

2020

ANNUAL REPORT UNMASKED



National
Urban League

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"In a year that battered Black America on three fronts – a deadly virus, a crushing recession and an eruption of racial tension – the Urban League Movement rose to meet the unprecedented challenges of 2020 with historic effort and commitment. The National Urban League continues to uplift Black communities and elevate Black voices to ensure the nation emerges from the triple pandemics stronger and more united!"

– Marc H. Morial

A MESSAGE FROM THE PRESIDENT

In a year that battered Black America on three fronts – a deadly virus, a crushing recession, and an eruption of racial tension – the Urban League Movement rose to meet the unprecedented challenges of 2020 with historic effort and commitment.



MARC H. MORIAL
President & CEO

A handwritten signature in black ink, appearing to read "MARC H. MORIAL".

As leaders in Washington clashed over how to respond to the triple pandemic, the National Urban League gave a voice to those who were suffering the most, demanding that aid be directed to the Black-owned businesses that sustain urban communities and advising on the crafting of a comprehensive police reform initiative.

Our network of affiliates mobilized to support the communities hardest-hit by the coronavirus, serving as distribution points for food and emergency supplies, testing centers and clearinghouses to match suddenly jobless workers with desperately-needed front-line jobs. And even as the movement mobilized to respond to unprecedented and unforeseen setbacks, the National Urban League maintained laser focus on its core programs and initiatives, tackling high unemployment and placing thousands of people in family-sustaining jobs; working to narrow historic racial health disparities; keeping students on a path to academic success, and helping families buy or keep their own homes.

The National Urban League's 2020 State of Black America report, "Unmasked," explored the various ways that the coronavirus pandemic has revealed the face of racism in America – particularly within our economy, our health care institutions, and our justice systems.

Using research and analysis from our research partner, the Johns Hopkins Center for Health Equity, the report demonstrated that African Americans and Latinos are more than three times as likely to contract the coronavirus as whites, and African Americans are nearly twice as likely to die.

Meanwhile, the rage that erupted in response to the death of George Floyd and other police killings, was like a match dropped into a powder keg of grief. Our reporting revealed the common denominator in the alarming and disproportionate ratio of Black people left gasping for air in emergency rooms and at the hands – and knees – of law enforcement: centuries of systemic racism.

At the same time, we fought back against efforts to sabotage the 2020 Census, reviving Make Black Count, a campaign first launched in 1970 by the legendary Whitney M. Young, Jr. to mobilize communities to participate in the census, and filing suit to prevent an early end to counting. Our voter engagement and education campaign, Reclaim Your Vote: Protest To Power, continues to fight back against voter suppression and foreign interference and transform the power of racial justice protests into lasting political power.

In July, we announced an agreement on a historic building project that will keep us in the city where we were founded while enhancing the economic and cultural revitalization of Harlem. The Urban League Empowerment Center, on 125th Street between Adam Clayton Powell, Jr. Boulevard and Lenox Avenue, will include the National Urban League's headquarters, the Urban Civil Rights Museum Experience and the National Urban League Institute for Race, Equity and Justice, along with affordable housing, office space and retail space. Completion is expected in late 2023.

In every respect, 2020 was transformational year for the National Urban League that focused renewed national attention on our mission and our five pillars of Jobs, Housing, Education, Health and Justice.

2020
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Workforce Development and Entrepreneurship

As of the end of 2020, over 2,920 people were placed in jobs since 2007 through these programs

Urban Youth Empowerment Program (UYEP) has enrolled over 700 individuals since 2011

- 2 in 3 youth, 18 and older, entered employment
- 98% did not return to prison
- 43% received a GED, HSD, or industry-recognized credential

Urban Tech Jobs Program (UTJP) has helped over 200 participants find jobs since 2016

- 487 participants enrolled in training programs
- 73% training completion rate

Urban Seniors Jobs Program (USJP), between 2007 and 2017, 1,376 participants of were placed into jobs.

- 91% of participants lived below the poverty level prior to entering the program
- 56% of all participants lacked college education
- 72% of participants placed into jobs and retained employment

Urban Reentry Jobs Program (URJP), between 2015 and 2018, the enrolled over 300 participants were placed into jobs

- 85% of participants earned a credential or certificate
- 62% of participants became employed
- 95% of participants did not return to prison

Urban Apprenticeship Jobs Program (UAJP), between 2016-2018, 613 individuals enrolled in local registered apprenticeship and pre-apprenticeship programs.

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 2020 Project Ready program year had a strong start, but we quickly found ourselves in turmoil due to the COVID-19 pandemic and related restrictions. At the beginning of the pandemic, EYD staff requested that all affiliates locate and account for students enrolled in the program, and for several months we conducted wellness checks with all enrolled students and families. By mid-July, we saw programs come alive with virtual programming. Affiliate staff quickly began virtual programming and service provision via Zoom and Google classroom. Virtual services included academic support, social development, and college/career exploration.

In addition, Youth Town Halls held by affiliates addressed the effects of the pandemic on youth and helped shape program supports and offerings across the portfolio. The virtual platform allowed affiliates to partner with one another in a learning community and support students, staff, and parents to participate regardless of their location. The range of topics covered in the Town Halls and additional local dialogues include Gen Z voting efforts, perspectives on social justice and civil unrest, police engagement, black health, learning barriers, and trauma resulting from the pandemic through the Town Halls. While the portfolio did experience a slight decline in participation throughout the pandemic, local programs still exceeded the required number of youth to be served, with 954 students enrolled across 19 Urban League affiliate programs.

To deepen the connection with youth participants, in 2020, National Urban League developed a National Youth Council comprised of Project Ready students. The Council's mission is to foster opportunities for local Project Ready youth leaders to exercise leadership amongst the programs with the National office and better inform our education advocacy efforts. Fourteen students were nominated from separate Urban League affiliates to serve for a school year term. Through monthly meetings, the youth offer insight, feedback, and ideas for current & future programming.

In 2020, National Urban League expanded our partnership with FedEx via the FedEx Racing team to provide a platform for creating more diverse and equitable communities. The No. 11 FedEx Cares Toyota, driven by Denny Hamlin, highlighted the National Urban League and its Project Ready program on the September 12 NASCAR Cup Series race at Richmond Raceway. The newly unveiled paint scheme for Hamlin's No. 11 represents the program's goals, with images of graduation caps tossed in the air. In addition, Hamlin committed to listen and learn about social injustice. He met with two Project Ready students from Rochester, NY, and Chicago, IL, virtually. They educated him on the importance of Project Ready and how the program has helped prepare them for college and their careers.

1. Twenty-five Urban League affiliates applied for national Project Ready funding in 2020. Through the competitive Request for Proposal process EYD issued subgrants to 90% of the proposals received. 2020 Project Ready subgrants were given to affiliates in one of the following program areas: Postsecondary Success, Historical Cultural Literacy, STEAM & Mentor.
2. Under the Project Ready Historical and Cultural Literacy subgrants, the Chicago Urban League & Louisville Urban League developed innovative videos that included interviews with senior community members and their UL President & CEO focused on local history and connections of that history to current events.
3. The 2020 virtual National Mentor focused on Rising to the Moment and all the ways that relationship-centered mentoring has evolved, adapted, and been there for young people under the twin pandemics of racism and COVID-19. Additionally, the Summit was an opportunity for staff to strengthen programs, practices and collaborate to support positive youth development through mentoring.
4. In late 2020, National Urban League was awarded a Multi-state Mentoring grant by the Department of Justice. This three-year grant supports seven Urban League affiliates to run our signature program through 2023.

5. Through virtual workplace mentoring, adult mentors can now connect with interested students from across the Movement, no longer limited to impacts in a local community or a local affiliate Project Ready program. Over the course of 2020, National Urban League secured over \$7 million to implement mentor programs in 17 Urban League affiliates over the next few years
6. NUL's Project Ready Mentor process requires continuous training & development around program standards, best practices around mentoring, an emphasis on positive and asset-based youth development, as well as a robust set of academic, social development, college & career supports.

Equity and Excellence Project

The Education and Youth Development division continued to deepen our work in advancing Educator Diversity. During the April 8 Educators 4 Excellence Teacher Diversity Virtual Partner Convening, attendees discussed advocacy measures to support teachers and other school professionals through federal legislation and financial investment.

The National Urban League joined with The Forum for Youth Investment, and American Institutes for Research in launching "The Readiness Projects" to stimulate equity-driven solutions and policies and advance work informed by science and grounded in practice, to accelerate work that demands equitable learning and development opportunities and builds on the strengths of people working at all levels to help children, youth, and young adults thrive.

The Division was awarded a grant from Altria to hold a series of Listening Sessions to hear from Urban League Affiliate front line staff and student participants in affiliate programs about their Covid-19 experiences and perspectives. The Division will release a more comprehensive report, and series of infographics and short-form videos in 2021.

Twenty-four Urban League were selected to participate in a 14-month grant with funding from the Bill and Melinda Gates Foundation. This investment included a specific focus on emergent equity and excellence issues that are to come under the COVID-19 ESSA waivers and K-12 education policy developed for summer 2020, the 2020-2021 school year, and into the summer of 2021

National Urban League produced and released its school restart guide entitled: "Restart Smart: A Guide to School Reopening During a Pandemic," which includes essential resources and concerns used by advocates, parents, families, and community members as they engaged in local education issues related to school reopening plans.

The EYD team closed out the first iteration of the Building Public Will, Advocacy and Voice funded by the William and Flora Hewlett Foundation with Knoxville Area Urban League, Urban League of Nebraska, and Urban League of Greater Atlanta. This investment allowed affiliates to establish or deepen education coalitions on a specific and shared aspect of educational equity and excellence of local resonance.

The team successfully closed out the Gates EEP grant, which provided additional and targeted funding for five affiliates during the throes of the twin pandemics of COVID-19 and ongoing anti-Black racism. These funds allowed the affiliates to focus their policy and advocacy on acute educational equity issues that were exacerbated over the last 12 months. Funded affiliates included: Greater Baltimore Urban League, Urban League of Greater Atlanta, Louisville Urban League, Urban League Twin Cities, and Urban League of Greater Southwestern Ohio.

Health and Quality of Life

Medicare Outreach and Awareness

In 2020, the Health and Quality of Life division secured a grant from Community Catalyst focused on Medicare expansion. Each of five affiliates (Urban League of Palm Beach, UL of Hudson County, Urban League Austin, Urban League Houston, & Pinellas County Urban League) effectively conducted Medicaid outreach in their respective community to increase access to Medicaid. Affiliate leadership and staff disseminated the program's digital messages and hard copy collateral materials in its local market via events, ongoing business operations, social media, and other communication platforms

Data Disaggregation

In 2020, the National Urban League was a member of the Health Data Disaggregation Project, funded by the Robert Wood Johnson Foundation. Our work on the project included participating in research with the Opposition Monitoring group to discuss potential opponents to project goals and their arguments against increased data collection; the development of minimum and gold standard statements around data disaggregation for state strategies, and developing state strategy plans for California with UnidosUS and New York with Asian Pacific Islander Public Health Forum (project lead) to provide specific action plans on how to advance data disaggregation in each of our target states.

Medicaid Expansion

In June 2020, National Urban League was awarded a grant from Community Catalyst and the Robert Wood Johnson Foundation to identify state and local partners to reach Medicaid eligible consumers. Community Catalyst also worked with an outside communications firm to develop Medicaid outreach materials targeted to state and local environments and the project's populations.

The project identified a list of target states to focus the work on specific criteria, including the % drop in Medicaid enrollment, the state's enrollment infrastructure, the potential for decreases in public benefits enrollment due to public charge, and the COVID-19 pandemic.

CDC Partnering and Communicating Together (PACT) HIV-AIDS Prevention & Outreach: Partnering and Communicating Together (PACT) is a funded partnership between the Centers for Disease Control and Prevention (CDC) and some of the nation's leading organizations representing the populations hardest hit by HIV. National Urban League has been a leading member of various iterations of the CDC's HIV- AIDS projects over the past 15 years.

Through their collaborative approach, PACT Members assist in achieving national HIV prevention goals by reducing new HIV infections, improving health outcomes for individuals with HIV, and reducing HIV-related disparities. PACT Members utilize their distinct viewpoints, in our case Project Wellness, in creating a wide range of communication, mobilization, and outreach activities.

- The National Urban League elevated World AIDS Day and the National Gay Men’s HIV/AIDS Awareness Day with messages and posts to over 200,000 followers across our social media platforms.
- Through the CDC Pact grant, NUL embarked on a bold National Initiative Ending the HIV Epidemic: A Plan for America to reduce new HIV infections by 75% in the next five years and 90% in the next decade.
- The CDC developed new prevention resources as part of the Let’s Stop HIV Together campaign. This campaign component aims to prevent new HIV transmissions by promoting proven interventions, including PrEP (pre-exposure prophylaxis), syringe service programs, and treatment as prevention. Urban League affiliates have participated in several events, servicing the LGBT community, pre-teens, and the at-risk young adult community.
- The National Urban League is preparing for the National HIV Testing Day (NHTD) 2020, scheduled for June 27. This year’s theme is about the power of “Knowing”—knowing your HIV status, knowing your risk, knowing your prevention options, and knowing your treatment options. NUL also partnered with the CDC and Cut Life for the Largest Virtual HIV Testing Party.

Coalition Building and Health Equity

In 2020, National Urban League launched a new two-year pilot focused on health literacy, health equity, and advocacy. We aim to develop a transformative model and related resources that help community stakeholders understand health and Wellness in context, not simply from a clinical or biological understanding, but in greater complexity across multiple frames (socioeconomic, historical, etc.), sectors and indicators.

We worked in four affiliate communities on how best to effectively inform, advocate for, and work to shape more integrated policy and programmatic approaches; develop more targeted professional development capacity building and training efforts; foster deeper and richer partnerships and improve access to high-quality health solutions. We intend that the coordination of these efforts into an aligned plan will reduce health disparities and eliminate health inequities to the greatest extent possible.

Affiliates: Urban League of Rochester (NY); Urban League of Greater Pittsburgh; Urban League of Greater Hartford (CT); and Urban League of Greater Kansas City (MO). These affiliates were selected because of their commitment to health equity and advocacy at the CEO level.

Housing and Wealth Building

Housing Counseling

NUL has been a HUD Approved Housing Counseling Intermediary for over 30 years. In 2020 we coordinated a network of 29 affiliates in 19 states and the District of Columbia that helped 19,902 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 2020 the League served approximately 3,842 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 2020, 11 Urban League affiliates 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 affiliates have also hired and trained additional financial coaches. Through these activities, affiliates have provided services to more than 5,400 participants to improve their financial position.



Equitable Justice & Strategic Initiatives Division

The National Urban League's Equitable Justice & Strategic Initiatives Division was created during the social justice movement of 2020. Under the leadership of President and CEO, Marc H. Morial, EJSI was established and quickly mobilized League resources to respond to the need to increase National Urban League's advocacy on justice issues on the national, state, and local levels. Jerika Richardson was appointed Senior Vice President in September of 2020.

Coalition Partnerships Formed

Social justice work is collaborative and requires strength in numbers. EJSI quickly established coalition partnerships to elevate its work to broader audiences and mobilize the National Urban League's resources in new ways.

- Racial Equity: W.K. Kellogg Racial Equity Anchor Collaborative, CROWN Coalition
- Public Affairs: Jewish Council for Public Affairs
- Voting Rights & Access: The Brennan Center, National Voting Rights Day, Southern Poverty Law Center, Leadership Conference on Civil & Human Rights, the Transformative Justice Coalition
- Criminal Justice & Policing:
 - » Parole Reform: New Yorkers United for Justice
 - » Prisons response to COVID-19: Reform Alliance
 - » Police Reform/George Floyd Justice in Policing Act: NAACP, NAACP LDF, The Leadership Conference on Civil & Human Rights, The National Coalition on Black Civic Participation, National Council of Negro Women, National Action Network, The Lawyers' Committee for Civil Rights Under Law

Voting Rights

The right to vote is fundamental to our democracy, and the National Urban League has fought to protect that right for decades. In 2020, EJSI established the most extensive voter education and engagement campaign in the League's 110-year history and launched a national effort to support safe voting under the threat of COVID-19.

- #ReclaimYourVote Campaign launched February 2020 in partnership with BET Networks as a national civic engagement campaign committed to increasing Black participation in the 2020 election and the Georgia Senate run-off election.
 - » National Urban League designated Sept. 18, 2020 "National Black Voter Day"
 - » National Urban League, BET, and 50+ impact partners released a 5-step guide to voter engagement.
 - » #ReclaimYourVote established direct voter contact in 6 key states: Georgia, Florida, Michigan, North Carolina, Pennsylvania, Wisconsin, and 16 additional states by engaging 18 Urban League Affiliate offices, including registration rallies and phone banking.
 - » 194,378 virtual phone bank calls, 53,100 text-banking messages;
 - » 93,497 voters engaged, 21,666 canvassing connections;
 - » 147 rides to the polls; 220 volunteer sign-ups
 - » 3,922 targeted radio spots
 - » Social Media: 1.8 billion reach, 1.7 billion impressions, 5.2 million interactions.
 - » Earned Media: 2.6 billion reach

- Voter Access Lawsuits:
 - » National Urban League, Common Cause, League of Women Voters v. USPS Filed in 2020 but dismissed December 2020
 - » EJSI has served as an advisor for Urban League affiliates relating to pending suits to halt suppressive and restrictive voting rights legislation:

Engaging with Corporate Partners: National Urban League has served as a convener to educate corporate partners on the national suppressive voting rights effort and as a thought-leader on how corporations can engage with the civil rights community in opposition to restrictive legislation.

Census Engagement:

Representation matters, and census engagement is how everyday people leverage their voices locally. EJSI and the National Urban League worked with coalition partners and members of Congress to amplify the call for widespread BIPOC participation in Census 2020. The League also sued the Trump Administration and won, preventing the administration from shortening the census count deadline.

- Census Black Roundtable: National Urban League collaborated with the National Coalition on Black Civic Participation as a co-convener to organize and strategize around Census 2020 outreach with Black-led institutions at a national level.
- Marc Morial testified before the House Oversight Committee in January on Reaching Hard-to-Count Communities in the 2020 Census
- National Urban League et al. v. Wilbur L. Ross Jr. et al.: National Urban League filed suit on August 18, 2020, as plaintiffs to block the Trump Administration's attempt to force the Census Bureau to shorten the 2020 count. In September 2020, the U.S. District Court for the Northern District of California ruled in favor of the plaintiffs against the Trump Administration.

Criminal Justice Reform: Decades of the War on Drugs, mass incarceration and the prison industrial complex, the school to prison pipeline, and militarized policing contributed to a revolving door of Black men and women flowing through the criminal legal system. The League stands tall in this social justice moment to advocate for significant change in this system.

- George Floyd Justice in Policing Act Advocacy:
 - » Collaborated with Congress members and Civil Rights Partners on GFJPA, which passed the House in 2020.
 - » Marc Morial testified on to Congress on June 10, 2020.
 - » Partnered with NAACP Legal Defense Fund, The Leadership Conference for Civil & Human Rights, The National Coalition on Black Civic Participation, NCNW, National Action Network, and the Lawyers' Committee for Civil Rights Under Law developed a Social Media Toolkit to educate the public about and advocate for the George Floyd Justice in Policing Act.
- Parole Reform
 - » EJSI represents National Urban League on the New Yorkers United for Justice Coalition and has been heavily involved in the coalition's advocacy for parole reform.

WASHINGTON BUREAU

2020 HIGHLIGHTS

Financial Services + Housing

- Successfully advocated against the Office of the Comptroller of the Currency (OCC) and the Federal Depositary Insurance Corporation's (FDIC) controversial proposal to rewrite regulations governing the Community Reinvestment Act (CRA) which helped secure the withdrawal of the FDIC's support on the final rule, which weakened the scope and breadth of the OCC's final rule.
- Secured bicameral support for providing \$700 million in pandemic housing counseling funding, including the creation of a set-aside aimed allocating at least 40% for housing counseling intermediaries.
- Secured federal moratoriums on evictions and foreclosures in the wake of the COVID-19 pandemic and extension the moratoriums as the sunset days for these COVID relief measures loomed in December
- Successfully advocated for increased access to federal credit opportunities for minority-owned businesses in the second round of the Paycheck Protection Program (PPP).

Education + Health

- Inserted a provision into Sen. Harris's "The COVID-19 Bias and Anti-Racism Training Act", for grants to community-based organizations working in areas with high levels of COVID-19 racial and ethnic disparities.
- Secured language in Sen. Peters bill that creates national disaster education and outreach grants for national intermediaries to provide lifesaving information to communities of color during national public health crisis
- Convened and led a meeting of 16 civil rights, social justice, and education equity organizations to discuss our positions on assessments.
- Joined the Rapid Response Desk group of organizations to react and respond quickly to education policy needs. Have since contributed thought leadership, participated in meetings, and helped to write and joined several letters and statements.

Workforce/Jobs

- Secured a provision in Chairman Bobby Scott's Relaunching America's Workforce Act for intermediaries to receive \$500 million in grants for registered apprenticeships;
- Successfully advocated to include Urban League language in the National Apprenticeship Act, which highlights the role of equity intermediaries as well as pre-apprenticeship programs in making apprenticeship more equitable and accessible for people of color, low-income individuals, and other historically marginalized groups.

Advocacy

- Coordinated an advocacy campaign with UnidosUS, LULAC and National Action Network which succeeded in maintaining testing as a measure of education quality within the party platform of the Democratic National Committee.
- Successfully advocated for student loan relief resulting in its inclusion in various COVID relief packages.
- Affiliate Advocacy Support
 - » 17 New Congressional Advocacy Program Graduates (Fall 2019 Class)
 - » 3 Action Alerts: Borrower Defense to Repayment Rule (SENATE); 2020 Census; Community Reinvestment Act
 - » Developed a template op-ed highlighting the digital divide and the homework gap, how its disproportionately affects Black school-aged children and their ability to participate in online learning
 - » Developed a template op-ed highlighting our 4 principles to school reopening.
 - » Contributed to webinar for affiliates on school reopening principles and guidance.
 - » National Urban League Congressional Advocacy Program graduated 22 new advocates who will serve 13 affiliates.

External Engagement

- Anniversary Resolution. Introduced and passed a Congressional resolution congratulating the National Urban League on 110 years of service empowering African Americans and other underserved communities while helping to foster a more just, equitable, and inclusive society. In the US House, Rep. Bass introduced H.Res.1225 with 47 cosponsors. In the Senate, Senators Cory Booker (D-NJ) and Tim Scott (R-SC) introduced a bipartisan version (S.Res.808) which passed on 12/18/2020.
- The National Urban League Washington Bureau continued to produce the For The Movement Podcast, which is accessed in 44 states and 28 countries.



5 STEPS TO RECLAIM YOUR VOTE

1. REGISTER TO VOTE

2. REQUEST YOUR BALLOT

3. COMPLETE YOUR BALLOT

4. RETURN YOUR BALLOT

5. VERIFY YOUR BALLOT

VOTE
LIKE YOUR
DEMOCRACY
DEPENDS ON IT

RECLAIM
YOUR
VOTE

RECLAIM
YOUR VOTE
PROTEST TO

THE RITZ-CARLTON

THE RITZ-CARLTON

THE RITZ-CARLTON





BLACK LIVES MATTER

KLUB

Empowered. Engaged.



 TO BE EQUAL

NATIONAL BLACK VOTER DAY

Get your voting plan ready today!

#RECLAIMYOURVOTE

ReclaimYourVote.org | Text VOTE to 69866

**RECLAIM
YOUR VOTE**
PROTEST TO POWER





AFFILIATES

90

Affiliate offices
on the ground

300

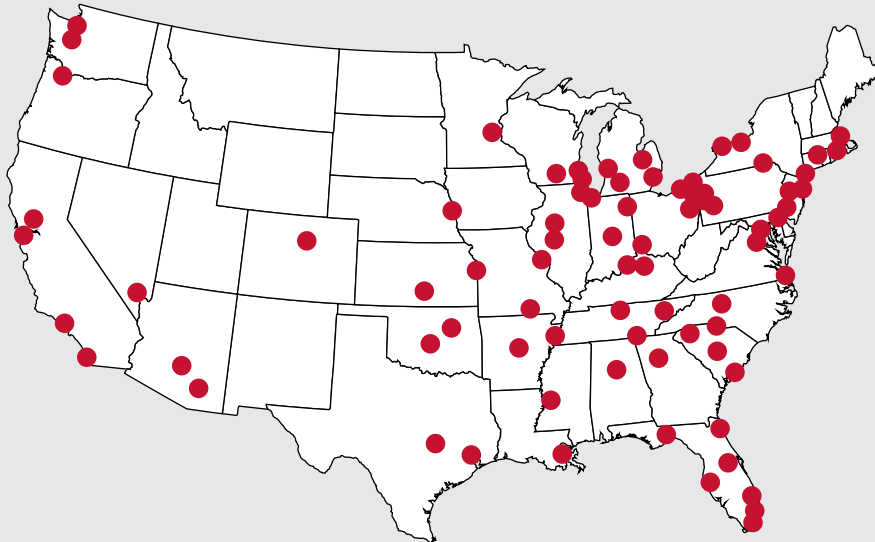
Communities Served

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.

THANK YOU

TO OUR SUPPORTERS

The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2020. 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.

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

Donor Category Report 2020

Corporations, Foundations, Nonprofits and Individuals

CORPORATIONS, FOUNDATIONS AND NONPROFITS

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

Altria Client Services Inc.
Amazon, Inc.
AT&T Inc.
Bank of America Corporation
Bill & Melinda Gates Foundation
CBRE
Chipotle Mexican Grill
Comcast Corporation**
Edward D. Jones & Co., L.P.
Ernst & Young
Fifth Third Bank
Ford Foundation
JPMorgan Chase & Co.
Lilly Endowment Inc.
MasterCard International
Morgan Stanley
PepsiCo, Inc.
Salesforce
Shell Oil Company
State Farm Mutual Automobile Insurance Company
Tides Foundation
United Parcel Service, Inc.
Verizon Communications Inc.
Wells Fargo & Company

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

Albertsons Companies
American Express Foundation
Charter Communications
Edgewell Personal Care
FedEx Corporation
GEICO Corporation
The Goldman Sachs Group, Inc.
Johnson & Johnson
McDonald's Corporation
NFL Foundation
Palo Alto Networks

Pernod Ricard
The Jeffry M. & Barbara Picower Foundation
TD Bank
The TJX Companies, Inc.
Toyota Motor Sales, U.S.A., Inc.
UBS
The Wallace Foundation
Wal-Mart Stores, Inc.
W.K. Kellogg Foundation
Zendesk

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

Anheuser-Busch InBev
Beam Suntory
Capital One Financial Corporation
Centene Corporation
Cox Enterprises, Inc.
Edgewood Management, LLC
Ford Motor Company
The Forum For Youth Investment
L Brands Foundation
The William and Flora Hewlett Foundation
Macy's Inc.
The Medline Foundation
Nationwide Mutual Insurance Company
Nestlé Waters North America, Inc.
Novartis Corporation
Regions Bank
Silicon Valley Community Foundation
Southern Company
Strada Education Network
Synchrony Foundation
Takeda Pharmaceuticals Company Limited
The Tiffany & Co. Foundation
Travelers Foundation
Truist
Tyson Foods, Inc.
Unidos US
Universal Music Group

Vistra Group Holdings S.A.
The Winston-Salem Foundation

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

ABB Foundation
ADM
ADP Foundation
AdvoCare Foundation
American Honda Motor Co., Inc.
BP America Inc.
Bloomin' Brands Inc.
CIT Group Inc.
Coyne Public Relations, LLC
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The Dorsey and Whitney Foundation
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Harvey Hubbell Foundation
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Keysight Technologies Inc.
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The Meredith Foundation
Network for Good
New Venture Fund
NIKE, Inc.
Nordstrom
NortonLife
The Robert Wood Johnson Foundation
PayPal
Peninsula Community Foundation
PeyBack Foundation

Prologis
 PVH Corporation
 Sallie Mae
 Seattle Foundation
 Charles and Lynn Schusterman Family Foundation
 Silicon Valley Bank
 Sleep Number
 Sony Music Entertainment Inc.
 Southwest Airlines
 Splunk
 Target Foundation
 The Coca-Cola Company
 T-Mobile
 Vertex, Inc.
 VISA Inc.
 Wawa
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\$50,000 - \$99,999 - (\$50,000.00 +)

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Catherine Kruszka	Darcy Mackay	Scott Morgan
Jonny Krysh	Neil Mcneale	Sakurako Mori
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Becky Kung	Sanjana Madishetty	Basil Morris
Vasudev Kuram	Michelle Malek	Samuel B. Morrison
Gina Lagomarsino	Paul Mannino	Michael Mrozek
Molly Lamb	The Manolois/Smith Charitable Fund	Andrew Mshar
Jason LaPier	Lori Manthey-Waldo	Joanna E. Muench
Adam Larkin	Grant Marani	Douglas Mulvihill
Blinn Latta	Zachary C. Marine	Denise K. Munoz
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Melissa Laux	Paula Mart	James A. Murphy
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Matthew Lease	Patrick Maxwell	Kelley Myers
Dana Leavitt	Christopher Mayne	Akila Nallapan
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Shola Olorunnipa
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Adeleye Omoloja
Gregory Oneal
Christopher Osborn
Rita O'Toole
Omonlegbo Ovbude
Elyse Oyer
Dhanujaya R. Pallerla
Timothy Palpant
Krishna Parat
Sheauen Park
Catherine Passaretti
Marc A. Paulhus
Michael Pawlak
Jennifer Pearce
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Mack Peata
Christopher Peirce
Edward Pena
Zacary Pereles
Nicolas Perkins
Stephanie Peugh
Joyce Pickle
Andrew C. Pixel
Michael De Plater
David K. Platt
Tait Pollard
Rebecca Pomeroy
Julio Portalatin
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Brennan Pratt
Joseph A. Pucci
Shirish Puranik
Trisha Quezada
Tara M. Quinn
Marc Raderman
Sybil Raman
Deborah A. Ramirez
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Sowmya Ravi
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Sameer Reddy
Shannon Reichert
Farral Reierson
Kristy Reineke
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Bethany Reyes
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Jerry Rice
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Jamie Riedesel
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Hector Rodriguez
Carmen Rodriguez-Ruiz
Michael Rooney
Haley Rosengarten
Joshua Rosenthal
Julie Rottenberg
Steven Rowe
Julie Ruedig
Lawrence Rutkowski
Carl Rutstein
Martin Sacchi
Stuart Sackman
Steven Saito
Maram Salaheldin
Rae M. Saltzstein
Veronica R. Sands
Melanie Sandukas
Lester Saucier
Mike Sawicki
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M. Drew Schiavi
Sarah Schmidhofer
Brandon Schmidt
Rachel Schopler
Mark. R. Schultz
Eric J. Schuppenhauer
Paul D. Seiferth
Takahiro Seki
Christopher Severs
Riyaz Shah
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Eric Silver
Scott Simpson
Kimberly Simpson
Shikher Siteke
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Nikkie Stanek
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Cindy Stern
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Alan Stivers
Ryan Stockwell
Lori A. Stone
Adam Strathman
Mark Stumpf
Erica Sullivan
Subi Sundaram
Amy Sung
Kalyan K. Sunkavalli
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 Lisa M. Tanzosh
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 Stacey Taylor
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 Rahul Thombre
 Tula B, Thompson
 Scott Thompson
 Colin Thompson
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 Josh Tin
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 Matthew Tole
 Stephen B. Tracy
 Katherine Trelkeld
 Julie Trevey
 Daniel Trompeter
 Alexander Tsisis
 Paul Tucci
 Walter Umanzor
 John Ungar
 Matthew Valentine
 Thomas Vanasse
 Nicolas Vandeventer
 Marilyn Vetter
 Carmela Villa
 Emily F. Vincent
 Vincent Vizza
 Anni Vo
 Bart Volkmer
 Jennifer Voorhees
 Ryan G. Wade
 Wanjiku Walcott
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 Sean Ward
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 Erik Werner
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 Dara White
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 Ryan T. Williams
 Marisa Williams
 Nicole Williamson
 Adam Wilson
 Emmett Wilson
 Margaret J. Wilson
 Scott Wiltamuth
 Heidi Winner
 Carissa Wolfer
 Lynn Wong
 Katherine Woo
 Leon Wood
 Matt Woodard
 James Woodruff
 Tom Woolsey
 Bruce Worthington
 Shawn Q. Wyatt
 Nathan Wymer
 Larry Xu

Vicki Yeh
 Wynia L. Young
 Katy Young-Lee
 Thomas Zambito
 John Zanetos
 Zachary Zeitlin
 Wancheng Zhou
 Michael G. Zidek

Legacies & Bequests

Estate of Edith L. Katcoff
 Estate of Lorraine Presha
 Estate of Ruth B. Jaynes
 Estate of Sterlin C. Daniel
 Estate of Jeffrey E. White

* Deceased

**Includes In-Kind Contributions

2020 Financial Statements

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

as of December 31, 2020

2019

ASSETS

Cash, cash equivalents and restricted cash	\$32,292,228
Restricted cash deposit held in escrow	29,805,709
Funds held in escrow by others	13,825,976
Prepaid expenses and other assets	524,533
Grants and pledges receivable, net-current	18,733,694
Grants and pledges receivable, net-non-current	13,638,333
Franchise fees receivable, net	-
Investments	148,240,680
Loan receivables- NMTC	3,633,250
Other assets	2,268,146
Interest rate swap agreement	279,747
Operating lease right of use assets	9,022,141
Property and equipment, net	15,101,250
Total assets	\$287,365,687

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$4,821,169
Accrued payroll and vacation benefits	244,138
Accrued defined contribution costs	425,512
Contract advances and other deposits	344,570
Bonds payable (net of debt issuance cost \$119,204)	26,247,768
*Loan payable-NMTC (net of debt issuance cost of \$634,143 in 2020)	4,365,857
Operating lease liability	1,933,704
SBA loan include interest of \$49,946	2,547,253
Accrued pension benefit costs	6,314,948
Total liabilities	47,244,919

Net assets (deficit)

Without donor restrictions

Undesignated	23,563,627
Board designated	25,000,000
Pension related	(10,616,602)
Total without donor restrictions	37,947,025

With donor restrictions

Total net assets	202,173,743
Total liabilities and net assets	\$287,365,687

STATEMENT OF ACTIVITIES

for the Year Ended December 31, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
OPERATING ACTIVITIES			
Revenue, Gains, and Other Support			
Government grants and contracts	\$16,293,891	\$ -	\$16,293,891
Donated materials, services and other assets	1,682,934	4,871,802	6,554,736
Contributions	11,946,724	170,429,969	182,376,693
Legacies and bequests	447,861	-	447,861
Special events	1,372,072	-	1,372,072
Program service fees	873,909	-	873,909
Franchise fees	-	-	-
Net investment return designated for current operations	1,671,893	-	1,671,893
Sale of publications	2,222	-	2,222
Other	282,164	-	282,164
<i>Net assets released from restrictions</i>			
Satisfaction of restrictions	20,022,124	(20,022,124)	-
Total revenue, gains, and other support	54,595,794	155,279,647	57,869,954
OPERATING EXPENSES			
Program Services			
Economic empowerment	25,050,452	-	25,050,452
Education and youth empowerment	3,685,086	-	3,685,086
Civic engagement and leadership empowerment	7,611,428	-	7,611,428
Technical assistance to affiliates	4,443,480	-	4,443,480
Health and quality of life empowerment	587,770	-	587,770
Civil rights and racial justice empowerment	325,293	-	325,293
Total program services	41,703,509	-	41,703,509
Supporting Services			
Management and general	7,223,956	-	7,223,956
Fundraising	4,852,455	-	4,852,455
Total expenses	53,779,920	-	53,779,920
Changes in net assets from operations	815,874	155,279,647	156,095,521
NON-OPERATING ACTIVITIES			
Board-designated contributions	41,468,328	-	41,468,328
Net investment return net of amount designated for current operations	-	846,630	846,630
Gain in fair value of interest rate swap obligation	168,501	-	168,501
Pension-related changes other than net periodic pension costs	(1,226,255)	-	(1,226,255)
Total non-operating activities	40,410,574	846,630	41,257,204
Changes in net assets	41,226,448	156,126,277	197,352,725
Net assets (deficit), beginning of year	(3,279,423)	46,047,466	42,768,043
Net assets (deficit), end of year	\$ \$37,947,025	#####	#####

A complete copy of the 2020 Audit Report can be provided at 80 Pine Street, 9th Floor, New York, NY 10005 or online at www.nul.org.

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