

January 30, 2023

To whom it may concern,


It is with great enthusiasm that I write in support of the Family Conquest free, at-home, family formation program.

In 2020, the Family Conquest program, then branded under the name Strong Catholic Dad See for Yourself Guides, entered the OSV Innovation Challenge. The Challenge was a competition to select the most innovative projects that best served the needs of the Catholic Church today and then accelerate those projects through a tailored accelerator program in collaboration with both the University of Notre Dame's Idea Center and Sent Ventures' Entrepreneur Development ministry. Out of a field of 350 contenders and multiple rounds of competition, we chose this program, along with eleven others, to be funded and accompanied through our accelerator program.

Two aspects raised this project above other initiatives. First, its founder, Michael O'Rourke, was passionate about passing on the Catholic Faith in the family and persuasive in conveying the decisive impact of parents as primary educators in the faith for their children. Secondly, the program's methodology of curating public domain, viral Youtube videos as parables, accompanied by questions and answers to bring forth faith lessons from them, empowered parents to connect with their kids in relevant, regular and impactful ways right in the heart of the home.

As one of the largest Catholic publishers in the world for over a hundred years, OSV has sought to help Catholics fulfill their calling to discipleship. We publish periodicals, books, curricula, and a weekly newspaper, as well as reach Catholics online through our multiple social media channels, websites, and e-Newsletters. We strive to be the leading resource partner of the Catholic Church, not only promoting our own resources, but those that we find to be exceptional in leading people to Christ. Family Conquest is one of those stand out resources for today's parents seeking to "*diligently teach their kids the faith at home.*" -cf Deu 6:7.

In Christ,



Jason Shanks  
President, OSV Institute