

Project URGE

Urban Revitalization God Experienced



Mothers In Need of Others — This ministry supports single moms and families in need, working directly with family assistance programs agencies and churches. The goal: to provide maternal and baby care items, promote financial independence and self-sufficiency, and encouraging social concern and reciprocity by “giving back.”



Diversity Café — This group gathers online monthly to discuss issues around race and build lasting relationships. In her book, “Roadmap to Reconciliation,” Dr. Brenda Salter McNeil writes, “like Jesus and his disciples, we can build small cadres of the Beloved Community that can infiltrate society and change it from the inside out over time.” The group studies and discusses a book, seeks to become more informed, and actively promotes the inclusion of key elements of our racialized history in schools, universities and churches. The goal: to promote the education of the church and society.



Networking/Collaborative Meetings/Trainings — Since 2002, Project URGE has sought to bring churches and organizations together to address poverty in more collaborative and effective ways. Pre-COVID-19, we hosted numerous events to connect individuals in the community with the many local organizations in need of volunteers and/or financial support. Project URGE has brought notable urban practitioners to Rochester for workshops and talks on community development, including Dr. John Perkins, Dr. Wayne Gordon, Dr. Barbara Williams-Skinner, Donell Woodson (Lupton Center), Noel Castellanos and Pastor Jonathan Brooks.



Volunteer Coordination — Since 2004, Project URGE has organized volunteer opportunities for church groups, colleges and high schools. Prior to this year, for example, Williamson High School volunteered twice a year for more than a dozen years, helping non-profits with tasks to assist them with work that will save them time and money. It has been a win/win situation.



The Christmas Store — This ministry effort was adapted for our community from FCS Urban Ministries' Pride for Parents program. It is a paradigm shift in charitable giving that brings dignity and choice to under-resourced parents with regard to Christmas giving. It DOES work, and we can't wait to bring it back post-pandemic. For a more in-depth look, visit <https://www.youtube.com/watch?v=JzqrQxqyRQw#t=13>.

Project URGE, Inc.

“Church and community partnering to create positive change”

1 Favor St., Rochester, NY 14608

585.348.8596 — visit projecturge.org — proure.communication@gmail.com