



The URBAN EDGE

Your Exclusive Update On Your Generosity At Work | Summer 2023



INSIDE THIS ISSUE:

A BEACON OF HOPE

How you were a special part of Phoenix's return to school... 2

VOLUNTEER

MURAL UPDATE

A vibrant dream realized... because of you! ... 2

SPOTLIGHT: DANIELLE

"It is possible to put the pieces back together!" ... 3

HELP KIDS STAY IN SCHOOL!

How you can give inner city youth confidence in the classroom this fall! ... 4

“If it weren’t for Engage, I’m sure I would still be in that dark place.”

A BEACON OF HOPE

How you were a special part of Phoenix’s return to school.

For most of grade 8, Phoenix was only attending school six days a month.

“I was in a dark place for a long time, and it felt like I couldn’t find my way out,” she told us.

But then she met Sheena, the Director of our Engage Education program, and everything changed

Because of the generosity given so lovingly by people like you, she started to receive the help she needed to succeed.

Sheena started checking in on Phoenix every day — driving her to school, picking her up, and getting

her into the habit of walking there and back.

And her teachers had someone to share their concerns with! If she slipped back into skipping school, they let Sheena know. She’d make a point to connect with Phoenix, asking what was going on in her world and how she could help her get back in the classroom.

Not only that, Phoenix started to feel less overwhelmed about homework. “Tutors from Engage would help me with my work and explain it step by step and that helped me a lot,” she shares.



Your compassionate care is helping Phoenix succeed at school!!

“If it weren’t for Engage, I’m sure I would still be in that dark place.”

Now, Phoenix is in Grade 9 and going to school every day. Her future is looking up, and it’s all thanks to caring mentors like Sheena and compassionate people like you.

She could not be there for kids like Phoenix without your support. Thank you so much! ✨



MURAL UPDATE

Last October, we shared a dream with you.

Our basketball court is a well-used place of refuge for many kids in the neighbourhood...but it wasn’t the most visually appealing.

Our dream was to transform our beloved community basketball court into a warm and inviting space. We wanted to add a colourful mural to the basketball court, to reflect all the vibrancy we see in the North End!

Over three weeks this summer, a local artist painted. Now, thanks to caring people just like you — the mural is complete!

It’s now a perfect reflection of all the vibrancy we see in the community we love.

Thank you for being a special part of making this dream a reality!



“God is working in their hearts, even when we don’t see it.”



Danielle serves as a volunteer at The Bridge — building relationships with inner city youth!

VOLUNTEER SPOTLIGHT: DANIELLE, THE BRIDGE DROP-IN

The Bridge Drop-In is our first point of contact with kids in the North End. Four nights a week, through games, worship and conversation, we seek to build a relational bridge between them and positive, Christian role models... like Danielle!

Q: What do you like most about volunteering at The Bridge?

A: What I love most is the kids. They are the reason I keep coming back. They deserve love, and if I’m able to make their day just a little brighter, it is definitely worth it.

Q: How has volunteering at The Bridge impacted you personally?

A: Instead of coming with a mindset of “What can I get out of this?”; instead, I ask God “How can I be fully present and serve these kids?” When you live for something higher than yourself, servitude isn’t a chore. It’s a joyful sacrifice.

Q: How has volunteering at ICYA changed your opinions or perceptions about the North End?

A: I have discovered just how broken and hurting the North End really is. But I’ve also discovered how much resilience and perseverance there is. The North End is bruised and cracked but not shattered. It is possible to put the pieces back together. These precious children need compassion, not judgement. Grace, not condemnation. Encouragement, not ridicule. They are precious jewels in our heavenly Father’s eyes.

Q: What would you say to someone who is thinking of volunteering at ICYA?

A: Even when it doesn’t seem like your effort is making an impact, you have to hold on to the truth that God can do more than we can ever imagine. He is working in their hearts, even when we don’t see it.

With your generous support of programs like the Bridge, you are helping Danielle mend the broken pieces and build a brighter future for the children in our community. Thank you! ✕

Interested in volunteering?

Reach out to volunteer@icya.ca to see how you can be a special part of ICYA’s work in the North End!



For Siena, having clothing that fits and feels good would be an incredible encouragement.

HELP INNER CITY KIDS STAY IN SCHOOL THIS FALL

Kids like Siena are embarrassed to go to school because they don't have clothes that fit. Your generosity can change that today.

Siena is all too familiar with hard things.

She lives in a high-risk, crime-filled community with her single mother. Recently, she suffered the devastating loss of her brother.

Both mom and daughter are trying to help out, but money is still very tight. Food and rent take up most of their income.

Very rarely is there anything left to buy Siena shoes that fit. Or a jacket for the chillier days.

She's been wearing many of the same clothes for years. Some are ripped, most are worn, and all are too small.

As she gets older, she's more and more embarrassed to wear them to school. Sometimes, her lack of age-appropriate clothes stops her from going at all.

Sadly, this is the reality for the majority of kids in Winnipeg's North End. In fact, we regularly have parents calling us asking for help because their child doesn't want to go to school in the clothes they have.

These families are already facing complex issues that keep their children out of the classroom, like poverty, addiction and cycles of trauma.

Clothing shouldn't be one of them.

Your generous gift of \$100 today can help encourage kids in the North End to stay in school by making sure they have clothing that fits and feels good. Things like a new pair of sneakers, basic t-shirts, hoodies, jackets, and more!

You'll be directly helping students like Siena feel confident enough to show up, ready to learn, grow, and get that high school diploma.

Your compassion couldn't come at a better time. We'd love to tell these parents that help is on the way, from kind and caring people like you.

One more thing: will you join us in praying for all the students in our North End community as they prepare for a new school year? That God would continue to use our Engage Education program, and all its leaders, as a positive force in their lives?

Thank you! ✕



Yes, I want to encourage kids in the North End to stay in school by making sure they have clothes that fit and feel good.

Your gift of \$100 will give one child age-appropriate clothes like sneakers, basic t-shirts, hoodies, jackets and more before they head back to school in the fall.

Please use the enclosed coupon and reply envelope to send in your most generous gift today. **To donate by phone, call (204) 582-8779 or give online at icya.ca/back-to-school**

Thank you so much!

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