



"History was made on Friday, July 29, 2005 ... Please pray for the newly beginning afterschool programs this fall and for guidance as Graffiti 2 evaluates the needs of the neighborhood."



20 Years of Light... Giving Power for 20 More!

How true this statement from August 2005 rings today as Graffiti 2 celebrates our **20th year** of ministering in the Mott Haven neighborhood of the South Bronx! How that prayer has been answered time and time again! This year, in reflection and celebration of all God has done – and in expectation of what He will do in the **next 20 years** – our team is focusing on **THE POWER OF CONSISTENCY**. Day after day, month after month, year after year, Graffiti 2 has been a **consistent, shining light** in our community.

Beginning this month and continuing through next August, we'll be sharing stories that demonstrate the power of consistency – stories from past and current participants, as well as those who have powered our consistency through their faithful support. That is, **YOU!**

As faithful partners, sacrificial givers, and catalytic ambassadors, **YOU** are a **core power source of consistency** to the G2 family. And over the **next 10 months**, you will have a chance to see the impact of God's light through our ministry and specific ways in which you can pray, give, and go with us as **G2 ambassadors** from **wherever** you are!



Programs don't change people – people change people!



ANDREW

Our team has grown from **one missionary** (and his dog!) to **five missionary staff, ten local employees, a church intern, and a new missionary dog!** Our programs have gotten wider and deeper – from an afterschool program for kids in 2005 to now providing holistic services across four anchor programs for children, teens, and adults.



JOANN



ANTHONY



TED



JAKE

Primary goal: Raise an additional \$9,000 per month.



ERICA



MILDRED



EMILY



JOSH

Give Now!



CARMEN



CAROL



SHAKAEL



MATTY



ALEX



SHANNON



JULIUS



JOCKO

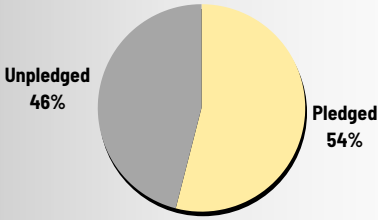
**REVITALIZE.
REVIVE.
REVOLUTIONIZE.**

2024-25 Giving Campaign

Since it is **people** who change people, those who consistently serve in our ministry are our **most important investment**. And funding people in NYC is expensive!

Two of the five missionary staff members **fundraise entirely** for their positions. Other employees are **funded partially** through a seed grant of an organizational partner, with the remainder covered by general operating funds. Grant funding, while greatly impactful in catalyzing growth, becomes unreliable as many funders have limits to funding and/or frequency of funding. Thus, the importance of annual and monthly dedicated givers.

2023 Costs



In 2023, Graffiti 2 was only able to raise dedicated gifts for **54% of personnel costs**, leaving a little over **\$100,000 of personnel costs** coming from **non-pledged sources**. As a result, Graffiti 2 has operated with constraints on salaries/wages, number of staff, technology, program materials, travel experiences for participants, and even caps on number of participants allowed in each program.

How can YOU Help?

Your partnership as a **G2 Giver** and **G2 Ambassador** will empower this campaign. As we do the work locally, **YOU** have the power to **do the work in YOUR context** through your giving AND by **sharing** our ministry and need for support **with YOUR networks!** Besides our primary goal of increased monthly giving, below are unique opportunities we will be emphasizing over the next ten months' campaign.

G2 Ambassadors, **spread the word!** Who can you **engage** in consistently empowering this ministry in the South Bronx?



ambassadors

Let us know how you can help us!



NOVEMBER

New G2 Website: Coming Soon!

Connect with G2's socials and e-newsletter (see below) for the official G2 website relaunch coming soon!

DECEMBER

Amazon Wishlist & End of Year Giving

See G2's Amazon Wishlist for tangible and specific material needs for our programs, and consider us for your EoY giving!

JANUARY

Ministry Giftcards

Giftcards play an integral role across our programs as incentives, benevolence, and ministry catalyzation.

FEBRUARY

Juanita R. Mann Benevolence Fund

In memory of Andrew's mom who passed away in 2022, this fund provides direct assistance to individuals with specific needs.

MARCH

G2 Internship Program

G2 Interns are key assets both in the continued involvement of G2 students through HS graduation, and as our front line revolutionized revolutionaries serving others.

APRIL

Stop & Care Items

We are always needing physical care essentials for this outreach. Materials like: travel shampoos, body wash, tooth paste; feminine care products; perishable food.

MAY

Jocko, G2's Missionary Dog

Jocko's friendly and calm demeanor provides relational opportunity both with G2 students *and* adults in our community! However, NYC living is expensive for dogs, too!

JUNE

Endowment & Reserve Fund

Endowment: for donors to give to G2's ministry in perpetuity!
Reserve: will assist in the acquisition and renovation of a long-term sustainable space!

JULY

Graffiti 2 Staff

We will do a special final push for staff funding through monthly support – so be on the look out for those announcements in how you can give and spread the word!

AUGUST

Evaluate & Celebrate!

We look forward to celebrating the establishment of new givers who will **power the next 20 years of G2 ministry with their consistency!**



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