

The URBAN EDGE

Your Exclusive Update On Your Generosity At Work | Summer 2022

**YOU'RE HELPING
THE NORTH END'S
TRUE COLOURS
SHINE THROUGH!**

*When you support ICYA your
generosity helps connect
neighbours and shape the future
of Winnipeg's North End.*

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**Blizzards. Flooded basements. Potholes. None of these
things kept you from looking out for our friends and
neighbours in the North End. THANK YOU!**

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ALIVE WITH MUSIC, DANCE AND LAUGHTER

Your generosity is helping connect neighbours and shape the future of Winnipeg's North End.

Winnipeg's North End community has long been stigmatized as a dangerous and crime-ridden area. But residents are fighting back against their negative reputation and working hard to see their community get better and do better.

And your generosity is empowering them to do exactly that ♥

On June 16, our inner city streets came alive with music, dance and laughter as around 2,000 people of all ages and backgrounds gathered at the first ICYA block party in two years!

Our community's true colours were on full display. True colours that you, as a steadfast supporter of North End children and families, also choose to see and celebrate.

“We just want to show that at the core there are really, really good people in the North End.”

~ Andrew Braun.

The party shut down Aberdeen Avenue between Salter Street and Powers Street and featured live performances by Island Breeze and MasterWorks Dance Studio.

As families and friends gathered together, there was a genuine feeling of gratitude in the air. Gratitude for this community and ICYA's place in it.

Gratitude for *your* place in it.

The best part? We even noticed some young adults who went to The Drop-in as kids attending with their own children. Children who will also go to The Drop-in someday. Which means your compassion is officially spanning generations! ✕



Jessie Moar Photography



Jessie Moar Photography



Island Breeze is a Manitoban charity that teaches faith and culture through dance and music.



Give us this day our daily bread...” This is not an easy message for inner city youth to receive—when daily needs regularly go unmet.

Thanks to your care and compassion, young people that attend IYCA programs—like Vacation Bible School (VBS)—are able to find hope in these words.

This summer, inner city kids have been discovering God’s love and learning how to turn to God to meet their needs. And they’ve been doing it through...

Food trucks!

You read that right. This year’s theme is “Food Truck Party—get on a roll with God.” Children ages 5-10 have been engaged in week-long day camps—jam packed with food, music, science, games and special field trips. An exciting, rare opportunity for many children in the community.

John V. has been working as a counsellor at our VBS camps for seven years and believes deeply in its impact for kids in the North End:

“Spending back-to-back days with specific individuals for an entire week often results in boys opening up and being real about their challenges. It’s in these moments I see God at work.”

Through your loving support, you’re helping make essential summer programs like VBS possible. You’re making connection possible—with positive role models like John. With God!

VBS is continuing in August! Will you pray for the children and staff who attend? That they continue to make meaningful connections and feel God’s love. And that when they go home, their daily needs are met.

Thank you! ✕

BUILDING FOUNDATIONS THAT WILL LAST A LIFETIME

How your commitment to hard-working teens is brightening their future and the future of the North End!



Thanks to the support of caring people like you, we’ve been training young people from the North End in the trade of home construction and renovation. Valuable skills that will help them make an income, provide for their families and maybe even start their own companies one day!

And now, their skills are being put to the test.

This summer, our Step Up Construction Crew are building a two-family dwelling on Magnus Avenue!

Five hard-working young people will do the bulk of the construction work. Then, a trained professional

will come in to finish the plumbing and electrical.

Once complete, the three-bedroom main floor will provide housing for a family from the North End, and the two-bedroom basement suite will be used for staff or volunteer teams that are working in the community.

This vision has been many years in the making—to provide stable and affordable housing for those that need it most—built by youth from the neighbourhood. Youth who may have once needed affordable housing of their own.

We owe the success of this project to a generous donor who gifted us

the Magnus Avenue property with the desire to see something good happen in the community. But we also owe it to compassionate people like you!

You’ve been with us every step of the way through your prayers, financial gifts and donations like tools, building supplies and trades expertise.

Thank you! This is a true answer to prayer!

We are hopeful and proud of what this project signifies: foundational skills for North End youth and the chance to build a better future for themselves and their community. ✕

No Police, No Sirens, Just Stars.

This summer, your love can help North End kids get to camp safely, create memories, and even change the direction of their futures!

Thanks to caring Manitobans like you, Gem Lake Wilderness Camp is back!!

We are so excited to be able to offer our inner city youth the opportunity to attend summer camp again this year!

Gem Lake is a place where young people can come to know God in a personal way and be challenged to grow in their faith. It is also a place where North End youth can simply be kids—have fun, make new friends, and try new things in a safe and supportive environment.

Canoeing. Fishing. Hiking. Swimming. And so much more!

But sadly, our camp has been closed for the past two years due to COVID, wildfires—and most recently, flooding! But thanks to your continued generosity, we are thrilled to open up once again—giving North End campers an adventure of a lifetime.

But two years off means a lot of essential equipment needs to be replaced!

Like life jackets. *Especially* life jackets.

For those familiar with Gem Lake Wilderness Camp, you'll know that travelling to camp on day one is part of the adventure...

Gem Lake is on an island—kids literally can't get to



camp without taking a boat and wearing a life jacket.

This summer, your generous gift of \$150 can help kids from the North End get to camp safely by helping purchase essential gear like life jackets.

But your gift will do more than that.

By helping get kids to camp safely, you're helping take away the conflict and pressures of the inner city for a full week—and possibly setting a new course for their future.

"I attended Gem Lake 15 years ago and it has shaped my life and helped me become the person I am today."

What an impact you've had... and can continue to have!

We believe this will be a summer to remember... thanks to the kindness of supporters like you!

If now isn't a good time for you to make a gift, we totally understand. Instead, will you consider praying for the safety of our campers and staff as we continue this life-giving program in August?

We are so excited to see what God will make possible during the next month and so grateful to have you on our team!



***Yes,* I WANT TO HELP INNER CITY YOUTH GET TO GEM LAKE CAMP SAFELY THIS AUGUST.**

Helping inner city youth take a break from the conflict and pressures of the inner city this summer is something I feel passionately about. That's why I'm choosing to support the amazing programs and services at Inner City Youth Alive.

I will use the enclosed coupon and reply envelope to send in my most generous gift today!

To donate by phone, call (204) 582-8779, or give online at icya.ca/lifejacket

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