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Integrated Management Experience cohort invites community support for Streets Alive Mosaic project

A new fundraising event initiated by students from the Dhillon School of Business' Integrated Management Experience (IME) program is boosting hope in Lethbridge's downtown core.

Streets Alive Mosaic is a mural mosaic fundraising initiative designed to benefit Streets Alive Mission. The program focuses on building a bridge between human connection, timeless support, and inner beauty within the Lethbridge community.

A group of 15 management students are the masterminds behind the fundraising project which is part of the IME experiential learning program.



“This fundraiser involves creating a mosaic mural of ceramic tiles purchased by community members, local businesses and individuals, which will be displayed at Streets Alive Mission's building,” says Cassidy Read, a third-year student in the Dhillon School of Business Agricultural Enterprise Management program. “Our IME cohort is inviting individuals to buy a tile and submit an image to appear on that tile. They are then part of this professionally designed mural art piece and are contributing to a larger community effort.”

All funds raised through the purchase of tiles goes to support Streets Alive Mission, a non-profit charity in Lethbridge that exists to provide for the physical, spiritual and emotional needs of those affected by poverty. Tiles will be on sale through the end of March, after which the mosaic will be constructed.

Since 2000, IME students have raised over \$200,000 towards community development. Each year, the IME class teams up with a different not-for-profit community program, allowing each cohort to gain well-rounded experiences while contributing to their community. The program allows students the opportunity to practice their business knowledge in a real-world environment.

To buy a tile, or for more information on this impactful community project, visit streetsalivemosaic.ca.

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