

# Project URGE

## The **URGEnt** Presentation and Tour

Saturday, November 6, 8:30 am - 12:30 pm

On Saturday, November 6, Project URGE will host a high impact presentation and tour of Rochester's key service organizations and ministries committed to serving under-resourced, abused, and at-risk youth. Guests will meet dynamic leaders of these dedicated groups and ministries, see them in action and take a tour of some of their facilities.

Dr. Wayne Gordon, Lead Pastor of Lawndale Community Church and President and Co-founder of CCDA, will be on hand to discuss how faith-based leadership can transform a neighborhood, and will cast vision for discovering, developing, and empowering "indigenous" leaders to serve in the communities where they live and work. Successful in urban settings especially, this strategy targets future leaders who are already invested in and connected to a specific community and gives them the tools they will need to initiate lasting change. Dr. Gordon's incredible track record in regard to developing under-served neighborhoods promises to be a great asset to the greater Rochester community, and to this year's URGEnt Presentation and Tour.



While the URGEnt Presentation and Tour are underway, The URGEncy Collection team will receive donations from 8:45 am to noon, of gently used coats, gloves, hats and towels, as well as canned goods and non-perishables to be distributed to homeless shelters, soup kitchens and other organizations serving the under-served in the Rochester area. Churches and organizations are invited to conduct collections locally throughout October and bring in their donations on November 6.

### NEWS UPDATES

In mid-June, **Garry Manuel** returned to his role as Director of Project URGE, but in a co-director capacity. He continues to head up the Volunteer Coordination, URGEnt Presentation & Tour, represents URGE at CUPP (Community University Partnership Project) meetings, heads up the Saturday Sunshine Program, communications, serves as Board Chairman and does various tasks associated with operating our organization.

**Mary Stevens** has become our co-director, who is working on the website updates, chairing general meetings, working on health issues related to URGE affiliates, insurance and other communication tasks. Mary has been a faithful board member for over two years and has contributed greatly to URGE initiatives.

**Chris Boss**, who is a URGE board member and has served on the Jacob's Ladder team for 4-5 years will be the new leader of that group. If this ministry to our non-profit organization collaborative affiliates and others is to continue, we need more volunteers to help. You can contact Chris and the Jacob's Ladder Team by e-mailing: [jacobsladder@projecturge.org](mailto:jacobsladder@projecturge.org) or call the URGE phone at (585) 223-8340. When requesting help or volunteering, put Jacob's Ladder in the subject title.

We wish to express our heartfelt thanks and gratitude for the incredible work and leadership that **Fred Stresing** has performed the past 7 years! Thank you so much!

*(continued on page 2)*

*Presentation and Tour  
(continued from page 1)*

This is the Presentation and Tour's seventh year. Once again participants will hear from and visit a broad spectrum of organizations which include: after-school programs and summer camps for at-risk youth, soup kitchens, clothing ministries, drug and alcohol rehab, food pantries, health/wellness and more. Foodlink, Community Lutheran Ministry, Compeer, Demetri House, Circles Campaign, Rochester Recovery House, Place of Hope, Project URGE ministries, Sanctuary House (Catholic Family Center), Gerhardt Neighborhood Outreach Center, Salvation Army, Outreach Temple Soup Kitchen, Youth for Christ, Embracing Options, Shoot 4 Change and Grace Community Village are just a sampling of some of the organizations that will be represented.

This URGEnt event will help bring awareness of opportunities for involvement by church and community groups, as well as individuals from our community. Participants will be able to visit 4-5 sites and have an opportunity to meet with approximately 20 organizations prior to the tour. A continental breakfast will be offered with juice and coffee.

The trip will provide an in-depth view of the good work being done daily, as well as expose some of the profound needs in the Rochester community. Come, and be part of the solution. Discover specific ways and places that you or your group might contribute to healing the brokenness in our city.

**TO REGISTER**  
contact [prourge@aol.com](mailto:prourge@aol.com) or  
(585) 223-8340 on or  
before Saturday, OCT. 30



# URGEnt Presentation and Tour

Saturday, November 6, 8:30 am - 12:30 pm

**This year's URGEnt  
Presentation and Tour  
Participants:**

\* = will tour site

- 1) \*Catholic Family Center:  
Sanctuary House
- 2) Children Awaiting Parents
- 3) Circles Campaign
- 4) \*Community Lutheran  
Ministry
- 5) Compeer
- 6) CUPP (Community  
University Partnership  
Project)
- 7) \*Demetri House
- 8) \*Embracing Options
- 9) \*Foodlink
- 10) \*Gerhardt Neighbor-  
hood Outreach Center
- 11) \*Grace Community  
Village
- 12) MINO (Mother's In Need  
of Others)
- 13) \*Outreach Temple  
Home Mission
- 14) \*Place of Hope
- 15) Project URGE Ministries
- 16) \*Recovery House of  
Rochester
- 17) \*Salvation Army
- 18) Shoot 4 Change
- 19) \*Yahweh Ballet
- 20) \*Youth for Christ

*News Updates (cont.)*

**Dave Johnson** was welcomed as a new board member in early September. His background includes extensive work with the homeless and under-resourced. We look forward to working with Dave in the years ahead.

In the Spring of 2010 we welcomed **Professor Len Erb** who is teaming up with Rev. Aaron James to launch the Project URGE initiative in Syracuse.

Len has been a key ingredient in URGE since 2004. He is a professor in the social work department at Roberts Wesleyan College and active in various ministry efforts in Syracuse.

**Darryl Holliday** needed to step down from his role as a board member due to health concerns that remain as of this printing. Please keep Darryl in your prayers as we continue to do. We miss having him serve both on the board and the Saturday Sunshine Program.



But Jesus said to them, "Only in his hometown and in his own house is a prophet without honor." And he did not do many miracles there because of their lack of faith.

Matthew 13:57,58

# coming events

## **URGENCY Collection Throughout October, at your church or organization**

Churches, organizations and individuals can collect gently used winter clothing and/or non-perishable food items to be dropped off at 100 West Ave. – Salvation Army on Saturday, November 6 (see below).

## **November 6, during URGEnt Presentation and Tour, at 100 West Avenue**

Please bring a non-perishable food item or gently used or new winter attire for our URGENCY Collection. After the collection, the items will be distributed to a number of organizations that serve those in need, which include: soup kitchens, homeless shelters, food pantries, rehab facilities and others.

## **Concert of Praise November 5 (Friday) 7 pm 1 Favor Street, Youth for Christ**

Guest Speaker: Dr. Pastor Wayne “coach” Gordon – from Lawndale Community Church in Chicago and President of CCDA (Christian Community Development Association) – hear a remarkable story and grab the hope that’s on the horizon for Rochester. Also, music, dance, prayer and more.

## **URGEnt Presentation & Tour**

**November 6 (Saturday)  
8:30 am -12:30  
100 West Avenue at the  
Salvation Army – registration  
required**

Meet representatives of ministries and organizations whose missions are focused on the under-resourced (mostly in the “poverty crescent”) Sanctuary House, Foodlink, Grace Community Village, Compeer, Place of Hope, Community Lutheran Ministry, Project URGE ministries, Embracing Options, Outreach Temple Home Mission, Demitri House, Mothers In Need of Others, Recovery House of Rochester, Gerhardt Neighborhood Outreach Center, Circles Campaign and more...

A light continental breakfast will be served and participants will receive a packet of information about the participating organizations and how they may be able to help support these missions.

Dr. Wayne Gordon will give an important address and participants will be given an opportunity to tour some of the organization facilities to learn more about how churches, colleges and community members can support those who serve those in our community. They will also learn about the great work that CCDA (Christian Community Development Association) is doing in the nation.

\*Please bring a non-perishable food item or gently used or new winter attire for our URGENCY Collection.

Contact: ProUrge@aol.com or 585.223.8340

## **Project URGE Gen- eral Meeting Dates**

September 17, 2010  
Friday, 7pm @ Compeer  
259 Monroe Ave. (old  
Sears Building)  
October 15, 2010  
Friday @ Salvation Army  
70 Liberty Pole Way  
6:15pm Dinner/Socializing  
7pm Meeting  
Sunday, 4pm @ Outreach  
Temple  
218 Murray Street  
March 23, 2011  
Wednesday, 7pm @ TBA  
May 13, 2011  
Friday, 7pm @ Foodlink

## **Project URGE Board Meeting Dates**

September 3, 2010  
Friday, 7pm  
@ Fairport UMC  
December 3, 2011  
Friday, 7pm  
@ Fairport UMC  
March 4, 2011  
Friday, 7pm @ TBA

## **Saturday Sonshine Program**

Begins after the Presentation and Tour date

## **Project URGE Annual Dinner**

TBA

## **Project URGE Annual Picnic**

Sunday, July 10th

*Jesus said to them,  
“Only in his  
hometown, among  
his relatives and in  
his own house is  
a prophet without  
honor.” He could  
not do any miracles  
there, except lay  
his hands on a few  
sick people and heal  
them. And he was  
amazed at their lack  
of faith.*

*Mark 6:4-6*

## Project URGE picnic in July



# The Jacob's Ladder Team needs volunteers!

The Jacob's Ladder Team, one of several Project URGE ministry teams, has served Project URGE collaborative affiliates and others for over seven years. This team is looking for more volunteers to serve. This team has done: painting, drywall, power washing, built shelving, sealed driveways, some medium level demolition and much more. Their work and dedication has saved ministries and non-profits thousands of dollars! Jacob's Ladder has served at Catholic Family Center, Rochester Family Mission, New Hope Free Methodist Church, St. Joseph's Community Center, Outreach Temple, Risego Inc., His Branches, Gerhard Neighborhood Outreach Center, Foodlink, Little Lakes Church, Francis Center, RAIHN, Community Lutheran Ministry, Teen Challenge, Crosswinds, URGEncy Collection, Adam's Street Church of God by Faith Food Pantry and more...

With over 350 churches in the Rochester area, it would seem that having a core group of a dozen people or more would not be a stretch. A core group of 3 or 4 volunteers have kept this team hammerin' and nailing for all these years. We are asking for additional volunteers.

The group typically meets on the second and third Saturdays of the month, generally from 8 am to noon. This schedule does vary according to the requested needs of non-profits.

The group serves ministries and non-profits (primarily affiliated collaborative partners with Project URGE), not private homes and individuals.

To volunteer or request assistance from the Jacob's Ladder Team, please contact: Chris Boss by emailing [jacobsladder@projecturge.org](mailto:jacobsladder@projecturge.org) - or phoning Project URGE - 223.8340. When e-mailing, put Jacob's Ladder in the subject line.

✳️ Special thanks to Fred Stresing, who has been such a blessing to Project URGE and this team over the years. We'll miss his expertise and humor. Additionally, we thank Chris Boss, Joe Marchiony, Mike Williams, Dave Hanlon and Steve Shoemaker (who has moved) who have been so generous in devoting much time and effort to this team over the years, having blessed the non-profits and ministries listed above.

# General Meeting

It was a meeting of the minds and hearts at a recent Project URGE general meeting. On Friday, September 17, at Compeer on Monroe Avenue, URGE affiliates and partners gathered for a hearty meal, discussion, prayer, sharing of ideas and updates about new initiatives. You can be a part of the next gathering on Friday, October 15 to be held at the Salvation Army on 70 Liberty Pole Way. Dinner and socializing is at 6:15 and the meeting starts at 7pm. Contact [prourge@aol.com](mailto:prourge@aol.com) or (585) 223-8340 to let us know you're coming.





*“It is absurd, therefore, even to think in terms of such dichotomies as spiritual versus physical or to try to determine which is more important. Christian community development, virtually by definition, is wholistic ministry that seeks to meet physical, spiritual, emotional, and social needs in the name of Christ, without concern for which is most important. If people don't have food to eat, we have to give it to them. And if they can't read, we must teach them how. If they don't have jobs, we must help them find work. This is not the “social” gospel; it is the gospel of Jesus Christ, who said, “For I was hungry and you gave me something to eat, and I was thirsty and you gave me something to drink” (Matthew 25:35). We have been called to make disciples of all people. Discipleship is not just about memorizing Bible verses. From a biblical perspective, discipleship is about helping people to be whole, to be restored to the image of God in which they were created.”*

*Wayne Gordon  
From Real Hope  
In Chicago  
Chapter 8 –  
A Philosophy of Hope*



## Saturday Sunshine Program

Saturday Sunshine Brings Sunshine into Lives of Kids!

During the school year for Fall 2009-Spring 2010 the Saturday Sunshine program brought sunshine into the lives of children. If you receive our newsletters you know a bit about the program already. We continue to provide children and youth ages 6-16 yrs. old, opportunities to visit places and enjoy experiences that they may not have otherwise. The kids come primarily from the zip code areas of 14613 and 14621. It is no secret that the children coming from these areas are at great risk at falling into the potholes of poverty.

The Saturday Sunshine Program journeyed to Watkins Glen, Bristol Mountain, the Salvation Army gym, Gallery One, Mud About You, Mendon Ponds Park, Bowling, Taughannock Falls (near Ithaca), Cummings Nature Center, Braddock Bay, the Seneca Park Zoo, Genesee Valley Gorge and one of our greatest outings was to the Weaver Farm in Rushville. One of our mornings was spent with members of Slam High, writing and reciting poetry.

We incorporated Bible studies on most occasions that tied in with a life skills lesson.

Most Saturdays involve some physical exercise, mostly in the way of hiking. The hope is to do activities outside for the majority of the times we meet, interspersed with the arts.

One very special trip to the Weaver farm had the kids hiking around the property with the cows, horses, goats and chickens. They paddled around in a small pond and some caught little frogs. Each one of our Sunshine participants got to ride horse-back and take a ride on the Weaver's buggy, which is the

form of transportation they use regularly.

The year concluded with youth receiving a year book of photos from the trips, an outline and commentary on some of the Bible studies, as well as, a packet of information reinforcing the message about eating healthy foods and charts for nutrition, that we hope parents will implement for their children.

We look to resume this program in November. Volunteers are needed!

If interested and would like more info, email: [ProUrge@aol.com](mailto:ProUrge@aol.com) or call Garry at (585) 223-8340.



# More than \$\$ for your organization

If we sent out a message inviting organizations to attend a seminar where each would receive \$2000, I doubt that any would pass up the opportunity. Am I right?

If we invite you to a collaborative event that may bring you more value than a check for \$2000, will you come? If the answer is yes, mark Saturday, November 6 on your calendar.

Several years ago Project URGE was part of a consortium of organizations that applied for a Federal Grant, with the lead organization being Foodlink. The prevailing question was: Shouldn't many Rochester non-profits team up to apply for a grant that would assist many groups rather than have two or three compete for the same dollars?

Initially there were few organizations at the table, but as the potential grew for a grant submission that held some promise for future funding, so did the number of people around the table. What a surprise! Right?

*“Shouldn't many Rochester non-profits team up to apply for a grant that would assist many organizations rather than have two or three compete for the same dollars?”*

To make a longer story short, the first grant attempt did not come to fruition. Despite the point being made several times with regard to the potential value and strength these organizations could have by working together, the representation at the table shrank to the earlier stages of discussion.

The following year Foodlink once again pursued the Capital Compassion Fund grant, with several organizations and universities remaining at the table. This time the grant was awarded, but for much less than the previous year; however, many grassroots organizations (CBOs and FBOs) benefited greatly from the award. My personal opinion is (and I do stress personal), that the effort put forth by Foodlink and the benefits reaped by grant award recipients were often taken for granted.

Many grassroots organizations truly benefited from the capacity building, training and funding. But once again, after the grant period had ended and those efforts were suspended, representation at the table shrank. There have even been workshops and trainings open to organizations who were not awarded grants and to many who were not even part of the original process in an effort to strengthen the effectiveness of organizations with the underserved. Though participation grew this past year, relatively few of the non-profits in Rochester have taken advantage of this educational opportunity through CUPP (Community University Partnership Project). This effort was an outgrowth of the grant process and a plea by some to extend benefits to grassroots organizations that could use these trainings to improve their capacity to serve and connect with others in the process.

*“Unless there is potential for dollars blowing in the wind there appears to be little incentive for many organizations to be at the table.”*

Obviously there is much more to this story; however, the conclusion can be drawn through this experience, that unless there is potential for dollars blowing in the wind there appears to be little incentive for many organizations to be at the table. The value of building collaborative relationships dwindles without money, in spite of the potential impact that could be realized against poverty through a collaborative effort. This is not only evidenced in our non-profit sector, but is unfortunately true in our churches as well. Do we toss in the towel?

Granted, the anemic collaborative efforts of some organizations can call to question our motivation to rekindle the cooperative spirit. Conversely, aren't the lives of those hurting worth the battle? Aren't the devastating effects of poverty (especially children/youth) enough to motivate us to re-engage? Must we always wait for a cataclysmic crisis before groups respond with a concerted effort to problem solve?

Project URGE serves your organizations and individuals selflessly. Being a servant is a function of our faith lived out through the example modeled by Jesus Christ. Check out Philippians 2:3-5.

*“Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves. Each of you should look not only to your own interests, but also to the interests of others. Your attitude should be the same as that of Christ Jesus...”*  
*Philippians 2:3-5*

For the most part, we quietly go about our business. The difficulty that we share with others in the faith community is that, to a large extent we are forced by external forces to conform to the typical hype practiced on a daily basis in order to compete for attention in the media or dollars. We must find data, keep statistics and disseminate information that will help us raise more money and satisfy the grant. There is a constant effort to elevate ones status and validate the work that's being done. Much of this “required” work actually dilutes the more important aspects of the ministry and drains energy from where it is intended to have the greatest impact. In fact, many grants require a process that frustrates and impedes the progress it seeks to promote by demanding a specific profile for reports, unrealistic timetables and a deaf ear to problems that exhaust those involved in the work. This leads to a more antagonistic relationship rather than a productive partnership, stirring an undercurrent that slows progress and sometimes causing waves that capsize the boat altogether. How about a novel idea like having a representative from the grant agency work along side the grant recipient, offering verbal reports to a committee from time to time? This dialogue about elevating ourselves to be considered for a grant or funding could easily take on a chapter or two of its own.

So what's the point? The service of Project URGE is multi-dimensional. But our emphasis is serving other non-profits and cultivating an atmosphere of collaboration. We assist others without money being the prerequisite for the service.

*serve*

A group of people from our Jacob's Ladder Team offers their services for free, twice a month on Saturday mornings, to help non-profits (mostly Project URGE affiliates) refurbish, maintain or redesign their facilities.

This saves organizations time and money, which can be directed to their programs, rather than costly repairs. This is about sacrificial service. It costs the organization being served nothing, and those providing the work are living out the model of Christ. They often do the work without even as much as a note of thanks.

Another team of servants is our Bread Run team. For years they have been picking up bread and baked goods from Tops Markets and delivering the products to homeless shelters, recovery houses and soup kitchens in the poverty crescent. Again, these folks perform the task on Saturday mornings (some Sundays), driving many miles, at their own expense, serving others with a rare note of thanks. They serve to model Christ.

## *commit*

Each year Project URGE attempts to draw attention to your organization/ministry by organizing the URGEnt Presentation and Tour. Our focus is to break down barriers to volunteering and opening up doors of support for our affiliated organizations. Again, it costs the organization nothing! Every organization benefits to some degree, whether they get introduced to more volunteers, create an awareness of what they do or secure additional funding. How many organizations would present this opportunity without some fee attached? Project URGE lines up volunteer opportunities for groups and individuals throughout the year with many of your organizations.

In addition, we minister to kids in the 14613 and 14621 areas with our Saturday Sunshine Program. Our Prayer Team prays for the organizations and volunteers affiliated with Project URGE, as well as for the numerous activities that surround the work. Our "US" team is a group of urban and suburban youth serving the community while building relationships across denominational and socio-economic lines.

## *collaborate*

The opportunity for collaboration, partnering and sharing of valuable information can be found at our meetings. But did we wait for money to do all these things? No, we did not. Would financial support help our efforts? Absolutely it would! But you do not wait for money when the house is burning. You do not wait to help others.

Allow me to summarize: The first point: Follow the lead and example of Jesus Christ. Join the efforts of Project URGE! Build relationships, collaborate for better outcomes and extend a hand in love to others. (1 John 3:11)

How do we show love and concern for those in poverty? Clearly, the answer is not remaining isolated, but by being engaged with one another to meet the challenge.

The second point: Let's work collaboratively to build avenues toward financial support that do not work counterproductive to the desired outcomes. And the second part of this point: There is much that can be done in building collaborative partnerships that will benefit others before a dime crosses the table. Preliminary relationship building will help pave the road.

And lastly, IT IS difficult to tout your success without the appearance of boasting; especially as we compete for dollars and media attention. But in the final analysis, without dedicated people living out their call and being obedient to what the Lord commands, the community would be a very desolate place, void of any hope and prospect of peace.

Ironically, between periods of writing this piece I read an article in the August issue of Christianity Today magazine titled, "To Serve Is to Suffer", by Ajith Fernando, a national director of Youth for Christ in Sri Lanka. One portion of the article quotes him saying, "A church that has a wrong understanding of fulfillment for its workers will certainly become sick. This may be one reason why the church contains so much shallowness. We have measured success by the standards of the world and fail to challenge the world with the radically different biblical way to fulfillment."

It is my sincere hope that we can pave new opportunities to secure partnerships and funding. The truth is, as sophisticated and streamlined as some processes have become, they have largely failed to address the underlying challenges adequately.

If you take a moment to read Dr. Wayne "coach" Gordon's bio, you can surmise that he took the road less traveled. It was a road marked with pain, suffering, discouragement and joy. The benefits of commitment and collaboration become obvious in his story. We chose to bring him to Rochester to inspire and learn how a similar effort could be established and realized here. Christian community development is not a myth.

## *engage*

Why bring an "outsider"? Simple, read Mark 6:4. Let us be humbled enough to listen and learn so that similar transformational efforts might take root in our neighborhoods. Let's come together to demonstrate to the community what is happening in our neighborhoods along the poverty crescent. Let's demonstrate a true spirit of collaboration to inspire a renewed sense of hope for a new reality.

Are we ready to model the example of Jesus Christ or are we content to wait for the money to roll in while some neighborhoods crumble beneath the burden of poverty and its manifestations? Are we ready to accept the responsibility of the challenge as readily as the financial package we might receive?

Project URGE has quietly been facing the challenge. We invite you to join many of us around the collaborative fire. The fire will burn out if the sticks aren't touching one another. We feel the stakes are too high to gamble with the lives of families who are hostages in their own neighborhoods. God calls us to pray, plan and persevere together.

**Garry Manuel**  
Board Chairman  
Co-director, Project URGE, Inc.

# Pastor Dr. Wayne Gordon

For over 30 years of ministry "Coach," as he is affectionately known, has played a key role in numerous community development initiatives. He is one of the founders of the Lawndale Christian Health Center, a healthcare ministry that sees over 120,000 patients per year.

Wayne was the founding president of the Lawndale Christian Development Corporation. The Development Corporation is the arm of Lawndale Community Church that facilitates economic development, education and housing. LCDC has seven different housing ministries and under Wayne's leadership, over 400 units of abandoned housing have been rehabbed. LCDC places special emphasis on home ownership for residents of the community.

One of the major goals of "Coach" has been developing a new generation of leaders for North Lawndale. Over 200 young people have graduated from college with more than half returning to live and work in North Lawndale.

Wayne Gordon helped to formulate the Christian Community Development Association (CCDA). CCDA is a network of individuals and ministries nationwide who engage in Christian community development efforts. At various times, CCDA has had 600 organizational members and 10,000 individual members. CCDA meets annually to share skills and network together. Over 2000 people attend the national CCDA conferences and the CCDA movement continues to expand.



Wayne authored the inspiring book "Real Hope in Chicago." This book details the power of God working in a community in need. Wayne has co-authored books and written numerous articles on God's heart for the poor and Christian community development. Lawndale Community Church was given a "Point of Light" award by President George Bush in 1989 and Chicago Magazine named Wayne one of the Chicagoans of the year in 1995 for his commitment and creativity.

Wayne Gordon is a real testimony to the grace of God and the witness of God's call upon a person's life. Wayne possesses the ability to empower people and believes that the heart of Gospel is reconciliation. For more than 30 years of his life he has exemplified breaking down all racial barriers to pave the way for God's truth in the lives of all that he encounters.

Wayne L. Gordon is founding Pastor of Lawndale Community Church and Chairman/President of the [Christian Community Development Association](#) (CCDA) and is a graduate of Wheaton College and Northern Baptist Theological Seminary. He received his Doctor of Ministry degree from Eastern Baptist Theological Seminary.

*"There is never a simplistic answer to the problems in poor communities. Often, people will say that the problem is spiritual, social or educational. Of course these are problems, but they are only part of the larger problems. Solving the housing problem does not solve the emotional struggles that a person has. Christian Community Development has a wholistic approach to ministry that deals with the spiritual, social, economic, political, cultural, emotional, physical, moral, judicial, educational and familial issues of each person."*

*Wayne Gordon from CCDA Philosophy*





# URGEnt

## Presentation and Tour

**URGEnt Presentation and Tour**  
**URGEncy Collection**  
**Saturday, Nov 6**  
**8:30 am-12:30 pm**

100 West Ave, Rochester  
Pastor Dr. Wayne Gordon  
Lead Pastor, Lawndale Community Church, Chicago  
Co-founder & President of Christian Community  
Development Association

**Free with continental breakfast – registration is requested**

*\*Participants are asked to bring donations of gently used or new winter clothing, blankets or non-perishable food items to be distributed to homeless shelters, soup kitchens & food pantries*

Meet and learn more about ministries and organizations serving the community and visit some of their sites! Be part of the solution. Participants include: Catholic Family Center, Children Awaiting Parents, Circles Campaign, Community Lutheran Ministry, Compeer, CUPP (Community University Partnership), Demetri House, Embracing Options, Foodlink, Gerhardt Neighborhood Outreach Center, Grace Community Village, MINO (Mothers In Need of Others), Outreach Temple Home Mission, Place of Hope, Project URGE Ministries, Recovery House of Rochester, Salvation Army, Shoot 4 Change, Yahweh Ballet, Youth for Christ and more...



585.223.8340

[www.projecturge.org](http://www.projecturge.org)

[ProUrge@aol.com](mailto:ProUrge@aol.com)

# Sometimes the only thing missing is a simple invitation.

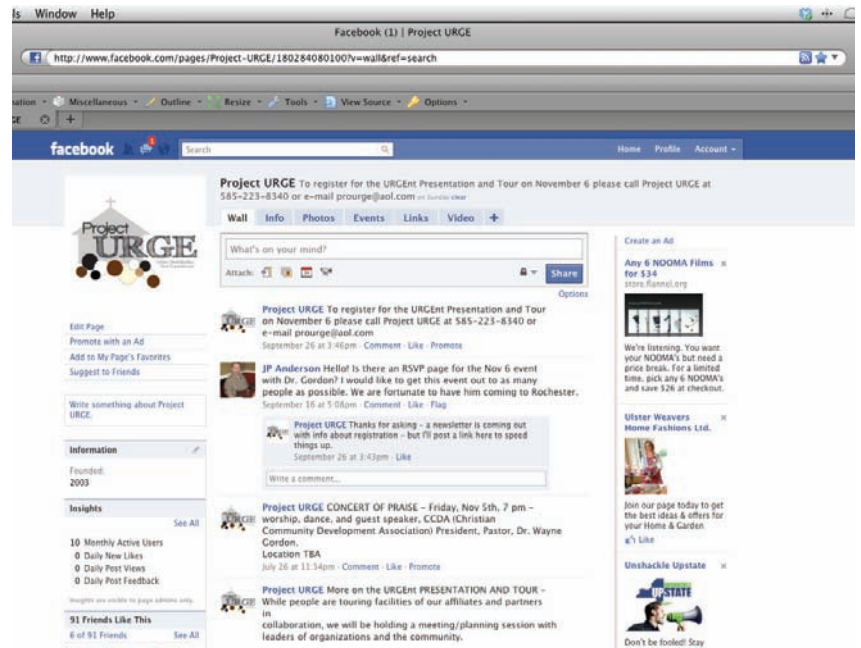
Do you know of someone who is equipped and impassioned to serve others, but just needs to be invited to jump on board? Do you know of a church or organization that could have enormous impact in people's lives but they just need to be encouraged to partner with Project URGE? Do you know of a small group of people that could make a huge difference in the community but they just need to learn where and how to focus their energies? You can bridge that gap. You can invite people to link arms and bring significant and lasting change to the greater Rochester community.



## Just ask.

And if you need help describing what Project URGE is all about, let us help you. We can provide a DVD that will give a concise, informative overview of the ministry and mission of Project URGE and its affiliates. In the few minutes it takes to view the DVD, people will see a vivid picture of what Project URGE is all about, what needs to be done in our region, and how they can roll up their sleeves and get involved. It's a DVD you can show your friends, family, co-workers, church or organization in almost any setting. And it may just be the one invitation they need to hear most. To get a copy of the Project URGE DVD, call (585) 223-8340 or contact [prouрге@aol.com](mailto:prouрге@aol.com). To preview or share the video electronically, view it at [www.projecturge.org](http://www.projecturge.org).

find us on  
facebook



[www.projecturge.org](http://www.projecturge.org)—same address—new look  
watch for the new Project URGE website coming soon



Our major project at Community Lutheran (CLM) is a six week Traveling Summer Day camp. This year we had an average of 70 children, ages 3 to 16 participate each day. Highlights were trips to Letchworth State Park, Seabreeze Amusement park, Grimes Glen for hiking, and an on-site carnival. Reading was woven into each day's activities. We were extremely blessed to have a number of churches sponsor camp for a few days or weeks. They organized the devotions, bible lessons, games, crafts, and the snacks. This year our children enjoyed activities at Crosswinds Wesleyan Church and Good Shepherd Lutheran Church in Canandaigua, Willowbrook Community Church in Victor and Assumption Catholic Church in Fairport. Pam Renfro from Fairport United Methodist organized activities for the children at a Fairport park. We were scheduled to go to St. Mary's Catholic Church in Canandaigua, but had to cancel due to a transportation conflict. The major camp expenses are bus transportation and counselors salaries. Costs are covered in a small part from Monroe County DSS and parents; but the majority expenses are paid through donations from individuals and churches. Churches (and individuals), unable to be a host, may sponsor a child for the six weeks (\$750) or donate specifying "Summer Camp". Pinnacle Lutheran Youth group had fundraisers to pay for a child's 6 week camping.

The **After School program** will start the end of September. This year we will be having a 'Tea Party' each day. Prior to doing homework, we'll have tea and cookies and talk about their school day. Each child will be responsible for their own cup and saucer (no mugs). We are planning on reading 'theme' programs, with children reading about certain topics followed by a trip to reinforce the stories (ex. Reading about space, stars, planets, etc. with a trip to the planetarium). **Needed:** Tea cups w/ saucers, Volunteers for 1:1 reading.

A "Reading for Tots" program is being planned for October for children 2 and 3 years old and will include age-appropriate stories, games and songs. The children and



Children showing off the Noah's Ark sun visors they made at a host church, Good Shepherd Lutheran Church.

parents will meet Saturdays for 1 hour. The objective is cultivate an enjoyment for reading before they start pre-Kdg. Volunteers from local colleges will be helping with this program.

Fall activities at CLM: supporting the Project URGE coat drive (URGEncy Collection) by collecting clean and gently used coats, and hosting the annual Thanksgiving Dinner for community residents on Saturday, November 20<sup>th</sup>. Churches are being asked to help provide food and volunteers. Last year we had about 450 people join us for a traditional turkey dinner. Our 'claim to fame' is REAL mashed potatoes. **Needed:** volunteers, contributions for non-food items.

Immediately after Thanksgiving, work begins for the Christmas activities. Christmas 'wish lists' are gathered and distributed to churches as 'angel tags'. Gifts are purchased and brought to CLM the week before Christmas. The annual Christmas program will be held during the week of

Christmas and will include scripture reading, music & dance by the children and followed by a dinner. **Needed:** monetary contributions for purchase of last-minute gifts and for the Christmas dinner meal.

CLM will again be sponsoring two basketball teams for youths (boys and girls) ages 10-21. Games will be played in the North Street Gym.

CLM, like many non-profits, is struggling due to a serious lack of funds but we continue to be optimistic. The CLM Board is looking for other sources of income and potential fund-raising activities. **Needed:** Prayers, and individuals interested in helping with fundraising or being a potential board member.

**Community Lutheran Ministry**  
942 Joseph Avenue,  
Rochester NY 14621  
(585) 338-2420

**Director: Deaconess Maggie Harris**



One of the games on Carnival Day

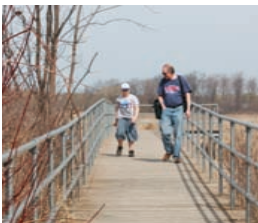
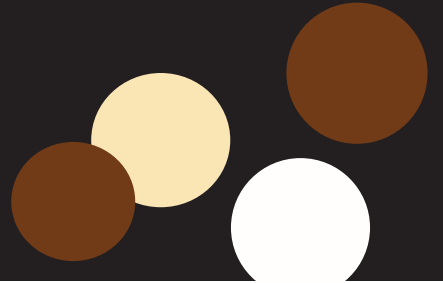
Please consider a \$25-\$50 monthly donation.

Contributions may be sent to:  
Project URGE, Inc., 31 West Church Street, Fairport, NY 14450

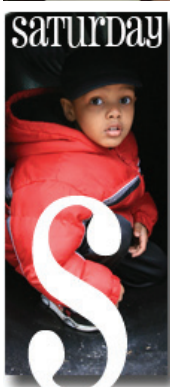
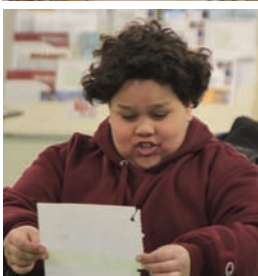
or through PayPal on our website:  
[www.projecturge.org](http://www.projecturge.org)

# URGE

Urban Revitalization God Experienced



urge



# Sonshine

# CONCERT



# of praise

**Fri, Nov 5, 7 pm**

Youth for Christ, 1 Favor Street, Rochester

**Featuring Pastor Dr. Wayne "Coach" Gordon**

Lead Pastor, Lawndale Community Church, Chicago

Cofounder & President of Christian Community Development Association

Former school teacher and coach in Chicago city school

Founder of Lawndale Christian Development

Author of Real Hope in Chicago, coauthor of Linking Arms Linking Lives

Teaching on Indigenous Leadership and Racial Reconciliation (CCDA)

**Admission is free**



585.223.8340

[www.projecturge.org](http://www.projecturge.org)

[ProUrge@aol.com](mailto:ProUrge@aol.com)

# For what purpose was Project URGE created?

## **URGE (Urban Revitalization, God Experienced) was founded to respond to two main issues:**

### **1) To build relationships between urban and suburban churches.**

There needed to be an opportunity for unity to be built in the "church", outside the walls of our houses of worship.

Dr. Martin Luther King, Jr., 1963: "I must admit that I have gone through those moments when I was greatly disappointed with the church and what it has done in this period of social change. We must face the fact that in America, the church is still the most segregated major institution in America. At 11:00 on Sunday morning when we stand and sing and Christ has no east or west, we stand at the most segregated hour in this nation. This is tragic. Nobody of honesty can overlook this. Now, I'm sure that if the church had taken a stronger stand all along, we wouldn't have many of the problems that we have. The first way that the church can repent, the first way that it can move out into the arena of social reform is to remove the yoke of segregation from its own body. Now, I'm not saying that society must sit down and wait on a spiritual and moribund church as we've so often seen. I think it should have started in the church, but since it didn't start in the church, our society needed to move on. The church, itself, will stand under the judgment of God. Now that the mistake of the past has been made, I think that the opportunity of the future is to really go out and to transform American society, and where else is there a better place than in the institution that should serve as the moral guardian of the community.

*"At 11:00 on Sunday morning when we stand and sing 'Christ has no east or west,' we stand at the most segregated hour in this nation. This is tragic. Nobody of honesty can overlook this."*

*~ Dr. Martin Luther King, Jr.*

The institution should preach brotherhood and make it a reality within its own body."

There remains a disconnect between urban (primarily black) and suburban churches (primarily white). Forty years after the civil rights movement, little has been done to build meaningful relationships across these lines. This has provided a mirror image of our segregated society. Latino churches can now be included in the divide.

### **2) To create a forum for collaboration and partnering with organizations serving the under-resourced.**

The disconnect broadens with little collaboration between the organizations that work with the under-resourced. Similarly, we must acknowledge a rather anemic effort by churches to support or partner with these organizations, either financially or with volunteers.

*"Connecting and uniting urban, suburban and rural churches, organizations and individuals to work together in breaking down barriers of poverty, race and despair, in the name of Jesus Christ."*

Project URGE from the outset began to center on ways that the dividing walls could be deconstructed. The first step was establishing a forum for church members and organizations to interact and exchange information in a non-threatening environment. These gatherings build relationships and offer opportunities for partnerships or collaborations to sprout. Additionally, there are teams of ministries created within Project URGE to purposely engage people from a variety of churches and organizations to serve together in various capacities, which also support our mission. These ministries include:

**The Jacob's Ladder Team**, which provides renovations, light construction, painting and etc. for non-profit organizations

**The Bread Runners**, that each Saturday deliver bread and baked goods to homeless

*"Dear children, let us not love with words or tongue but with actions and in truth." 1 John 3:18*

shelters, soup kitchens and churches in the "poverty crescent"

**Prayer Team**, that prays for initiatives and people serving in Project URGE or our collaborative affiliates

**The Saturday Sunshine Program**, that provides entertaining, educational and edifying experiences for children (6-16 years)

**The URGEnt Presentation and Tour**, which gives people a chance to meet representatives and tour the facilities of organizations and ministries in an effort to open opportunities for service or financial support

**The Concert of Praise**, a combined worship service including music, dance, prayer and guest speakers

**US (Urban/Suburban youth) Group** volunteering in the community and having time to socialize in fellowship

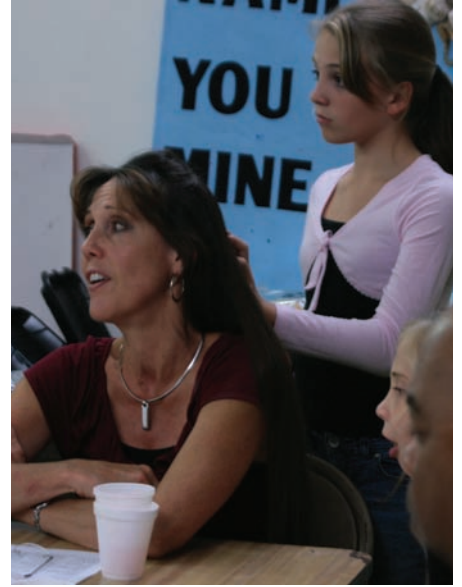
**URGENCY Collection**, collecting winter attire and non-perishable foods to be distributed to homeless shelters, soup kitchens and food pantries in Rochester

**Sponsoring trainings** and providing scholarships to CCDA (Christian Community Development Association) conferences and trainings

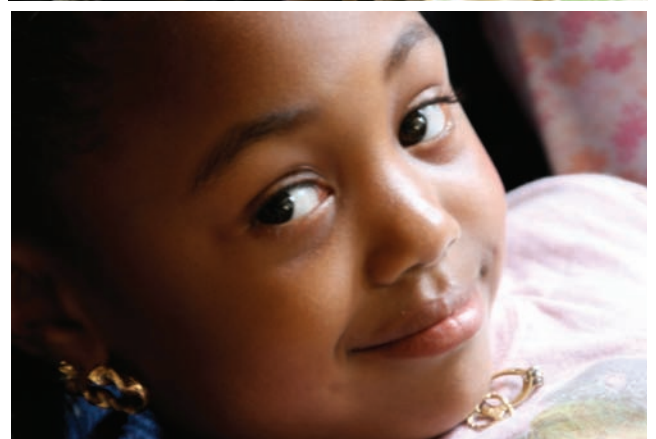
**Social events** like our annual URGE picnic and dinner and more!

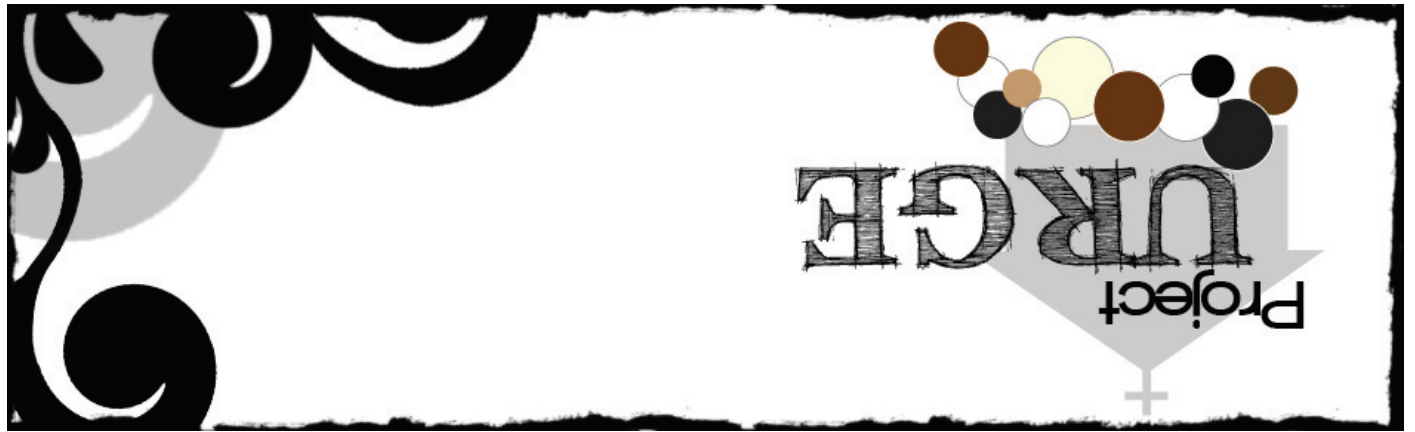
**Volunteer Coordination**, organizing volunteer service days for high schools, colleges, church groups and helping to plug volunteers into appropriate serving opportunities and more!





**"in actions and in truth"**





Diversity



31 West Church Street  
Fairport, NY 14450