



National  
Urban League

# GETTING TO EQUAL: *United Not Divided*

## A Note from Marc H. Morial

During these challenging times, with increases in hate crimes, racial disparities, and voter intimidation, the National Urban League is a beacon of hope. We are fighting for **Dignity, Democracy, and Diversity**—to ensure that unity and equality will ultimately triumph.



Thanks to our supporters, we are doing more than any other organization to enable African Americans and other underserved urban residents to secure economic self-reliance, and the power to exercise their civil rights.

As you will read in this donor newsletter, we are helping people to climb the educational ladder, obtain meaningful, family-

sustaining jobs, and become stable homeowners.

But we must do more to embrace and defend our shared American values of **Democracy, Diversity, and Dignity**. Only with a vibrant, inclusive democracy, a healthy diversity of cultures and ideas, and a commitment to the dignity of all our neighbors can we live the American dream.

Your ongoing support enables us to fight for equality and heal the gaps that divide us as a nation.

Sincerely,

**Marc H. Morial**

*President and Chief Executive Officer*



## SOLVING THE HOUSING CRISIS ...

### *One Home at a Time*

**T**here is a housing crisis in this country that threatens nearly every facet of the American life.

*How did it happen?* For decades misguided policies have resulted in rising rents, falling subsidies, and a systematic shift in homeownership that favors wealthier Americans.

Purchasing a home is a huge undertaking—but many Americans who can own a home simply do not know how to go about it. They need guidance about fair pricing, the mortgage process, down payments, credit ratings, budgeting, upkeep—the list goes on.

That is where the National Urban League comes in.

We help Americans become proud homeowners. We guide, counsel, and help people—like Robin and Simone—to explore all resources available in their communities.

PLEASE SEE NEXT PAGE ...

#### SOLVING THE HOUSING CRISIS ...

##### *One Home at a Time*

Learn how Robin and Simone beat the odds. They became homeowners for the first time and are proud to be able to raise their three children there.

#### PROJECT READY ...

##### *Closing the Achievement Gap*

Read how Lauryn landed her first job thanks to the skills she acquired through our Project Ready initiative. Her new found abilities helped Lauryn stand out in the crowd.

#### GETTING A GOOD JOB ...

##### *By Creating It*

Amanda had a great concept for a new business but lacked the skills to get it up and running. Learn how our Entrepreneurship Center gave her indispensable tools and how Amanda's business soared.

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This married couple longed to raise their children in a home of their own, but problems like low credit and a lack of savings seemed insurmountable. Fortunately, they learned about the National Urban League.

By attending homebuyer education and other financial workshops at the Urban League of Palm Beach County, they took control of their future. Our counselors showed them how to build up their savings, which helped raise their credit scores. We also enabled them to become eligible for other community programs serving first-time homebuyers.

In 2018, Robin and Simone achieved their dream by purchasing a brand new single-family home—with a price and monthly payments they could afford!

### A Glance at the Numbers:

## Homeownership Transforms Lives

Since 2008, the National Urban League has served 179,000 individuals and families through this signature program, in which;

- **68,411** Received Rental Counseling and Assistance
- **72,909** Received Pre-Purchase Homeownership Education & Counseling
- **22,184** Received Financial Management Education
- **3,606** Received Assistance for Shelter and Homelessness
- **4,332** Bought a New Home.

### PROJECT READY ...

## Closing the Achievement Gap



### A Glance at the Numbers:

## Empowering Young People

During the past 10 years, the National Urban League has served more than 11,000 students through Project Ready. Of the 1,145 students who participated in 2017;

- **94%** feel they are better informed on career preparedness
- **91%** believe they can make a better world
- **89%** feel they have brighter plans for their futures and are better informed on college options & readiness.

**A**cademic success and preparation go hand in hand—but the way children and young adults learn is largely determined by the community where they grow up.

This is why the National Urban League has developed *Project Ready*, a signature programming initiative that prepares students for college, work ... and life.

The program provides low and middle-income minority youth—like Lauryn—with learning opportunities in Science, Technology, Engineering, and Mathematics. Bolstering self-esteem, while shattering stereotypes, *Project Ready* gives those at risk something priceless: the confidence to achieve what they once considered impossible.

Thanks to Lauryn's new sense of confidence and excellent communication skills achieved through Project Ready, she was offered a summer job after attending a hiring event at her high school.

Even though her competition was tough (200 young people attended the event), the interviewing techniques and resumé writing skills she learned through *Project Ready* helped Lauryn stand out in the crowd.

Beyond increasing college enrollment for minorities, the National Urban League is working to help those students thrive and succeed in college—which only happens with preparation.





***“I’ll start my own business.”***



## GETTING A GOOD JOB ...

# ***By Creating It***

**A**manda’s elderly aunt was the inspiration behind a great idea for a business.

Her aunt lived in a home for seniors and was constantly calling family members to pick up things she needed from various stores. Amanda wondered if there was a service to help with that chore. She looked and found none. That is when the idea hit her.

“I’ll start my own business,” Amanda said to herself. But she was unsure how to go about bringing her idea to fruition. Intuitively savvy, Amanda knew she needed expert guidance from experienced people she could trust.

Discovering our Entrepreneurship Center provided the answers she needed. Through our training and mentorship, she soon became proficient in writing business plans, keeping her books, management practices, and marketing strategies.

Amanda also learned a truly invaluable skill—how to obtain bank credit. Soon, Amanda was able to successfully launch her business, Caring Hands Delivery Service.

Not long after Caring Hands was up and running, it was featured by a TV program in Cincinnati that was rating grocery

delivery services. Amanda’s brainchild won first place in two categories: Fast Service and Product Selection!

Amanda is proud of her company—a winner right out of the gate! A talented entrepreneur, Amanda is already planning to hire employees. And she is grateful to the National Urban League for showing her how to get this great idea off the ground.

## **A Glance at the Numbers: Fostering Entrepreneurship**

We remain committed to helping minority entrepreneurs start and grow their own businesses, so they can become a vibrant part of their local economies.

In 2017, our Entrepreneurship Centers served 17,752 young businesses, helping them to;

- Create **7,444** full-time and **310** part-time jobs
- Launch **178** new businesses
- Raise **\$34.6** million in financing
- Secure **\$188** million in contracts & bonding

# *How Do You Want To Be Remembered?*

**E**veryone wants to live a life with meaning. And in quiet hours we often wonder how we will be remembered. You can affect how you are remembered through the simple act of making a planned gift to National Urban League.

A legacy gift to the National Urban League will ensure that minorities have the tools to realize their dreams for equal housing, job opportunities, educational opportunities and affordable healthcare. You will continue our fight for equity and justice into the future.

We have made it easy for you to learn more about creating a legacy gift via bequest giving, life insurance and several other methods. For further information, please contact Leslyn Williams-Mitchell via phone at (212) 558-5394 or email: [lwilliams-mitchell@nul.org](mailto:lwilliams-mitchell@nul.org).



## **How to leave a bequest**

If you are considering making a bequest to National Urban League, please use the following language:

***I hereby give, devise and bequeath (\$DOLLARS, a percentage of residuary estate, etc.) to National Urban League, a nonprofit organization located at 80 Pine Street, 9th floor, New York, NY, 10005, Federal Tax ID #13-1840489 for National Urban League's general use and purpose.***



**National  
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