



# 2019 ANNUAL REPORT

*Getting 2 Equal : United Not Divided*



National  
Urban League

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“In the Urban League Movement, we are 21st Century Patriots. Democracy is not the empty gesture of waving the flag or shouting meaningless slogans. It is an embrace of the shared values of the right to vote, the right to assemble and the economic rights that are vital to promoting the general Welfare and securing the Blessings of Liberty. Whether you were born an American or chose to become American, we still have faith in the American Dream.” – Marc H. Morial

# A MESSAGE FROM THE PRESIDENT



**MARC H. MORIAL**  
President & CEO

A stylized handwritten signature in black ink.

*The year 2019 opened with the National Urban League in staunch opposition to yet another Trump Administration appointee who would roll back civil rights, exacerbate racial tensions and contribute to the widening racial social and economic gaps. In testimony before the Senate Judiciary Committee in January, I warned that William Barr would continue on the course set by his predecessor, Jeff Sessions, who was intent on restricting civil and human rights at every turn. Our dire predictions proved true, and Barr went on to turn the Justice Department into a political tool intent on protecting President Trump from accountability.*

In February, an old photograph of Virginia Governor Ralph Northam ignited a firestorm of controversy over the racist legacy of blackface. It fell to the National Urban League and other civil rights organizations to point out that the status and privilege of whiteness are at the heart of blackface. An act that is almost always performed for laughs, its cruel humor depends upon the chasm between privilege and disadvantage.

Partnering with Dove, Color of Change and Western Center on Law and Poverty, the National Urban League founded the CROWN Coalition - "Create a Respectful and Open World for Natural Hair" - with the goal of expanding legal protections for people of color who choose to wear their natural hair without fear of discrimination. Later in the year, California became the first state to outlaw natural hair discrimination, with New York, New Jersey, Virginia, Colorado, Washington and Maryland following suit.

Continuing our work to restore the Voting Rights Act, the National Urban League took part in a series of hearings, convened by U.S. House Administration Committee's Subcommittee on Elections, to draw attention to the erosion of equal access to voting after the U.S. Supreme Court's 2013 decision in *Shelby County v. Holder*.

Our focus on voting rights reached new heights with a bombshell edition of *The State of Black America* that exposed the extent of Russia's insidious social media efforts to suppress the Black vote, and how those efforts aligned with the post-Shelby onslaught of racially-motivated voting restrictions passed by legislatures across the nation. We found that state efforts to suppress the Black vote coincided with a surge in the diversification of the electorate – and the anxiety resulting from the rising power of the Black vote was not lost on foreign saboteurs.

Brett Shafer, Social Media Analyst and Communications Officer for our research partner, German Marshall Fund's Alliance for Securing Democracy, wrote, "The anonymity and audience segmentation baked into online social networks has allowed Russia's online provocateurs to nimbly insinuate themselves into Black activist communities, where they can, in their own words, 'effectively aggravate the conflict between minorities and the rest of the population.'"

The report helped to publicize the treachery behind social media accounts like that of "Luisa Haynes." A prolific force in the #BlackLivesMatter community on Twitter, "Luisa" amassed more than 50,000 followers. She was retweeted and garnered media coverage in more than two dozen prominent news outlets. She was fake – created by Russian trolls as part of a far-reaching Russian strategy to manipulate and hijack the legitimate social and political grievances of African Americans.

The National Urban League Conference returned to Indianapolis for the first time in 25 years, drawing major contenders for the Democratic presidential nomination, including former Vice President Joe Biden, U.S. Senators Kamala Harris, Cory Booker, Kirsten Gillibrand and Amy Klobuchar, South Bend, Indiana, Mayor Pete Buttigieg, former U.S. Rep. John Delaney, Rep. Tim Ryan and activist Ami Horowitz.

In October, we announced a groundbreaking agreement with T-Mobile US to expand on its existing nationally-recognized diversity initiatives in a wide range of areas following the closing of its planned acquisition of Sprint to become the New T-Mobile. The Memorandum of Understanding outlines the company's plans to create initiatives to improve diversity in the areas of Corporate Governance; Workforce Recruitment and Retention; Procurement and Entrepreneurship; Wireless Services (including 5G Wireless Services) for Low Income Consumers; and Philanthropy and Community Investment.

In November, Mastercard General Counsel Tim Murphy was formally installed as the 22nd chairman of the National Urban League Board of Trustees, succeeding Michael Neidorff, Chairman, President and CEO of Centene Corp.

# Workforce Development

In 2019, the Workforce Development Division continued to implement a suite of workforce development programs targeted to adults, the long-term unemployed, seniors, youth and returning citizens. These important workforce development programs are supported through affiliate capacity development under the Project Empower University program.

**URBAN SENIORS JOBS PROGRAM (USJP)** assists 55 years or older low-income adults who are unemployed and have severely limited employment prospects. USJP provides paid community service assignments, access to training and educational opportunities, job readiness workshops and supportive services such as financial and health education assistance with the goal of attaining unsubsidized employment.

- 1,053 Individuals enrolled
- 112 Individuals employed
- 45.7% Employment Retention rate (exceeds USDOL SCSEP goal)

**URBAN TECH JOBS PROGRAM (UTJP)** in 2019 targeted the long-term unemployed and trained them for middle skill occupations in the Information Technology sector or non IT sector jobs that are technology facing. By placing unemployed participants into entry-level IT positions and coupling the work with training, participants progressed to higher wage occupations.

- 624 Individuals enrolled
- 464 Individuals completed one or more trainings
- 315 IT Certifications attained
- 264 Individuals employed

**URBAN APPRENTICESHIP JOBS PROGRAM (UAJP)** The UAJP, launched in September of 2016, facilitates access to employment through registered apprenticeship and pre-apprenticeship programs and targets historically underutilized populations—persons of color and women. When first launched, the original focus of the UAJP was limited to efforts to recruit individuals for registered apprenticeship opportunities in the wireless infrastructure industry. In 2018, the focus expanded to registered apprenticeship programs across multiple occupations with a specific focus on the following industries: construction, telecommunications, information technology, manufacturing, transportation, and health care.

- 43 Individuals enrolled in Registered Apprenticeships
- 184 Individuals enrolled in pre-apprenticeships (or preparatory trainings)

**URBAN YOUTH EMPOWERMENT PROGRAM (UYEP)** engages at-risk and adjudicated youth either to assist them academically or to prepare them for entering the workforce through a comprehensive set of services that include: case management, service learning, restorative justice, education, mentoring, internships, and on-the-job training. Historically targeting 16 to 24-year olds, the model has been effectively applied to younger youth (14 and 15-year olds) as well.

- 281 Individuals enrolled
- 239 Individuals completed Work Readiness Courses
- 201 Individual completed their Servicing Learning Project

**PROJECT EMPOWER UNIVERSITY:** Project Empower University is designed to be a sequential, systematic approach to moving Urban League affiliates along the pathway to greater capacity and higher performance, with the ultimate outcome of improving financial stability and economic empowerment for the participants they serve. The National Urban League has worked to increase the effectiveness of its national affiliate network's economic services by helping them to implement workforce development best practices—such as employer engagement, career pathways, and effective data management—and to integrate services more broadly. The current iteration of this capacity-building initiative, Project Empower U (PEU), has now been formulated into “Project Empower University,” a set of capacity-building stages organized into tiers to help affiliates systematically advance through the planning and implementation of service integration.

**THE URBAN LEAGUE ENTREPRENEURSHIP CENTERS,** located in 12 affiliate markets, equipped minority entrepreneurs with the management skills needed to grow their businesses, obtain financing or contracts, and create or preserve jobs. The Entrepreneurship Centers provided a combined 42,100 hours of business counseling and training services to 17,500 participants; and assisted clients in procuring more than \$158,000,000 in financing, equity, grants, bonding and contracts; while helping to create or save over 42,500 jobs.

# Education and Youth Development

## Project Ready

- The 2019 *Project Ready* program year had a robust start. The *Project Ready* STEAM programs completed the Intel *Future Skills* pilot as well as offering students informal STEAM learning opportunities. The *Future Skills* pilot was implemented in four cities (Seattle, WA; Oklahoma City, OK; Chicago, IL and New Orleans, LA). Each city provided the program to middle school students with the exception of New Orleans, which offered the program to high school students. Seattle offered the program to their students within a STEAM specialized school in order to build on student interests and accelerate their learning.
- Twenty-eight affiliates responded to the FY 2020 *Project Ready* RFP. Of those affiliates fourteen also applied for the Historical & Cultural Literacy grant, fourteen applied for a STEAM grant and thirteen applied for *Project Ready* Mentor consideration.
- The 2019 Whitney M. Young, Urban Leadership Conference's EYD track offered 34 affiliate staff members training on mentoring practices; social and emotional learning; historical & cultural literacy, education policy and advocacy; college and career advising; developing program success stories, and civic engagement. The goal was to provide a full range of education and youth development services to *Project Ready* Managers.
- In order to assess our work, NUL administered a mid- year *Project Ready* youth survey to young people participating in our signature Education programs: Mentoring; Postsecondary Success; Service Learning; Historical and Cultural Literacy; & Science, Technology, Engineering, Art/ Agriculture & Math (STEAM). The intent of our bi-annual survey for the national program to continue to assess the program's efficacy from the youth's point of view; to see if the program is meeting their needs. At the time of this report, we received a total of 253 youth, (ages 11 – 18 years old), responding to the survey with 139 indicating that they have a mentor. Students indicated that they received information and support that helped them in school (77%), understanding their college options (56%),

and communicating more effectively with others (50%). Youth participating in the survey were told how their opinion would help to enrich their experience in the program as well as to determine if the model is achieving its mission.

## Project Ready Mentor

- NUL continues to track and monitor the local Mentor programs by looking at and analyzing quarterly reports, monthly check-in calls focused on program performance and deliverables, offered college and career readiness webinars, mentor recruitment and training needs. As we move to the final year of the *Project Ready* Mentor V (PRMV) iteration of the program, the NUL team along with our Mentoring partners Innovation, Training and Research (iRT) and National Mentor Partnership hosted webinars to foster the development of a closure strategy for the mentoring relationships. Each affiliate was provided with a suite of helpful tools and a template that allowed affiliate staff to develop their own customized closure plans for mentors and mentees. In addition to the development of closure plans NUL launched a comprehensive youth/mentor survey in order to document program impacts and student progress.
- Aligned with NUL's commitment to quality improvements, the NUL's Vice President of Education Access and Opportunity was invited to serve on a special working group comprised of the mentor industry and nonprofit leaders, convened by our partner, the National Mentoring Partnership. This special group supports the improvement of group mentoring as a facet of youth mentoring programs across the sector. Over the next 12 months, the working group will develop a resource that will function as a supplement to the standard Elements of Effective Practice for Mentoring and will offer recommendations for developing distinct, nuanced program practices that can be helpful in enhancing and elevating youth mentorship through group mentoring programs like PRM5.



## Youth Leadership Summit

- The 30<sup>th</sup> Annual *Youth Leadership Summit* (YLS) was held from Wednesday, July 24 - 28, 2019 on the campus of the University of Indianapolis, and engaged more than 200 participants representing 24 Urban League Affiliates from across the country.
- In recognition of the 30<sup>th</sup> Anniversary, the University of Indianapolis established an Urban League Scholarship. This \$15,500 / year, 4-year renewable scholarship is for any 2019 Youth Leadership Summit participant who applies to and is accepted as a full-time student by the University of Indianapolis! This opportunity is due to the generosity and vision of Dr. Robert L. Manuel, President of the University of Indianapolis. NUL sincerely thanks him for his support and leadership.

## Equity and Excellence Project

- The National Urban League released an advocacy and engagement publication entitled, “Standards of Equity & Excellence: A Lens on ESSA State Plans.” The report is an analysis of approved ESSA state plans of 35 state plus the District of Columbia, through an equity lens analysis. The report, state report cards, and interactive map are housed on the “No Ceilings on Success” website and it generated robust media impressions and downloads. This report and resource exemplifies the progress we have made. While other organizations produced analysis of the ESSA state plans, no other organization applied an equity lens in the way we did. As a result, Urban League Affiliates and partners alike have used the analysis as a tool to hold states accountable. Building on the momentum of our work, NUL held a series of webinars that dive deeper into ways that the report can be useful in advocacy.
- On April 10<sup>th</sup> the National Urban League hosted a convening entitled, “Standards of Equity and Excellence: A Lens on ESSA State Plans,” at the National Press Club, to share the results of the aforementioned ESSA State Plan analysis, an executive summary of our review, and an interactive tool that provides state-by-state report cards and additional tools. The event content was produced by the Education Policy and Advocacy teams in New York and at the Washington Bureau. In attendance were CEOs and staff from 19 Urban League Affiliates among an audience of 150 education advocates and national partners.
- On April 25<sup>th</sup> the Education Policy and Advocacy Team hosted a webinar entitled, “ESSA Report Cards: Next Steps for Advocates” that engaged education stakeholders in strategies to maximize the usage of their ESSA state plan report cards and the recommendations that were developed in the full, “Standards of Equity and Excellence: A Lens on ESSA State Plans” report. There were 21 registered attendees from 18 Urban League Affiliates. The Education Policy & Advocacy team presented “National Urban League’s EQUITY & EXCELLENCE PROJECT (EEP): College & Career-Ready Standards – Opportunities & Barriers to College Access and Success,” during the Education track at the 2019 Whitney M. Young Urban Leadership Development Conference.
- On November 1, the Team collaborated with the Dr. Edmund Gordon, and the Institute for Urban and Minority Education (IUME) at Teachers College for a full-day conference on deepening assessments. Through a variety of individual presentations and panel discussions, we learned from several prominent researchers in the area of assessment, who discussed bias, imprecise measures, and ways to incorporate more holistic assessments. We were honored to hear from Dr. Gordon, the founder of IUME and a top scholar in the field of assessment.
- From November 4-6, EYD with the Forum for Youth Investment, co-designed and participated in a two-and-a-half-day conference at the University of Pittsburgh entitled, “Building Adult Capacity across the Systems of Learning and Development.” This conference brought together practitioners and professionals from across the spectrum of learning and development, including researchers, program managers, and like-minded individuals and organizations interested in advancing equity via the Science and practice of Learning and Development.
- The National Urban League has received a new grant of \$3.46 million from Bill & Melinda Gates Foundation for general operating support through 7/31/2021. The League has successfully completed its 3-year Gates grant, which was focused on the Equity & Excellence Project in 21 affiliates in 19 states.
- In October 2019, the Team launched Listening Sessions on the concepts of Social Emotional Learning, Social Emotional and Academic Development, and the Science of Learning and Development to advance Whole Child Equity and understand how to more effectively communicate with practitioners, educators, parents and youth. The first two were held at the Urban League of Louisiana, with Out of School Time service providers and the second was with parents. We were able to glean and learn from both audiences about their thoughts on these concepts. On February 5, 6, and 12, the Team held listening sessions for Early Childhood educators and for K-12 teachers and principals, and parents.

# Health and Quality of Life

## Project Wellness

The National Urban League (NUL) received federal funding from the U.S. Department of Health and Human Services (HHS) Centers for Disease Control and Prevention (CDC) to implement a robust HIV awareness and testing. This campaign focuses on the goals of the National HIV/AIDS Strategy for the United States (NHAS) by reducing new HIV infections, improving health outcomes for individuals living with HIV, and reducing HIV related disparities. The National Urban League's funded approach to this strategy combines traditional community-based interventions, with new trends in social media and online marketing to increase awareness of HIV and prevention strategies among high-risk populations; promote testing opportunities; and support diagnosed patients transitioning into care.

The history of the National Urban League as a trusted civil rights organization for over 100 years, creates trust and reliability in communities of color and the African American community. Understanding the importance of actively engaging the target community members, key partnerships, and local resources, the NUL supported robust local interventions that build upon the local needs from a bottom up approach versus a top down solution to ensure each community received an equitable amount of resources to support the development, implementation, and evaluation of a successful HIV/AIDS prevention program which included community engagement, digital communications, robust testing and supportive services for HIV+ clients which account for local cultures and needs.

Best practices from over 30 years of HIV and AIDS research and studies have found that Community-Based Interventions for the prevention and control of HIV increase awareness; ease availability of testing opportunities and are a critical component to connecting newly diagnosed individuals with care. Following best practices, the National Urban League selected affiliates in geographic areas of need to develop local blueprint strategies to promote HIV awareness, testing and care coordination with five Urban League affiliates:

- Houston Area Urban League – Houston, TX
- Urban League of the Upstate – Greenville, SC
- Urban League of West Palm Beach – Palm Beach, FL
- Hampton Roads Urban League – Hampton Roads, VA
- Indianapolis Urban League – Indianapolis, IN

Research shows community-based interventions for the prevention and controls of HIV, such as those implemented by the NUL, allows for increased access and ease availability of medical care to population at risk, or already infected with HIV and increases the knowledge, attitudes, testing and decreases transmission rates. Each Urban League affiliate developed a strategy focused on educational activities, counseling sessions, peer leadership, street outreach, community collaborations and social media. The affiliates each met or exceeded their individual goals, positioning NUL as one of the most productive partners in the National HIV/AIDS Strategy for the United States (NHAS) portfolio at the CDC.

# Housing and Wealth Building

## Housing Counseling

NUL has been a HUD Approved Housing Counseling Intermediary for over 30 years. In 2019 we coordinated a network of 29 affiliates in 19 states and the District of Columbia that helped 18,398 clients improve access to safe and affordable housing. Specifically, our work maximizes opportunities and addresses obstacles related to homelessness, rental and fair housing, as well as homeownership preparation, purchase and sustainability as vehicles of economic mobility. Direct service providers engage clients in goal-setting, budgeting, credit building and repair, helping negotiate terms with agents, and identifying emergency and financial assistance. Each affiliate tailors this menu of services to the community in which it operates and works with a diverse group of public and private organizations to increase impact. An annual grant from HUD through the Comprehensive Housing Counseling program helps subsidize the fulfillment of federal standards and achieve basic outcomes. Additional leverage from philanthropy, private industry, policy analysis and NUL programs in education, workforce development, health and entrepreneurship, create long-term sustainability and economic empowerment for the communities we serve.

## FORECLOSURE PREVENTION (“RESTORE OUR HOMES”)

helped distressed homeowners understand, evaluate and navigate their financial crises by providing specific action steps and, when possible, helping them avoid foreclosure by negotiating an affordable loan modification or terms of forbearance. In 2019, the League served approximately 1,785 homeowners (85% avoided foreclosure) with the assistance of HUD-Approved Urban League Affiliate Housing Counselors. Since the apex of the great recession in 2009, the Urban League has served more than 50,000 clients through this program.

## ASSET BUILDING AND FINANCIAL CAPABILITY (FINANCIAL EMPOWERMENT CENTERS)

encapsulates a comprehensive bundled service delivery approach that integrates career development with income supports and financial coaching to help adults and families build the financial capability needed to reach financial stability and upward mobility. The Centers focus on empowering people to earn more, to manage and retain more of what they earn, to reduce debt, enhance credit scores, increase savings and build assets in an integrated goals-driven approach. Launched in the fall of 2013, in the first 4 years of development, the initial three Urban League Financial Empowerment Centers helped more than 3,000 people to build their financial balance sheets and increase their capacity and opportunities for continual growth.

As of the end of 2019, nine affiliate sites are implementing the Financial Empowerment Center approach to integrated service delivery. These affiliates have implemented comprehensive financial assessments and developed structured pathways to ensure effective bundling and integration of needed services. Many sites have also hired and trained additional financial coaches. Through these activities, affiliates have provided services to more than 5,000 participants to improve their financial position.

# WASHINGTON BUREAU

## 2019 HIGHLIGHTS

### Mainstreet Marshall Plan

- Secured the inclusion of the National Urban League's Mainstreet Marshall Plan priorities in education, housing, small business, job training, and social justice issues in the Congressional Black Caucus' Jobs and Justice Act.

### Financial Services & Housing

- Executed Capitol Hill meetings and a letter writing campaign which succeeded in stalling the Corker-Warner housing finance reform legislation that would have terminated the GSE affordable housing goals.
- Secured meetings for President Morial with Senators Kaine, Warner, Warren, Van Hollen and Schatz, in addition to Ranking Member Waters and Rep. Ellison and sent targeted letters to urge Congress to oppose S. 2155, which lessened the impact of HMDA rules designed to protect against housing discrimination.
- Coordinated meetings for President Morial and OCC Comptroller Otting and FDIC Chair McWilliams to advocate for modernization of the Community Reinvestment Act.
- Secured meeting for President Morial to advocate for Urban League housing counseling priorities with FHA Commissioner, Brian Montgomery.
- Hosted Urban Solutions Council briefing on Capitol Hill to discuss administrative reforms to Fannie & Freddie that both housing advocates and industry agree upon.
- Hosted Urban Solutions Council roundtable to discuss credit score reform for Fannie & Freddie Mac and drafted Urban League-specific regulatory comments regarding FHFA's credit score reform proposal.

### Education & Health

- Drafted, submitted and advocated for National Urban League recommendations to improve the Higher Education Act for low income students and students of color.
- Engaged in a successful campaign through hill visits and letter writing that resulted in defeat of the PROSPER ACT, which would have cut billions of dollars from federal higher education programs for low income students.
- Engaged in a successful campaign to prevent cuts to the Department of Education budget and reject the creation of private school vouchers.
- Drafted Urban League letters to the Dept of Ed opposing a string of actions by Secretary DeVos to eliminate and rewrite guidance and regulations promulgated under the Obama including: school discipline guidance, gainful employment rule, and the borrower defense rule.
- Drafted Urban League equity principles in ESSA implementation and secured endorsement by UnidosUS and EdTrust.
- Hosted a National Urban League briefing, "Advancing Equity in ESSA: A Civil Rights Imperative" jointly with UnidosUS and Ed Trust to announce shared ESSA equity principles.
- Hosted an USC Capitol Hill Briefing, "HBCUs: The Key to Diversity in Tech" which included participation from key HBCUs representatives and leading tech companies including Eli Lilly, Lyft, Charter, Verizon, Intel and Airbnb and key congressional offices including the Chair of the CBC HBCU Caucus.
- Hosted a USC Capitol Hill Briefing, "Black Mothers Matter" to raise awareness of disparate rates of maternal mortality and morbidity among black women.

## Workforce/Jobs

- Secured NUL's language on national and regional intermediaries in the Labor, HHS, Education Appropriations bill for FY2019 that included \$25 million in competitive grants for youth connected to the criminal justice system in high crime, high poverty areas.
- Defeated President Trump's request to eliminate the Senior Community Service Employment Program (SCSEP) and secured funding for SCSEP at \$400 million in the FY19 appropriations agreement, in partnership with SCSEP national grantees.
- Amplified National Urban League Priorities around employment services and apprenticeship programs on a Congressional Black Caucus Annual Legislative Conference Panel on Tech Jobs hosted by Augustus Hawkins Foundation.

## Social Justice

- Hosted a closed-door convening with the National Academy of Sciences (NAS) and civil rights leaders to discuss concerns about a finding on racial bias in an NAS proactive policing report.
- Took extensive actions in opposing the judicial nomination of Thomas Farr as U.S. District Judge for the Eastern District of NC, as well as extensive actions opposing the nomination of Brett Kavanaugh for the U.S. Supreme Court.
- Submitted comprehensive written comments to the U.S. Commission on Civil Rights in response to their November 2, 2018 briefing on the topic, "Are Rights A Reality? Evaluating Federal Civil Rights Enforcement." The comments included nine attachments consisting of NUL positions on key civil rights issues.
- Submitted comprehensive testimony on hate crimes to the U.S. Commission on Civil Rights informed by results of an Urban League affiliate survey on hate crimes & bias-related incidents.
- Facilitated Houston Area Urban League's co-hosting of Texas/Oklahoma voting rights hearing with the National Commission for Voter Justice.
- Successfully worked to advance criminal justice reform legislation, "The First Step Act" including through securing closed-door negotiation meetings for President Morial, the Congressional Black Caucus and criminal justice advocates.

## Advocacy

- The 15th Annual Legislative Policy Conference was a success with over 670 participants and 104 Capitol Hill meetings conducted by the Urban League movement with their Members of Congress.
- NULWB staff provided substantive and technical support to the Urban League Movement's participation in the "March for Our Lives" march in Washington, DC.
- Graduated 20 Urban League Young Professional and Guild Members from the Inaugural NULWB Certificate in Advocacy Program and launched the second Certificate in Advocacy Program Class with 30 new participants.
- Launched the WKKF civic engagement campaign, "Enough is Enough. Vote!" focused on increasing voter commitments/voter turnout for the 2018 midterm elections. Over 2,742 Members of the Urban League Movement committed to vote or verify their voter registration through the campaign. The campaign reached 16 million people generating over 717,000 impressions via social media and 39 million in earned media.
- Activated over 1,000 advocates on 3 different campaign initiatives via the digital advocacy partnership with Phone2Action. Those campaigns were as follows: 2018 Jobs & Justice Act, Brett Kavanaugh SCOTUS nomination and Enough is Enough. Vote!

## External Engagement

### For the Movement Podcast

- The National Urban League Washington Bureau Launched the For The Movement Podcast on February 12, 2018 and produced a total of 37 episodes throughout the year. The most downloaded episode was from May 28th, 2018, "Environmental Racism: it's A Thing" featuring Flint Michigan Mayor, Dr. Karen Weaver and Mustafa Ali. That episode garnered over 960 unique downloads.
- For The Movement has been listened to in 44 states and 28 countries which include: United States, Europe, United Kingdom, Taiwan, Mexico, Canada, Ireland, Spain, Malaysia, France, Germany, South Africa, Portugal, Belgium, Japan, Guatemala, Brazil, Netherlands, Puerto Rico, Switzerland, Kenya, Australia, Greece, Rwanda, China, Saint Martin, Bangladesh and Chile.

# AFFILIATES

**90**

Affiliate offices  
on the ground

**300**

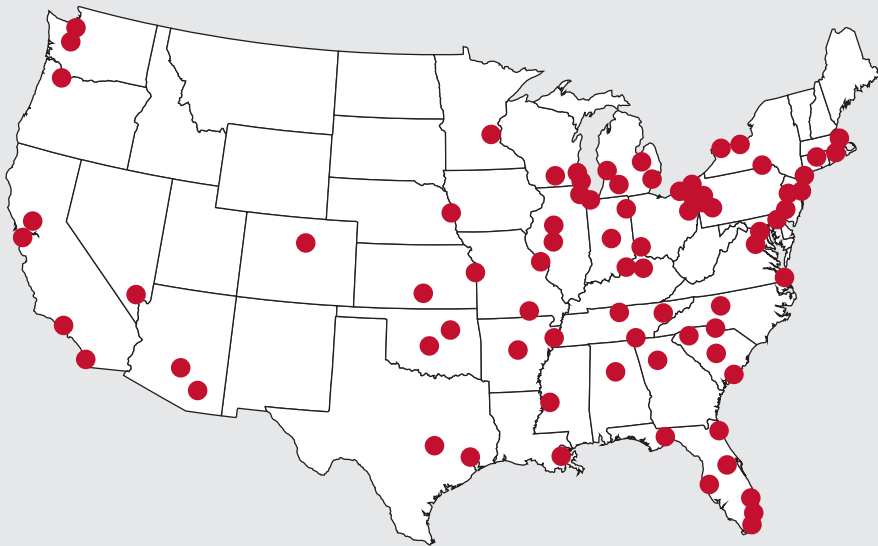
Communities Served

**1.7M**

People Served

**11,000**

Volunteers Engaged



Affiliates of the National Urban League are the centers of activity in and around their communities. Their professionally-staffed offices are where Urban League services come to life – where people and their neighborhoods grow, change, and strengthen. Located in 36 states across the U.S., including the District of Columbia, our affiliates cultivate a symbiotic relationship with local residents and companies and advocate for positive change in their communities. While all affiliates must meet the rigorous standards set by the national office, they each have the flexibility to tailor their services to local community needs, thereby ensuring the best results for the communities they serve.

## TO OUR SUPPORTERS

The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2019. Whether a longstanding partner or a new friend, we value your faith in our mission and goals. With your assistance, we are able to continue working toward our Empowerment Goals:

- Every American child is ready for college, work and life.
- Every American has access to jobs with a living wage and good benefits.
- Every American lives in safe, decent, affordable and energy efficient housing on fair terms.
- Every American has access to quality and affordable health care solutions.
- Every American has an equal right and responsibility to fully participate in our democracy and civic processes, and all people have a right to justice and fairness.

To learn more about how to support the National Urban League or for a complete list of our annual sponsors, visit [www.nul.org](http://www.nul.org), and follow us on Facebook, Twitter, Instagram and YouTube.

# THANK YOU









# Donor Category Report 2019

## Corporations, Foundations, Nonprofits and Individuals

### CORPORATIONS, FOUNDATIONS AND NONPROFITS

#### \$1,000,000 + - (\$1,000,000.00 + )

AT&T Inc.  
 Bill & Melinda Gates Foundation  
 Comcast Corporation\*\*  
 JP Morgan Chase & Co.  
 Shell Oil Company  
 United Parcel Service, Inc.  
 Wells Fargo & Company

#### \$500,000 - \$999,999 - (\$500,000.00 + )

Charter Communications  
 Fannie Mae  
 GEICO Corporation  
 Honda North America  
 Mastercard International  
 Nationwide Mutual Insurance Company  
 State Farm Mutual Automobile Insurance Company  
 Toyota Motor Sales, U.S.A., Inc.  
 Wal-Mart Stores, Inc.  
 The Wallace Foundation  
 W.K. Kellogg Foundation

#### \$250,000 - \$499,999 - (\$250,000.00 + )

BP America Inc.  
 Centene Corporation  
 FedEx Corporation  
 Lilly Endowment Inc.  
 Lowes Companies Inc.  
 Strada Education  
 The William and Flora Hewlett Foundation  
 Unidos US  
 Verizon Communications Inc.

#### \$100,000 - \$249,999 - (\$100,000.00 + )

American Airlines\*\*  
 American Express Foundation  
 Anheuser-Busch InBev  
 Citi  
 The Coca Cola Company  
 Community Catalyst, Inc.  
 Dove, Inc.  
 Eli Lilly and Company  
 Fifth Third Bank  
 Freddie Mac  
 Hospital Corporation of America  
 Johnson & Johnson  
 New Venture Fund  
 Oxfam  
 Target Foundation  
 TD Bank  
 T-Mobile  
 The Opportunity Institute  
 Truist  
 Unilever United States, Inc.  
 The Walton Family Foundation  
 YKTG Network Solutions LLC

#### \$50,000 - \$99,999 - (\$50,000.00 + )

AIDS Healthcare Foundation  
 Alkeon Capital Management LLC  
 Altria Client Services Inc.  
 American Hospital Association  
 CVS Health Foundation  
 Capital One Financial Corporation  
 Cardinal Health  
 Chevron Corporation  
 Edison Electric Institute  
 Enterprise Holdings, Inc.

Ford Motor Company  
 Intel Corporation  
 Marriott International, Inc.  
 Macys Inc.  
 McDonalds Corporation  
 Nissan North America, Inc.  
 Oxfam America, Inc.  
 Regions Bank  
 Sodexo, Inc.  
 TIAA-CREF  
 Tyson Foods, Inc.  
 Uber Technologies  
 Volkswagen Group of America, Inc.  
 Walgreen Co.

#### \$25,000 - \$49,999 - (\$25,000.00 + )

AARP  
 Adecco  
 American Petroleum Institute  
 Asian and Pacific Islander American Health Forum  
 Be The Match  
 Best Buy Co., Inc.  
 Bristol Myers Squibb Foundation  
 Caesars Entertainment  
 Educational Testing Service  
 EdChoice  
 Edward D. Jones & Co., L.P.  
 Facebook, Inc.  
 FICO  
 Google, Inc.  
 Grain Management, LLC  
 Hilton Worldwide  
 MGM Resorts International  
 Motion Picture Association of America, Inc.

NAACP Legal Defense and  
Educational Fund, Inc.  
National Association of Broadcasters  
National Cable & Telecommunications  
Association  
National Education Association  
NBC Universal  
The Southern Company  
Trusted Health Plans, Inc.  
Twitter  
Uber Technologies, Inc.

**\$10,000-\$24,999 - (\$10,000.00 + )**

American Heart Association  
Ariel Investments, LLC  
CBS Corporation  
Chicago Minority Development  
Supplier Council  
Colgate-Palmolive Company  
Diageo\*\*  
Focus Features\*\*  
General Motors Company  
The Guardian Life Insurance Company  
of America  
Johns Hopkins University  
Lazard Freres & Co. LLC  
The Mane Choice Hair Solution LLC  
MassMutual  
Mortgage Bankers Association  
National Alliance of Community Economic  
Development Associations  
National Basketball Association  
National Football League Foundation  
New York Life  
PepsiCo, Inc.  
Suez NA

Turo, Inc.  
United Way Of Greater St. Louis  
Viacom  
Voices for Healthy Kids  
World Wide Technology, Inc.

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### Legacies & Bequests

Estate of Edith Katcoff  
 Estate Of Ruth B. Jaynes  
 William M. Burke 2003 Revocable Trust  
 Estate of Sinclair Lewis

\* Deceased

\*\* Includes In-Kind Contributions

# 2019 Financial Statements

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

as of December 31, 2019

2019

### ASSETS

Cash, cash equivalents and restricted cash	\$14,378,394
Grants and pledges receivable, net	9,331,880
Franchise fees receivable, net	641,802
Prepaid expenses and other assets	543,905
Investments	21,786,438
Interest rate swap agreement	111,246
Operating lease right of use assets	2,820,846
Property and equipment, net	11,569,150
<b>Total assets</b>	<b>61,183,661</b>

### LIABILITIES AND NET ASSETS

#### Liabilities

Accounts payable and accrued expenses	\$3,431,302
Accrued payroll and vacation benefits	486,745
Accrued defined contribution costs	492,903
Contract advances and other deposits	212,834
Bonds payable (net of debt issuance cost \$124,948)	3,863,954
Operating lease liability	3,850,085
Accrued pension benefit costs	6,077,795
<b>Total liabilities</b>	<b>18,415,618</b>

#### Net assets (deficit)

##### Without donor restrictions

Undesignated	\$ 6,110,924
Pension related	(9,390,347)
<b>Total without donor restrictions</b>	<b>(3,279,423)</b>

##### With donor restrictions

	46,047,466
Total net assets	42,768,043
<b>Total liabilities and net assets</b>	<b>\$ 61,183,661</b>



**STATEMENT OF ACTIVITIES**

for the Year Ended December 31, 2019

	Without Donor Restrictions	With Donor Restrictions	Total
<b>OPERATING ACTIVITIES</b>			
<b>Revenue, Gains, and Other Support</b>			
Government grants and contracts	\$19,392,704	\$ -	\$19,392,704
Donated materials and services	7,251,319	-	7,251,319
Contributions	8,010,914	13,338,125	21,349,039
Legacies and bequests	31,123	-	31,123
Special events	1,431,772	-	1,431,772
Program service fees	5,959,296	-	5,959,296
Franchise fees	902,500	-	902,500
Net investment return designated for current operations	1,093,274	-	1,093,274
Sale of publications	24,142	-	24,142
Other	434,785	-	434,785
<i>Net assets released from restrictions</i>			
Satisfaction of restrictions	14,557,776	(14,557,776)	-
<b>Total revenue, gains, and other support</b>	<b>59,089,605</b>	<b>(1,219,651)</b>	<b>57,869,954</b>
<b>OPERATING EXPENSES</b>			
<b>Program Services</b>			
Economic empowerment	24,360,830	-	24,360,830
Education and youth empowerment	4,832,048	-	4,832,048
Civic engagement and leadership empowerment	13,459,961	-	13,459,961
Technical assistance to affiliates	2,495,585	-	2,495,585
Health and quality of life empowerment	664,995	-	664,995
Civil rights and racial justice empowerment	278,169	-	278,169
Urban Empowerment	300,573	-	300,573
<b>Total program services</b>	<b>46,392,161</b>	<b>-</b>	<b>46,392,161</b>
<b>Supporting Services</b>			
Management and general	7,931,801	-	7,931,801
Fundraising	4,010,996	-	4,010,996
<b>Total expenses</b>	<b>58,334,958</b>	<b>-</b>	<b>58,334,958</b>
<b>Changes in net assets from operations</b>	<b>754,647</b>	<b>(1,219,651)</b>	<b>(465,004)</b>
<b>NON-OPERATING ACTIVITIES</b>			
Net investment return net of amount designated for current operations	-	2,544,077	2,544,077
Gain in fair value of interest rate swap obligation	72,630	-	72,630
Pension-related changes other than net periodic pension costs	817,481	-	817,481
<b>Total non-operating activities</b>	<b>890,111</b>	<b>2,544,077</b>	<b>3,434,188</b>
Changes in net assets	1,644,758	1,324,426	2,969,184
Net assets (deficit), beginning of year	(4,924,181)	44,723,040	39,798,859
<b>Net assets (deficit), end of year</b>	<b>\$ (3,279,423)</b>	<b>\$ 46,047,466</b>	<b>\$ 42,768,043</b>

A complete copy of the 2019 Audit Report can be provided at 80 Pine Street, 9th Floor, New York, NY 10005 or online at [www.nul.org](http://www.nul.org).

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