



IMPACT!

A Publication of the National Urban League

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Your Generosity in Action

The National Urban League is proud to share recent accomplishments made possible because of donors like you. Please take a moment and enjoy this edition of **IMPACT!**

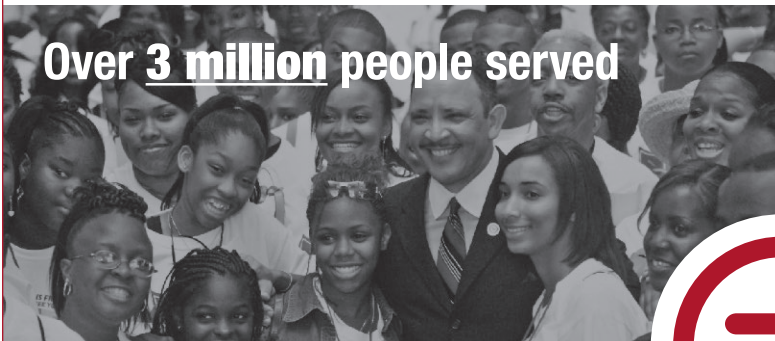
Dear Valued Supporter of the Urban League Movement:

Your donations to the National Urban League are **Empowering Communities** and **Changing Lives** for so many Americans. This year alone, thanks to you and other generous supporters, over 3 million lives will be changed nationwide. Your donations fuel advocacy that results in policies that improve the lives of Black and Brown Americans and make possible direct-service programs that change lives one at a time.

Donors like you help us imagine a world with no equality gaps. Stand with us in 2023 as we strive for equal opportunities in jobs, housing, health, education, and justice. **You are a vital part of our Movement.**

Thank you!

What YOU make possible!



Over 3 million people served



92 affiliate offices on the ground



300 communities served



11,000 volunteers engaged



YOU and the National Urban League are empowering communities and changing lives, even in the face of unprecedented challenges.

JOBS PROGRAMS ACHIEVEMENTS



The National Urban League Workforce and Entrepreneurship Programs have served over 175,000 participants in 2020 and 2021 through training sessions.

Did you know? *60% of individuals served via the entrepreneurship centers are women*

Helping Black Entrepreneurs

Black restaurant owners often lack the mentors and support they need to grow their businesses. That is why the National Urban League's Entrepreneurship Center offers help through the Black Restaurant Accelerator Program.

Dwayne, owner of a Caribbean restaurant in Baltimore, Maryland did not have the funds to hire a private consultant to help him make his business successful. Then, he learned that the National Urban League could help him free of charge.

"I learned how to improve my cash flow, reduce overhead costs, and operating expenses. I learned how to market my business and use social media to hire staff and attract customers," Dwayne said. Now, he is able to invest in a part-time accountant, a new oven, and a marketing person. Congratulations to this Black restaurateur!

Supporting a Sweet Success

Sherilyn created Leroy's LipSmack'n Lemonade to help kids who live with disabilities like her son Leroy II. She wanted them to understand that their special needs are not a limitation, and that they can succeed. In fact, Leroy, and other persons with special needs work in the business.

While Leroy's LipSmack'n Lemonade is a big hit year round in the Baton Rouge area, by being featured in 36 stores, restaurants, festivals and the LSU sports arenas, Sherilyn wanted more. She wanted to expand her products to other cities across Louisiana, and in Alabama, Mississippi, and Texas. She pitched her plan to the National Urban League and secured a grant which enabled her to purchase a refrigerated truck and support her dream of expanding her business regionally.



The National Urban League knows jobs with growth potential are key to financial stability.

Breaking through Barriers in the Tech Industry

Too many Black Americans are unemployed or underemployed while the tech industry needs trained workers.

The National Urban League's Urban Tech Jobs Program has partnered with national employers such as Comcast, AT&T, and Google to train these individuals for tech occupations. In doing so, we are helping to close the digital divide that exists where White America has greater access to technology and training than Black America.

Derrick had served time and was in a recovery program and doing well except he needed a job. He lacked confidence and skills but his Urban League mentor assured him he could do it. And he did. After completing a series of milestones, including tech training and certification, he reached out to a branded wellness program about an internship. He was



accepted and now has the opportunity to manage the company's website and other IT maintenance needs. Best of luck to you, Derrick!

Please be sure to connect with us for more stories and achievements that will make you feel proud of being a partner of the Movement. [!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\)](#) [!\[\]\(2f36c159ea3670f7a62f64a4f1cf5c05_img.jpg\)](#) [!\[\]\(97ea327f5be815eae3219211de8871e0_img.jpg\)](#) [!\[\]\(b9e364404d24453c513f2e1f7e489b5b_img.jpg\)](#)

ADVOCACY ACHIEVEMENTS

The National Urban League continues its formal presence in the U.S. Capitol advancing policies that protect and expand civil rights.

Recently, our advocacy efforts impacted the passing of the Omnibus Spending Package, providing tremendous financial resources for employment opportunities and economic empowerment in the communities we serve. Key priorities funded included \$70 million designated for Minority Business Development, \$107 million for Youth Mentoring in Juvenile Justice Programs, \$3 million for Community Policing Development, and \$39 million for Civil Rights in Healthcare.

Urban League Affiliates were among organizations awarded grants under the Omnibus Spending Package to transform funding into action. Our Urban League programs funded focus on entrepreneurial

development, workforce training, financial literacy programs, and childcare services.

Despite this win, our mission to build equitable access to jobs, education, housing, health, and civic engagement continues to be in jeopardy.

This is why the National Urban League along with our affiliates around the nation are in the trenches doing incredibly important work as Economic First Responders. From the streets to the halls of Congress, in C-suites, and in City Halls, we are fighting to help families cope with challenges in employment, housing, health care, education, and racial injustice.

Join the National Urban League in the fight for our communities to get the opportunities and protection they deserve.

All National Urban League services are free of charge and are made possible by the generosity of donors like you!

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 story 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!

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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

