



A message from the office of Dennis Serrette...

Dear Leadership,

I hope you are remaining healthy in your respective homes and enjoying the summertime. In response to the tragic and senseless loss of Black lives to police violence coupled with our mission to enact real change through legislative action, I'm excited to share that we are in the strategic planning phase of building the **Equitable Justice & Democracy Initiative**. This important program will be a catalyst for us in addressing the systemic barriers that continue to limit Black Americans and other minorities. This program is founded upon five core objectives that will be essential for our work to combatting racial and social injustices within our society – Police Reimagination and Reform, Criminal Justice System Reform, 2020 Census, Civic Engagement/Voting, and Expansion of Workforce Development Opportunities for the formerly incarcerated. I will continue to provide updates about this initiative as we solidify the details for its implementation within our organization.



I also wanted to share the launch of our [digital career series](#), a professional development series that helps the members of our Urban League Young Professional chapters, and other job seekers, to develop new skillsets that will enhance their careers. We had two successful sessions in June, and look forward to holding one more in August and another in September. Another exciting update is that we will be hosting our first State of Black America virtual event on August 13th, which will be a great opportunity to participate in important discussion around racial equity in America. Please visit [State of Black America website](#) to learn more.

We continue to receive funds from several companies to help us in our fight for social and racial justice for all Americans. We have highlighted five more companies who are supporting our efforts, and we have also shared how they are helping combat the virus in many communities. We are showcasing the [Urban League of Greater Hartford](#) and offer more resource and fundraising tips for your consideration.

Regards,
Dennis Serrette

Partners in Action



Google

Since the COVID-19 pandemic hit in mid-March, Google.org has committed [\\$100 million in grants focused on health and science, economic relief and recovery, and distance learning](#). Additionally, Google.org Fellows will give a total of 50,000 hours of COVID-19 specific projects. In an effort to support Black communities in the fight for racial justice, Google is [committing \\$175 million](#) to be allocated to several organizations whose mission is to support racial equality. CEO Sundar Pichai shared more details about this initiative in his [letter to the company](#). NUL was among the organizations to receive funding.

Morgan Stanley

Morgan Stanley

In early March, Morgan Stanley was quick in response to [supporting Coronavirus relief efforts by committing \\$10 million](#) to assist frontline medical responders globally and community providers serving individuals economically impacted by the crisis. In the response to the Black Lives Matter events, Morgan Stanley also announced grants totaling [\\$10 million to the National Urban League](#) and their work in supporting minority communities in achieving financial literacy, having opportunities in workforce development, and providing access to capital for these populations.

TRAVELERS

Travelers Insurance

In response to the pandemic, Travelers [pledged \\$5 million to COVID-19 relief efforts](#) to assist families and communities across the U.S., the U.K, and Ireland. Click [here](#) for more information about how they're supporting their communities and customers. Travelers Insurance committed [\\$1 million to assist nonprofit organizations](#) dedicated to advancing racial equity nationwide and combatting the racial and social injustices present in our society. They allocated a portion of the funds to the National Urban League in support of our mission to advocate for the African American and minorities communities.

Lbrands

L'Brands

During the COVID-19 crisis, L'Brands immediately laid out a plan to help communities combat the virus. To date, they have contributed more than \$7 million in product to help first responders and community partners. Click [here](#) to learn more. L'Brands pledged [\\$1 million to the National Urban League](#) and Columbus-based affiliates in the support of achieving social and racial equity.

Beam SUNTORY

Beam Suntory

To support the many restaurants and bars who have been significantly affected by COVID-19 during the months of lockdown, [Beam Suntory and Southern Glazer's Wine & Spirits donated \\$1 million](#) at the end of March. Regarding Black Lives Matter, they have made [publicly announcements on being more committed](#) to developing and expanding their engagement with their Global Diversity & Inclusion Teams. Additionally, they are financially [supporting the important work of the National Urban League](#) to help create positive change.

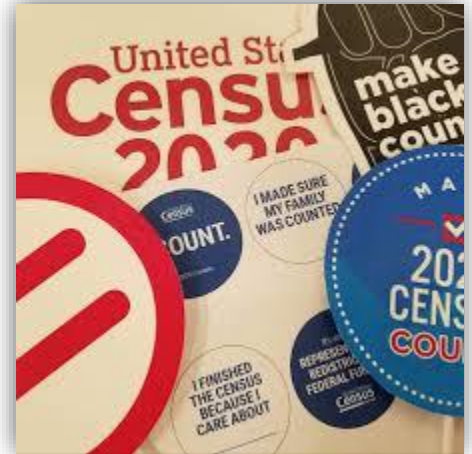


Affiliates on the Ground

Urban League of Greater Hartford, CT

At the end of March, the Urban League of Greater Hartford quickly transitioned their programs to virtual platforms, including for their Youth Development, Workforce Development, and Housing and Financial Literacy Programs. They have also launched the [Urban League of Greater Hartford 20th Annual Employment Empowerment Virtual Expo](#), which is an opportunity for job seekers to participate in various career fairs and networking opportunities. They have also been actively promoting the significance of the 2020 Census, which is more important than ever right now with the current state of the world.

In regard to the social and civil justice movement, community members from the Greater Hartford area participated in a peaceful demonstrate at the Capitol City to discuss the next steps after a month of protesting for justice and equity. The rally was hosted by 'My People Clinical Services,' the Urban League of Greater Hartford, and the Beta Sigma Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. Activate Connecticut's purpose is to call to action to activate the social, mental, and political power of the Black community. The organizers hosted three separate rallies: one for men, women, and teenagers. A host of speakers went before the crowd to empower Black families and looked to provide them with the knowledge needed to combat systemic racism and other forms of oppression.



Revisiting the Fundamentals of Fundraising

The coronavirus has changed the world as we know it. As we navigate our new norm and adjust to the impacts that the virus has caused, it's important to remain resilient. Fundraising during these unprecedented times is certainly a first for most of us. Recalibrating and reassessing your development team's structure will be useful in making strides during the pandemic. Consider revisiting the foundation of fundraising, which includes four main building block – Care, Leadership, Prospects, and Plan. Any fundraising plan encapsulates these core principles and once understanding and utilizing them, you will be better prepared to address any fundraising initiative, including an annual appeal, digital fundraising strategy, or capital campaign.

Case

Leadership

Prospects

Plan

1. **Case:** Your Affiliate's story → What details would be beneficial for sharing about your Affiliate's narrative. How long has your Affiliate been established? What is your mission and why?
2. **Leadership:** The people who tell your story (Board of Trustee members) → Are all your Board members engaged and involved within your Affiliate? Who would be key people to communicate your message?
3. **Prospects:** The people who you will tell your story to → Who are the individuals or corporations that will be easy conversations? Have you done thorough research on them?
4. **Plan:** How you will tell your story → What might be the best approach for one prospect but not another? When is the best timing? Have you cultivated your prospects beforehand?



Philanthropic Report

Giving USA 2020 demonstrated substantial growth in charitable giving, increasing to \$449.64 billion in 2019. For a more thorough description of these trends, [visit Giving USA](#), where you can view topline information and order the report, too.



Resources & Articles

- ✓ ["Let's Get to the Root of Racial Injustice"](#) TED Talk
- ✓ [The 1619 Project](#) from the New York Times
- ✓ ["Tips for Creating Effective White Caucus Groups"](#) developed by Craig Elliott
- ✓ [Social Impact Architects' Nonprofit Resource Center](#) shares COVID-19 strategies, including fundraising, risk management, & strategy and more
- ✓ [Distance Socializing- How to Communicate with All Your Stakeholders](#), 1832 Communications
- ✓ [10 Ways Inclusive Leaders Can Mitigate Bias When Communicating About Coronavirus](#), Medium.com

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