

TBN Canada

FORGING A NEW PATH

Over the past 4 years, our team has worked on **a strategic plan to build the vision of TBN Canada**. With the rise of online streaming platforms, such as Netflix and YouTube, offering a focus on relatable stories, **the way we view entertainment has changed**. Could we enhance that type of content with Canadian viewers in mind?

With **over two-thirds of Canadians being Christian**, we were able to hold focus groups across varying ages, cultures and other socio-economic demographics, to discuss what is missing in Canadian Christian content. Our team has been able to **identify the best mediums to create and present content that resonates with Canadian audiences**.

Get Involved

HOW CAN YOU HELP?

Prayers: Ask God to cover this ministry and this partnership as we refine this holistic approach to **sharing the love of Christ across our nation**.

Make a donation: We welcome donations that suit any budget on both a one-time and reoccurring basis. Your tax-deductible **donations will be used to further our vision of delivering the Gospel of Jesus Christ into homes across the nation**.

Get involved: From prayer to strategic planning, **we are looking for several team members** to expedite the launch of this program.

For more information on Dynamo Industries, please visit their website at **www.dynamoplaygrounds.com**.



FORGING A NEW PATH

For over 30 years, TBN Canada has shared the TBN International vision of bringing the good news of Christ to homes across the world. After much research and planning, we believe now is the time to **bring Canadian-specific Christian content to our nation**.

Email: info@tbncanada.org
Website: www.tbncanada.org
Phone: 1-844-701-0741

While we were in the process of developing this content, our world was hit with the **COVID-19 pandemic**. Many lost family members, friends, jobs, and hope. We saw a rise in depression, anxiety and PTSD across the nation. With **1 in 4 Canadians struggling with their mental health**, we realized that our approach needed a more personal touch. **We need to provide practical solutions for our communities.**

Our goal at **TBN Canada** has always been **to help better the lives of our viewers**. In light of the pandemic, we went back to the drawing board. With increased prayers for direction and connection, **we asked God to provide us with the right tools, resources and partnerships** to take our vision higher. Our prayers were answered through **a strategic partnership with for-profit company Dynamo Industries.**

PARTNERSHIP ALLIANCE

For over 30 years, **Dynamo Industries** has worked under a similar mandate as TBN Canada; to **bring communities together through the building of playgrounds internationally**. As a **Christian company**, **Dynamo** was also looking for ways to increase their social impact within urban and rural communities who have been struck the hardest by the pandemic.

After much prayer, and years of planning and discussion, we are pleased that **Dynamo Industries** has decided to partner with **TBN Canada** to create **C.O.D.E**, our Community, Outreach, Diversity and Engagement division. This partnership will allow TBN Canada to:

- Access additional administration staff
- Share office space (TBNC headquarters)
- Develop ideas and strategies benefitting both organizations

CODE & ITS THREE PROGRAMS

1 Second Chance

An apprenticeship program with **Dynamo Industries** focused on reintegrating formerly incarcerated individuals into the workforce.

2 CCM Academy

The Creative Community Music Academy is a creative arts program focused on enhancing individuals' artistic gifts and teaching them how to apply their natural talents.

3 Media & Content

We will develop encouraging and motivating streaming content, using real-life stories taken from the **Second Chance** and **CCM Academy** programs to share with our Canadian communities, using the **TBN Canada** streaming service.