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February 2025

Hello Friend!

Throwback to the Good Old Days... and a New Challenge!

Before TikTok and social media, we were busy keeping our Tamagotchis alive, renting movies from Blockbuster, and making mix tapes. Some of us even experienced World Vision's 30 Hour Famine with our youth group—sacrificing for a cause bigger than ourselves.

Now, hunger is a bigger crisis than ever, and today's students are passionate about making a difference. That's why this edition of Engage is all about **reactivating the fight against hunger—together.**

We're launching the '100 Church Challenge' and praying for 100 youth groups across Canada to join us. Will yours be one of them?

IN THIS ISSUE:

- **What draws youth to church?** Discover key insights on what makes a church engaging and relevant for the next generation.
- **Step up to the challenge!** Rally your youth group to join the '100 Church Challenge' and take action to end hunger.
- **Be there on February 22!** Join us at the Today's Teens Conference for inspiration, connection, and the official launch of the 100 Church Challenge!
- **Shape the future of ministry:** Participate in the Resilient Pastor Survey.

*"Let no one despise you for your youth, but set the believers an example in speech, in conduct, in love, in faith, in purity."
1 Timothy 4:12*

What Things Make a Church Appealing to Young People?

"This generation can be selfish, but they can also be more interested in causes than other generations.

Whether the issue is poverty, human trafficking, addiction, or any number of causes, young people want to take on issues bigger than themselves."

Source: Blog - Chuck Lawless, Outreach Magazine



[READ MORE](#)



Join the Challenge!

World Vision Canada, in partnership with the Youth Worker Community, is calling on 100 church youth groups to take part in the '30 Hour Famine' in 2025!

The initiative launches *February 22* at the **Today's Teens Conference** in Brampton, Ontario calling on churches nationwide to participate and reignite the 30 Hour Famine —a powerful experience that deepens faith, builds community, and raises awareness about global hunger.

Make a small sacrifice for a huge impact. Whether it's food, screens, or another daily comfort, your 30-hour commitment

helps children worldwide. Stand with us and say, "Let's END hunger."

JOIN THE CHALLENGE!



Making a Difference: Nutrition intervention for families in Kwale

Kwala, Kenya - Maria and her two children, Hellena and Yudi, were diagnosed with acute malnutrition but thanks to World Vision intervention, they have healed and now doing well. And Maria has become an ambassador of nutrition and introduces other families experiencing malnutrition to the recovery program.



Join World Vision at Today's Teens Conference - Feb. 22, 2025, Brampton, ON

Brampton! Get ready! We're teaming up with the Youth Worker Community for their conference THIS SATURDAY, Feb 22nd at Bramalea Baptist Church!

Take in breakout sessions, hear from dynamic keynote speakers, learn more about the '[100 Churches Challenge](#)' and be reminded that you are part of a greater community.



100 More Needed - Don't Miss Out!

If you are a church leader (employee or volunteer), we are looking for 100 additional church leaders to complete the Resilient Pastor survey so that we can better understand your perspectives, experiences, challenges, and stories.

Have your voice heard during this brief anonymous survey (15 min). This survey will result in a report that will be made available to you in the future to support your leadership in the years to come.

LEARN MORE

RESPOND TODAY!

MARK YOUR CALENDARS!

2025 Events You Won't Want to Miss:

- Feb 22: [Today's Teens Conference](#)
(Brampton, ON)
- Mar 3-6: [The Pastorate 'Lead Pastors Retreat'](#)
(Keats Island, BC)
- Mar 13: [Ambrose Pastor's Conference](#)
(Calgary, AB)
- Jun 3-4: [ARC Conference 2025](#)
(Edmonton, AB)



Save the dates and share with your colleagues!

PRAY WITH US

Let's pray that God would inspire many church youth groups to participate in the 30 Hour Famine and the '100 Church Challenge'. Pray also that Canadian youth would be deeply moved to make a real difference in the world through this experience.

P.S. **May we pray for you?** Please [EMAIL](#) us your personal prayer requests and the Church Team would be blessed to pray specifically for you.



Many blessings, Chris Schroeder
Your World Vision Church Advisor

If you have any questions or would like to connect with me directly, please [email](#) or book a virtual coffee on my [calendar](#).

world's most vulnerable people regardless of religion, race, ethnicity or gender.

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