

Programs for Men, Women and Youth

City Gospel Mission offers a wide variety of programs to help transform men, women and at-risk youth through churches in Greater Cincinnati. Below is a complete list of the programs offered. To learn more about these transformational programs, how to make a gift or opportunities to get involved, please visit www.citygospelmission.org.

Men

- Emergency Shelter
- The Diner
- Exodus Recovery Program
- Special Needs Program
- Work Program
- Aftercare Program
- Thanksgiving Outreach
- Christmas Outreach
- Chapel
- The Outlet (Recreation Area)

Women

- Having the Courage to Change (Recovery Program)
- Aftercare Program
- The Diner
- Thanksgiving Outreach
- Christmas Outreach
- Chapel
- The Outlet (Recreation Area)

Youth

- Character Basketball
- Christmas Outreach
- College Scholarship & Leadership Program
- Performing Arts
- Summer Camps
- Teen Impact
- Thanksgiving Outreach
- Whiz Kids
- X-treme Adventures:
 - Dirt Bikes and Motorcycling
 - Boating and Water Sports
 - Horseback Riding
 - Cycling
 - Snow Skiing and Tubing



Help City Gospel Mission transform lives and make a difference in Greater Cincinnati. Find out how at www.citygospelmission.org.



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City Ministries, CityCURE and City Gospel Mission are Identifying the Mission



The History of City Gospel Mission, CityCURE and City Ministries

City Gospel Mission

In 1924, City Gospel Mission was founded by James N. Gamble of Procter & Gamble to serve the poor through meals, shelter, recovery programs and Christ's love. Each year, the organization serves more than 4,700 men, women and youth, provides 24,000 nights of shelter, serves over 121,000 hot, nutritious meals, and provides long-term residential recovery programs for men and women.

CityCURE

CityCURE was established in 1991 through the merger of CURE (Christians United Reaching Everyone) and Greater Cincinnati Youth for Christ. Through partnerships with local churches, creative programming and caring adult mentors, CityCURE develops life-changing relationships with more than 8,000 at-risk youth each year. Thousands of food baskets are also provided to needy families during the holiday season.

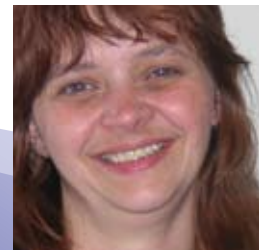
City Ministries

In 2001, City Gospel Mission and CityCURE merged, but still operated as two distinct organizations. City Ministries was formed to serve as the umbrella brand of these two organizations, and Roger Howell became the first president. This was the biggest of seven mergers in each organization's history. The overall mission of City Ministries was to "Break the Cycle of poverty and despair . . . one life at a time." Through City Gospel Mission and CityCURE, City Ministries would be able to expand its reach to men, women and youth of all ages.



City Ministries was the umbrella brand of CityCURE and City Gospel Mission.

Uniting to better serve our community.



The Future of the Organization

Obstacles Encountered

Although the formation of City Ministries allowed the organization to expand its reach and reduce costs in administrative and fundraising resources, obstacles were still encountered.

- **Communication** - There was no common language within the organization, so staff and volunteers had difficulty describing the organization's identity to the general public. As a result, the public would also confuse the names of the organizations and what they do.
- **Expenses** - Branding two ministries drained valuable time and resources. Each required its own Web site and publications to deliver its message.
- **Visual Identity** - Each organization had its own logo and shared no common branding elements. In order to make a visual impact and a stronger presence in the community, the organization needed to look more unified.

Solving the Obstacles: Building a New Brand

Marketing research was conducted on staff, volunteers, donors and the general public. Results indicated that City Gospel Mission had the highest level of brand awareness (nearly 80 percent) when presented in a list of similar nonprofits. However, CityCURE had the most memorable logo design. Therefore, it was decided to dissolve City Ministries and take "the best of both" City Gospel Mission and CityCURE. The organization is merging under City Gospel Mission and has incorporated the CityCURE dove into the logo to represent its vital role in the history of the organization. In addition, the combined elements of the dove, "Gospel" and mission statement deliver a message of hope to our participants.

- **Dove** - is a symbol of hope and peace.
- **Gospel** - means "the good news." When someone is in despair and receives good news, he/she begins to have hope for the future.
- **Mission Statement** - "Breaking the cycle of poverty and despair . . . one life at a time." City Gospel Mission's caring mentors work one-on-one with hurting men, women and at-risk youth to help restore their hope, faith and confidence in the future.

One organization, one message and one common goal to better serve the men, women and youth of Greater Cincinnati. This is the new City Gospel Mission.



One organization, one message and one common goal.

The organization is merging under City Gospel Mission to better serve the men, women and youth of Greater Cincinnati. The CityCURE dove was adopted in the new City Gospel Mission logo to symbolize the vital role in its history.



Visit our new Web site at: www.citygospelmission.org

New Look, Same Mission, Same Leadership, Same Programs

It is a time of rapid growth for the ministry, thus the need to have clear and consistent communications with the community is vital. The new branding will strengthen its presence and expand the reach without changing the mission of the organization, its leadership or programs.

Communication

The new City Gospel Mission logo will be visibly placed on all print and Web communications for the Men's, Women's and Youth Programs. Print and Web communications will also share a consistent look, similar to this newsletter. CityCURE e-mail addresses will be switched over to City Gospel Mission.

The Mission

The original mission of the organization, "Breaking the cycle of poverty and despair . . . one life at a time," will remain the same.

Leadership

The leadership of the organization is still guided by President Roger Howell. Program directors and staff will remain in their same positions.

Programs

Programs are not changing and no programs will be cut out – actually, programs are continuing to expand and grow. The Whiz Kids program alone has doubled in size three years in a row.

Get Involved

Eighty percent of City Gospel Mission's funding comes from individuals and companies in the Greater Cincinnati area. Over 1,800 volunteers make it possible to maintain excellent programs. The community is vitally important in the transformation of hurting men, women and youth.

Giving

Gifts can be designated to any program of the donor's choice. A complete list of programs for men, women and at-risk youth can be found on the back of this newsletter. **Gifts can also be made by contacting Wes at (513) 345-1027, or online at www.citygospelmission.org.**

Volunteer

Volunteer where you have an interest and when you have time. Because of the relational nature of the ministry, volunteers are encouraged to be consistent, whether it is monthly, weekly, or a couple times a week. **Visit www.citygospelmission.org to find out more.**

Mentor

Mentors make a world of difference in the lives of hurting people. City Gospel Mission is always in need of mentors for men, women and youth. Mentoring training and support is a regular offering in the ministry. **To find out more, email Mike at mmeece@citygospelmission.org.**

Pray

The prayer partners are vital to the ministry. A monthly prayer letter goes out to the prayer team. **To sign up for the prayer team, call Lucy or Sarah at (513) 345-1020.**