



SAVE our CITIES CAMPAIGN

Offering Answers *and* Hope to a Troubled Nation

**We are dedicated to empowering people of color
to enter the economic and social mainstream.**

Please stand with us today by joining our Save Our Cities Campaign.



National
Urban League



Launching our Save Our Cities Campaign

The succession of one racially-driven violent event after the next — *Maryland, Missouri, New York, Ohio, and South Carolina* — is sending shockwaves across our country and causing widespread civil unrest.

Today, these tragedies continue to pose a very difficult question for all Americans: ***How do we prevent the next eruption?***

The National Urban League's **Save Our Cities Campaign** illuminates the answer in no uncertain terms. **We must close the disparity gap by fighting for justice ... equity ... opportunity ... and employment for all people of color.**

A more comprehensive, inclusive and on-the-ground recovery is necessary to ensure a healthy future for our nation. And today the **Save Our Cities Campaign** — **which I urge you to join** — is raising funds to tailor every one of our pioneering interventions.



Nearly **28%**
of Black Americans lag
behind in economic
opportunity, education,
health, and social justice —
each a central promise of
the American dream.

The Save Our Cities Campaign focuses on Education, Empowerment and Jobs to achieve success.

Project Ready gives low-and middle-income minority girls and boys new found learning opportunities in Science, Technology, Engineering, and Mathematics. These skills give those at risk the confidence they need to realize bigger dreams. Over the last 9 years Project Ready operated 39 programs in 27 cities serving nearly 10,000 students.

Urban Youth Empowerment guides disenfranchised young people toward jobs and careers. UYEP's three year program currently operates in 5 cities with 418 participants and 267 Job placements.

Our Entrepreneurship Center Program imparts business savvy and know-how to those with dreams and the desire to work hard. Guidance from business mentors helps to get small businesses up and running. Our 10 Entrepreneur Centers in 2014 alone trained 7,288 clients, that created 1,171 jobs; and saved and produced \$60,981,851 in contracts to entrepreneurs.

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Programs in Action



For Dominic, *Urban Youth Empowerment* means a second chance — Like so many young men of color, he couldn't find a job after high school. Soon Dominic was in trouble with the law for a minor offence. Fortunately, he wanted a change and enrolled in our *Urban Youth Empowerment* program.

He completed a two-week workforce fundamentals course and a manufacturing industry-training program. Today, at 22, Dominic has full-time employment in a job with growth potential.

But this 22 year old has his heart set on owning his own business. *"The National Urban League guided me to the right path,"* Dominic said. *"One day I hope to be able to give back to the community in gratitude for what was given to me."*

For Rhabiya, *Project Ready* means an open door — She didn't have a focus in school. She felt lost. Thanks to the National Urban League's *Project Ready*, this 16-year-old girl is doing something she never imagined: Getting ready for college.

"My Project Ready mentor pushed me to take study time seriously. And now I'll be spending a week at Xavier University this summer to see what college life is all about," Rhabiya said with outright enthusiasm. *"The National Urban League has opened my eyes to what my future can be."*



For Sylvester, our *Entrepreneurship Center Program* means independence — He had a rough start in life and battled addiction. But Sylvester proved that he wanted to change his life. He enrolled in our two-year Entrepreneurship Center Program and learned what it takes to run his own business — which he plans to open soon.

"The National Urban League helped me believe I can own a business. Someday, I'd like to help others in the community," Sylvester said with heartfelt gratitude.

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“ Despite the strong economic recovery, America remains in a recession. For the National Urban League this ‘recovery’ glaringly illuminates a tale of two nations — one of these nations includes Black Americans who are being left behind.

You can make a difference by joining the Save Our Cities Campaign.”

– Marc H. Morial, *President and Chief Executive Officer*

Leveling the playing field for people of color takes expertise, skill — and your generous support. Please join the National Urban League’s **Save Our Cities Campaign.**

Our goal is to get this program up and running so that many more people — like Rhabiya, Dominic, and Sylvester — can benefit from our programs.

Please be as generous as you can.

Together we can close the equity gap ...
for good.



National
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To learn more or to make a contribution, please go to: www.nul.org/donate