

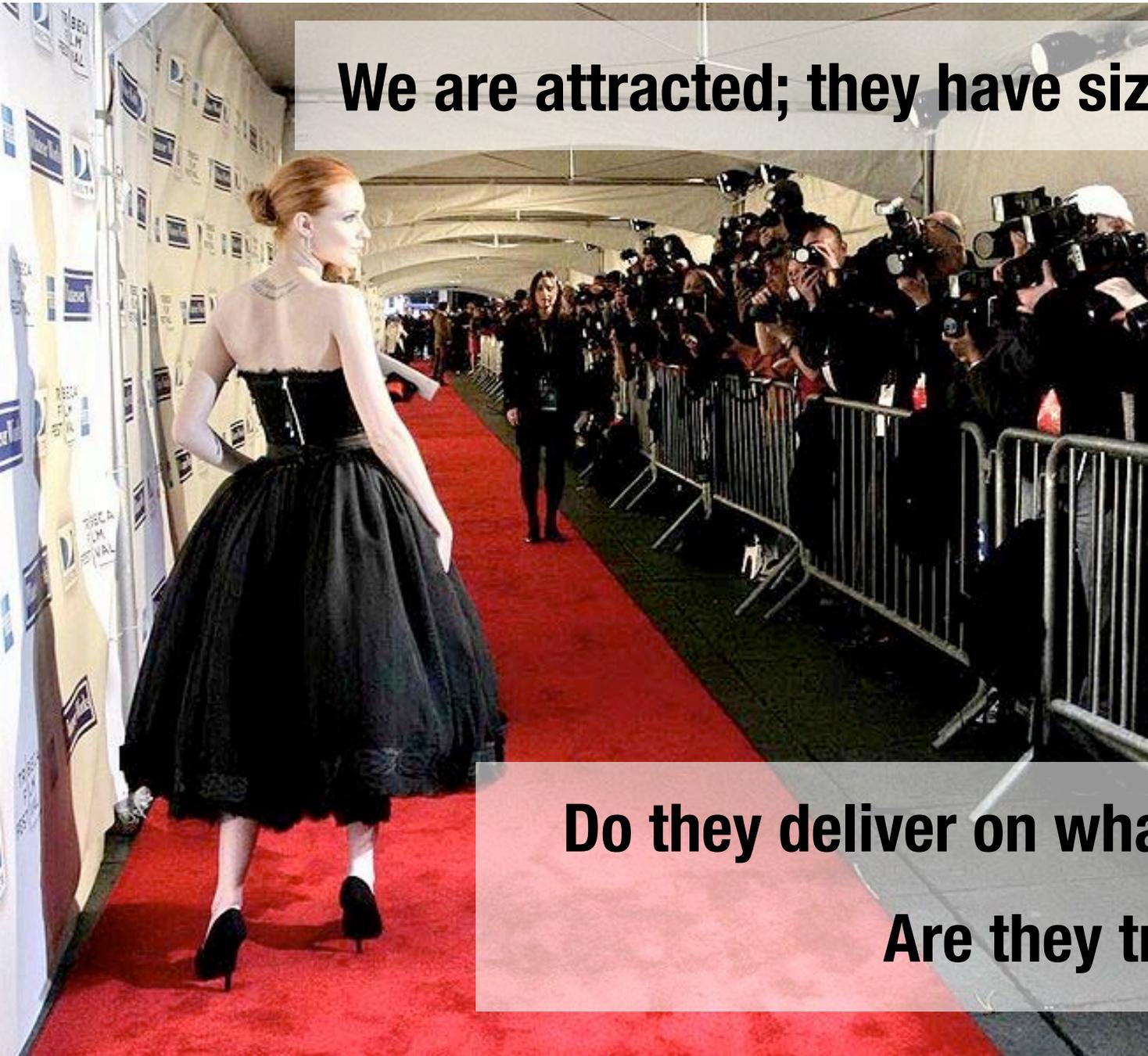


Real, Simple:
St. Vincent de Paul

practicing simplicity (honesty)

We are bombarded by images.

We are attracted; they have sizzle, they are sexy.



Do they deliver on what they promise?

Are they true?



So many false images have taught us to mistrust.

There is a disconnect between appearance and substance.





Are celebrities real?

Is this only a face?

**Does this face
have depth to it?**

**There is a disconnect
between image and reality.**

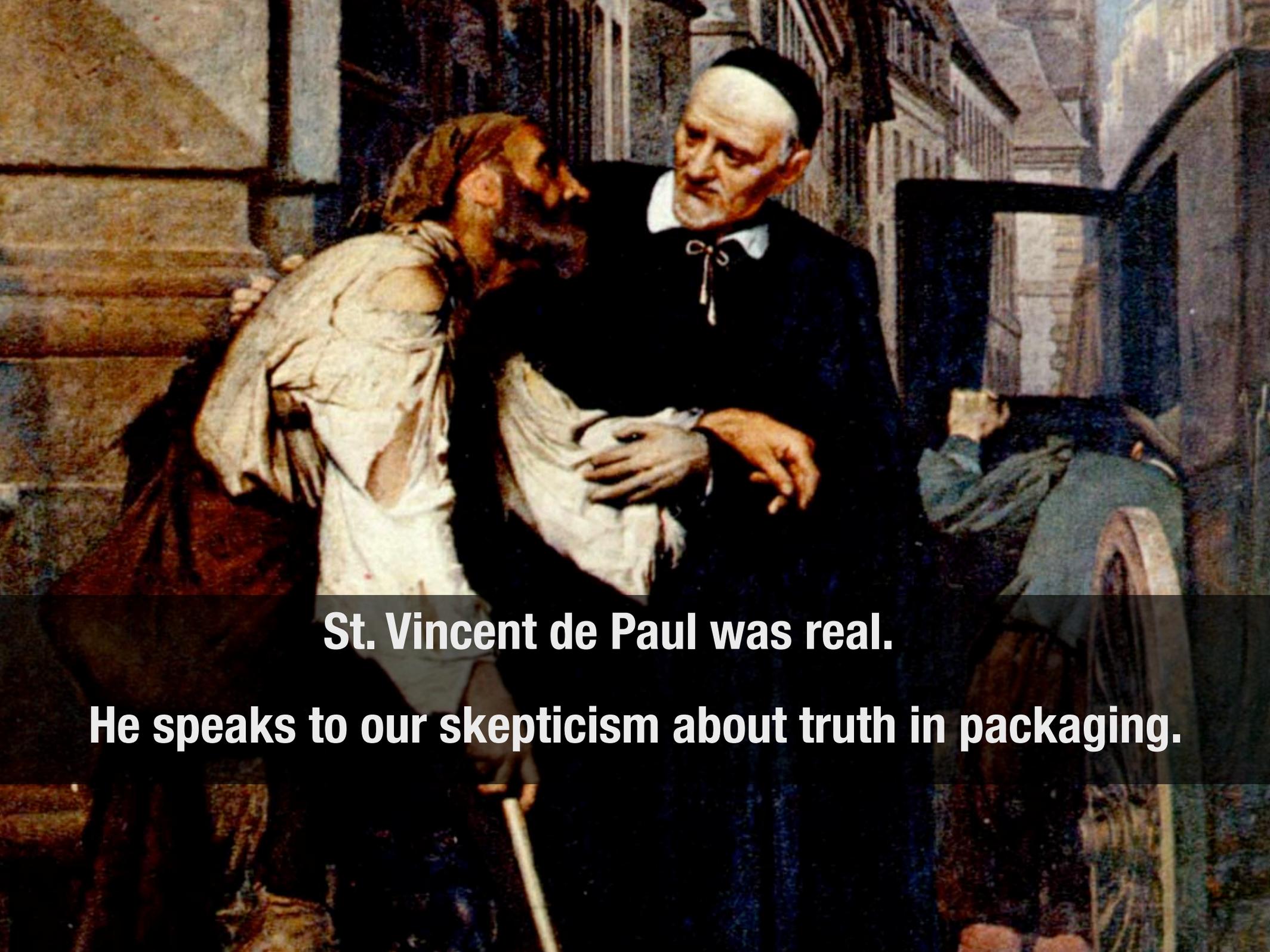


We've become skeptical.

We don't trust the link between symbol and symbolized.

Are you really as you present yourself?





St. Vincent de Paul was real.

He speaks to our skepticism about truth in packaging.

LOSE 30+ POUNDS
WITHOUT DIETING

LESS WRINKLES
IN
MINUTES

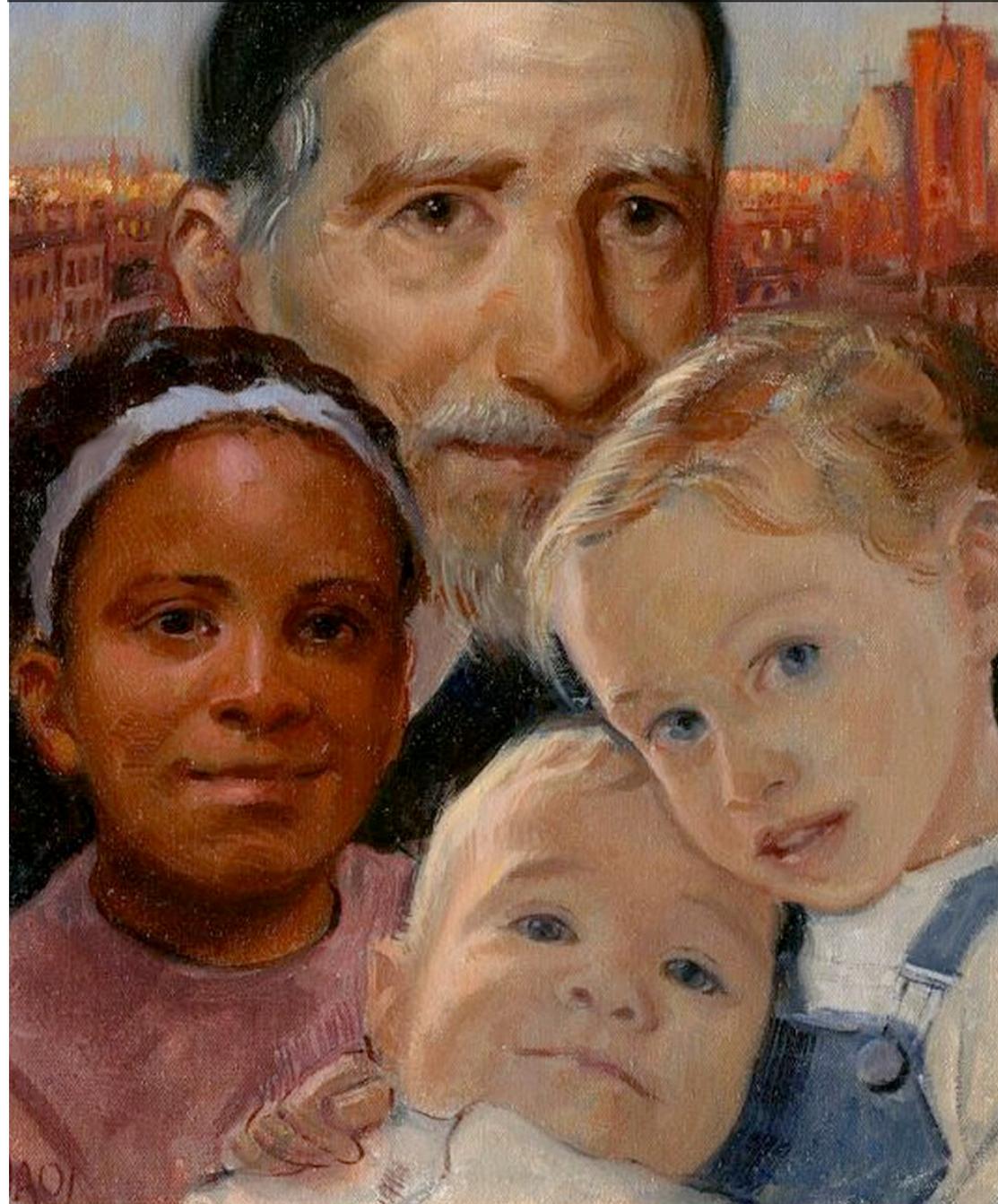


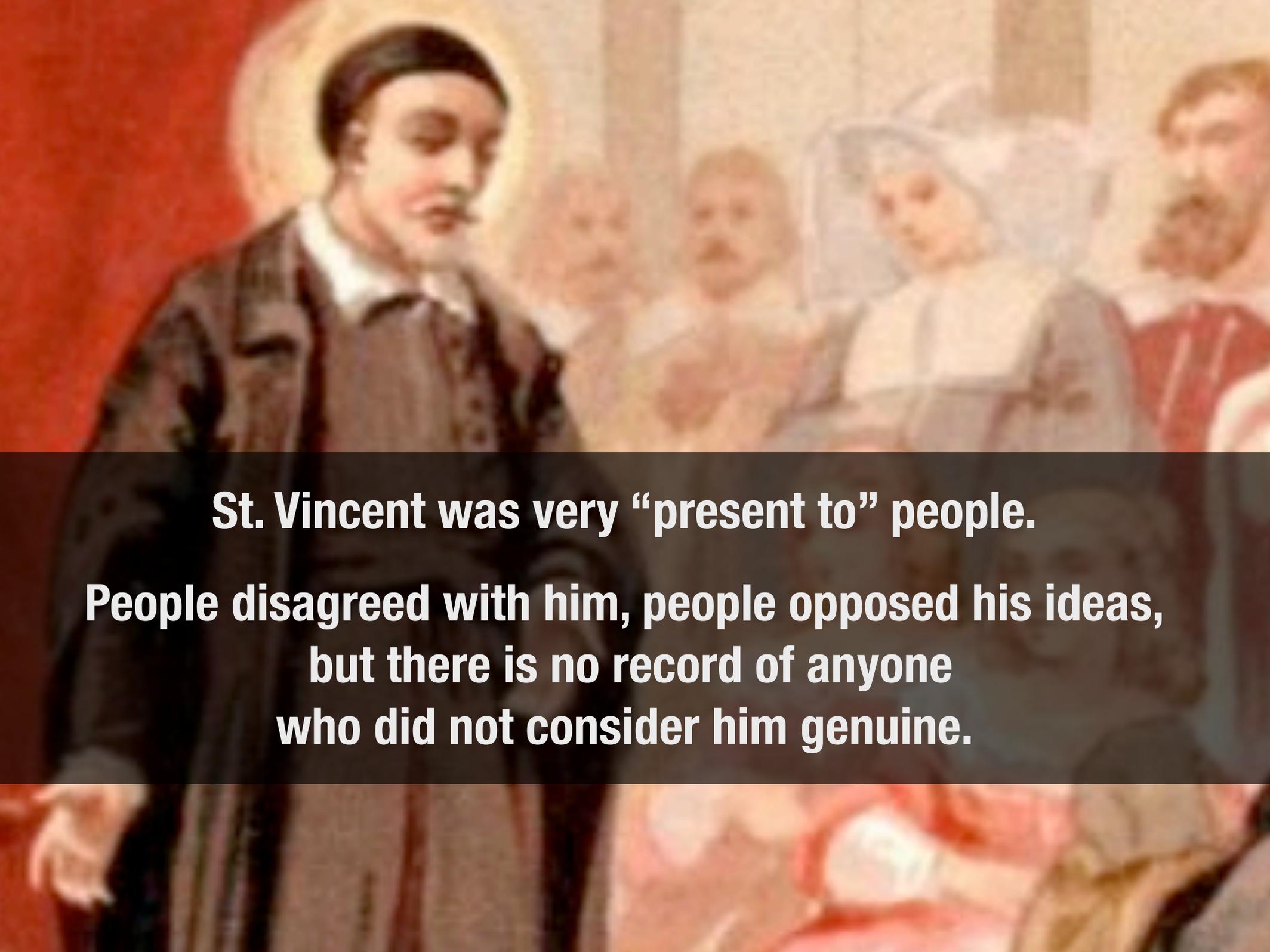
TRY IT TODAY!



**Our world says: it doesn't
matter whether words
have backing, statements
have depth, gestures have
follow-through.**

**St. Vincent presents a world
of honesty and simplicity.**





St. Vincent was very “present to” people.

**People disagreed with him, people opposed his ideas,
but there is no record of anyone
who did not consider him genuine.**

St. Vincent moved in an intrigue-filled world: the French Royal court. There was drama and controversy.



Yet people on all sides trusted him. He also had nationwide credibility among the regular people, the poor people in the cities and in the country.

He was believable to both the rich and the poor.



In many letters and conferences, St. Vincent said that being genuine was his most important personal value, and that in fact he spent his whole life making sure he stayed genuine.

His word for this was: Simplicity

**What would St. Vincent say
to his followers today?**

Tell the truth

Keep it real

**Be consistent in your
words, your appearance,
and your substance**



No hidden agendas

Don't be two-faced

Don't try to be clever

Tell it like it is

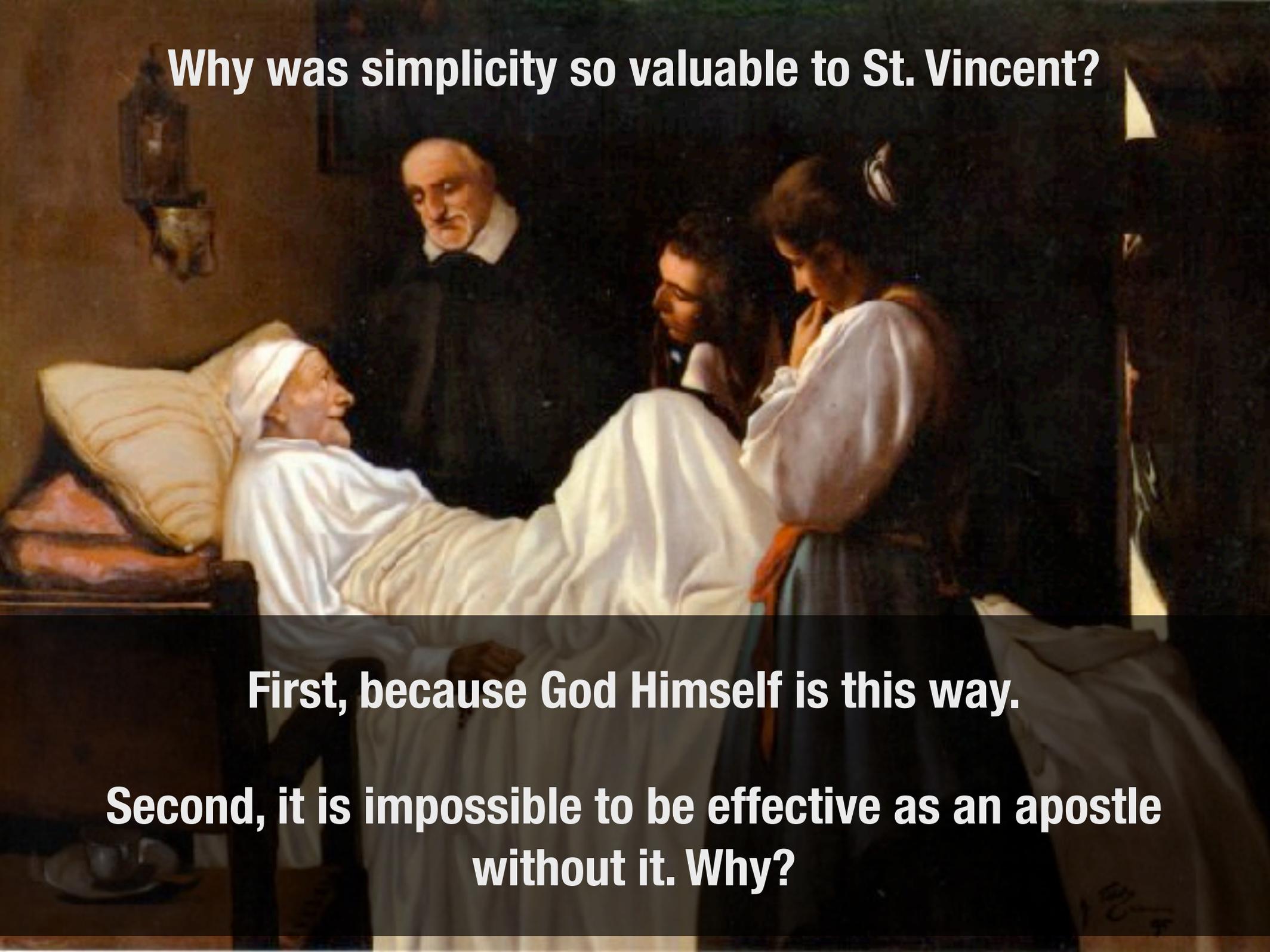
Make simplicity your gospel



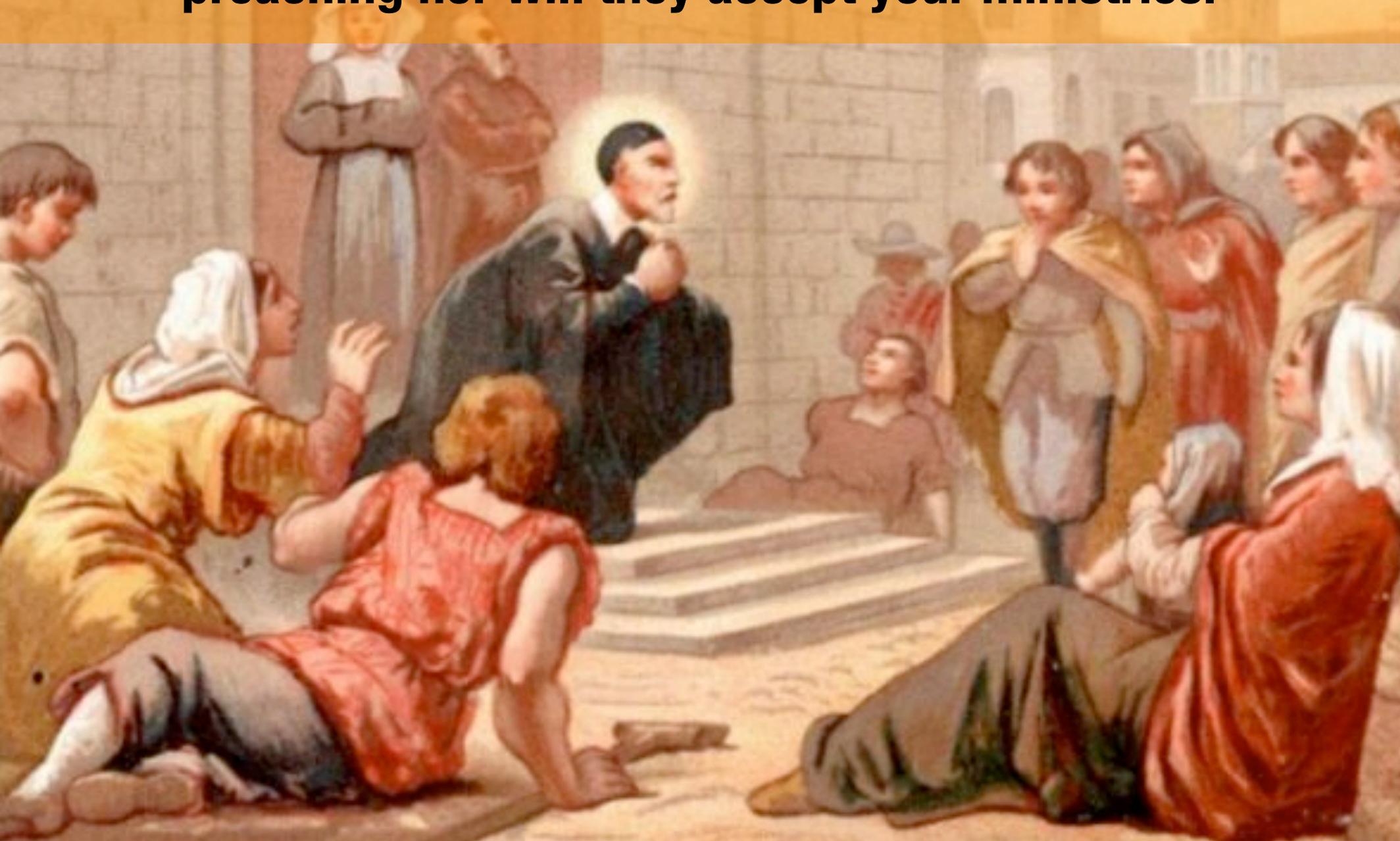
Why was simplicity so valuable to St. Vincent?

First, because God Himself is this way.

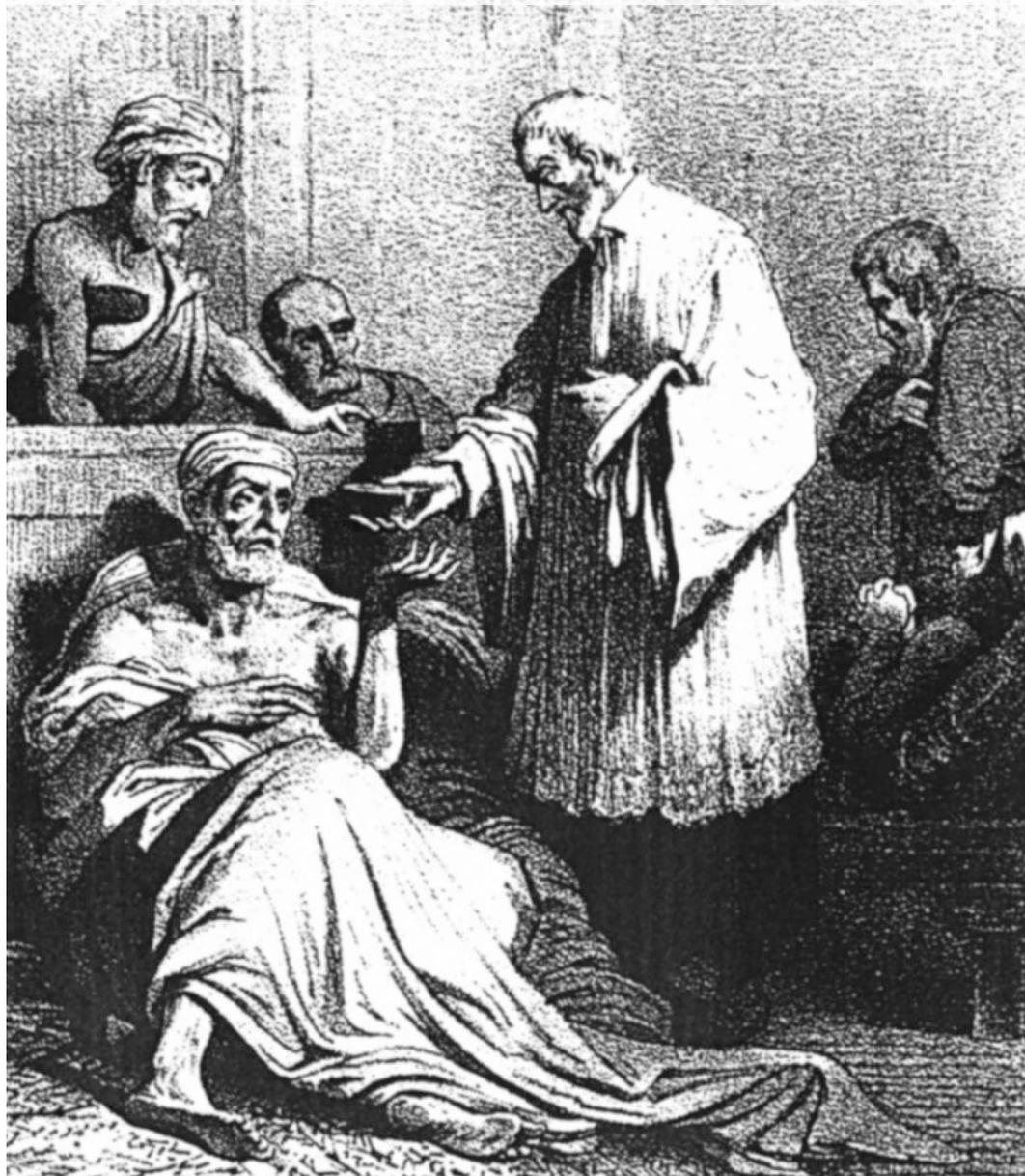
Second, it is impossible to be effective as an apostle without it. Why?



Because if people see that your words do not match what is really inside you, they will not hear your preaching nor will they accept your ministries.



**Think about this: it's pretty hard to fool a poor person.
They've seen it all, and they can see through a clever
talker. You can't doubletalk them for long.**



St. Vincent knew this. To bring the Good News to these individuals (Vincent's life mission), his language had to come from his heart. And our service has to come from respect for others, not from some masked self-interest.





**For Vincent, it is the simple who have what he calls
"true religion."**

And they instinctively recognize those with false religion!



What are my motives for serving the needy?

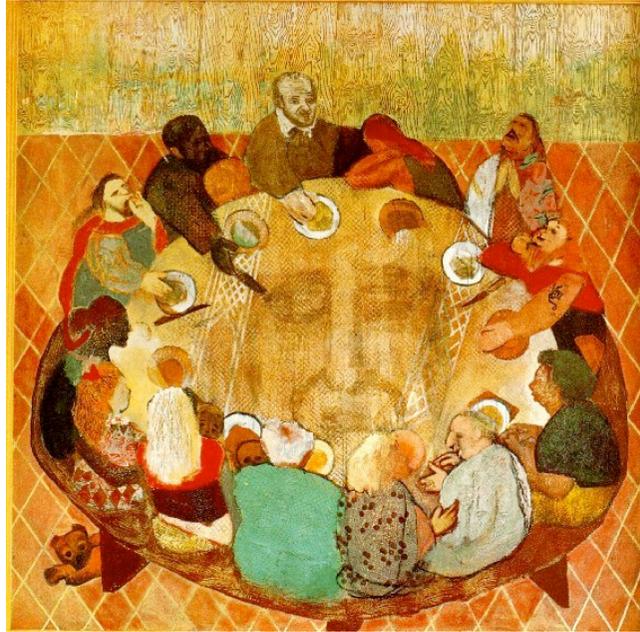
Those good feelings that come from giving?

A reward for me in the next life?

The power difference between me and the receiver?

**All of these could diminish and do not build up
the self-esteem of the one served!**

For charity to be healing, only one motive is needed: genuine love and respect for the person receiving it.

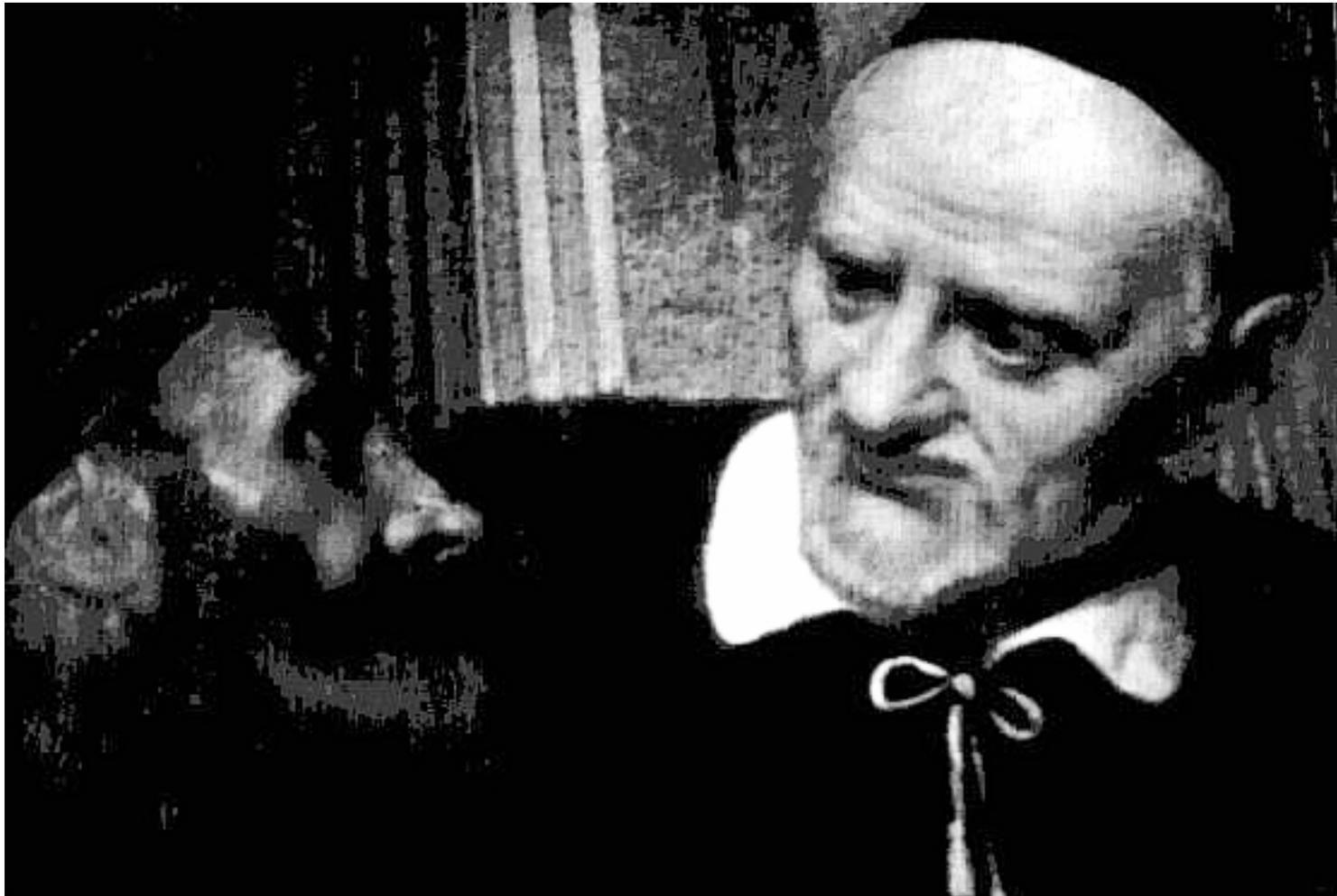


St. Vincent's special knack was to honor the ones he helped in the very act of helping them. As one writer put it, "the poor could forgive him the bread he gave them." When he gave assistance, the people believed his charity came from real respect for them.

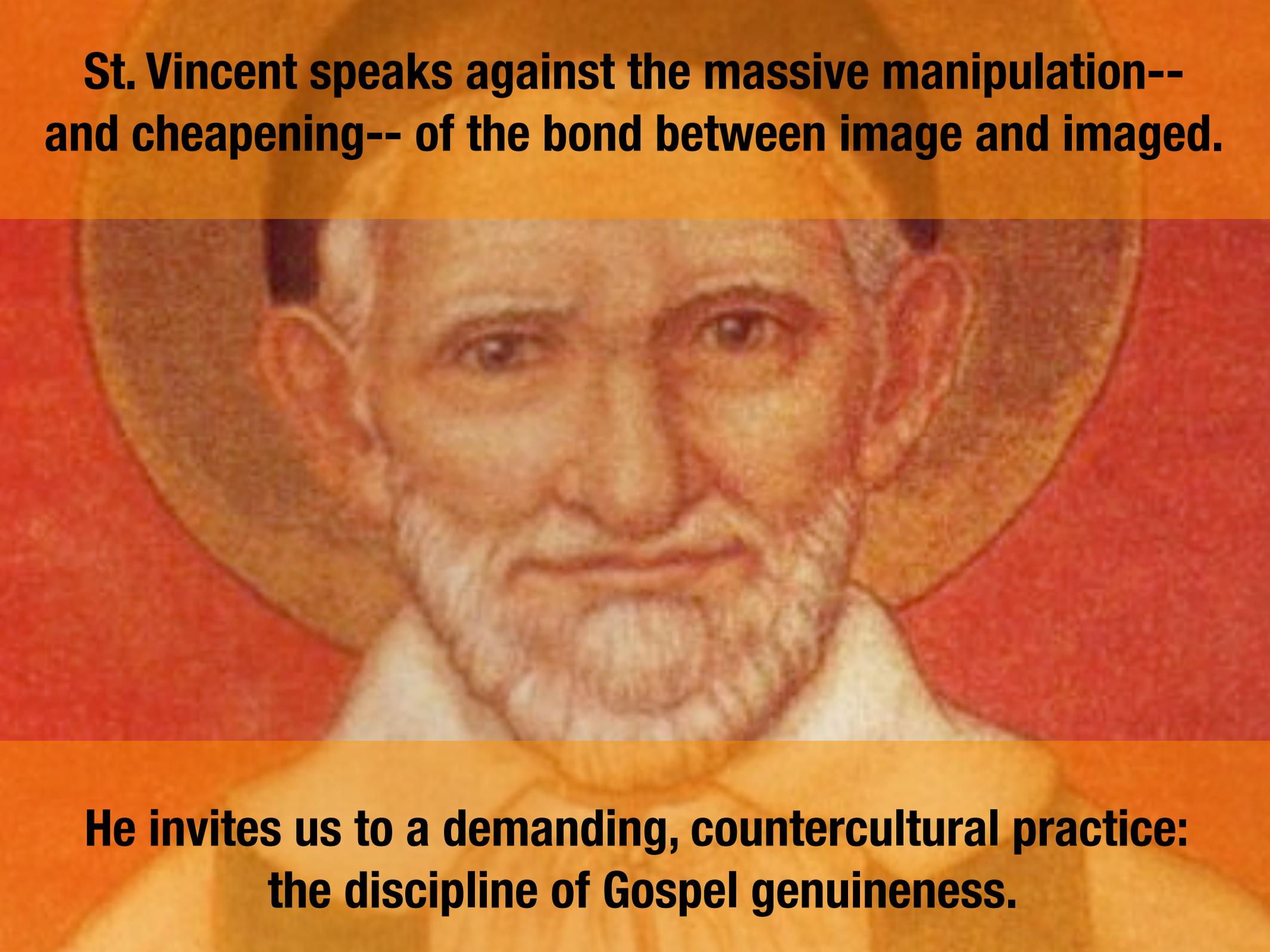
St. Vincent elicited a trusting reaction from others.

His claims were solid.

His promises and explanations "rang true".



**St. Vincent speaks against the massive manipulation--
and cheapening-- of the bond between image and imaged.**



**He invites us to a demanding, countercultural practice:
the discipline of Gospel genuineness.**

Source: based on “Vincentian Simplicity: A Core Leadership Trait” by Thomas McKenna C.M., S.T.D.

<http://via.library.depaul.edu/cgi/viewcontent.cgi?article=1259&context=vhj>