

# BECOME AN URBAN ALLY



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You can help leaders become the leader they were created to be.

Our Urban Allies are essential to fulfilling our mission through their monthly commitments of \$25 or more. These monthly partners ensure Urban Leaders have the certification, community, and coaching they need to become the leaders they were created to be and to reach more youth with the Gospel of Jesus Christ.

Thank you for your ongoing partnership with UYWI. Would you consider becoming an Urban Ally to further develop Urban Leaders and reach more youth with the Gospel?

Learn more at [uywi.org/donate/urban-ally](http://uywi.org/donate/urban-ally)



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**SEVEN YEARS IN THE MAKING**  
NOW WE SCALE

After seven years building leadership culture, systems, and measurable impact, UYWI is ready to scale our mission of developing urban youth workers who lead the next generation.



## THE OPPORTUNITY

Imagine Christian urban leaders in every major city equipping young people to lead, design, and innovate through a Gospel lens in economics, education, politics, community development, justice, and church growth. Christ-centered collaborative efforts addressing your city's toughest issues. This is possible.

## THE KEY MULTIPLIER: URBAN YOUTH WORKERS

Our mission remains unchanged: to develop urban youth workers so that urban youth have the leaders and role models they need to live transformed lives through the Gospel of Jesus Christ. But the landscape around us is shifting rapidly. Today, 42% of the world's population is under 25, 82% of Americans live in cities, and the majority of youth under 21 are people of color. Urban culture drives global culture—and urban youth workers are the key multipliers for this transformative movement.

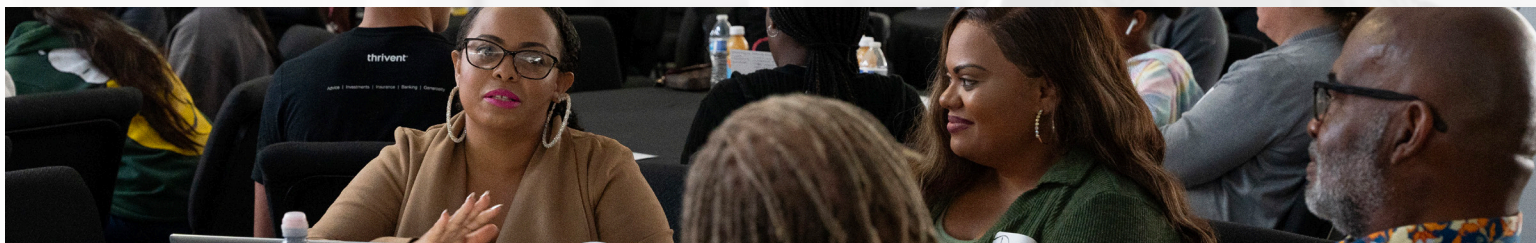
## PHASE I: COMPLETING THE LEADERSHIP PATHWAY

This month, we are launching Whole Life Discipleship (WLD)—a new discipleship training paradigm that equips leaders holistically. We are still offering our core leadership certification cohorts and have launched our first international cohort in Nairobi, Kenya. We are also creating a Facilitator Certification to build a pipeline of certified trainers who can scale quality delivery everywhere.



## PHASE II: BECOMING A MOVEMENT INFRASTRUCTURE

Here's the shift: UYWI is reimagining itself—not as a standalone training provider, but as a connective infrastructure that amplifies leaders, ideas, and resources. We are building pathway clarity, expanding digital access to training libraries and self-led options, and creating platforms for alumni engagement and trainer marketplaces. This isn't just about what we deliver—it is about what we enable.



## PHASE III: SCALING THROUGH NETWORKS

We're expanding from 10 cities to 20 in the next two years while strengthening partnerships across sectors. UYWI does not silo church from city—we broker relationships across schools, justice systems, businesses, and faith communities, ensuring urban youth workers have an authentic voice at every table, shaping their city's future.



## PHASE IV: CATALYZING CITY TRANSFORMATION

Through strategic partnerships in economics, education, politics, community development, justice, and church growth, we're creating a collaborative city transformation where youth become co-creators of their communities' future. This is where everything comes together—trained leaders, strong networks, and cross-sector collaboration producing measurable transformation in cities.

**This is the movement we're building—unleashing urban innovators who reimagine what is possible. Thank you for being part of this journey.**

With gratitude and anticipation,  
**TOMMY NIXON, CEO**  
Urban Youth Workers Institute