

What You Do Today CAN CHANGE TOMORROW



HELP US: EXECUTE • ELEVATE • EXPAND

Message from the President & CEO

Dear Friend,

In a world of continual change, one thing that remains constant is the National Urban League's commitment to equity. Equity in housing, healthcare, employment, education, and justice. Right now, we are the Economic First Responders that are on the ground in our communities offering the help people need. Thank you for standing with us.



In this newsletter, you will meet three people from different cities. Due to your generous support, we were able to offer our services to them, and to millions of others. Most importantly, all our services were available free of charge.

If you would like to deepen your connection with us and strengthen the poverty-fighting work we do, please take a firsthand look at your impact by reading featured stories of individuals who have benefited from our services. Then consider viewing the additional ways you can help further our mission.

Again, we greatly appreciate your support. All best wishes for 2022!

Sincerely,

A handwritten signature in black ink, appearing to read 'Marc H. Morial'.

Marc H. Morial

President and Chief Executive Officer

As we await the latest finding from our *2022 State of Black America® Report*, we want to pay homage to our organization's former president and the creator of the Report, Mr. Vernon E. Jordan, Jr. The very first *State of Black America Report* was produced in 1976 and released at the Annual Convention, under his leadership, while he was serving as the fifth President of the National Urban League.



“This nation too often forgets that this land is sprinkled with our sweat, watered with our tears, and fertilized with our blood ... And so it is Black people who, by our belief in the ideals of American democracy, can help this nation to overcome its crisis of spirit and enter a new era of hope and fulfillment.”

— Vernon E. Jordan, Jr., National Urban League Conference Keynote Address, 2010

While we need your support today, I invite you to consider your impact for tomorrow and how your planned gift can help both you and our Movement progress into the future. We have included some more information for you in this newsletter. **Thank you, again.**

Empower Our Communities Through JOBS

- Even at record lows, in recent years the Black unemployment rate consistently remained *twice as high* as the rate for whites.
- The Great Recession wiped out *50 years* of rising Black homeownership.
- The net worth of a typical Black family is about *one-tenth* that of a white family.
- Black household incomes have not returned to pre-recession levels. Implicit bias still exists in hiring people who are Black.

OVERVIEW OF OUR SIGNATURE JOBS PROGRAMS

Urban Tech Jobs Program: Trains the long-term unemployed for middle-skill occupations in the Information Technology (IT) sector where participants can progress to higher wage occupations.

Urban Apprenticeships Jobs Program: Facilitates access to employment through apprenticeship and pre-apprenticeship programs in multiple industries including telecommunications, healthcare, transportation, and manufacturing. 90 industry partnerships have been established to help extend access to apprenticeships.

Entrepreneurship Center: Enables minority entrepreneurs running their businesses as sole proprietors to hire employees and grow their revenues. Since 2006, 60,000+ businesses counseled, mentored, and trained under this program.

New Beginnings for Craig

After 21 years of incarceration, Craig was released from prison. He had no idea how much the world had changed over the past two decades. He went on to obtain his CDL license and was a veteran, so he had high hopes of obtaining gainful employment. However, due to his criminal background, this became quite a challenge.



While attending substance abuse classes and wearing a GPS monitor, he met a coordinator from the **Austin Area Urban Leagues Workforce Program**, where she talked about the **AAUL's Returning Citizens Advancement Program (RCAP)**.

This program creates partnerships with major employers. Craig applied and within two weeks he was using his CDL and driving for a world-renowned corporation.

He moved up quickly in the company to management and now owns his own trucking company with one employee that is also judicially involved. He will soon be purchasing more trucks and employing other people who come out of his same situation to continue to pay it forward.

Urban Re-entry Jobs Program

This program provides formerly incarcerated adults with the necessary skills and training to successfully re-enter the job market and to find a position with a livable wage, potentially leading to a career with an elevated income. Participants can earn industry-recognized credentials, learn employment-focused skills, receive mentoring, and form positive relationships with their communities.

Between 2015 and 2018, the Urban Re-entry Jobs Program enrolled 441 individuals.

85% of participants earned a credential or certificate.

62% of participants became employed.

95% of participants did not return to prison.

Passion for Helping Pays Off

Albertha was in a rough spot. She had left the workforce a few years earlier, at the age of 61, to care for her elderly mother. When her caregiver role was sadly through, she could not find employment. She was in fact at risk of homelessness when she enrolled in the **Urban Seniors Jobs Program** at the Pinellas County Urban League.



With the help of Urban League staff, Albertha learned to see her caregiving experience and passion for helping others as a valuable job skill. Soon, she landed a position as a nanny and then relocated with the family to Texas. Nannies like Albertha became especially in high demand once the coronavirus struck, schools closed and parents worked from home. Albertha could have been unemployed

on the streets in Florida, but instead she is in a new career in Texas. Albertha is proof that a person is never too old to pursue something new. All someone needs is a little encouragement, training and support.

Urban Seniors Jobs Program

This program helps low-income people 55 years or older who are unemployed prepare for and achieve employment.

Between 2007 and 2017, 1,376 participants of the Urban Seniors Jobs Program were placed into jobs.

91% of all participants lived below the poverty level prior to entering the program.

56% of all participants lacked college education.

72% of participants placed into jobs retained employment.

New Possibilities for A Young Man

At fourteen, Kevin received his very first criminal conviction. He should have been sentenced as a juvenile, but he was sentenced as an adult and sent to an adult prison.

Four years later, in the midst of the Covid-19 pandemic, Kevin was released. He could have fallen back into his old ways, but through the **Urban League of Philadelphia** and the **Out4Good program**, Kevin received peer-to-peer and mentorship support. He was open to reflection and embraced his past actions through the Cognitive Behavior Training course. Kevin learned to write a resume and honed his interviewing techniques, and he was thrilled to open his first bank account.



Kevin was prepared when he applied for his first job. **“I’ve been listening and learning. I know I can do it,”** he said. Acing the interview, Kevin was hired by a local company who was so pleased with his performance that they are preparing Kevin for a more challenging role in the company.

Urban Youth Empowerment Program

This program focuses on educational and employment outcomes for youth, age 16 through 24, from disadvantaged backgrounds or who have had criminal justice involvement. The core program includes: 2 to 4 weeklong career readiness training, case management, educational support, service learning, paid internships, and mentoring.

Since 2011, the Urban Youth Empowerment Program has enrolled over 700 individuals.

75% of youth, age 18 and older, entered employment.

43% received a GED, high school diploma or industry-recognized credential.

96% did not return to prison.

Special Invitation

We are so grateful for your generosity and dedication. We ask you to consider taking the next step in your commitment to our shared values of Democracy, Diversity, and Dignity by joining us in one of the ways outlined below. You will make a greater impact.



Opportunity Circle

Your monthly gift provides the National Urban League with a regular stream of income that helps us plan, dream big, and accomplish more together.

- ✓ You can take comfort in knowing that you help create sustainability for our mission.
- ✓ You will receive our annual donor newsletter and special success stories updates.
- ✓ You will receive recognition in our annual report.

President's Circle

Your exceptional generosity qualifies you as a part of our exclusive President's Circle:

Pioneer \$1,000 to \$4,999. Benefits: Listing in the Annual Report; Recognition on the National Website; Pioneer-level gift item.

Influencer \$5,000 to \$9,999. All benefits above plus: Invitations to exclusive President's Circle events with Special Guests; Invitations to key National Urban League events; Influencer-level gift item.

For more details, please inquire about these and many more additional levels available by contacting Topaz Spooner-Lay at tspooner-lay@nul.org.

Legacy Circle

Choose a planned giving option that supports our work over the long haul for future generations by naming the National Urban League in your will (freewill.com/naturbanleague), as a beneficiary in your life-insurance policy or retirement plan, granting gifts of stocks, setting up trusts or annuities or more.

Our Legacy Circle recognizes donors who include the National Urban League as part of their estate planning while creating a legacy of their own.

Reasons to Leave a Planned Gift

- Receive estate tax charitable deduction.
- Lessen the burden of taxes on your family.
- Leave a lasting legacy.

If you are 70 or older ... consider the recent law that lets individuals over 70 ½ donate up to \$100,000 directly from their Individual Retirement Accounts (IRAs) without tax consequences.

For additional inquiries, please email Leslyn Williams-Mitchell at legacygift@nul.org or visit freewill.com/naturbleague.

DONOR-ADVISED FUNDS

You can make an impact on the National Urban League's work if you have set aside money for charitable giving through a Donor-Advised Fund (DAF) or other charitable giving account. We will gladly accept grants from these accounts. You can also choose to have any remaining funds distributed after your lifetime by naming the National Urban League as a beneficiary of all or a portion of the remaining funds. *National Urban League's Tax ID is 13-1840489*

Thank you for your support of the National Urban League!

NL0322

EVERY GIFT HELPS US FIGHT FOR EQUITY, EQUALITY, AND OPPORTUNITIES FOR ALL

To learn more or to make a contribution, please go to: nul.org/other-ways-to-give

