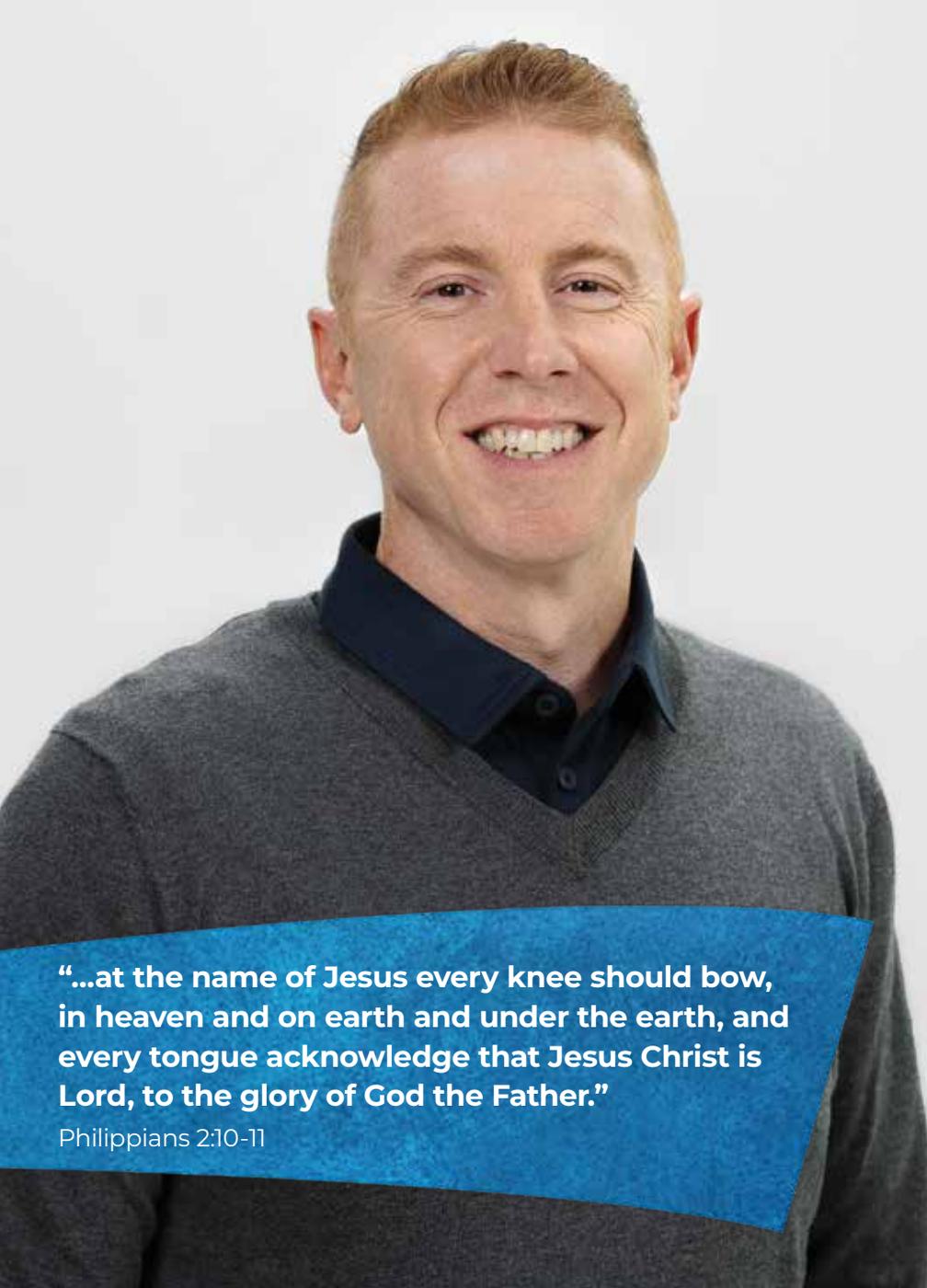




KNOWING
JESUS
CHANGING THE
WORLD



p2c
Power to Change



“...at the name of Jesus every knee should bow, in heaven and on earth and under the earth, and every tongue acknowledge that Jesus Christ is Lord, to the glory of God the Father.”

Philippians 2:10-11

Until All Know Jesus

Welcome to Power to Change. We're a movement of Christ-followers who deeply desire that every person in every sphere of society know Jesus.

We take it seriously when scripture tells us that God “wants all people to be saved and to come to a knowledge of the truth” (1 Timothy 2:4). ***That's why we exist.***

We're also helping a new generation ***live on mission with Jesus.*** In this work, we are becoming ***a Hub of Evangelism***—a place where followers of Jesus come together to learn, collaborate, experiment, and fuel evangelism across Canada and beyond.

We'll remain relentless in this pursuit.

Until all know Jesus,

Darren Young
President, Power to Change Ministries

Changing the World

We've shared the Gospel on university campuses across Canada since 1967. To help reach diverse segments of society, we began to diversify, too. **Today, we're a ministry collective, mobilizing and reaching hundreds of thousands, and dreaming of reaching exponentially more.**

Each of our ministries has the same goal—to help people know Jesus. You'll find us wherever people gather: online, on campus, in homes, or on the sports field, to name a few. **We're dedicated to doing whatever it takes—until all know Jesus.**

We equip believers to live on mission with Jesus so that everyone can know His power to change the world.



HUB OF EVANGELISM

Dreaming Big

As we seek to help more people know Jesus, we identify two significant challenges in our cultural moment:

- Most Christians feel lost and ill-equipped in sharing their faith.
- Many traditional models and ways of thinking about evangelism are no longer effective.

We believe God is calling us to become a Hub of Evangelism—a space both physical and virtual, where a new generation of Christ-followers and churches come together to learn, be resourced, collaborate, and experiment with new strategies for accelerating evangelism across Canada and the world.

Igniting movements of evangelism



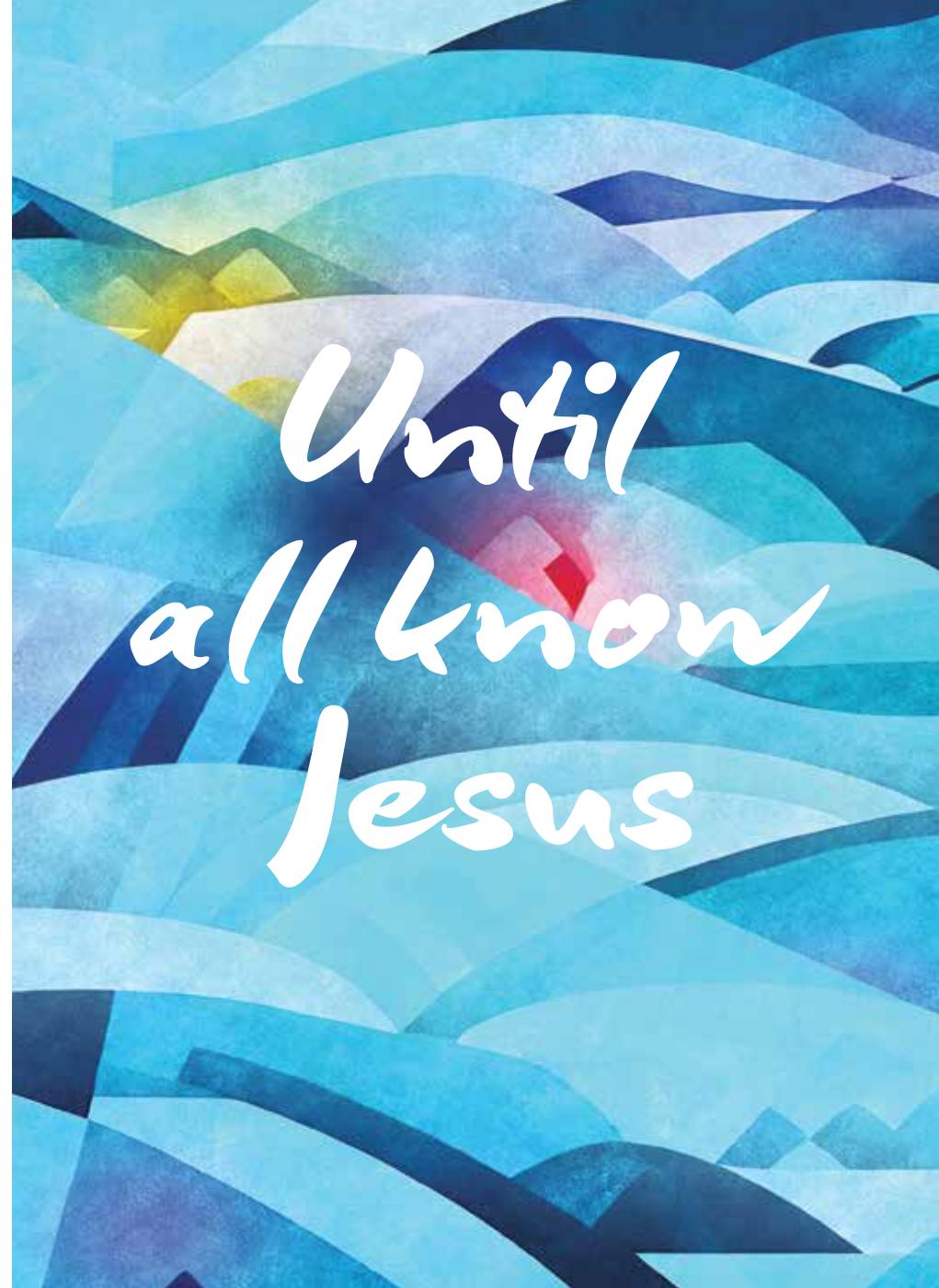
2023 DREAM Symposium,
Andy Smits and Jeff Christopherson

HUB OF EVANGELISM

Here's a snapshot of the Hub's four critical components:

- **Convening** leaders and influencers to collaborate, learn, and ideate:
 - Church and pastor cohorts
 - Next-Gen think tanks
 - Evangelistic prayer communities
- **Catalysing** R&D, experimentation, and new strategies through:
 - Evangelism incubators and innovation labs
 - New venture development
 - Regional, national, and global initiatives
- **Curating** the best resources and strategies, including:
 - An online hub of tools and training
 - Digital sharing of the best tips and stories
 - Coaching from peers and leading practitioners
- **Connecting** followers of Jesus to a lifetime of mission by creating:
 - Platforms for ongoing engagement in missional communities
 - Digital and physical spaces for content, connections, and next steps

Stay tuned for more updates on the Hub!





Our Ministries

- 12** P2C-Students
- 14** Athletes in Action
- 16** GAiN
- 18** FamilyLife
- 20** LeaderImpact
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- 24** Connecting Streams
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P2C-Students

Helping students take their next step towards Jesus

Being a student isn't easy. They face academic pressure, loneliness, and ideologies that challenge their identities and core beliefs.

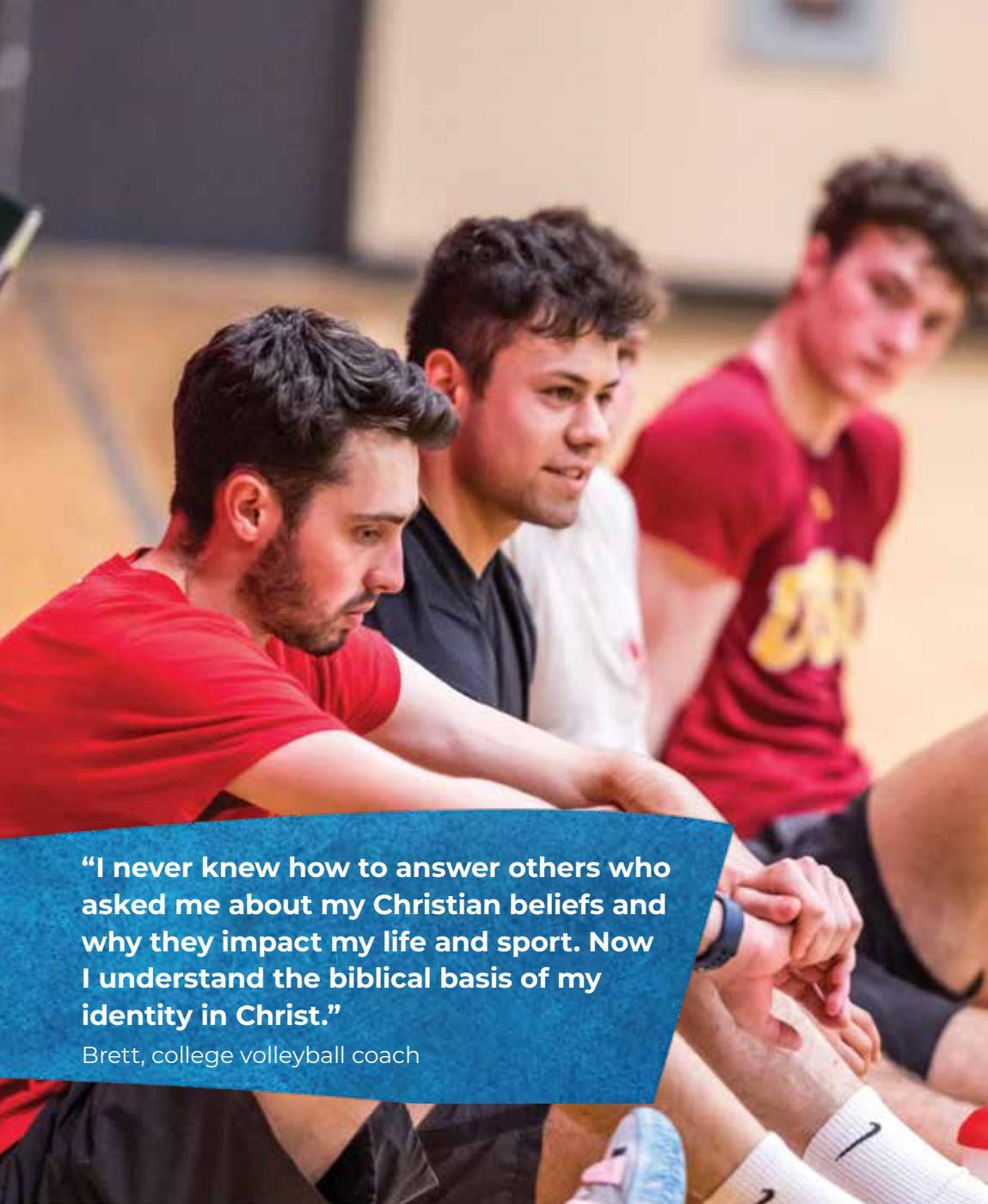
P2C-Students is there at a critical time for post-secondary students. Through Christ-centred community and relevant training, students take steps of faith towards Jesus together and experience life in Him. Imagine the impact around the world as students graduate, equipped to live on mission with Jesus!

p2c.com/students



“It’s been a community that I’ve cherished. Not only did I learn how Jesus is relevant on campus, I learned what evangelism looks like on campus.”

Sheryl, University of Toronto



“I never knew how to answer others who asked me about my Christian beliefs and why they impact my life and sport. Now I understand the biblical basis of my identity in Christ.”

Brett, college volleyball coach

Athletes in Action

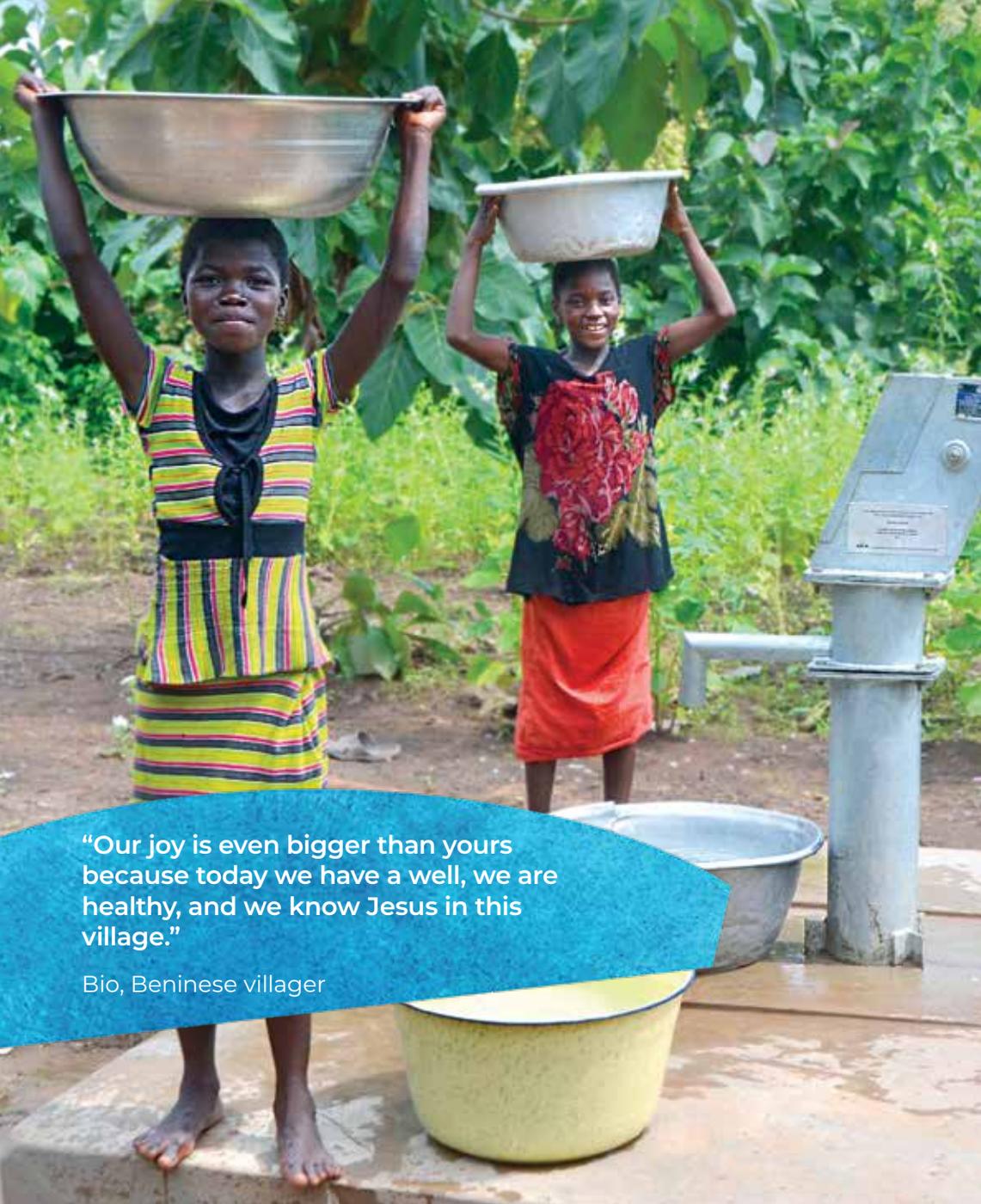
Reaching people with the love of Jesus through sport

Sport is a language spoken everywhere. It breaks down barriers and unites people around the globe.

Athletes in Action (AIA) combines the power of the Gospel with sport to help athletes learn how Jesus changes their whole lives. In training camps, youth clubs, chapels, and more—people learn to think critically about their identity and place in and out of sport. From the playground to the podium, AIA helps athletes experience a victory beyond competition.

atheletesinaction.ca





“Our joy is even bigger than yours because today we have a well, we are healthy, and we know Jesus in this village.”

Bio, Beninese villager

Global Aid Network

Revealing hope. Restoring life.

War, natural disasters, poverty, and injustice are everyday realities for many people. Global Aid Network (GAIN) demonstrates the love of God in these communities, where many of us can't go.

Compelled by love, rooted in faith, and driven by an unshakeable belief in human dignity and worth, GAIN partners with vulnerable communities to bring about lasting whole-person transformation. The result is vibrant, flourishing, and hope-filled communities that last for generations.

globalaid.net



FamilyLife

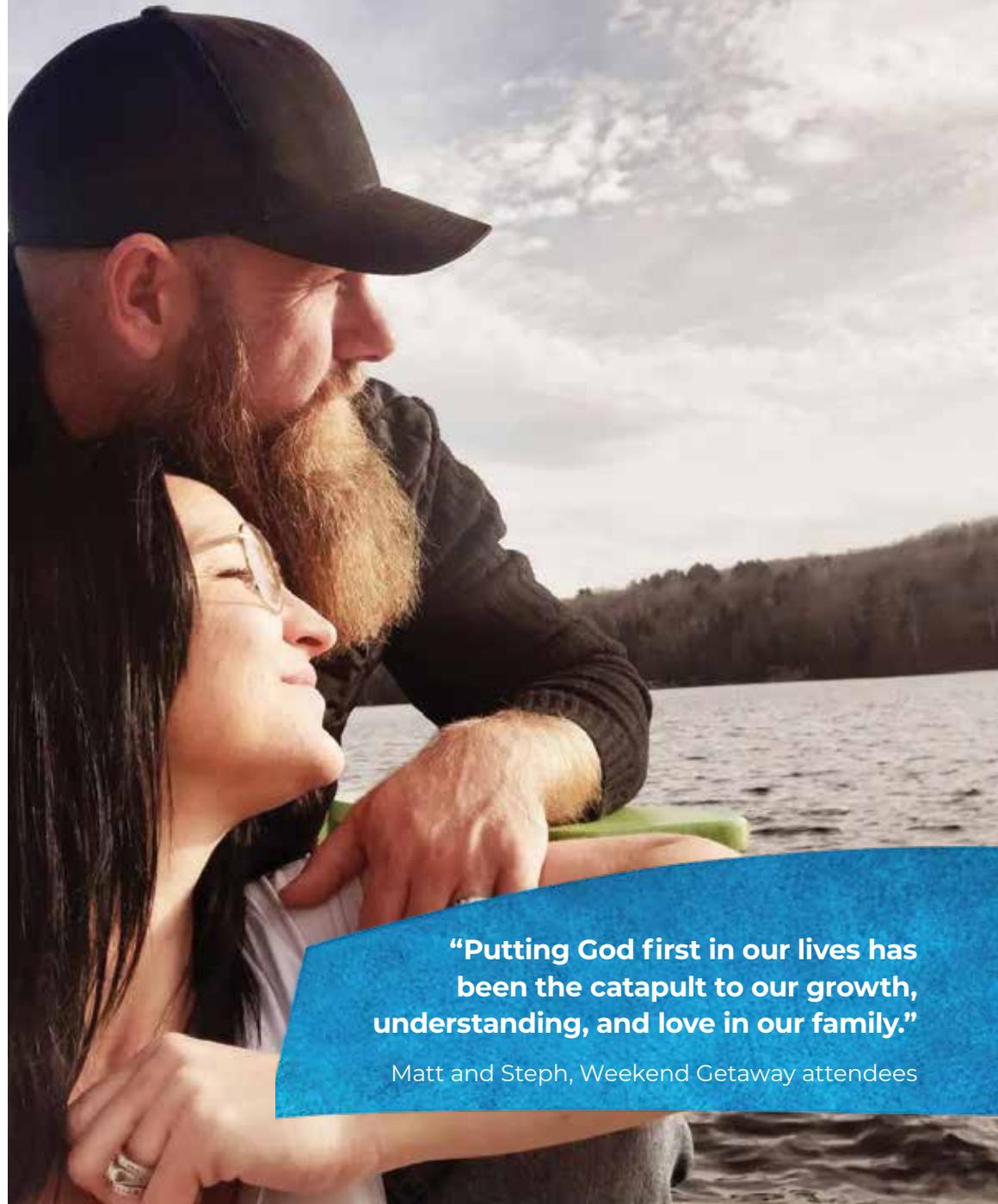
Providing help and hope to build strong marriages and families

Couples and families are struggling to stay together. But there is hope in Jesus when they build their foundation on His truths.

FamilyLife offers practical tools and resources to help families stay together for good. Through Weekend Getaway Marriage Conferences, online resources, and Indigenous marriage retreats and family workshops, the fabric of Canada is being transformed—one family at a time.

familylifecanada.com

FamilyLife
CANADA



“Putting God first in our lives has been the catapult to our growth, understanding, and love in our family.”

Matt and Steph, Weekend Getaway attendees

LeaderImpact

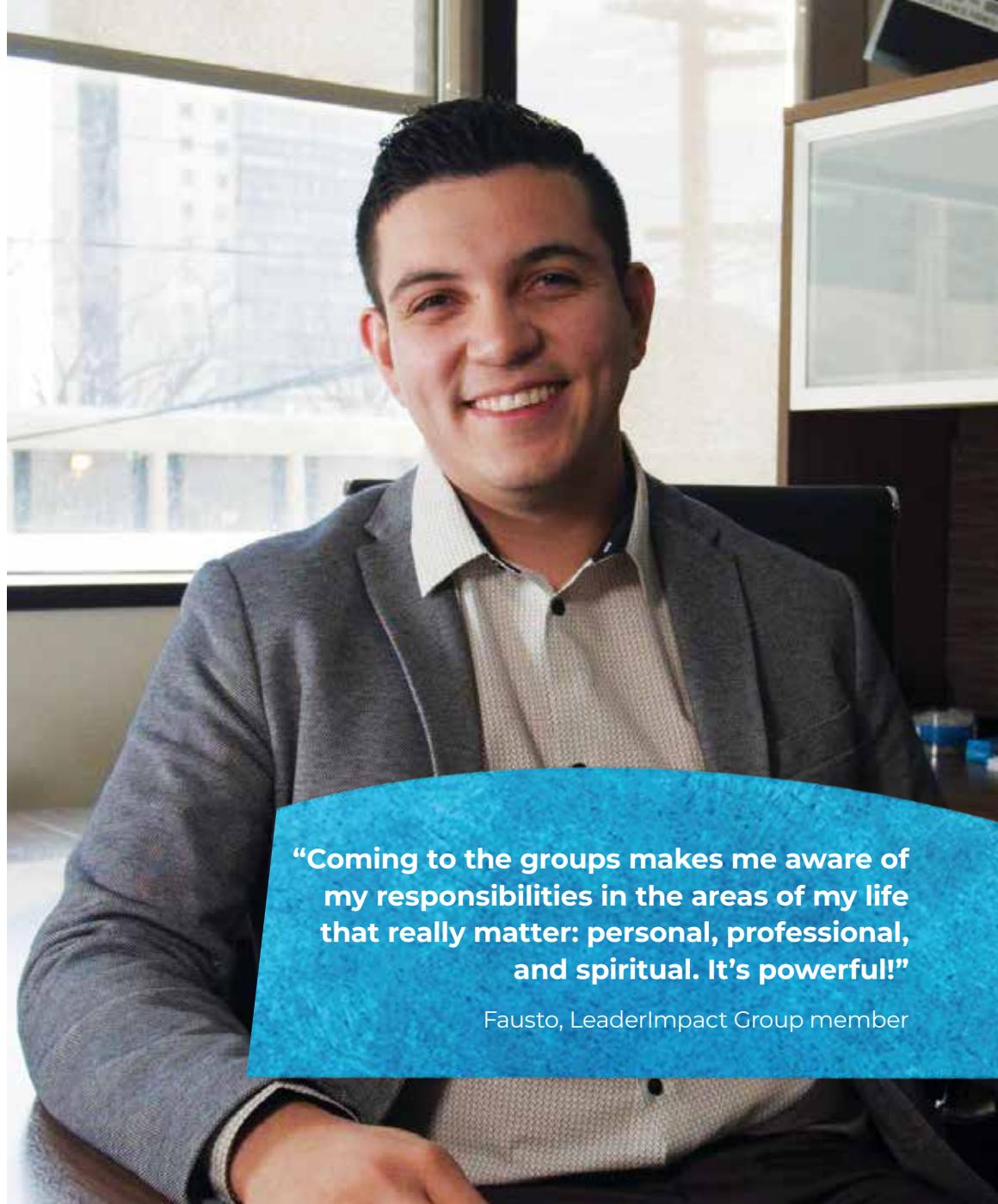
Helping leaders grow professionally, personally, and spiritually for increasing impact

CEOs, business professionals, and influencers know the importance of developing themselves before they can guide others.

LeaderImpact inspires leaders to find their strength in Christ, live up to their fullest potential, and maximize their influence. Through forums, global exchanges, group meetings, and events, leaders everywhere can discover their deeper purpose in life.

leaderimpact.ca

LEADER  **IMPACT**
A P2C MINISTRY



“Coming to the groups makes me aware of my responsibilities in the areas of my life that really matter: personal, professional, and spiritual. It’s powerful!”

Fausto, LeaderImpact Group member

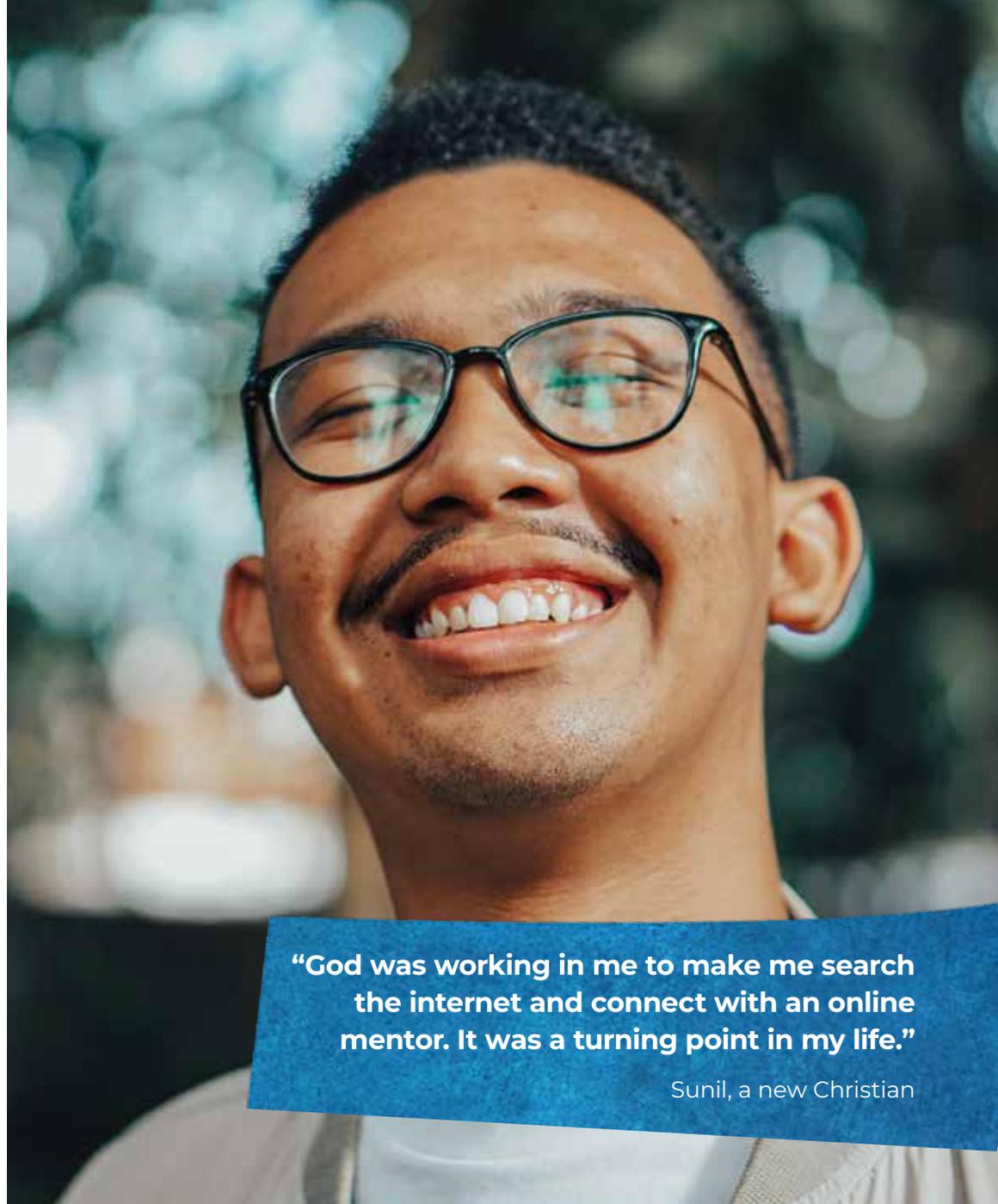
P2C-Digital Strategies

Guiding people online to Jesus, one conversation at a time

Internet users across the world are searching for hope and purpose. Wouldn't it be amazing if every single one knew Jesus?

P2C-Digital Strategies meets people right where they are and shares the hope of Jesus. By collaborating with the Church and equipping believers with digital tools and resources, Digital Strategies has created possibilities everywhere for people online to connect with a Christian and know Jesus.

p2cdigital.com



“God was working in me to make me search the internet and connect with an online mentor. It was a turning point in my life.”

Sunil, a new Christian



“Even in the short time that I’ve been volunteering, there’s already been so many experiences where you see how Christ has deeply changed the inmates that you’re working with.”

Jess, Prison Ministry Volunteer

Connecting Streams

Equipping and mobilizing the Church to help society’s vulnerable know Jesus

Jesus calls us to care for “the least of these” (Matthew 25:40). This invitation is the heartbeat behind Connecting Streams. When we serve society’s vulnerable, we’re mutually transformed.

Volunteer teams are trained, equipped, and sent to where our most vulnerable live—in correctional facilities, rehab centres, palliative care units, inner cities, and more. Each week, volunteers gather in over 60 nationwide meetings to share Christ’s hope, healing, and freedom—each one experiencing His power to change.

connectingstreams.com

Connecting
Streams
A P2C MINISTRY



“I’ve been expecting something from God, asking Him for an answer and for help. You are that answer, and you came at just the right moment.”

Diego, passerby in Paraguay

DRIME

Leveraging the power of story to transform public spaces into faith experiences

52% of the population isn’t interested in an invitation to church*. That’s a lot of people! Creating ways for people to explore faith outside a traditional setting is critical.

DRIME changes public spaces into faith experiences, captivating onlookers with a visual telling of the Gospel. The moving imagery breaks down barriers—conversations spark! Thousands who might never step foot in a church draw closer to the life-changing power of Jesus.

drime.p2c.com



*A Barna Report (2020). Five Changing Contexts of Digital Evangelism. Barna Group. <https://rb.gy/74bzs>. (25)

Christian Embassy

Inspiring leaders to live and lead wholeheartedly for Jesus

It's no small task influencing our world leaders with the person and values of Jesus. The Christian Embassy bridges the gap by offering one-on-one interactions, roundtables, luncheons, and special events.

The presence and input of trusted advisors create safe spaces for leaders to consider biblical perspectives. As a result, parliamentarians, diplomats, and business professionals gain fresh insight and wisdom, igniting the potential for global change.

christianembassy.ca



**“What you are doing is very important!
You are having excellent speakers tackle
current topics that are of interest to us.
Not only do you inspire us, but you help us to
identify which priorities are truly important.”**

Ambassador to Canada

You're Making Jesus Known

455,390
People Engaged with the Gospel

31,043
People Giving Their Lives to Jesus

28,273
Christians Living on Mission



From Campus to Home

Last year at the University of Guelph, AIA Campus Intern **Aidan Atkins** witnessed a quiet God-story unfold. A football player began attending weekly gatherings with the Athletes in Action community. Though already a believer, he grew more intentional about his faith. That summer, the athlete was baptized. When he returned home, his faith followed. He invited his family to church, and through his witness, his father encountered Jesus and was baptized just months later. God is at work—using athletes to draw others near.

Athletes in Action, University of Guelph



Questions Open Doors

Gail first connected with P2C after seeing a Frosh Week poster and attending a back-to-school BBQ. Though she identified as an atheist, her curiosity drew her in, and she began attending Alpha. At her first Weekly Gathering, worship was new—but the lyrics stayed with her long after the night ended. She soon began being discipled by other students and found community and open conversations about faith. Now calling herself a Christian, one simple question still stands out: “What is prayer?” God is gently at work, turning curiosity into conversation.

P2C-Students, University of Toronto, St. George



Someone Like Her

Before a chapel session, **Janet**, an elderly lady in prison, was anxious and overwhelmed as she awaited an upcoming court date. Unsure of where she stood in her faith, she listened as the group discussed the woman at the well, a figure many related to but whose deeper significance they missed—that Jesus first revealed himself as the Messiah to her. When a Connecting Streams volunteer guided them further, Margaret’s eyes filled with tears as she realized Jesus trusted someone like her with this truth. That moment drew her closer to faith, planting a seed of hope in her heart.

Connecting Streams



Your Gift in Action

Behind every story of God changing a life is a donor like you, giving and praying faithfully. You make this ministry possible. We value you and, therefore, feel a strong responsibility to steward your generous gifts well. We earnestly pursue sustainable funding for our staff and programs and want to maximize our effectiveness so that all can know Jesus.



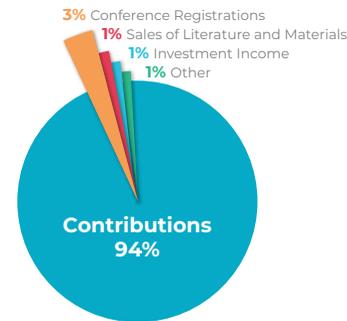
— Heather Campbell
Executive Director of Operations + Analytics

You Can Leave a Legacy

You can make a plan for your estate at any age. We're pleased to partner with Advisors with Purpose to offer you free, confidential, and professional estate planning services.

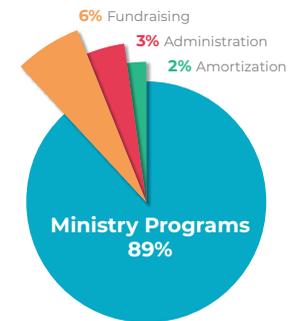
These planned giving specialists will help you create a plan that reflects your life, faith, and values. It's simple and easy! And it's our way of saying thank you! No obligations—we promise.

Connect with an Estate Advisor today.
p2c.com/advisors-with-purpose/



Total Revenue: \$39,243,724

Revenue



Total Expenses: \$38,322,868

Expenses

Power to Change Ministries completes an annual audit and risk assessment through the independent firm, KPMG. Our statements are published on our website at p2c.com/financials. You can access our T3010 report on the CRA's charity search site for more info on our charitable status. We deeply value our accredited membership with the Canadian Centre for Christian Charities as they hold us accountable to essential standards through their external review of our policies, practices, and annual reporting.

Your Gift is Driving a Gospel Movement

God is changing lives because of you. Thank you for contributing your prayers, financial gifts, expertise, resources, and passion to helping people know Jesus. We pray that God will continue to encourage you with His story and mission.

From the bottom of our hearts—thank you. We couldn't do this without you.

p2c.com





KNOWING
JESUS

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WORLD

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(1.855.722.4483)



give@p2c.com

Athletes in Action | Christian Embassy | Connecting Streams | DRIME

FamilyLife | LeaderImpact | P2C-Digital Strategies | P2C-Students

Global Aid Network

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