Founding Principles & Organizational Charter

Public reading edition

Version 1.1 · Adopted October 13, 2026

Preamble

Northwest Arkansas Rosary Rally grew from a simple desire to bring the faithful together in peaceful public prayer.

Inspired by the inaugural Rosary Rally held on Bentonville Square on October 4, 2026, the initiative seeks to foster devotion to the Most Holy Rosary, encourage unity in prayer, and bear public witness to Jesus Christ through the intercession of the Blessed Virgin Mary.

Recognizing that authentic Marian devotion leads to Christ, we set forth these founding principles to guide the initiative's development, activities, leadership, and relationships with the Catholic Church and the communities we serve.

Article I — Identity and Mission

1.1 Name. The initiative shall be known as Northwest Arkansas Rosary Rally.

1.2 Identity. Northwest Arkansas Rosary Rally is a founder-directed, lay-led Catholic prayer initiative operating in Northwest Arkansas. This description expresses its religious character and purpose; it does not assert formal canonical recognition, civil incorporation, or official parish or diocesan sponsorship.

1.3 Mission. Our mission is to unite Catholics across Northwest Arkansas in peaceful public prayer through the Most Holy Rosary, while welcoming all people to contemplate the life, Passion, death, and Resurrection of Jesus Christ in the company of His Blessed Mother.

1.4 Invitation. We encourage daily prayer of the Rosary as a freely embraced devotion and invite the faithful to deepen their participation in the sacramental and communal life of the Church. Such devotion is not represented as a universal obligation.

1.5 Motto. The organizational motto is *The Prayer Continues.*

Article II — Foundational Principles

2.1 Christ-centered devotion. Jesus Christ is the center and ultimate purpose of our activities. All authentic Marian devotion is ordered toward Him.

2.2 Fidelity to the Church. We seek to remain faithful to Sacred Scripture, Sacred Tradition, and the teaching authority of the Catholic Church, acting in communion with her.

2.3 Peaceful public witness. Our gatherings shall reflect reverence, dignity, peace, and respect for the communities in which they occur.

2.4 Charity and hospitality. We shall welcome others with genuine kindness, including persons unfamiliar with Catholic prayer, while preserving the initiative's Catholic identity.

2.5 Truthfulness and integrity. We shall act honestly and communicate accurately, without exaggerating claims, endorsements, participation, or accomplishments.

2.6 Humility and service. Leadership and voluntary assistance are undertaken as service to God, the Church, and neighbor, not as grounds for status or personal recognition.

2.7 Responsible stewardship. We shall exercise prudent care over resources, relationships, the safety and privacy of participants, and the trust placed in the initiative.

2.8 Spiritual patrons. Northwest Arkansas Rosary Rally adopts the **Blessed Virgin Mary**, **Saint Jude Thaddeus**, and **Blessed Fulton J. Sheen** as its spiritual patrons. The initiative commends its mission, leadership, volunteers, gatherings, and participants to their intercession. This expression of devotional patronage does not claim a formal ecclesiastical patronal designation or Church approval beyond that actually received.

2.9 Consecration to Our Lady. Northwest Arkansas Rosary Rally shall be consecrated to **Our Lady, the Blessed Virgin Mary**, entrusting its mission, leadership, activities, and spiritual fruits to her maternal care and intercession. This consecration shall be undertaken in a spirit of filial devotion, ordered toward greater fidelity to Jesus Christ and His Church.

2.10 Act of consecration. The Founder and Coordinator shall perform a deliberate Act of Consecration on behalf of the initiative and record its date. This act may be renewed as appropriate. Adoption of this charter expresses the intention and commitment to consecrate the initiative, but does not itself attest that the Act of Consecration has been performed.

Article III — Relationship with the Catholic Church

3.1 Lay initiative. Northwest Arkansas Rosary Rally recognizes the legitimate freedom of the Catholic faithful to undertake devotional and apostolic activities consistent with Church teaching and discipline.

3.2 Ecclesiastical authority. The initiative respects the legitimate authority of the diocesan bishop, pastors, and other competent ecclesiastical authorities within their respective responsibilities. Founder-directed leadership does not confer ecclesiastical office or authority.

3.3 Cooperation. We seek charitable, constructive relationships with pastors, parishes, clergy, diocesan offices, and other Catholic organizations. Advice, participation, and encouragement are not to be presented as formal sponsorship or approval unless confirmed.

3.4 Accurate representation. No activity shall be described as parish-sponsored, clergy-directed, diocesan-approved, or officially conducted in the name of the Church without appropriate authority or confirmation. Where applicable, requirements concerning the use of the name “Catholic” shall be respected.

3.5 Responsiveness to Church officials. Should a Church official raise concerns regarding our activities, communications, or public representations, we shall respond with humility and charity, offer an appropriate apology, and promptly make any required corrections. Where the requested action is unclear, we shall respectfully seek clarification.

3.6 Ecclesiastical requirements. Activities conducted on Church property, with formal parish or diocesan sponsorship, or under other arrangements involving Church authority shall comply with applicable host and ecclesiastical requirements.

3.7 Future recognition. Should the initiative pursue formal canonical recognition or another ecclesiastical status, it shall seek competent guidance and follow the applicable procedures. This charter makes no claim that such recognition has been obtained.

Article IV — Activities and Public Gatherings

4.1 Activities. The initiative may organize peaceful public Rosary gatherings, encourage private and communal prayer, provide educational resources concerning the Rosary, and cooperate with appropriate organizations in furtherance of its mission.

4.2 Devotional character. Public Rosary rallies are devotional gatherings. They do not replace the Holy Mass, the sacraments, or participation in parish life.

4.3 Public invitations. The initiative welcomes respectful participation without requiring prior familiarity with the Rosary, membership in a parish, or any financial contribution.

4.4 Planning and permissions. Activities shall be planned responsibly, with attention to applicable venue and civic permissions, accessibility, weather, pedestrian and vehicle traffic, emergency access, and participants' needs.

4.5 Truthful announcements. Dates, venues, clergy participation, institutional partnerships, permissions, and endorsements shall be identified as proposed or pending until appropriately confirmed.

4.6 Event-specific procedures. The Founder and Coordinator may establish practical event procedures consistent with this charter, the Master Editorial Policy, applicable laws, and venue requirements.

Article V — Participation, Volunteer Conduct, and Safeguarding

5.1 Open participation. Northwest Arkansas Rosary Rally shall welcome all persons who wish to participate respectfully in its public devotional gatherings. Participation shall not require parish membership, financial contribution, or prior familiarity with Catholic prayer.

5.2 Dignity and charity. All participants, organizers, and volunteers shall be treated with the dignity appropriate to persons created in the image and likeness of God. The initiative shall seek to foster an atmosphere of prayer, charity, hospitality, and mutual respect.

5.3 Voluntary service. Individuals may freely offer their time, talents, services, or material supplies to support the initiative. No person shall be pressured to volunteer, provide supplies, or make a financial contribution. Volunteers may decline or discontinue their service.

5.4 Volunteer responsibilities. Persons who voluntarily accept organizational responsibilities shall act honestly, courteously, prudently, and consistently with the initiative's Catholic mission. They shall follow reasonable instructions associated with their accepted responsibilities and shall not independently represent themselves as authorized organizational spokespersons.

5.5 Appropriate conduct. Harassment, threats, intimidation, exploitation, abusive behavior, or deliberate interference with the peaceful devotional character of a gathering shall not be tolerated. The Founder and Coordinator may discontinue an individual's volunteer responsibilities when necessary to protect participants or preserve the initiative's integrity. Safety concerns involving attendees in public spaces shall be addressed through appropriate venue personnel or civil authorities when warranted.

5.6 Protection of children and vulnerable persons. The safety, dignity, and well-being of minors and vulnerable persons shall receive particular consideration. Public rallies shall ordinarily be family-oriented gatherings rather than supervised childcare or youth programs. Parents and legal guardians remain responsible for supervising children attending with them. Organizers and volunteers shall not assume custody, transportation, or private supervision of unrelated minors as part of ordinary rally activities.

5.7 Appropriate boundaries. Volunteers shall maintain appropriate personal boundaries, especially when interacting with minors or vulnerable persons. Unnecessary isolated one-on-one interactions shall be avoided. Interactions should occur openly and, wherever practical, in the presence or view of parents, guardians, or other responsible adults.

5.8 Safeguarding requirements. Before undertaking organized youth supervision, recurring youth-focused service, or similar responsibilities beyond incidental interactions, the initiative shall establish appropriate safeguarding procedures. Activities conducted under parish or diocesan sponsorship or on Church property shall observe applicable host requirements, including relevant safe environment obligations. Training, background checks, or certification shall not be claimed unless actually completed.

5.9 Public event safety. Gatherings shall be planned with reasonable consideration for weather, pedestrian and vehicle traffic, accessibility, emergency access, and site conditions. The Founder and Coordinator shall coordinate with property managers, event hosts, or appropriate public authorities and obtain required permissions.

5.10 Emergency response. In a medical emergency, immediate danger, suspected abuse, or another serious safety concern, protection of persons takes precedence over continuation of the event. Emergency services and appropriate civil authorities shall be contacted when warranted. Suspected abuse or neglect shall be reported as required by applicable law and shall not be concealed or handled solely as an internal concern.

5.11 Photography and privacy. The initiative shall respect participants' privacy and dignity, particularly children's. Documentary images shall truthfully represent actual events. Reasonable efforts shall be made to obtain appropriate permission for identifiable, featured photographs of minors and to respect participants' expressed privacy concerns. Personal information collected through registrations and volunteer communications shall be used only for appropriate organizational purposes and handled responsibly.

5.12 Communication of concerns. Participants and volunteers may raise concerns about conduct, safety, or safeguarding with the Founder and Coordinator. Where concerns involve the Founder and Coordinator or present a serious safeguarding or legal issue, individuals remain free to contact appropriate civil or ecclesiastical authorities directly.

5.13 Accountability and corrective action. Credible concerns shall receive prompt, fair, and charitable consideration. Necessary protective action shall not be delayed to protect the initiative's reputation. The initiative shall cooperate with appropriate authorities and make reasonable corrections when deficiencies are identified.

5.14 Proportionate administration. Safeguarding and volunteer procedures shall reflect the initiative's actual size, activities, and responsibilities and shall be strengthened as those responsibilities increase.

Article VI — Founder-Directed Leadership and Accountability

6.1 Founder-directed initiative. Northwest Arkansas Rosary Rally shall operate as a founder-directed, lay-led Catholic prayer initiative. The **Founder and Coordinator** shall serve as principal organizer, responsible for advancing the mission, coordinating activities, and preserving fidelity to its founding principles.

6.2 Authority and responsibility. The Founder and Coordinator shall retain primary responsibility for organizational decisions, including event planning, public communications, volunteer coordination, partnerships, resource allocation, and overall direction, subject to applicable law and legitimate ecclesiastical authority.

6.3 Leadership as Christian service. Leadership shall be exercised with humility, charity, prudence, and service to God, the Church, and the people of Northwest Arkansas. The position confers no ecclesiastical authority.

6.4 Ecclesiastical accountability. The initiative shall respect the legitimate authority of the diocesan bishop and other competent Church authorities and seek appropriate pastoral guidance as circumstances warrant.

6.5 Advisors and volunteers. The Founder and Coordinator may seek counsel from clergy, lay advisors, and qualified individuals and delegate specific tasks to volunteers. Such assistance does not automatically establish a governing board, create voting rights, or confer authority to represent the initiative.

6.6 Integrity and transparency. Significant organizational decisions, commitments, expenses, and arrangements shall be documented to an extent appropriate to the initiative's size and resources.

6.7 Conflicts of interest. Decisions shall serve the initiative's mission rather than improper personal benefit. Material personal or financial interests affecting organizational decisions shall be recognized and addressed responsibly.

6.8 Responsiveness to concerns. Legitimate concerns from participants, volunteers, community partners, clergy, or Church authorities shall receive fair and charitable consideration, with necessary corrections made promptly.

6.9 Future governance. The Founder and Coordinator may consider advisors or a more formal governance structure as the initiative grows. Any change in governance shall be documented and comply with applicable requirements.

6.10 Continuity and succession. Continuation of founder-directed leadership and any future succession shall be governed by Article IX.

Article VII — Stewardship and Financial Independence

7.1 Foundational commitment. The initiative shall conduct its activities in a spirit of voluntary service, responsible stewardship, financial simplicity, and trust in Divine Providence.

7.2 Founder-supported operations. For the foreseeable future, ordinary expenses shall be supported primarily through the personal resources of the Founder and Coordinator, at his discretion and according to his ability. This creates no obligation to cover expenses beyond those he voluntarily undertakes.

7.3 No fundraising or financial solicitation. Northwest Arkansas Rosary Rally shall not conduct fundraising campaigns, solicit monetary donations, request financial assistance, or establish contribution requirements unless this policy is formally reconsidered and amended.

7.4 Freely offered assistance. Individuals may freely offer time, talents, services, or material supplies. These contributions shall be entirely voluntary and never a condition of participation or an expected obligation. The initiative shall not solicit such assistance in a way that undermines that freedom.

7.5 No participant charges. Public Rosary rallies shall be free to attend. No person shall be required or pressured to contribute money, supplies, or service to participate.

7.6 Authorization of commitments. The Founder and Coordinator shall exercise prudence concerning expenses. No volunteer or participant may incur a financial obligation on behalf of the initiative without prior authorization.

7.7 Truthful financial representations. Personal expenditures shall not be described as tax-deductible charitable contributions without an applicable legal basis. The initiative shall not claim nonprofit, tax-exempt, or other legal status that has not been established.

7.8 Unsolicited monetary gifts. Should financial assistance be offered independently, its acceptance shall not be presumed. The Founder and Coordinator shall ordinarily decline or defer such gifts pending reconsideration of this financial policy and any necessary financial or legal arrangements.

7.9 Records and safeguards. Reasonable records shall be maintained for significant expenses and commitments. If the initiative begins receiving or holding funds on an ongoing basis, suitable separation from personal finances, accounting safeguards, and legal compliance measures shall be established first.

7.10 Future reconsideration. A future decision to solicit or accept ongoing monetary contributions shall require a documented charter amendment and suitable organizational and financial safeguards. No present commitment to fundraising is implied.

Article VIII — Communications and Public Representation

8.1 Fidelity in communications. Official communications shall reflect Catholic teaching and the initiative's commitments to truthfulness, charity, reverence, humility, and integrity.

8.2 Governing editorial policy. The Northwest Arkansas Rosary Rally **Catholic Editorial Policy & Source Reference Library, Version 1.1**, is the initiative's current Master Editorial Standard. Upon adoption of this charter, that policy, or a duly adopted successor, shall govern all official communications.

8.3 Authorized representation. The Founder and Coordinator shall retain final responsibility for official organizational communications and may authorize others to communicate on the initiative's behalf for defined purposes.

8.4 Ecclesiastical relationships. Communications shall distinguish lay leadership, clergy participation, pastoral encouragement, parish sponsorship, and official diocesan recognition or approval. No unconfirmed endorsement or ecclesiastical affiliation shall be asserted.

8.5 Accuracy and correction. Published information shall be verified responsibly, with errors corrected promptly and transparently when appropriate.

8.6 Media and privacy. Photographs, videos, testimonials, and other materials shall represent persons and events truthfully and respect applicable copyright, privacy, and safeguarding requirements.

8.7 Identity and approved messaging. Communications shall retain the initiative's approved name, mission, organizational motto *The Prayer Continues*, and visual identity, subject to revisions approved by the Founder and Coordinator. The phrase *Prayer. Penance. Praise.* is specific to the Fatima rally and is not the organization-wide motto.

8.8 Editorial oversight. The Founder and Coordinator retains responsibility for editorial decisions while respecting legitimate Church authority. Matters requiring competent theological, pastoral, or ecclesiastical judgment shall be referred for appropriate guidance.

Article IX — Continuity, Succession, and Amendment

9.1 Preservation of mission. The initiative shall preserve its commitments to Christ-centered Marian devotion, peaceful public prayer, Catholic fidelity, charity, and responsible service.

9.2 Founder-directed continuity. The Founder and Coordinator shall retain leadership for as long as he remains willing and able, subject to applicable law and legitimate ecclesiastical authority.

9.3 Designation of a successor. The Founder and Coordinator may designate a successor through a dated written statement identifying the successor and the intended scope of the designation. A successor must willingly accept the role and commit to the initiative's mission and founding principles. Any transfer of legal rights or property requires the separate steps applicable to those rights or property.

9.4 No automatic succession. Participation as a volunteer, advisor, clergy member, or cooperating organization creates no automatic right to assume leadership or control of the initiative.

9.5 Inability to continue. If the Founder and Coordinator cannot continue and no successor has been appropriately designated, activities shall be suspended rather than presumed transferred to another person or organization. Any outstanding obligations or legal requirements shall nevertheless be handled appropriately.

9.6 Records, property, and privacy. In a leadership transition or cessation of activities, records, accounts, materials, and other resources shall be handled responsibly, respecting applicable ownership rights, privacy obligations, lawful commitments, and donor restrictions, if any.

9.7 Amendment authority. While the initiative remains founder-directed, the Founder and Coordinator may amend this charter through a dated, documented revision.

9.8 Fundamental commitments. No amendment may purport to exempt the initiative from binding Catholic teaching, applicable law, or legitimate ecclesiastical authority.

9.9 Future formal structures. If the initiative establishes a civil legal entity, governing board, or canonical association, governance, amendment, and succession provisions shall be reviewed to accommodate applicable requirements.

9.10 Version history. Each formally adopted version shall be retained for historical reference; substantive changes shall not be made silently.

Article X — Adoption and Status

10.1 Authority to adopt. While operating as a founder-directed initiative, Northwest Arkansas Rosary Rally may adopt this charter through the dated written approval of its Founder and Coordinator.

10.2 Effective date. The charter shall take effect on the date of its formal adoption, as recorded below. Until then, this document remains unadopted.

10.3 Internal governing effect. Upon adoption, it shall serve as the principal internal statement of the initiative's mission, founding principles, leadership responsibilities, and organizational commitments.

10.4 Related documents. The Master Editorial Policy shall continue to govern official communications. Event procedures and other operating guidance may be adopted as needed, provided they remain consistent with this charter and applicable requirements.

10.5 No civil or canonical status conferred. Adopting the charter does not itself establish civil incorporation, tax-exempt status, canonical juridic personality, ecclesiastical recognition, or official sponsorship by any parish or diocese.

10.6 Review and amendment. The charter shall be reviewed as activities, responsibilities, leadership, civil legal status, or ecclesiastical status evolve. Amendments follow Article IX.

Statement of Adoption

I hereby adopt the Founding Principles & Organizational Charter as the internal governing document of Northwest Arkansas Rosary Rally, committing to exercise my responsibilities as Founder and Coordinator in accordance with its mission, the teaching of the Catholic Church, and applicable requirements.

Founder and Coordinator: Lawrence E. Kelley
Date adopted: October 13, 2026
Version adopted: 1.1

> Public reading record; the original signed charter is retained in the organization's private archives. The adoption-copy's pre-execution headings were omitted from this public reading edition; the wording of the charter provisions has not been revised. Section 10.2 reflects the charter's pre-adoption wording; adoption took effect on October 13, 2026.