key in earning it," said Ethisphere Chief Executive Officer Timothy Erblich. "The Knights of Columbus joins an exclusive community committed to driving performance through leading business practices. We congratulate everyone at Knights of Columbus for this extraordinary achievement."

see *Ethical*, Page 7



U.S. Bishops Designate Washington D.C. Location as John Paul II National Shrine

Decree signed by Archbishop Kurtz, USCCB president

Recently, the U.S. Conference of Catholic Bishops (USCCB) designated the Washington-based facility dedicated to Pope John Paul II as a national shrine.

Beginning on Sunday, April 27, the day set by Pope Francis for Pope John Paul II's canonization, the shrine will be known as the "Saint John Paul II National Shrine." It will mark the occasion with liturgical celebrations, a reception and a gathering of young people.

"The American bishops are pleased to reflect the love of Catholics in America for John Paul II by designating this location a national shrine," said Louisville Archbishop Joseph Kurtz, who signed the bishops' decree as USCCB president. "This national shrine is truly America's fitting tribute and remembrance of his legacy."

The Knights of Columbus took ownership of the facility in 2011 to create a shrine dedicated to John Paul II and his contributions to the Church and society. Currently known as the Blessed John Paul II Shrine, it is located on the site of the former John Paul II Cultural Center at 3900 Harewood Road in northeast Washington.

see *Shrine*, Page 2



Grand Knight Checklist – April

If your council has not yet taken the actions below, do so immediately:

- Send in the *Application for Refund Support Vocations Program* (#2863).
- The Per Capita Tax, Catholic Advertising Fund and Culture of Life Fund assessments are due to the Supreme Council before April 10. Failure to pay the assessments will result in suspension of the council. A suspended council may not be seated at their state convention, nor are its members eligible to be delegates to the Supreme Convention.
- Submit *Annual Survey of Fraternal Activity* (#1728).
- Make sure your council is on the path to earning the Star Council Award.

World Day of Prayer for Vocations

Support for vocations has always been a priority for the Order, and observance of the World Day of Prayer for Vocations is one way we can encourage people to answer the call to priesthood and religious life.

By providing support and prayer for those who answer God's call to priesthood and a life of consecrated poverty, chastity and obedience, we serve as a much-needed resource, enabling them to continue their vocational discernment. One way to support these men and women is to stand with the entire Church and celebrate the day dedicated to religious vocations throughout the world.

You and your fellow council members can join Catholics from every nation in observing the World Day of Prayer for Vocations on Sunday, May 11, in a variety of ways. Here are some suggestions:

- Invite seminarians, postulants and young religious to your council or assembly's community events or social gatherings as guests of honor to speak and give witness to their lives of full dedication to the service of God and neighbor. Continue the event with an appreciation dinner to honor your guests.
- Promote a "Vocations Day" event such as a vocations fair; a presentation by various seminarians, postulants and/or young religious; or a drive to raise funds for a needy seminarian or religious.
- Work with your pastor to celebrate the ordination or religious profession of a parishioner.
- Make the Order's scholarship and student loan information available to seminarians and postulants.



(CNS photo/Paul Haring)

- Sponsor a trip for local youth groups to a nearby seminary or religious house to explore the idea of priesthood or religious life.
- Pray for the Lord to prompt young people's hearts to respond to his call to a priestly or religious vocation at the beginning and end of your council and assembly meetings.
- Design an ad for vocations and place it in your parish bulletin or local newspaper.
- Within your council, hold an open house with a vocations theme for families and friends of your parish.
- Schedule a retreat for those contemplating a priestly or religious vocation. Retreats often enable an individual to recognize his or her vocation.

In March, a vocations packet was mailed to all grand knights of record in the United States and Canada for programming related to the May 11 World Day of Prayer for Vocations.

Shrine, from Page 1

"Pope John Paul II shaped an entire generation of Catholics, and the shrine serves to remind people throughout this country of his saintly life and of his call to holiness for each of us," said Supreme Knight Carl Anderson. "This shrine gives us the opportunity and privilege of continuing Pope John Paul II's mission of the new evangelization for future generations of Catholics, and we gladly accept it."

Cardinal Donald Wuerl, archbishop of Washington, blessed the Knights' initiative and declared the site an archdiocesan shrine in 2011.

"Pope John Paul visited Washington and was an important force for good in America, so we are particularly honored to have this saint's national shrine here and to be one of the first places of worship in the world to bear his name," said Cardinal Wuerl. "In its three years as a local shrine, it has also become a place of pilgrimage and prayer, attracting people from far beyond this city."

An inspiring centerpiece of the shrine will be a relic consisting of a vial of John Paul II's blood, entrusted to the Knights of Columbus by Cardinal Stanislaw Dziwisz, archbishop of Kraków and longtime personal secretary to John Paul II.

The shrine's lower level will feature a 16,000-square-foot permanent exhibition on the pope's life and teaching, slated to open later this year. The main floor will be converted into a church, and the current chapel will serve as a reliquary chapel. Both will feature floor-to-ceiling mosaics.

"As the premier site dedicated to Pope John Paul II in the United States, we are grateful that the U.S. bishops have elevated our status to a national shrine, and we look forward to welcoming pilgrims to this place of prayer," said shrine Executive Director Patrick Kelly. "It is dedicated to a great saint who bore courageous witness to the love of God and the dignity of the human person."

2014 National March for Life – Canada

RU-4LIFE.CA?

That is the question, and the theme, of this year's National March for Life in Ottawa.

As a new application is considered to allow the chemical abortion pill RU-486 into Canada, tens of thousands of Canadians will be marching for life on Thursday, May 8, 2014, to voice their opposition to all chemical and surgical abortions.

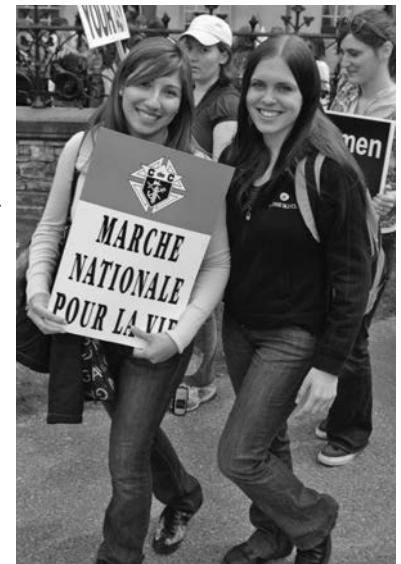
Since 1969, four million Canadian women and their unborn babies have been hurt or killed by abortion at taxpayer expense, with another 100,000 women and babies expected to be harmed by abortions this year.

An estimated 25,000 pro-life Canadians marched last year. Join to make this year's March for Life even bigger. Charter a bus to bring your family, council, parish or school.

Other marches and rallies for life will be held in provincial capitals and other locations throughout Canada on or around May 8.

To order Knights of Columbus "Defend Life" signs to carry in the march, send an email to william.obrien@kofc.org or call 203-752-4403. Please provide your name, address, council number, telephone number and the precise number of signs you need in English or French.

For more information on the National March for Life, call the Campaign Life Coalition at 416-204-9749 or 800-730-5358, email cc@campaignlifecoalition.com or visit www.marchforlife.ca.



A Touchdown for Special Olympics Athletes

As the NFL world and the nation's best college football players descended on Indianapolis for the annual Scouting Combine, more than two dozen Special Olympics athletes had their own impressive set of skills to demonstrate. Thanks to a partnership between the Indiana Knights of Columbus, Special Olympics and Catholic Athletes for Christ, the first-ever mock "Mini Combine and Football Clinic" for Special Olympics athletes was held on Saturday, Feb. 22, at the Indianapolis Colts training complex. Four former Colts players, including Quarterback Jim Sorgi, were on hand to offer instruction and inspiration to the athletes.

Numerous Indiana Knights manned five different stations where the athletes tested their skills. The mock combine featured events such as the 40-yard dash, football long throw competition, broad jump, shuttle run and three-cone drill — many of the same drills the nation's premier college football players were being put through just a few miles away at Lucas Oil Stadium. The event acted as an important reminder of the dignity of the human person and the abilities and character of Special Olympics athletes, who continually strive to meet their full potential.

Jim Sorgi was joined by former Colts teammates John Standeford (2004-2007), Rick DeMulling (2002-2004) and Dylan Gandy (2005-2007); a team of Indiana Knights of Columbus, including State Deputy Lawrence Fluhr; and Special Olympics and Catholic Athletes for Christ members and volunteers, all of whom came away inspired by the athletes' persistence, determination and commitment to excellence.



Special Olympics athletes listen to a briefing on a drill.



Participants and volunteers for the combine pose together.



New homeowner Judy Tavaréz celebrates at the dedication of her Habitat-built house in New Haven, Conn. The project was supported by the Supreme Council, and headquarters staff volunteered at the build.

Habitat for Humanity

Habitat for Humanity is a nonprofit Christian organization founded in 1976 that seeks to eliminate poverty housing and homelessness one family at a time. Recipients are responsible for a down payment, work alongside the construction crew and volunteers, and are provided an affordable mortgage plan. To date, Habitat for Humanity has helped complete 800,000 houses around the world, providing more than 4 million people with safe, personal shelter. Last year, Knights at the local level reported more than 1.4 million volunteer service hours with Habitat for Humanity.

As one of our eight featured programs, the Supreme Council is offering an incentive for councils to support Habitat for Humanity. If your council provides at least 200 hours of volunteer service and also contributes a minimum of \$1,000 to Habitat for Humanity, it will fulfill all four of the Community Activity requirements for the Columbian Award. The activity must be reported on the *Habitat for Humanity Report Form* (#10092) and the *Annual Survey of Fraternal Activity* (#1728), both due on Jan. 31. The details should also be noted in the Community Activities section of your Columbian Award Application, due June 30.

Every council can get involved and make a difference, including yours. Working on a Habitat for Humanity building project will show prospective members that there is a place for them in the Knights of Columbus. For more information on getting involved with Habitat for Humanity, go to www.habitat.org/getinv.

Food for Families

Councils are encouraged to participate in the Food for Families Reimbursement Program. The Supreme Council will refund \$100 for every \$500 or 500 pounds of food that a council contributes to a parish food pantry, community food bank or soup kitchen, up to a maximum refund of \$500 per council per fraternal year. In addition to the rebate, participating councils will receive an attractive plaque for display in the council meeting place, which will contain space for the addition of engraved plates that indicate the years of council participation in the Food for Families Reimbursement Program.

New Vendor for Campaign Apron

For more than 30 years, N. Henry & Son has supplied the aprons that our members wear when collecting money in support of the Campaign for People with Intellectual and Developmental Disabilities, commonly referred to as the Tootsie Roll Program. Since they will no longer be able to provide this service, the Order has contracted with a new supplier. Effective immediately, the Woolenware Company is the approved supplier of these aprons. Phone 800-281-TEES(8337) for more information or to order aprons.



Be a Star

Star Councils are the backbone of our Order. Only through growth can a council be successful as they strive to earn Star Council Award status. Focus on building a Star Council culture in your council. Programs and activities involve your council members, build enthusiasm and bolster your membership efforts. Programs are opportunities to invite new members into your council. Now is the time to make sure your council has met all the requirements for the Star Council Award by qualifying for the Father McGivney, Founder's and Columbian Awards (visit kofc.org/star for more information). For the first time this year, it is possible to achieve Triple Star Council. The requirements are almost the same as for Star Council, with the difference being that the council must achieve 300 percent of the goal in Membership. The 100 percent quota for membership is 7 percent of the current membership or a minimum of four new members. The other requirements remain the same: insurance quota is 2.5 percent or a minimum of three new insurance members; Forms 365, 1728 and SP-7 must be filed; and your council must be in good standing. Many grand knights have stated they would have attained the Triple Star Council award if it existed in the past, so it's certainly a worthy goal to set for your council. For more detailed information on achieving these awards, refer to the *Surge ... with Service Program Manual* (#962) or the *Grand Knight's Handbook* (#915). To ensure timely processing, all Form 100s must be received, processed and recorded at the Supreme Council before noon EST on June 30 to be counted toward 2013-14 fraternal year quotas. Also, all insurance policies must be issued and released by June 30 in order to count for the 2013-14 fraternal year quotas.



Star Council Incentives

For the fraternal year 2013-14 ending on June 30th, 2014, if your council attains:

- **Star Council:** Council will receive 4,000 VIP points
- **Double Star Council:** Council will receive 8,000 VIP points
- **Triple Star Council:** Council will receive 16,000 VIP points*

These points are in addition to a plaque for the council and lapel pins for the grand knight, council membership director and council program director.

**For every level above Triple Star Council, the council will receive an additional 5,000 VIP points.*

Attention all Recruiters!

Multiply your VIP points when you recruit a new member between April 1 and June 30, 2014. Here's how it works:

- Recruit one new member and receive 1,000 VIP points (normally, you would receive 500 VIP points)
- Recruit two new members and receive 2,000 VIP points
- Recruit three new members and receive 6,000 VIP points
- Recruit four or more new members and receive 8,000 VIP points for the first four members, and 2,000 VIP points for each and every following member

Take advantage of this opportunity to multiply your points and redeem them for Knights of Columbus gear.

Our Numbers Make a Difference

70 million hours
of volunteer service.

\$168 million
in charitable donations.

More than \$1.4 billion
in charitable contributions
in the last 10 years.

These are impressive numbers, but when it comes to helping people, our work has only just begun. If you haven't done so already, please complete and submit the *Annual Survey of Fraternal Activity* (#1728) as soon as possible. Fraternal Survey forms can be found at kofc.org/forms or in the *Council Report Forms Booklet* (#1436).

Global Wheelchair Mission

The Global Wheelchair Mission is a partnership of the American Wheelchair Mission and the Canadian Wheelchair Foundation, and is the official mobility partner of the Knights of Columbus. Working with the Global Wheelchair Mission is one of our "Featured Eight" programs for councils. The wheelchairs are purchased in bulk and obtained with a considerable discount for just \$150 per wheelchair. If a council raises the funds to purchase 100 wheelchairs for a total donation of \$15,000, it will fulfill all four of the programming requirements in the Community Activities category for the Columbian Award.

However, any donation a council can make is encouraged and appreciated and will make a big difference in the lives of children, adults and even the elderly. Prayers of entire families are being answered with the gift of a wheelchair. Your council can help answer the prayers of many families by bringing the gift of mobility to many.



You can find out more and get contact information for the American Wheelchair Mission at www.amwheelchair.org, or for the Canadian Wheelchair Foundation, at www.cdnwheelchair.ca. Donations can be sent to the Wheelchair Mission in the U.S. at: **American Wheelchair Mission, 2600 E. Seltice Way #A172, Post Falls, ID 83854**; and in Canada, at: **Canadian Wheelchair Foundation, P.O. Box 75038, RPO White Rock, Surrey, BC V4A 0B1**.



Make Your Activities the Focus of Recruitment Efforts

Actions always speak louder than words. When a man sees the good works your council is doing, he'll naturally want to be a part of them. Just as you need to approach membership recruitment a little at a time, you should take the same approach with conducting service programs. Rather than conducting a large number of programs, look at focusing your efforts on a handful of initiatives that you can be especially successful at.

Talk to your pastor and the members of your council to brainstorm on what the needs of your parish and community are. Once you determine these needs, get a feel from your members on which they'd like to tackle. Then, determine what your resources are for doing this.

Keep in mind, the Knights of Columbus offers a variety of service activities that jurisdictions and councils can adapt to their local needs and resources: Coats for Kids, Food for Families, Global Wheelchair Mission, Habitat for Humanity, Special Olympics, Ultrasound Initiative, Free Throw and/or Soccer Challenge, Substance Abuse Awareness Poster Contest, and Veterans Support, to name just a few.

Once you determine what activities you want to conduct, get focused and get active.

Invite your prospects to help out at your service initiatives. Ask them to bring along their families. Make sure they have the opportunity to make a meaningful contribution to the activity and that they come out with a very positive experience. Include these nonmember volunteers in any type of follow-up to the volunteer event (a "thank you" dinner, a debriefing, planning for the next activity, etc.).

After the prospect has helped out a couple of times, ask if he's interested in becoming a Knight (since he's already been active in what the council does, it should be an easy sell at this point). Remind him that along with the continued opportunity to make a difference in his parish and community, membership will give him access to the Order's top-rated insurance.

Always remember that attendance at council meetings is not the primary purpose of membership in the Knights. Meetings are only for planning the council's activities and are not an end unto themselves. Having a large number of members participating in council activities with only a few attending meetings is always preferable to having a large number of members at meetings.



Recruiting New Members

There are many eligible Catholic men, some with growing families, who would benefit from being a member of a Knights of Columbus council. Determining who is a potential prospect can be seen as difficult, and often, more effort is spent determining *who* to recruit as opposed to *how* to recruit.

Take the example of a qualified man with a family. He would benefit from setting an example of living his Catholic faith to his children, and he has the recommendation of his pastor. This man is a potential member. Now, how do you recruit him?

The question to ask yourself is: "Why should this prospect join?" As the first (and probably most important) step, the recruiter must know why he, himself, decided to join. What benefits has membership brought to the recruiter, and how would the prospect benefit from similar experiences? Once the recruiter has a couple of good, solid answers — such as, "In working together with my family at charitable events, I can see my kids growing in awareness of others," or, "I share a common goal with my fellow council members in helping others" — he can share his experience firsthand with the prospect. Using questions or statements such as "Do you want to join?" or "You should join" may be interpreted as too strong, and in the sales world, it's putting out the closing question before the prospect has shown interest. If the recruiter has shared his own experiences and explained the council's initiatives and programs, and the prospect has shown interest, what should the first question be? The most successful recruiters take an active stance: "Belonging to our council gives a man and his family the opportunity to be of service to those less fortunate. Could you and any of your family help us out, just for an hour, at our upcoming program?" Invite the prospect and his family to one of the council's charitable activities, and let them see firsthand what your council does and what it means to belong to your Knights of Columbus council. Then, ask him to join.



How to Recruit Former Members

Former Knights are men who are familiar with the ideals of Columbianism. They left the Order at one time but represent a pool of prospects that councils should not overlook in striving for membership growth.

Appoint a special "Welcome Back, Brother" committee that has the specific task of recruiting former members. Past grand knights familiar with circumstances of earlier departures are especially suited.

- Obtain a list of "former members" (those who took withdrawals/suspensions) and "inactive insurance members" (those who took withdrawals/suspensions but maintain K of C insurance policies) from the Department of Fraternal Services by calling 203-752-4247 or 203-752-4473. Check with your financial secretary for additional names and most recent addresses.
- Review the list to determine former members known to be residing in the area who are eligible for membership.
- Prepare a presentation for former members, highlighting changes, new programs/activities/benefits, and recent council achievements.
- Order recruitment materials from the Supply Department. Prepare kits of these materials for distribution.
- Contact each former member by phone to arrange a personal visit or to invite them to a reception for former members.
- If conducting personal visits, tailor presentations to highlight new changes, benefits, etc.
- If planning a "Welcome Back" or former-member reception, use the open house procedures. Be sure to invite your council chaplain and insurance agent to speak at the event.
- Refer to the *Grand Knight's Handbook* (#915), Membership Procedures section, for proper procedures when recruiting former members.
- Ask every former member that's visited or those present at the reception to sign a *Membership Document* (#100) to renew membership.

NOTE: Reactivating inactive insurance members qualifies the council for both membership and insurance additions toward Father McGivney and Founders' Awards quotas.

NOTE: Reinstatements, readmissions or reapplications qualify the council for membership additions for the Father McGivney Award.



Help Us Get the Word Out About What Our Knights Do

Every day throughout the Order, members of the Knights of Columbus are making a difference. Unfortunately, our good works are sometimes also our best kept secret. We want people throughout the countries where the Order is present to know about the hard work that Knights and their families do to make their communities better places. To help us with this endeavor, we are asking that you give us advance notice (at least one month) of upcoming significant charitable community service programs. These may include aid to senior citizens or families in need, programs for veterans, events with groups that serve people with intellectual disabilities, large blood drives, toy drives for needy children, or any number of unique programs that exemplify the charity and volunteerism that are the hallmarks of the Knights of Columbus.

As always, we encourage you to wear K of C apparel, take photographs and submit “Knights in Action” reports of your activities for publication. (To submit Knights in Action news, visit kofc.org/knightsinaction.)

Meanwhile, if you think your event or program could merit a service program award in one of the six “Surge ... with Service” categories — Church, Family, Culture of Life, Youth, Community or Council — don’t wait until the annual call for entries to let us know. We would like to produce a listing of upcoming events that we can pursue for possible promotion with local media and/or for use as a feature article in one of our publications. Please send a brief description of your upcoming event (one or two sentences describing what will take place, the date, the location and contact information) to knightline@kofc.org or call 203-752-4264. We look forward to hearing from you.

A pro-life display featuring over 3,000 crosses, set out on church grounds every January for the anniversary of *Roe vs. Wade*, is the work of Annunciation Parish and Father Alexander C. Denis Council 7087 in Kiln, Miss. This year, before the crosses were put on display, they were repainted and repaired.



In February, Hot Springs, Ark., Knights of Columbus Council 6419 donated the majority of its proceeds from a two-day candy drive for people with disabilities to the First Step School of Hot Springs and Arkansas’ Special Olympics. To add to this, Arkadelphia Knights and brother Knight Joe Palmere raised separate donations for their local community, as did the Knights in both Hot Springs Village and Malvern. In addition to this show of charity, the council also made a display of their fraternity by having an attendance of 90 to exemplify four eighteen-year-old men in the Third Degree and to welcome two Squires into full knighthood.



St. John the Apostle Council 12940 of Lakehurst, N.J., held its third annual Christmas party in December. At the event, the Knights donated 153 new children’s coats to the annual Kevin’s Kids Program of Manchester. This past year marks a new record in the Knights’ contributions, which began with 24 coats in their first year. Speaking of those humble beginnings, Past Grand Knight Peter Reuter recalled: “When I told Kevin [the program founder] we only had 24 coats, he said something I will never forget. He told me, ‘This winter, 24 children who normally stand freezing at the bus stop each morning will now be warm thanks to your generosity.’ From that moment, I made a promise to Kevin and myself that I would continue to keep those 24 kids plus many more warm each year.” Also this past year, Council 12940 continued their tradition of donating Build-A-Bears to local hospitals. In 2013, a total of 50 bears were given to children who were spending their Christmas away from home.

New Jersey Knights — Councils 9134, 10022 and 12940 — also collaborated to bring a “Keep Christ in Christmas” message to their state by purchasing a billboard display along Route 70 in Lakehurst.

Beatrice Council 1723 of Nebraska has enjoyed four years of growth and success with its annual firework sales during the Fourth of July holiday. Earning up to \$10,000 in recent years, the council sees the event as more than an opportunity to fundraise. During the sales, parishioners volunteer to work the stand and provide meals and support for the Knights and others. This allows families to work a shift together, teaching the next generation of the virtue of charity through volunteerism. All of this is used as a recruitment event for Knights as well.

St. Francis of Assisi Council 13748 of Nixa, Mo., hosted members of their council and parish to their fifth Annual Valentine Social on Feb. 15. The evening began with Mass, and a special blessing of the couples to honor one another’s spouses and to celebrate the sacrament of matrimony. The combined total of the couples’ years of marriage was recorded at 636, and a total of 83 grand/great grandchildren were noted.

The Knights of Berwick, Pa., Council 3301 hosted a post-Valentine breakfast for the members of their parishes Feb. 23. Just fewer than 100 parishioners were treated to warm meals prepared by the Knights. During the month of March, their cooking skills were again put to work when they prepared a meal for visitors to the Ronald McDonald House in Danville, Pa.



Protect Your Family With Knights of Columbus Insurance

An Ethical Responsibility

In March, the Knights of Columbus was named One of the World's Most Ethical Companies by the Ethisphere Institute.

This is a tremendous honor and achievement that all

Knights should be proud of. You are part of a fraternal benefit society that puts integrity above everything.

But tremendous though it is, being one of the world's most ethical companies is not just an achievement; it's our legacy and our responsibility. We won't settle for less.

We owe it to our founder, to our Church, and to our members.

As a business, the Knights of Columbus holds a unique place in the world. For starters, we were founded by a Venerable Servant of God, who, we pray, is on the path to sainthood. How many companies can say that?

It is our responsibility to continue the business in the way that Father McGivney intended. He founded this organization so that a caring community of Catholic families could come together and protect widows and orphans from financial devastation upon the death of the bread winner. Our mission remains the same 132 years later.

From our founding to the present day, we are and have been an unapologetically Catholic company. For us, this means that we must conduct our business in accordance with Catholic principles. We have established a strict screening process for our investments, and we refuse to invest in companies that deal in abortions, contraception, human cloning, embryonic stem cell research, for-profit health care that pays for

any of the aforementioned, and pornography.

We are an organization by brother Knights, for brother Knights.

We don't worry about stock price, shareholders or corporate takeovers. We don't obsess over profit margins and golden parachutes. We worry about doing what's right for our members and their families.

After all, we're brother Knights too.

We rigorously train our agents and hold them to the highest ethical standards. Each agent must sign a Code of Ethics, which is modeled after the Ten Commandments. Among its commandments is "Thou shall present, honestly and accurately, all the facts necessary to enable a member to make an informed decision."

"Our fraternal ties to our members," it goes on to say, "make it more incumbent on us, in our dealings with them, to assure that their interests are uppermost in our minds as we provide solutions to their financial needs. It all boils down simply to the golden rule — Do unto others as you would have them do unto you." After all, we are our brother's keeper.

That's our commitment to you. And that's our commitment to conducting our business in line with Church teaching and in line with the vision of our holy founder.

We are honored that the Ethisphere Institute has acknowledged that commitment.

Discover the benefits of doing business with one of the World's most ethical companies. Contact your local field agent. Find him by visiting kofc.org/findagent, or by calling 1-800-345-5632.

Ethical, from Page 1

The World's Most Ethical Company assessment is based upon the Ethisphere Institute's Ethics Quotient™ framework. The Ethics Quotient framework has been developed over years of effort to provide a means to assess an organization's performance in an objective, consistent and standardized way. The information collected provides a comprehensive sampling of definitive criteria of core competencies, rather than all aspects of corporate governance, risk, sustainability, compliance and ethics. The Ethics Quotient framework and methodology were determined, vetted and refined by the expert advice and insights gleaned from Ethisphere's network of thought leaders and the World's Most Ethical Company Methodology Advisory Panel.

Scores are generated in five key categories: ethics and compliance program (25%); reputation, leadership and innovation (20%); governance (10%); corporate citizenship and responsibility (25%); and culture of ethics (20%).

The full list of the 2014 World's Most Ethical Companies can be found at <http://ethisphere.com/worlds-most-ethical/wme-honorees/>.

The Ethisphere® Institute is an independent center of research, best practices and thought leadership that promotes best practices in corporate ethics and governance and enables organizations to improve compliance, mitigate risk and enhance relationships with employees, business partners, investors and the broad regulatory community. Ethisphere evaluates and benchmarks compliance and governance programs, honors superior achievement through its World's Most Ethical Companies® recognition program and publishes *Ethisphere Magazine*. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. More information about Ethisphere can be found at: www.ethisphere.com.

Archbishop of Hartford Visits Supreme Council Headquarters

Archbishop Leonard Blair of Hartford visited New Haven on March 3, 2014, to tour the Knights of Columbus Supreme Council headquarters and St. Mary's Church, where the Order was founded in 1882. During his visit, the archbishop celebrated Mass with the employees in the headquarters chapel.



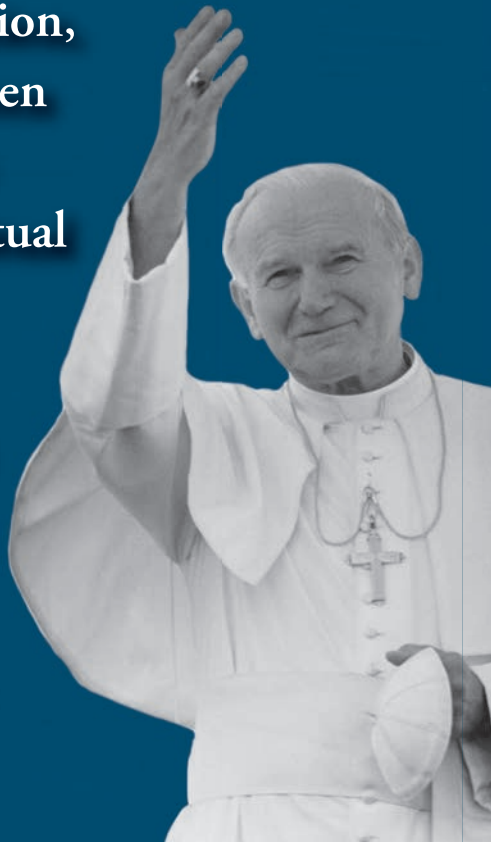
Knightline

KNIGHTS OF COLUMBUS IN SERVICE TO ONE. IN SERVICE TO ALL.

1 Columbus Plaza, New Haven, CT 06510-3326

“From its foundation,
your Order has been
committed to the
material and spiritual
well-being of its
members and
to the promotion
of the Church’s
mission.”

*- Pope John Paul II
to Knights of Columbus
Insurance Agents,
March 20, 1993.*



Two decades later,
we’re still committed.

*Thank you,
St. John Paul II,
for your witness.*

*The Knights of Columbus
Insurance Agents*