

URBAN HOPE 2021

# CITIES OF JOY

THE DESERT AND THE PARCHED  
LAND WILL BE GLAD!



# 2021 REPORT

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CLICK THE VIDEO ABOVE FOR OUR NEWEST VIDEO  
"THE URBAN HOPE STORY!"

## THE CHRISTMAS WORDS

### A LETTER FROM OUR FOUNDER, David Beidel

If I had to choose one word to describe ministry in 2021, it would be: **HUNGER.**

Yes, a hunger for food, but even more so, a hunger that the prophet Amos described when he spoke of a: *"famine in the land, not a famine of bread, nor a thirst for water but of hearing the words of the Lord."* (Amos 8:11)

Everywhere we served, we felt a profound hunger for the *words of the Lord*; a hunger for **the Christmas words: Love, Joy, Peace and Hope.** These are among the most meaningful words that can be spoken, yet they are the most elusive.

Unprecedented societal disruptions have stripped away any illusion that we had control over what Fred Gailey, from **The Miracle on 34<sup>th</sup> Street**, described as: *"the intangibles...the only things that are worthwhile."*

The wonder of Christmas, is that the intangible, beautiful but seemingly impossible dream - **became flesh and made His home within us.** In Christ Jesus, perfect love, absolute peace, joy unspeakable and hope that springs eternal HAVE EMBRACED US FOREVER! It is His hunger and passion for us that is the greatest gift of all and the reason for rejoicing.

We pray that this report brings you joy. Your prayers, encouragement and support have truly blessed the multitudes and the most vulnerable in our midst. **Your kindness and generosity are a sweet fragrance to the Lord and our entire region!**

*Joy to you and yours!*

**David Beidel**



# HEALING PUBLIC HOUSING

NYC Housing Authority (NYCHA) is by far the largest Public Housing institution in America. Over 80% of NYC's crime, incarceration, entrenched poverty and foster care challenges emanate from these places of deep sorrow. The Lord weeps over the brokenness in Public Housing here and throughout America and has called us to represent His love and compassion.

**Most of our ministry is focused on bringing comprehensive healing to Public Housing communities. Throughout 2021 we facilitated:**

- 60 Festivals in housing communities, reaching over 58,000 persons. We also resourced hundreds of outreaches in nine cities to under-resourced communities, reaching well over a million people.
- 6 Vaccination events for seniors in three NYCHA communities. Seniors were standing in line for hours in the freezing cold until we provided this service.
- Basketball tournaments in three NYCHA communities for floundering Junior High School youth at the height of the pandemic.
- Weekly mentoring and discipleship for 27 teens in the West Brighton Community Center.
- Male and Female HS and JHS Basketball Leagues.
- Virtual tutoring/support initiatives for elementary and JH school students.
- Six weeks of Vacation Bible School inside four Public Housing Communities.
- Family Reading Programs in the Gun Hill House; with several more NYCHA family reading programs to be launched in 2022!
- In 2020 during the most frightening Christmas holiday of our lifetimes we facilitated four huge Christmas parties, serving 6000 people!
- **This December we distributed 40,000 gifts and 250,000 outreach books to sponsor 125 parties, reaching thousands of families all over the NY and Philly Metro with GOOD NEWS OF GREAT JOY!**



**CLICK THE VIDEO ABOVE FOR A 2021 SNAPSHOT AND A SONG OF LOVE FOR YOU!**



Urban Hoops Basketball Championships



Christmas in the Stapleton Houses

# JESUS SUMMER!

Six years ago we launched Jesus Week NYC. It was a simple plan that encouraged churches in all five boroughs to have a special emphasis on prayer and outreach during the first week in June. The strategy was that hundreds of churches would reach out in their own neighborhood, then at the end of the week come together for a celebration in Times Square.

From the moment we began talking about city saturation, we felt the kiss of God! Tens of millions of people have experienced the love of Jesus over the last 6 years through this simple - One Church for the City Outreach!

Each year the movement grows and expands, from one week in NYC to an entire summer outreach surge encompassing nine cities!



Nicole C. Mullin @ Jesus Summer Times Square Grand Finale



Two precious ones who live across from McPherson Park

This year we launched our first Jesus Week in Philadelphia and Camden, NJ. Many of our NYC team dedicated the week to serving in McPherson Park aka "Needle Park." The FBI calls this neighborhood the most blighted in America.

Every morning hundreds of hypodermic needles needed to be picked from the grass in order to have a children's ministry - yet the joy that blossomed in that wilderness was unforgettable.

Whether we ministered in Times Square, the most pleasure seeking square mile in our nation, or Needle Park, the most broken square mile in our nation - we experienced a deep and profound hunger for the love of Christ and the hope that He alone can bring.

# ABOVE AND BEYOND...

The abundance of blessing that has flowed throughout the Northeast this year has been extraordinary:

- **\$2MM in baby clothing (Janie and Jack!)**
- **\$1.5MM in household goods and baby products**
- **\$2MM in children's books and outreach books**
- **\$1MM in Christmas Toys!**

All of the above and more have blessed thousands of neighborhoods.

Since 2015, when we began implementing the mission of saturating cities with the love of Christ, over 60 tractor trailer truckloads filled with practical resources for struggling families and the priceless treasures described below, have blessed millions!

- **2.6 mil. Children's outreach books, beautiful coloring books, devotionals by Max Lucado, Lee Strobel and Louie Giglio**
- **1.6 mil. Gospel's of John from the Pocket Testament League**
- **1.6 mil. Children/Youth outreach books from One Hope**



[Click above for an exciting video!](#)

- **750,000 Children's Prayer Covenant books, by Candy Marballi**
- **7 mil. outreach engagers from Every Home for Christ**
- **8 mil. Jesus Film DVD's for children and families**
- **6 mil. "Getting to Know God Personally" booklets**

**By the miraculous hand of God, we have become the number one supplier of free literature in the Northeast region!**

**It has been our great joy to assist churches as they lead the way in compassion ministry and in healing one of the greatest crises in our nation: illiteracy.**

For hundreds of thousands of children in our region, the books we supply are the only books they have at home! They are enjoying learning to read and discovering God's love for them in city after city!

**This year: the NYC Metro, the Philly/Camden Metro, many cities in NJ, Wilmington DE, Bridgeport CT, Fort Meyers FL and Altoona PA were blessed with fantastic outreach resources as they saturated their cities with the love of Jesus...as the waters cover the sea!**

# PLUGGING THE PIPELINE

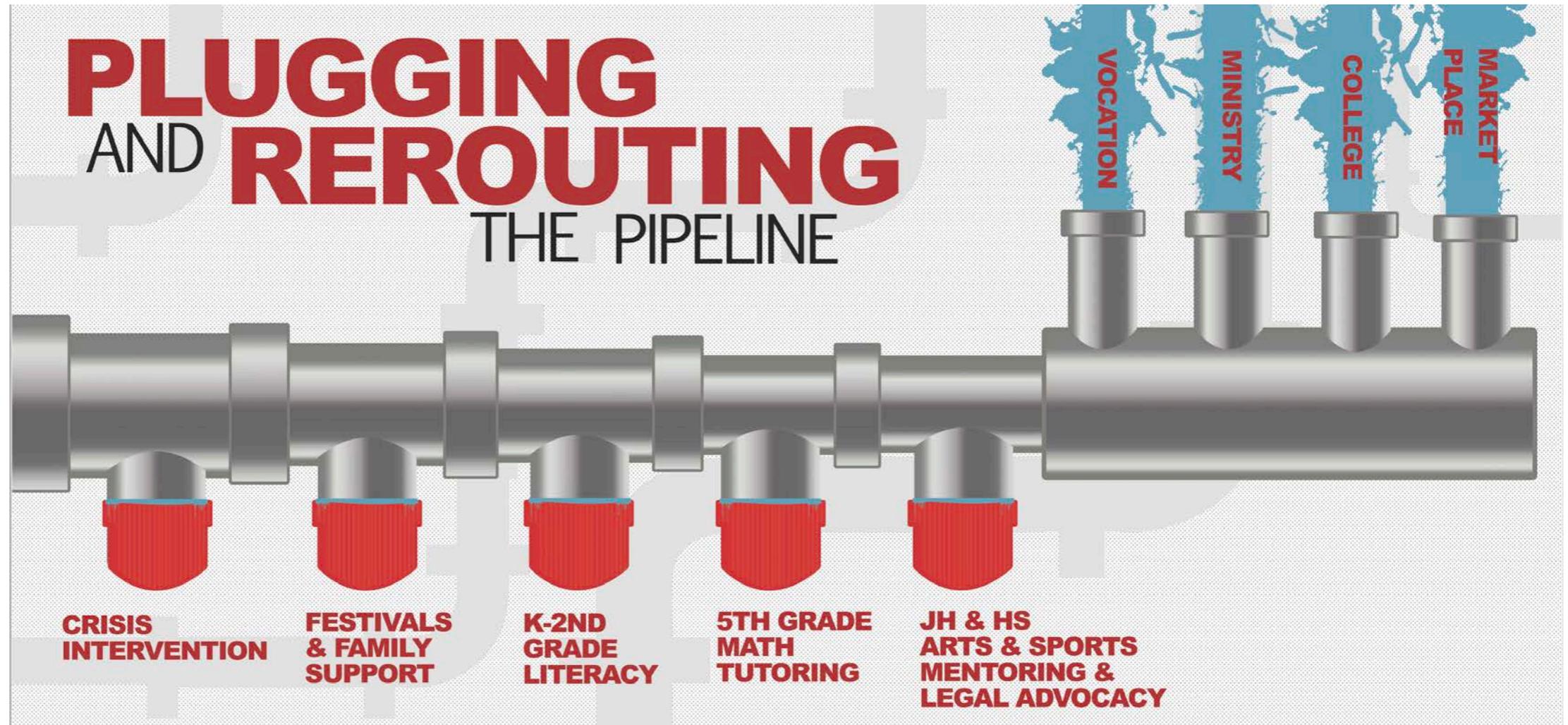
“The Cities of Joy Campaign” brings together all the plans and players needed to comprehensively and holistically minister to the residents of a Housing complex and the students in the adjacent school.

Last year we began convening churches, civic and community stakeholders to join hands in plugging the horrible prison pipeline that hundred’s of thousands of inner city youth are drowning in.

In many communities, this long term collaborative plan is being implemented in order to shepherd the children of our city away from devastation - towards flourishing.

An amazing team of churches, educators and nonprofits have come together to roll out this strategic plan in NYC; through high impact beachhead events, door to door visitation and transformational programming.

**Mayor Elect Eric Adams has expressed enthusiastic support for this endeavor!**



We are excited to announce that **Urban Hope recently received a large grant from NYC’s Office of Neighborhood Safety** to facilitate our first fully funded City of Joy Campaign in the West Brighton Houses on Staten Island.

**Please pray, volunteer and support this endeavor. We see a clear path for healing and renewal in the most challenging neighborhoods in our nation.**



# CITIES OF JOY

CAMPAIN

## URBAN HOPE'S 2022 GOAL IS TO LAUNCH 25 CITIES OF JOY IN THE NY AND PHILLY METRO'S

**The promise - 'wherever we put our feet, God will give us the land' is being experienced throughout our region. We have seen violence drop sharply and healing rise powerfully whenever churches and communities join hands to demonstrate Christ's love.**

When we began serving adjacent to the West Brighton Housing Projects in 2000 (seen above) there was no joy, only fear and brokenness. Our neighborhood was infamous for having the 2nd highest murder rate in NYC - but God stopped the murders and brought great JOY!

Please understand that the devastation in our nations "Housing Projects" did not come from a self-inflicted wound.

Extraordinary racism in the form of housing discrimination, culminated in these isolated cities of despair. Many residents have heroically battled the brutal tide, but millions more have been overcome by the powerful undercurrents of poverty, addiction, criminality and incarceration.

**The burden the Lord has laid on our hearts is to join with Him in the great work of transforming these places of sorrow and despair into CITIES OF JOY!**

**Each full campaign will cost ~\$200,000.00**

*Compare this to the 2020 cost of each individual incarcerated in Rikers Island: \$450,000.00!*

*We are confident that dozens will be rerouted from this terrible fate through each City of Joy campaign.*

# THANK YOU 2021 LEGACY PARTNERS!

One Hope

Hope for New York

Women's Bible Society of NY

Susan McDowell

The Luzerne Foundation

The Haas Foundation

Keith and Nini Sieck

Richard and Kristin Orlando

Frank and Gayle Migliazzo

Ann Mary Coleman

Kent Yoder

Phillip Mercer

Dr. Helen Kim

The Charles Westfall  
Foundation

The Theodore Atlas  
Foundation

Sanibel Community Church

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Dimas Salaberrios

Citivision

Every Nation Church, NY

Nyack College

New York Church of God

Faith Assembly Church

Beraca Baptist Church

Gary Stern

Mark Rice

Miguel Molina

David and Robyne Bryant

Judy Praddy

Barnabas Transformation  
Ministry

Connect Church

Mayor Elect Eric Adams

Jim Anthony

Brian and Laurie Phillips

The Pocket Testament  
League

Audrey Jackson

KT Foundation

Dr. Doug Lambertson

## HELP US MAKE A DIFFERENCE!

Financially partner with us through an end of the year gift, stock donation or a 2022 monthly pledge!

**Any size monthly gift creates long term sustainability!**

This is easily set up on our PayPal @ [UrbanHopeNYC.org](https://www.UrbanHopeNYC.org)

Please also prayerfully consider being an  
**URBAN HOPE LEGACY PARTNER**

Platinum Legacy Partner:	\$100,000-\$500,000
Gold Legacy Partner:	\$25,000-\$99,999
Silver Legacy Partner:	\$5,000-\$24,999
Bronze Legacy Partner:	\$500-\$4999

## URBAN HOPE

BUILDING A HOUSE OF HOPE IN A  
WORLD OF PAIN

Together we can build cities  
where there are  
no sheep without a shepherd

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