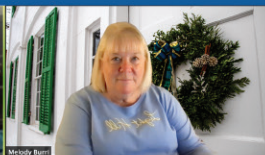
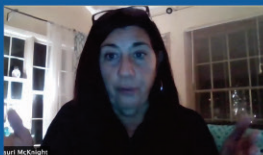
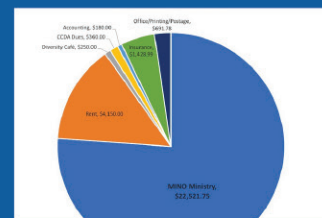
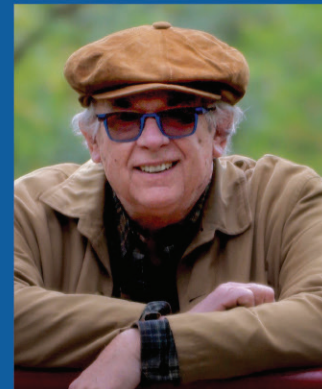




ANNUAL REPORT 2020



*Injustice
anywhere is a
threat to justice
everywhere.*
MARTIN LUTHER KING JR.

1 Favor St. Rochester, NY 14608
585-348-8596 www.projecturge.org
www.facebook.com/urgeousphere

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 — prouрге.communication@gmail.com

Board Members



Phillip Hounshell
Incoming Board Chair



Garry Manuel
Outgoing Board Chair
Community Development Leader
Project URGE, Inc. Founder



Melody Burri
Board Vice Chair
Communication
Digital Presence



Tim Beck
Treasurer
Board Member



Cindy Mead
Primary Grant Writer
Board Member



Lauri McKnight
Board Member
MINO Liaison



Jeff Telle
Secretary
Board Member

Ministry Leaders



Maria Wehrle
Program Director
Mothers In Need of Others



Candyce Singletary
Lead Facilitator
Diversity Café

***Church and community partnering
to create positive change.***

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





PROJECT URGE

THANK YOU, AND A LOOK AHEAD



January 2021

Dear friends, volunteers and partners of Project URGE,

My guess is that nearly every annual report or annual appeal that you have been mailed will start with something like, “What a year it has been!” I’ll admit, the pot was stirred many times with stops and starts, but we managed well.

Who do we thank? YOU! Your generosity not only kept us afloat, but also gave us the confidence and inspiration to carry on, which equipped Project URGE, and particularly the Mothers In Need of Others (MINO) ministry team, to serve our under-resourced community well. You have equipped us to continue strongly, even as I write these words to you.

Our mission — “Church and community partnering to create positive change” — continued brightly in a dark time.

As well, together we continued living out our theme verse of 1 John 3:18: “Dear children, let us not love with words or speech but with action and in truth.”

Although we certainly were not able to perform as many tasks as in previous years, due to the Covid-19 crisis, still our two main ministry teams kept running consistently.

Our Volunteer Coordination and Christmas Store efforts were sidelined, but it enabled us to narrow our focus and amp up what we could do. In addition, we have been discovering ways to partner and collaborate with other organizations and ministry teams in the city. This has been a focus of ours since day one, but we are even more committed to seeking ways of doing it more often and effectively into 2021.

Because you have donated time, finances and have prayed for us, it has propelled us to continue driving forward with a renewed spirit and optimism. You may not fully realize how a kind note or an unexpected donation can lift us up. Thank you so much!

As of January 1, I resigned my position as Board Chair. Due to our tight budget and expenses rising we have as yet been unable to finance a paid Executive Director position. For some time I've been forced to act as a de facto E.D. After nineteen years of going back and forth between those two positions and truly desiring to focus on just doing a couple things well, I made the decision to resign. Instead, I will be focused on Community Development, Volunteer Coordination, and participating in our Diversity Café initiative. This will allow me to focus on the things that are closest to my heart.

This will also bring a fresh wind to blow into Project URGE. Our new Board Chair is Pastor Phillip Hounshell, who has been the Vice Chair for a number of years and has served on the board for nearly a dozen years. Phil is truly a man of faith, integrity and wisdom, who works, lives and pastors in the city.

Filling the V.C. position will be our newest board member, Pastor Melody Burri, who has been a volunteer with regard to our communications and graphics for a couple years and she used to volunteer with our Saturday Sonshine kids program. She brings compassion, integrity and a sense of excellence to our organization.

Trust me when I say these changes are exciting. and in partnership with you, will thrust us to new levels in our efforts to contribute to the flourishing of the beautiful city of Rochester.

We thank you and hope you will continue to stand with us on this incredible journey.

Blessings and peace,



GARRY E. MANUEL

*Project URGE, Inc. Founder,
Community Development Leader
Outgoing Board Chair*



DIVERSITY CAFÉ ANNUAL REPORT 2020

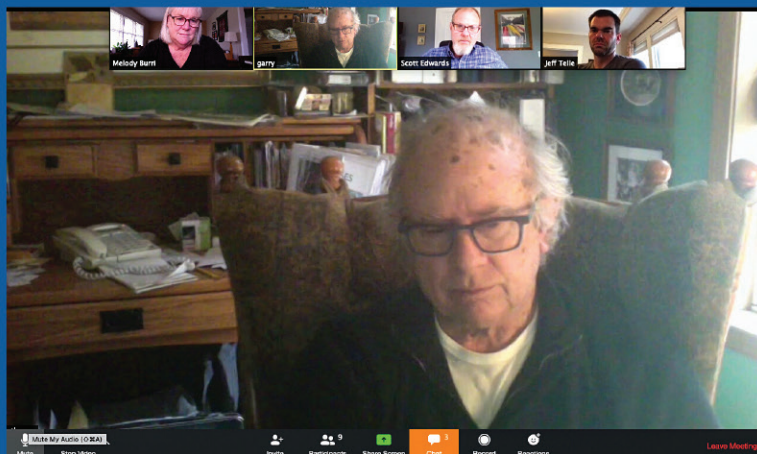


There wasn't much resembling a café in 2020 unless you had your own cup of coffee and some baked goods at home, since nearly all the monthly sessions were on Zoom.

We began the year discussing some of the biases and difficulties of being a black-owned business and particularly if it was operating in an under-resourced neighborhood.



In a follow up session we met online with Dr. Lomax Campbell, Director of the Office of Community Wealth Building for the City of Rochester, to learn more about the Community Wealth concept that is being practiced in some cities around the country, and how it's being applied in Rochester.



While we have fourteen registered to be part of Diversity Café, we averaged about nine participants each month. Each year we have picked up some new people and lost some. There were times of laughter and times of tears. The dialogue has fluctuated between lightweight and rather heavy, depending on the specific topic. One thing is for certain, we are learning about our racialized history and it sprouts conversation as we engage during our time of sharing life experiences.



Candyce Singletary joined the group this year and said she loves that Diversity Café "is available as a gathering place for those who want to learn and those who want to teach."

"I think DC is an important and very crucial part of uniting churches across cultures and racial reconciliation," she said. "This particular project allows people from all backgrounds, cultures, ethnicities and mindsets the opportunity to express feelings, share ideas, determine courses of actions and learn. Diversity Café seems to go beyond the politics and religion of issues, and speaks to the heart and also feeds the soul. I am very proud to be part of such great work and I pray that we can turn education into action and impact."

Another participant, John McNeill, has been part of the Café for four years and described his experience.

"Diversity Café is a unique group of folks that meet the third Saturday of each month to discuss and share issues of systemic racism and social injustice from a Christian perspective," he said. "The members come from all walks of life and truly make up a diverse collective, which is why it's so valid. We get to hear and experience each other's joys and concerns, which is so important in this world we live in."

The book we used to springboard our discussions in 2019 was "Roadmap To Reconciliation," by Brenda Salter McNeil. In it she writes, "The challenge comes in accepting that if there is any hope of birthing new life, chaos must be part of the environment for a time...disruption is an absolutely vital part of the reconciliation process."



Another point from the book asked, “What do you have the power to actually do something about?”

In 2020 the group opted to utilize Brenda Salter McNeil’s follow-up book, “Becoming Brave,” which pressed forward on the question in the previous sentence and reminded us that we will be required to take a stand and be courageous on racial issues, as she drew analogies from the story of Esther.

A few participants of the group continued writing letters to school districts as well as private notes to history teachers in an effort to adopt a curriculum that included many of the vital historic facts of our racialized past. Back in July we learned that a handful of schools in our area were set to implement the lessons that Shane Wiegand (a teacher from Rush Henrietta) had created and had been using in his classes.

Furthermore, this week we learned that all of Monroe County would be adopting a curriculum that was developed by the University of Rochester’s Center for Urban Education Success and representatives from each of the county’s school districts.

We certainly were not solely responsible for writing letters and pushing for inclusion of a more informed view of our nation’s racial history, but we were out front on the effort and it played a role in response to Salter McNeil’s question, “What do you have the power to do?”

We are most grateful to Ms. Candyce Singletary for stepping in to lead the group midstream.

GARRY MANUEL

*Founder Project URGE, Inc
Founder, Community Development
Leader & Outgoing Board Chair*

MOTHERS IN NEED OF OTHERS

MINO ANNUAL REPORT 2020

Serving mothers with the light of Christ's love



Melissa Melendez, President of the Rochester West Central Kiwanis Club, and our friend, ZaiNique, brought hygiene and cleaning supplies donated by their club

Good can be found in the darkest of circumstances. Lessons can be learned. Changes can be made. Hope can be restored. 2020 can go down in history as just such a year, if we are open to learn.

Without a doubt, this was a year full of challenges, loss, and great sadness. But there have been shining examples of incredible compassion, overwhelming resilience, and inspirational perseverance among the storms. Thousands rose up all over the world to mourn the loss of our brothers and sisters who died at the hands of those who used color as a means to perpetuate hate. They came together to cry out at the injustice, to remember the lives lost, and to put an end to the violence.

The fight continues; unity and hope can be found in the struggle! Justice will ultimately prevail!

Now we are faced with a pandemic. Many people are sick and dying and the social, emotional, and economic shockwaves of this crisis will be felt for years to come.

But still there is good! There is beauty among the ashes! Individuals, churches, and organizations have rallied to care for the sick, the hungry, the unemployed, and the homeless at this time. Donations of food, clothing, toys, and money have been given by kind-hearted individuals who are looking to ease the incredible suffering of people who have been dealing with this dreaded virus.

Being a ministry leader during this crisis has been absolutely daunting! The number of families in crisis just keeps on growing and their needs continue to increase. But God has provided and He continues to do so. He has blessed us richly through the generosity of many.

We would like to take a moment to acknowledge some of those churches, businesses, and organizations, and thank them for their life-changing gifts. Forty-five businesses, churches, and organizations blessed MINO with monetary and “in kind” donations in 2020! We thank you for your support.

By the grace of God, we were blessed with grants from the United Way, the Greater Rochester Health Foundation, and an award from the 100 Women Who Care foundation.

These, along with generous donations from the churches and organizations listed and the many private donors who sent monetary and “in-kind” donations during this very challenging year, we have been able to serve families in need from **103 agencies and churches from March 1st through January 4th** during COVID) with children's clothing, baby items, feminine and personal hygiene products, and cleaning supplies.

During that time, we have distributed a WHOPPING **21,777 items** to families in need in our city! That is a lot of baby items, hygiene products, and cleaning supplies, to be sure!

100 Women Who Care Award
Asbury First United Methodist Church
Avon Wesleyan Church
Browncroft Community Church
Center for Youth
Church of the Assumption
Church of Latter Day Saints (Bishop's Storehouse)
Compass Care Ministry
East House
The Esther Project
The Father's Heart Ministry
Full Heart Child Care
Genesee Valley United Methodist Women's Group
Glory house International
Greece West Central Kiwanis Club
Heals of Greatness, LLC
Irondequoit Food Cupboard
Irondequoit United Church of Christ (Pennies for People)
Johnson & Johnson Gift Matching Program
Jordan Health
Lighthouse Station Maternity Home
Meadowbrook Townhome Association
Molina Health Care
New Life Fellowship
Pathstone
People, Inc
Pittsford Rotary Club
Resurrection, Healing, and Deliverance Center
Restoration Rochester
Rochester Rehabilitation Center
Samaritan's Harvest Ministry
Savers Thrift Store
St. Christopher's Church
St. Lawrence Mums
St. Paul's Lutheran Church- Pittsford
Summerville Presbyterian Church
Target- Henrietta
Theta Alpha Zeta Stork's Nest Club
United Way Community Crisis Fund
Unity Links Riding Club
The Vineyard Church-Irondequoit
Wegman's Hylan Drive

Please watch this short video at <https://vimeo.com/491853816> about our ministry and how we are meeting needs through this crisis.

In this next year, we will be rolling out a giving plan which will enable us to develop a sustainable budget throughout the year. It's called our "ROCK STAR"

Plan. We are going to ask for a commitment of a certain dollar amount each month, or quarter, for the next twelve months. We would ask you to prayerfully consider taking part in this effort.

Together we can make a difference! We can permit God to use us to cultivate good from all that is bad right now. To create a thing of beauty from all of the ugliness that surrounds us.

The canvas and paint lie before us! Let's pick up the brush and paint a new picture full of love, compassion, and hope for the future!

Mothers In Need of Others ministry wishes a healthy, happy, and hope filled new year. Blessings to you and your family!

Maria Wehrle

MARIA WEHRLE

Program Director

Mothers in Need of Others ministry

Project URGE, Inc.



Pat Jones from Theta Alpha Zeta Stork's Nest delivers a gift.



Our friends at Rochester Rehabilitation blessed us with hygiene & baby products



Project URGE founder Garry Manuel helps unload hygiene products to fill our shelves.

Handcrafted quilts are donated by Kimberly Valone and the quilting ministry at West Walworth Zion UMC.

MINO

NUMBERS TO KNOW



WHO WE SERVE

103 — Agencies & churches in Monroe County

315 — Case managers & church outreach staff

21,771 — Items distributed since March 2020

Many agencies & churches have multiple divisions within them that reach out to MINO independently

HOW OFTEN WE SERVE

2 — Agencies visited MINO 700-900 times each

11 — Agencies visited MINO 200 to 699 times each

27 — Agencies visited MINO 50 to 199 times each

28 — Agencies visited MINO 25 to 54 times each

35 — Agencies visited MINO 1 to 24 times each

Each visit by one caseworker typically impacts multiple families with multiple children



WAYS WE SERVE

- Provide basic necessities in times of crisis
- Support and encourage case managers and church staff members in their efforts.
- Coming soon: online education for young moms on car seat safety.
- Dreaming for the future: a possible online learning series on breastfeeding, safe sleep practices, CPR training and more.

JUMP ON BOARD

- Knit or crochet baby blankets & hats.
- Sew or quilt baby quilts or feminine hygiene bags.
- Clip coupons & purchase supplies to help keep MINO's shelves stocked.
- Donate partial packages of diapers and pull ups for infants-adults, individually wrapped tampons, pads and nursing pads, & unopened, unexpired cans of formula.
- Help make bags of supplies for families at 1 Favor St.
- Organize an event, fundraiser or donation drive to benefit MINO.



MINO is an **Environmentally Responsible** Ministry!

We collect and redistribute:



For more information, contact:

Maria Wehrle-Director

Mothers In Need of Others ministry

A ministry of Project URGE, Inc.

(585) 348-8596

Mothersinneedofothers@gmail.com

<https://projecturge.org/mino-1>



PROJECT URGE FINANCIAL REPORT 2020

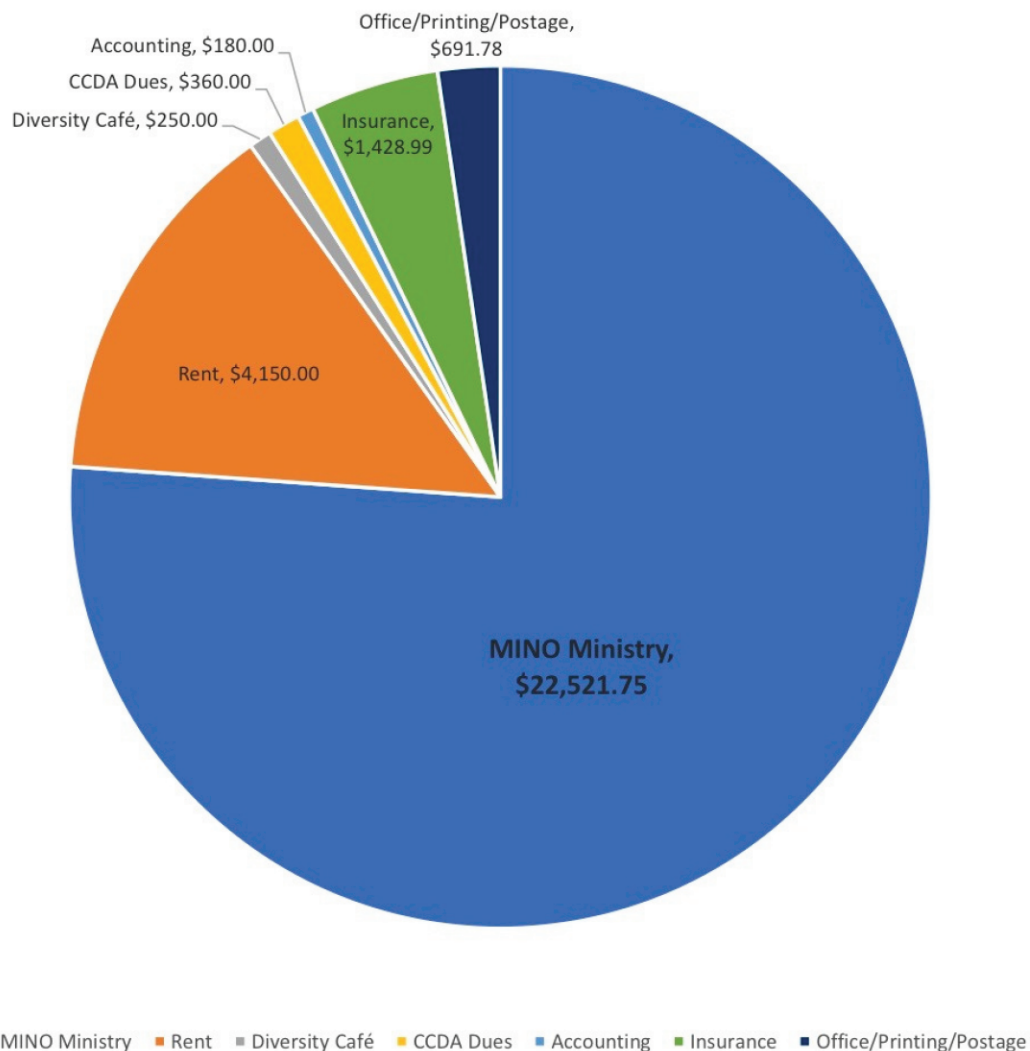
Project URGE and all that benefit from our ministry are so grateful to ALL of YOU who have given so generously!

Special thanks to:

Attorney Julia Garver at Merzbach & Solomon, P.C.

Andrew Soucier of Soucier Design

Project URGE Expenses - 2020



OUR GENEROUS SUPPORTERS

Individuals

Daniel & Eileen Adams	Patricia Kramer
Ergin Akbas	Mary LaShomb
Sara Albinger	Maureen Linne
Susan Alston	Mary Ann Mack
Kingsley Beck	Garry & Mary Manuel
Tim & Susan Beck	Lynne Manuel
Diane Bosco	Roy Maratta
Charles Castilano	Morag Martin
Timothy (Sharon Mattsson)	Charise McClure
Cerqua	Conor McDermott
Charles & Margaret Cleary	Cindy Mead
Marilyn Congdon	Meaghan Milliman
George Corney	Kathleen Morton
Elizabeth DeLorenze	Shad & Shelly Moyer
Carolyn Delvecchio	Eric Neely (Xerox-Kans for Kids)
Doug & Linda Devey	Sharon Perry-Ferrari
Lisa Doerner	Dr. Vito & Laura Quatela
Venus Douglass	Elaine Rose
Sarah Eaby	Rosalie Sassano
Bob & Kathy Elliott	Terrell Smith
Lorel Gervase	John & Marcy Spolyar
Emily Hancock	Jodi Stewart
Karen Hartnett	Jeff Telle
Laura Heavner	Lawrence Telle
Sam & Rosanne Hodgetts	Ron & Catherine Tocci
John & Margaret Housel	Thomas & Mary Trabert
Dina Isgro	John & Karen Wagner
Patricia Jones	John & Maria Wehrle
Timothy & Rita Kindler	Jamie Yost
Laurie Klatt	
Jessica Klick	
David Kloc	

Churches, Ministries and Businesses

Avon Wesleyan Church
Church of the Assumption
Community of the Savior
Constellation Brands (Bright Funds)
Fairport United Methodist Church,
Genesee Valley United Methodist
Women
Irondequoit United Church of Christ
Johnson & Johnson / CyberGrants
Kiwanis W. Central of Rochester
Foundation Inc.
Molina Healthcare
New Life Ministries, Inc.
Once Upon a Child (John & Maria Wehrle)
Summerville Presbyterian Church

GRANTS

The United Way
100 Women Who Care



TIM BECK

Treasurer, Project URGE, Inc.