

Meeting Community Needs Together



Community Outreach Day



2025 Soul Care Retreat



Freedom Prayer Regional Gathering

ENGAGEMENT OPPORTUNITIES 2026

Urban Alliance (UA) equips Christian churches, organizations, volunteers and donors to positively impact communities and change lives.



urbanalliance.com

TABLE OF CONTENTS

ABOUT URBAN ALLIANCE

UA and the UA Network	1
The Five Initiatives	2
The 5-C Framework	3

OPPORTUNITIES FOR ALL

Collective Impact Opportunities	4-6
Packing Party / Community Outreach Day	7

OPPORTUNITIES FOR THE UA NETWORK

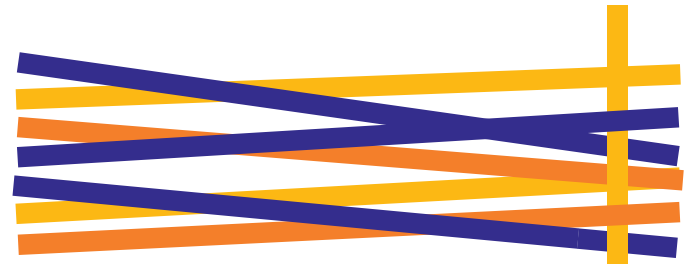
Training and Equipping	8
------------------------	---

OPPORTUNITIES FOR UA NETWORK PARTNERS

Essential Supplies Program (ESP)	9
Volunteers & UAServe	9
Grants	10
Printed Resources, Resource Centers, and Follow-Up Support	11

REFERENCE

Accessing the UA Website	12
Staff Directory	13



URBANALLIANCE

LEVERAGING STRENGTHS
TO CHANGE LIVES

Urban Alliance (UA) is a non-profit organization located in East Hartford, CT. As people of faith and hope, motivated by the love of Christ, we have a deep desire to serve the Greater Hartford Community in unity with others to provide the help, hope and love that we all need.

OUR MISSION

Our mission is to create opportunities for people to achieve lasting change in their lives through the collaborative work of churches and organizations in our local community.

OUR VISION

Our vision is to see people become spiritually, physically, economically and socially healthy and whole as God intended.

THE UA NETWORK

#BETTERTOGETHER

The UA Network brings more than 150 programs, ministries, churches and organizations to pursue a common goal: bring meaningful transformation in people's lives through our united efforts in our local communities.

This network impacts over 300,000 lives every year.

WAYS TO PARTICIPATE

community allies

Community organizations with a mission that aligns with one of Urban Alliance's initiatives or collective impact opportunities.

network participants

Christian churches and organizations with 501(c)(3) status that desire to work in collaboration with others to impact the community.

program partners

UA Network Participants with ongoing, verified programs that align with one of UA's five initiatives gain extra access to essential supplies, grant funding, and toolkits.

PARTICIPATION BENEFITS	community ally	network participant	program partner
Engage in Collective Impact Opportunities	✓	✓	✓
Volunteer through UA Serve	✓	✓	✓
Attend training & networking opportunities		✓	✓
Receive Essential Supplies			✓
Access to UA Toolkits			✓
Receive Volunteer Support through UA Serve			✓
Receive grant funding			✓

UA INITIATIVES

FOCUSING ON SHARED OUTCOMES

UA's initiatives provide affinity groups for our program partners, allowing them to strengthen and multiply the impact of their outreach programs as they are demonstrating Christ's love through practical service. Our initiatives provide networking opportunities for partners as they collaborate with other like-minded programs to address practical, emotional, relational and spiritual needs



Beyond the Basics reaches people who are lacking food, clothing or housing so they meet their basic needs and gain greater stability in their lives.



Revitalize enables people struggling with health conditions to better care for their physical health needs so they are able to experience and maintain a lifestyle of wellness.



Charis serves people who are facing mental, emotional or relational struggles so they are able to cope with life's challenges and heal.



Generation NOW! engages children and youth so they develop the character, relationships and skills needed to succeed in their schools and communities.

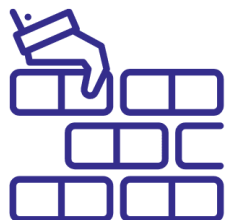


Thrive assists young children and their caregivers during critical developmental stages.

UA'S 5-C FRAMEWORK

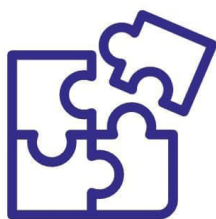
FOCUSING ON BEST PRACTICES

Urban Alliance has created a comprehensive strategy for partner program growth designed to help you identify support opportunities and focus your efforts. Healthy programs address these five key areas.



Capacity

Capacity is the degree to which programs have basic mechanisms in place to effectively operate, including effective leadership, fund-raising plans, sufficient staff and volunteers, adequate facilities and supplies, communications strategies, and collaborative relationships.



Core services

Core services are the key offerings of a program that facilitate change in a person's life. Elements of core services include mission, goals and outcomes; best practices; supervision, training and support; and a logical model tying these things together.



Culture

The concept of culture captures the more intangible aspects of programming, such as values, quality of relationships, service procedures and the characteristics of a program's environment. All of these elements collectively impact a person's experience as they receive services.



Connection

Linking people to resources and supportive services in the community is at the heart of Connection. Programs that effectively link people to additional resources have a more holistic impact on people's lives. By engaging additional service providers, they ensure that needs are met.



Christian Witness

Christian witness captures the spiritual impact programs may have on people as they reflect the love of Christ. When we reflect God's love through words and actions we act as witnesses to Christ.

COLLECTIVE IMPACT

OPPORTUNITIES TO COLLABORATE

These opportunities to come together and work toward a common goal are available to all members of the UA Network and other like-minded organizations.

School Partnerships: Supporting Academic Success



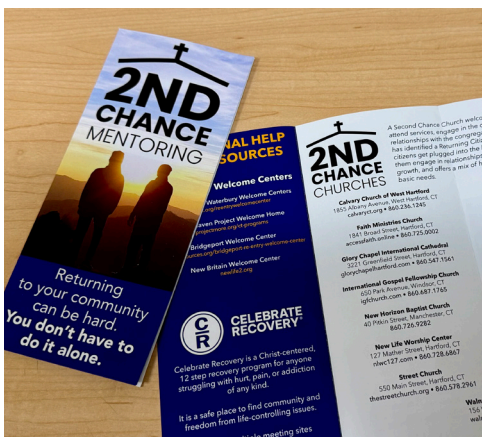
UA believes in creating opportunities for students, teachers and community schools to thrive, especially in under-resourced schools.

- The Teacher Resource Center (TRC) provides teachers with access to free supplies and resources. Each year, the TRC serves over 1,200 teachers, distributing more than \$807,000 in supplies.
- UA connects willing churches and network partners to school support opportunities. Partners can help meet a specific school need or establish longer term relationships with specific schools.
- Each year hundreds of backpacks filled with supplies are made available to local students and schools.

Ways to Engage:

- Support a school in need or volunteer at a school partnership event
- Connect a local Title I school to the Teacher Resource Center

Second Chance Churches: Supporting Returning Citizens



A Second Chance Church is a church that desires to show the love of Christ to people reentering the community after a period of incarceration by intentionally providing mentoring, support, and resources.

Urban Alliance identifies and equips willing partners and supports them by providing training, resources, networking opportunities and other tools that are supportive to returning citizens.

We also build bridges between churches and community partners, such as existing Welcome Centers, re-entry programming and probation resources throughout the state.

Ways to Engage:

- Become a Second Chance Church
- Participate in Mentor training
- Attend the annual Second Chance gathering
- Share about Second Chance Churches

Addressing Food Insecurity



In CT, 11% or 490,000 residents, struggle with hunger and more than 131,000 children are food insecure. UA meets the crisis need of hunger by providing food while addressing root causes of hunger through referrals, coaching and financial literacy education.

UA partners with Midwest Food Bank and other partners to host monthly food distributions. Additionally, we equip volunteer coaches to help residents set goals that will increase food security, offer warm referrals, and help them achieve greater life stability.

In addition, Urban Alliance invites programs to participate in a transformative approach that goes beyond providing immediate food assistance—offering personalized referrals and follow-up support to the people you serve. This enhanced approach leads to deeper, lasting impact—increasing household stability, connecting people to essential community resources, and even supporting economic mobility.

Ways to Engage:

- Host a food distribution event or volunteer at an existing event
- Share resource guides to help food insecure household access needed support
- Follow-up to offer support and help increase engagement with programs

Mental Health: Raising Awareness and Connecting to Support



Each year 1 in 4 people struggle with diagnosable mental illness and only half receive treatment. UA supports mental health through education, referrals and program support to churches and organizations that offer support groups, pastoral care, and professional Christian counseling. These efforts decrease stigma, raise awareness and increase the quality of care offered to people who are struggling.

Urban Alliance has developed an ever growing library of mental health resources to share, maintains a listing of Christian counselors and support groups at www.charisnetworkct.org, and can provide speakers on various topics to increase awareness and decrease stigma. Urban Alliance also offers networking and training opportunities to licensed professional Christian counselors.

Ways to Engage:

- Share mental health resources at your church or organization to raise awareness
- Connect your existing support groups to the Charis website
- Host a mental health seminar or workshop

More Collective Impact Opportunities →

Freedom Prayer: Emotional & Spiritual Support through Personal Prayer Ministry



Freedom Prayer is a “first responder” ministry that equips individuals to prayerfully examine issues that hinder their ability to be emotionally and spiritually healthy and whole, as God intended. Freedom Prayer is a biblically-based personal prayer ministry approach founded in reconciliation and restoration before God. Implemented in churches, non-profit ministries and therapeutic settings, Freedom Prayer appropriates the finished work of the cross to help others find freedom from sin, pain, strongholds and limiting beliefs that hinder a fruitful and fulfilling life.

Urban Alliance serves as a regional coordinator, scheduling training events, team leader gatherings, and networking events to support prayer teams serving in local churches and acts as a point of connection between participating churches and the national Freedom Prayer team.

Ways to Engage:

- Attend Freedom Prayer Basics training
- Start a prayer ministry at your church using this model

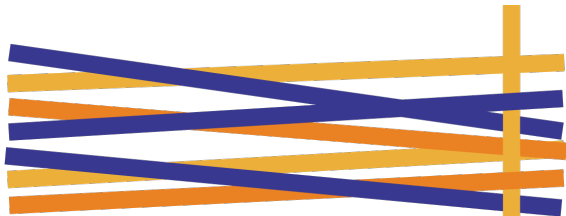
Health: Connecting people to Fresh Produce and Health Resources



Urban Alliance invites programs to participate in a transformative approach that goes beyond providing immediate food assistance—offering personalized referrals and follow-up support to the people you serve. This enhanced approach leads to deeper, lasting impact—increasing household stability, connecting people to essential community resources, and even supporting economic mobility.

Ways to Engage:

- Distribute Farmer’s Market Produce Vouchers
- Share about health programs
- Participate in Community Outreach Day



URBAN ALLIANCE COMMUNITY OUTREACH DAY



COMMUNITY OUTREACH DAY IS **JUNE 6, 2026**

Outreach Day is an Annual city-wide outreach in the Hartford community where UA and our partners share produce vouchers and information about community and ministry programs that serve residents. This is an opportunity to meet practical, emotional and spiritual needs!



IMPORTANT DATES TO REMEMBER

Community Outreach Day Orientation
Thursday, March 26 • 5:30 - 7:00pm

This orientation will provide everything your church needs to participate in the Outreach Day.

Community Outreach Day Packing Party
Friday, May 15 • 5:30 - 7:30pm

Help us prepare resource bags for Hartford residents.
Each bag contains information about community resources, local churches and tracts.

Community Outreach Day
Saturday, June 6 • 9:30am - 2:00pm

Share resource guides, farmers market coupons, prayer and the love of Christ with Hartford residents.

TRAINING AND EQUIPPING

OPPORTUNITIES TO LEARN AND GROW

These training and equipping opportunities are available to all UA Network Participants and UA Network Program Partners.

Learning Communities and Cohorts



Learning communities are groups of program leaders who are committed to gathering regularly to build relationship and learn from one another through group dialogue and training. There are five different learning communities (one for each initiative) that meet multiple times each year on relevant topics.

Program leaders will receive reminders about learning community meetings that best align with their programming.

Additionally, Urban Alliance facilitates specialized cohorts to help leaders sharpen their skills through peer consultation, group discussion and relationship. We currently facilitate groups for senior pastors, prayer ministry leaders, professional counselors, and resource coaches/mentors.

5-C CATEGORY

All

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com

Program Consultation



Through this opportunity, program leaders meet with an UA staff who provides consultation to support leaders in understanding their program's unique strengths and challenges, and to help them establish strategic goals for growth and greater impact. Programs may contact an UA staff at any time to schedule a consultation meeting.

5-C CATEGORY

Capacity, Core Services

FOR MORE INFORMATION CONTACT

Jessica.Sanderson@urbanalliance.com

Professional Services



Urban Alliance staff provide professional services such as program evaluation, strategic planning, workshop facilitation, public speaking, needs assessments, DISC training, and communications support. This support is available based on staff capacity. *Availability based on Urban Alliance capacity.*

5-C CATEGORY

Capacity, Core Services

FOR MORE INFORMATION CONTACT

Jessica.Sanderson@urbanalliance.com

RESOURCES & VOLUNTEERS

OPPORTUNITIES FOR UA PROGRAM PARTNERS

These opportunities are UA Network Program Partners

ESP: The Essential Supplies Program



The Urban Alliance Distribution Center offers the opportunity for UA Network Program Partners to shop for supplies that directly serve peoples' needs or offset program costs. To participate, programs must attend an orientation and complete a registration process. Program leaders receive ESP orientation invitations.

5-C CATEGORY

Capacity

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com

uaserve

Strengthen Your Volunteer Base



UAServe provides consultation and volunteer matching to help programs engage volunteers in meaningful service that strengthens program impact. UAServe recruits, matches and runs background checks to support program volunteer programs. To qualify for UAServe, at least one program leader must complete a host site orientation.

5-C CATEGORY

Capacity

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com

Volunteer Appreciation Events



Program leaders have the opportunity to partner with UA to offer a volunteer appreciation event for their volunteers. Program leaders can invite up to 50 volunteers to an appreciate event held at the UA office. UA will provide light refreshments, certificates, and facilitate ice breakers or games. Program leaders will have the opportunity to share and celebrate each volunteer in attendance.

5-C CATEGORY

Capacity

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com

GRANTS

OPPORTUNITIES FOR UA PROGRAM PARTNERS

Grants are available to UA Network Program Partners

Mini Grants / 5-C Grants

5-C Grants are grants of \$500 awarded to program partners to support efforts that strengthen one or more of Urban Alliance's 5-C areas. Urban Alliance's 5-C areas includes:

Program Culture	Offering a welcoming, dignified, caring experience for people receiving support <i>Example efforts: furniture or artwork to create a more welcoming environment, paint or new carpeting, decorations with strength-based messaging, efforts that increase positive interaction between guests and staff/volunteers</i>
Program Capacity	Essentials needed to operate a program and enhance sustainability <i>Example efforts: Supplies needed for programming, projects that enhance volunteer retention, new fundraising efforts, new communications efforts</i>
Core Services	Efforts most directly linked to positive change in people's lives <i>Example efforts: workshops and classes that implement evidence-based curriculum, support groups, efforts that increase program impact or implementation of best practices, coaching, mentoring, program evaluation, or needs</i>
Connection	Linking people to resources and supportive services in the community <i>Example efforts: Efforts to raise residents awareness about your program, enhanced signage, youth scholarships to THP or YX Movement, resource center enhancements, warm referral strategies</i>
Christian Witness	Sharing the love of Christ through programming <i>Example efforts: Sharing bibles, tracts or devotionals with people served, materials that integrate faith into programming, discipleship opportunities for people served</i>

Grants are competitive and awarded on an annual cycle. Grant applications are due April 1st and September 1st and the number of grants awarded is commensurate with Urban Alliance fundraising. Efforts that are sustainable after the 1 year grant period will be given priority.

Visit urbanalliance.com/grants to submit an online grant application, view the UA Grant Guide and to learn more.

5-C CATEGORY

All

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com



CONNECTING PEOPLE TO RESOURCES

OPPORTUNITIES FOR UA PROGRAM PARTNERS

Urban Alliance offers different collections of resources and materials, paired with training to help connect people to community programs. Available to all UA Network Program Partners.

Printed Resources, Resource Centers, and Follow-Up Support

Urban Alliance provides printed resources about community programs meeting the most commonly felt needs in the community. Your program can have a deeper impact through this holistic approaching, sharing information about food, utilities, housing, mental health services, education, childcare, youth enrichment, and services to seniors, returning citizens, and immigrants. Tailor the resources you offer to the needs of the people you serve. Urban Alliance can provide:

- Specialized online training for staff and volunteers to strengthen your outreach and follow-up practices
- A custom tablecloth with your logo for outreach during programming
- Printed resource materials to share with participants

Resource Centers

Program partners are encouraged to display resources at a resource center. Resource centers are visually appealing displays of printed materials accessible to people served, presented in a convenient display rack provided by Urban Alliance. Staff and volunteers can receive training from Urban Alliance to offer warm referrals to community programs.

Follow-Up Support and Coaching

Urban Alliance invites programs to participate in a transformative approach that goes beyond providing immediate food assistance—offering personalized referrals and follow-up support to the people you serve. As a participating program, you'll receive:

- A small stipend to support the expanded efforts
- A dedicated cell phone to provide follow-up calls and support

FIND OUT MORE

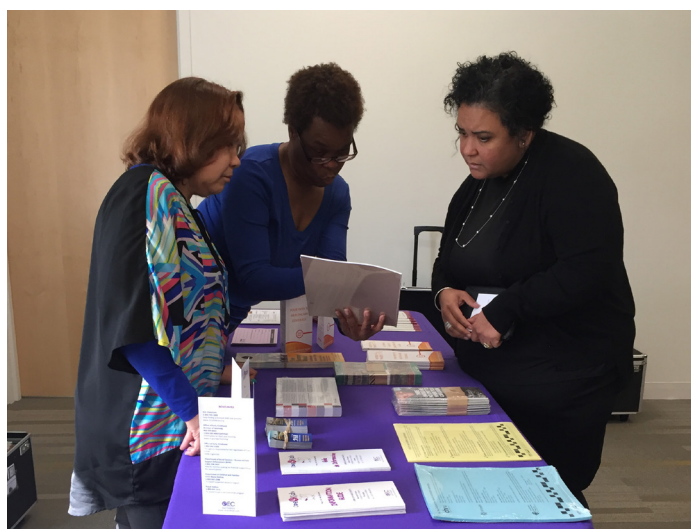
urbanalliance.com/personalized-referrals/

5-C CATEGORY

Connection

FOR MORE INFORMATION CONTACT

initiatives@urbanalliance.com



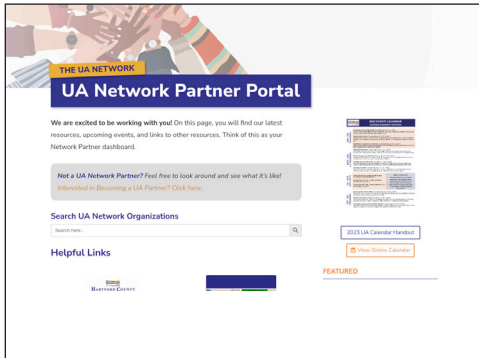
Basic Needs Resource Table



Mental Health Resource Center

NAVIGATING THE UA WEBSITE

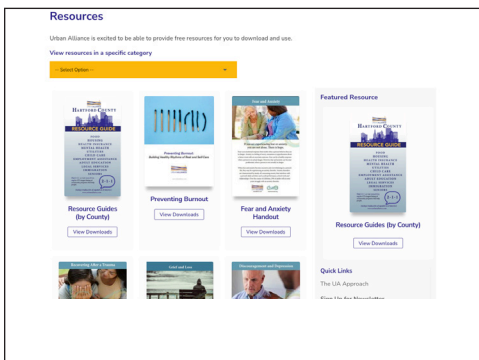
The Urban Alliance Website is the most up-to-date resource for Program Development Opportunities and other resources. Below, we highlight a few of the most frequently requested pages and resources.



UA Network Resource Dashboard

We've collected all of the most relevant links for Urban Alliance Network Partners in one place. This is the page to go to for downloading a copy of this catalog, view the UA Network events calendar, link to grants and grant resources, find out more about available toolkits and more. If you are going to bookmark an Urban Alliance web page, make it this one!

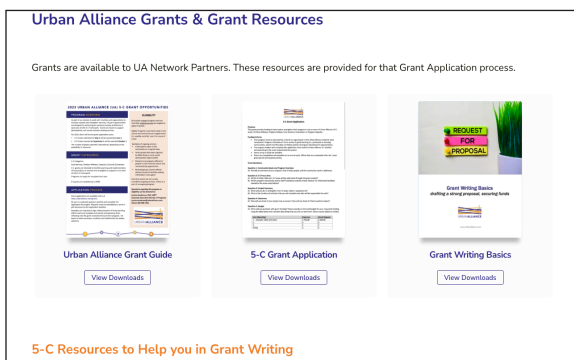
urbanalliance.com/ua-network-resources



Free Resource Library

Whether you are looking for resources to share with individuals you work with, or if your organization is looking for resources to help you serve better, they all can be found here in the online resource library. Updated as we develop new materials, brochures, booklets and handouts on a wide variety of subjects can be downloaded at

urbanalliance.com/resources



Grants:

Find the current UA Grant Guide, a grant writing resource booklet, and other UA grant materials here.

urbanalliance.com/grants



Online Training:

Our online training library is growing with new courses being added regularly. Learn on your own schedule.

urbanalliance.thinkific.com

URBAN ALLIANCE STAFF

CONTACT INFORMATION



Joel Cruz, Jr. MTh

Executive Director

joel.cruz@urbanalliance.com

860.986.7724 x101 | Direct: 860.986.7664



Jessica Sanderson PhD, LMFT

Associate Executive Director of Programs

jessica.sanderson@urbanalliance.com

860.986.7724 x103 | Direct: 860.986.7461



Joanne Perry

Director of Finance and Operations

joanne.perry@urbanalliance.com

860.986.7724 x113 | Direct: 860.709.9809



Rosa Santiago

Director of Community Engagement

rosa.santiago@urbanalliance.com

860.986.7724 x108 | Direct: 860.986.6033



Rosaicela Rodriguez

Director of Initiatives

rosaicela.rodriguez@urbanalliance.com

860.986.7724 x105 | Direct: 860.986.6052



Mario Klusmann

Warehouse Operations Director

mario.klusmann@urbanalliance.com

860.986.7724 x106 | Direct: 860.986.6051



Bill Kracke

Manager of Communications & Technology

bill.kracke@urbanalliance.com

860.986.7724 x110 | Direct: 860.899.1136



Etiel Rojas

Warehouse Specialist

etiel.rojas@urbanalliance.com

860.986.7724 x104 | Direct: 860.986.7328



MAILING ADDRESS

Urban Alliance
62 Village Street
East Hartford, CT 06108

WEBSITES

urbanalliance.com
charisnetworkct.org

GENERAL INFORMATION
info@urbanalliance.com

MEDIA REQUESTS
Joel Cruz
joel.cruz@urbanalliance.com

NETWORK PARTNER QUESTIONS
initiatives@urbanalliance.com

ESP SCHEDULING
esp@urbanalliance.com

TRC SCHEDULING
trc@urbanalliance.com

#bettertogether



62 Village Street • East Hartford, CT 06108
urbanalliance.com • 860.986.7724