





FROM THE PRESIDENT'S DESK

DEAR NATIONAL URBAN LEAGUE SUPPORTERS,

In 2021, our country saw a widening division.

We experienced the coming together of Americans. Support of the Black Lives Matter Movement reached an all-time high, and challenging the status quo of racial inequities—"Unmasked" and unmistakably laid before us by the Covid-19 pandemic, civil unrest, and economic uncertainty—became front and center in our nation's plans for a diverse, equitable, and inclusive recovery.

At the same time, we witnessed the resentment of Black and Brown voting power and the fragility of our democracy that culminated with the devastating January 6th attack on the U.S. Capitol Building. This countercurrent to progress remained strong with the surge of voter suppression laws, gerrymandering to manipulate voting districts, and misinformation campaigns, all aimed at excluding and diminishing the power of communities of color.

I am proud of the National Urban League and Urban League Affiliate Movement's leadership during this challenging time, and beyond grateful to our family of Urban League supporters who made our work possible. Together, we tirelessly pursued a "New Normal" to protect civil rights and freedoms and build an equitable future for all.

The following **2021 Impact Report** highlights our progress over the past year in alignment with our *Empowerment Goals*. You will find key data on our comprehensive approach to equity—from our national, state, and local policy leadership to on the ground community programs and service across our five divisions: Equitable Justice and Civic Engagement, Health, Education, Workforce Development and Entrepreneurship, and Housing.

Through our newly formed Equitable Justice and Strategic Initiatives division, we addressed voting rights and civic engagement, police and criminal justice system reform, and gun violence and antihate crimes. Our 21 Pillars for Redefining Public Safety offered a road map to keeping communities safe and protecting human lives. Our voice also powered advocacy for proposed, and unfortunately still stalled, legislation for the John R. Lewis Voting Rights Advancement Act and Freedom to Vote Act to guarantee citizens our most fundamental right of representation in our democracy.

With Black and Brown communities experiencing disproportionate rates of Covid-19 infections, hospitalization, and death, we launched the public health campaign *All !n* in partnership with the Centers for Disease Control. We shared accurate, accessible, and community specific information about Covid-19 to combat vaccine hesitancy, promote regular testing and health safety, and thwart misinformation.

We also continued to be a lifeline for people in need. As students struggled to adapt to the shifting education landscape, we offered academic mentorship and personal support to help them stay on track. As families worried about making ends meet, we provided housing counseling, foreclosure intervention, and rent assistance to help people stay in their homes. As small business owners continued to navigate a tumultuous economy, we provided management counseling, financial assistance, and PPP Loan Assistance through our Entrepreneurship Centers.

Each and every donor has played a critical part in this success. We extend a special thanks to our corporate partners for their generosity, employee engagement, and commitment to elevating diversity, equity, and inclusion. We also thank the growing number of individuals, many joining us for the first time in 2020 and continuing to stand with us. This unprecedented support gives strength to our mission of economic empowerment and social justice.

Thank you, again, for your unwavering support. Stay well and empowered!

Sincerely,



Marc H. Morial
President & CEO,
National Urban League



EQUITABLE JUSTICE & AND CIVIC ENGAGEMENT &

We are witnessing a turning point in American history. The progress made in achieving civil rights and economic opportunity for Black Americans over the past century has been threatened by the devastating effects of Covid-19, the rise of racial tensions across the county, and outright attacks on our democracy, culminating in the January 6th insurrection. The National Urban League is at the forefront of the fight for civil rights and equitable justice for all Americans.

<u>Learn more about our Equitable Justice Programs and Initiatives</u> → <u>Learn more about our Civic Engagement and Voting Rights Programs and Initiatives</u> →

EMPOWERMENT GOAL

Every American has an equal right and responsibility to fully participate in our democracy and civic process.

2021 IMPACT

VOTING RIGHTS

- With the Washington Bureau, relaunched the <u>Reclaim Your</u>
 <u>Vote</u> ♂ civic engagement and voting rights campaign for the 2021 election cycle, reaching 115,000 voters.
- As a premier partner for National Voter Registration Day ♂, coordinated activities for 65 Urban League Affiliate and Young Professional partners in 29 states; reached 53.8 million via social media.
- Participated in 2021 Freedom Ride activations and March On for Voting Rights & in Washington, D.C. in August 2021.
- With the Washington Bureau, launched advocacy campaign to pass the John R. Lewis Voting Rights Advancement Act and Freedom to Vote Act.



- With the Washington Bureau, facilitated effort to join six
 (6) New York Affiliates with 67 civil rights organization and social justice groups to urge voting rights be included in the Governor's 2022 Legislative Agenda.
- Launched the <u>Instagram Live Justice Now</u> & series with episodes focused on voting rights, civic engagement, police and criminal justice system reform, and gun violence.

MAKE BLACK COUNT: U.S. CENSUS CAMPAIGN

- Issued the report Looking Ahead to 2030: Lessons from the 2020 Census &, documenting how our Make Black Count & campaign mobilized, pivoted, and battled in court, online, and in the community to galvanize participation among Black and other underserved Americans and combat misinformation, intimidation, and other tactics to silence voices in the 2020 U.S. Census. The report also recommended strategies to be implemented now to ensure full and fair participation and representation in 2030 U.S. Census.
- Continued to engage the <u>2020 Census Black Roundtable</u> ∠, the U.S. Census Bureau, and members of the Presidential Administration and Congress to understand and communicate the implications of a Black undercount and implement strategies to prevent further actions in the 2020 U.S. Census reporting process that could further exclude Black and other communities of color.



EQUITABLE JUSTICE AND CIVIC ENGAGEMENT

REIMAGINING POLICING AND CRIMINAL JUSTICE SYSTEM REFORM

- Released the <u>21 Pillars for Redefining Public Safety and</u>
 <u>Restoring Community Trust</u> ②, a comprehensive framework for criminal justice advocacy that takes a holistic approach to public safety, the restoration of trust between communities and law enforcement, and a path forward for meaningful change, accompanied by a toolkit to put plan into action.
- Initiated the <u>21 Pillars Heartland Tour: Empowering</u>
 Communities to Transform Public Safety & with two
 community-based, town halls held in Louisville, KY
 (September 2021) and Columbus, OH (October 2021).
- With the Washington Bureau, launched advocacy campaign to pass the <u>George Floyd Justice in Policing Act</u> &, which is currently stalled in the U.S. Senate, to open the door to police accountability and systemic justice for the historically harmed.
- With the Kansas City Urban League, submitted a letter to Attorney General Merrick Garland urging the U.S. Department of Justice to open a pattern or practice investigation into systemic misconduct by the Kansas City Police Department.
- With the League's Office of General Counsel, created a legal inquiry response system for individual experiencing incarceration and their families.
- Maintained partnership with New Yorkers United for Justice to work on cutting edge criminal justice issues.

EQUITABLE MARIJUANA AND CANNABIS LEGALIZATION

- Released the Equitable Cannabis Legalization Policy Position

 to provide policy guidance and historical and legislative context, as well as talking points and social media kit.
- Participated as a member on the U.S. Cannabis Council DEI Task Force.

COMBATING POLITICAL EXTREMISM, HATE CRIMES, AND GUN VIOLENCE

- Developed key partnerships including collaborations with Anti-Defamation League, the Black Jewish Entertainment Alliance, and National Organization for Black Law Enforcement Executives.
- With the Washington Bureau and NAACP Legal Defense Fund, submitted an <u>amicus brief</u> ♂ for the New York State Pistol & Rifle Association v. Bruen (2021) case concerning New York's gun laws to the U.S. Supreme Court.
- With Washington Bureau, submitted amicus brief for the Dobbs v. Jackson Women's Health Org. case concerning women's reproductive rights and Missouri's abortion ban to the U.S. Supreme Court.



- Convened briefing for the Affiliate network discussing grassroots community violence intervention strategies and policy discussion on the Break the Cycle of Violence Act.
- With the Washington Bureau, convened and submitted a joint letter with the Legacy Civil Rights Organizations to White House Officials to seek relief for Haitian asylum seekers.

2021 STATE OF BLACK AMERICA ♂

- Issued the annual report <u>State of Black America</u>: <u>The New Normal</u>: <u>Diverse</u>, <u>Equitable</u>, <u>and Inclusive</u> <u>and simulcasted the virtual series on the National Urban League website</u>, <u>Facebook</u>, <u>Twitter</u>, <u>and YouTube</u>, <u>garnering</u> <u>4,715 views</u>.
- With the Washington Bureau, relaunched the State of Black America Podcast, a semi-monthly series focused on voting rights, civic engagement, immigration, economics, and more.

LEGISLATIVE POLICY CONFERENCE ☑

• Successfully convened members of Congress, elected state leaders, and community advocated for the virtual 2021

Legislative Policy Conference & to discuss how policymakers can use this recovery opportunity to make equity the new normal in this country.

National Urban League 2021 Impact Report

National Urban League 2021 Impact Report



Black Americans experienced a disproportionate Covid-19 burden. Beyond the higher rate of infection, hospitalization, and death, they endured significant economic, social, educational, and behavioral health crises, widening the existing health equity gap. During this unprecedented time, the National Urban League continued to address the Covid-19 pandemic through the *All In* public health campaign and deliver its signature health and quality of life programs through Project Wellness. We also took a wider look at how other program areas—education, employment, housing, and civic engagement—are playing a role in the health and wellbeing of our communities.

Learn more about our Health Initiatives →

EMPOWERMENT GOAL

Every American has access to quality and affordable health care solutions.

2021 IMPACT

VACCINE EQUITY, HESITANCY & UPTAKE

- Launched the national campaign <u>All !n</u> & in partnership with the Center for Disease Control to combat misinformation, increase access to testing and vaccines, and strengthen community support for the residual effects on jobs, education, and housing.
- 37,914,085 Individuals Reached
- 556 Coalition Members
- 331 Non-Traditional Covid-19 Vaccine and Testing Sites
- 29,693 Trusted Messengers
- 100,070 Assisted in Getting Vaccinated
- Engaged community organizing group, GOTVax
 ^{\alpha} to pilot
 a mobilization effort around Covid-19 vaccines, reaching
 1.4 million people through direct contact, to deliver culturally
 targeted outreach to shut down disinformation and get
 Black communities vaccinated.
- Partnered with other vaccine efforts including the
 Federation of Protestant Welfare Agencies & and United
 Way of New York & in a comprehensive outreach and public
 education campaigns to overcome vaccine hesitancy in
 Black communities across New York State.

RESOURCES FOR BLACK AMERICANS FIGHTING COVID-19

- In partnership with the Black Coalition Against COVID (BCAC) &, commissioned The State of Black America and Covid-19: A Two Year Assessment & to examine the consequences of the pandemic for Black America and provide guidance on addressing the health disparities, now worsened over the past two years.
- Led the Covid-19 Communities of Color Needs Assessment ♂ to unearth inequities that people of color encountered

during the Covid-19 pandemic and influence policies to build equity and resiliency moving forward, and in partnership with the Washington Bureau, presented findings to the White House Covid-19 Response team.

BUILDING OUT OUR WORK IN HEALTH EQUITY

 Based on the social determinants of health, the conditions in which we are born, we grow, and age, initiated a Health Equity Strategy that integrates health into all program divisions: Education, Employment, Housing, and Civic Engagement.

HEALTHCARE DIVERSITY AND ACCESS

- As a <u>Champion for Coverage</u> organization, we serve as a federally funded navigator, engaging communities of color with the Affordable Care Act (ACA) through education and enrollment.
- Partnered with Robert Wood Johnson Foundation,
 Community Catalyst, and Urban League Affiliates to conduct healthcare enrollment events.

FIGHTING HIV/AIDS

- Member of <u>Partnering and Communicating Together (PACT)</u> ∠, a multimedia HIV/AIDS awareness, dissemination, and activities grant designed to reach hard-hit, and often hard-to-reach, communities with targeted messaging, while offering testing, treatment, and care.
- Addressing HIV-related stigmas and misinformation and encouraged more open conversations around HIV prevention among LGBTQ men and women.



HOUSING 2

Having a place to call home offers a sense of security and stability that has no price. A home is not a luxury; it is a fundamental human right. Sadly, today's unforgiving economic climate, coupled with rapid changes to our nation's cities, has created a housing insecurity crisis that affects millions of Americans. Would-be homebuyers are confronting escalating home prices and ever-tighter credit requirements. Meanwhile, renters face displacement and possible homelessness as the cost of living rises and incomes stagnate. In response to this crisis, the National Urban League has doubled down on protecting and expanding safe, affordable housing for all.

Learn more about our Housing Programs and Initiatives →

EMPOWERMENT GOAL

Every American lives in safe, decent, affordable, and energy-efficient housing on fair terms.

2021 IMPACT

COMPREHENSIVE HOUSING COUNSELING AND RESTORE OUR HOMES

- 53,861 Clients Served through Pre and Post Purchase Counseling, Asset Building, and Financial Coaching
- 75% Save Rate (Percentage of Clients Assisted to Save their Homes)
- 94% of Clients Transitioned to Safe, Decent, and Affordable Housing
- 1 New Financial Empowerment Center Program in Pilot Phase

SPECIAL PROJECTS AND INITIATIVES RELATED TO COVID-19

- Partnered with the National Football League to provide down payment assistance and closing costs.
- Provided 850 clients at an average of \$1,687 each with mortgage, rental, and/or utility assistance through the Wells Fargo Virtual Housing Counseling Grant.
- Provided 150 clients financial therapy, which focuses on our client's psychological and emotional relationship with money, through the Greater Washington Urban League and Capital One Grant.
- With the Washington Bureau, urged the U.S. Congress to extend the federal moratorium on evictions & to help renters at-risk of losing their housing—Black and Latinx households constitute a disproportionate number of renters.
- 10 Urban League Affiliates piloted the Esusu App, a rotational savings platform, enabling participants to increase their overall savings by \$318,694 and increase credit scores by 63 points on average.

3 MILLION BLACK HOMEOWNERS BY 2030 ₺

- 112 Coalition Members
- Issued the 7-Point Plan to increase Black Homeownership by 3 million households by 2030; plan outlines actions for homeownership counseling, down payment assistance, housing production, credit and lending, civil and consumer rights, homeownership sustainability, and marketing and outreach.



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WORKFORCE DEVELOPMENT & AND ENTREPRENEURSHIP &

Today's job market has become increasingly more difficult to navigate. As millions of Americans with higher education credentials and skilled trades are struggling keep up the pace with evolving technology and shifts in demanded skills, economically vulnerable populations are feeling more pressure than ever to make ends meet. We believe that one's employment should meet more than an employee's basic needs, rather it should allow them to access a wage that allows them to live a full life, and provide benefits that protect them, and their families, from life's many challenges. The National Urban League has spent decades refining jobs and workforce programs that provide hands-on support that people need to succeed, whether they are living paycheck to paycheck or navigating career changes.

<u>Learn more about our Workforce Development Programs and Initiatives</u> \rightarrow <u>Learn more about our Entrepreneurship Programs and Initiatives</u> \rightarrow

EMPOWERMENT GOAL

Every American has access to jobs with a living wage and good benefits.

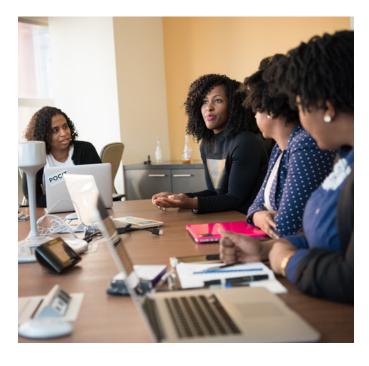
2021 IMPACT

WORKFORCE DEVELOPMENT ♂

- 1,785 Clients Served through Signature Workforce Programs
- 434 Clients Served through Urban Youth Program
- 421 Clients Served through Urban Re-Entry Program
- 919 Clients Served through Urban Seniors Jobs Program
- Continued to lean into shifting economic and workforce development landscape to lead signature initiatives: <u>Urban Reentry Jobs Program</u> ♂, <u>Project Empower University</u> ♂, <u>Urban Tech Jobs Program</u> ♂, <u>Urban Youth Empowerment Program</u> ♂, <u>Urban Seniors Job Program</u> ♂, and <u>Urban Apprenticeship Jobs Program</u> ♂.
- Produced the first virtual <u>National Urban League Conference</u> ∠, with 6,834 registrants, featuring themed conference days of Empowerment Day, Career & Professional Development Day, Small Business Matters/Entrepreneurship Day and TechConnect Day.

ENTREPRENEURSHIP ♂

- 12 Entrepreneurship Centers
- 21,763 Participants in Entrepreneurship Programs
- 9,738 Counseling Hours in Entrepreneurship Programs
- 26,115 Group Training Hours
- \$109.7M in New Contracts and Financing in Entrepreneurship programs
- Launched <u>Start Up Together</u> &, in partnership with the Small Business Administration's Community Navigator Pilot Program (CNPP) to reach and support underserved small





WORKFORCE DEVELOPMENT AND ENTREPRENEURSHIP

businesses, with an emphasis on those owned by women, veterans, and socially and economically disadvantaged individuals to help them recover from the effects of COVID-19.

- Launched the <u>Black Restaurant Accelerator Program</u> B, in partnership with PepsiCo Foundation to help address systemic barriers faced by Black-owned food service companies, particularly in the time of COVID-19.
- Launched CARES Act Program Small Business Webinar Series
 to support small businesses interested in resources available under the CARES Act to assist with their recovery from the effects of COVID19.
- Launched <u>Advancing Black Entrepreneurs</u>

 in partnership with Chase for Business, Black Enterprise, the U.S. Black Chambers and the National Minority Supplier Development Council to provide practical resources via 90-minute guided digital sessions for business growth, sustainability and resiliency.
- Co-hosted a virtual summit Small Business Matters
 Entrepreneurship Day with Wells Fargo and Toyota with
 three sessions PPP is Finished, Now What?, Strategy to
 Win—A Management Master Class, and Elevate Your
 Business For Success and networking session sponsored by
 UPS, Courvoisier, Regions Bank, and Goldman Sachs 10,000
 Small Businesses.
- Awarded 26 cash grants of \$5,000–10,000 to small businesses though the Round It Up American partnership with Office Depot.

ADVOCACY AND PUBLIC POLICY

- With the Washington Bureau, advocated for provisions in post-pandemic infrastructure plans

 and Build Back Better Act:
 - » Inclusion of minority business enterprises (MBEs)
 - » Fund workforce development through job training, pre-apprenticeships, and related approaches
 - » Inclusion of community facilities such as schools, parks, libraries, and neighborhood centers
 - » Local hire provisions
 - » Inclusion of metropolitan planning organizations (MPOs) in the decision-making process to fund projects
 - » Promotion of inclusive and equitable energy policies that ensure communities of color have access to unpolluted and healthy environments
 - » Closure of critical broadband gaps in Black and low-income communities



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An education that opens young minds to a world of possibilities is a fundamental human right. For more than 50 years, the National Urban League and our Education and Youth Development division have gathered the expertise and supportive evidence to develop academic programs that address the specific and cultural needs of young African Americans.

Learn more about our Education Programs and Initiatives →

EMPOWERMENT GOAL

Every American child is ready for college, work, and life.

2021 IMPACT

EDUCATION

- 2,220 young people enrolled and served through signature education and afterschool programs
- 90% of young people (enrollees) that move to the next grade absent the need for remediation

PROJECT READY

- 2,220 National Urban League-Funded Participants
- 32 Urban League Affiliate Sites
- 93% of Project Ready seniors to graduate from high school on time
- 238 Project Ready STEAM Participants
- 1,746 Project Ready Mentor Participants
- Kicked off National Urban League's new online Project Ready Mentor portal, expanding opportunities for trained mentors to connect with young people ages 11–18 to support their academic and social success.

VIRTUAL YOUTH LEADERSHIP SUMMIT ☑

- The National Urban League Youth Leadership Summit successfully executed the first virtual conference.
- 2,092 Virtual Participants
- The 11th Annual Project Case Competition empowered young participants from around the country to analyze, prepare, and submit their best solutions to this year's case, which focused on public safety and utilized the National Urban League's 21 Pillars for Redefining Public Safety and Restoring Community Trust & in order to develop their strategies and responses.

EQUITY AND EXCELLENCE PROJECT 2

- Through the Disconnected Participatory Youth Project, elevated youth voices on issues related to education, including sharing the challenges of school and life young people have faced during the Covid-19 pandemic in Unmasked Stories of Inequity: Students Speak Out 2.
- Finalized the <u>Social-Emotional Principles Toolkit</u>

 for release in May 2022, culminating two-years of research to develop a set of tools that speak to the unique expertise and histories of communities, students, and families that are too often left outside of education innovation.

FUTURE OF ASSESSMENT & ACCOUNTABILITY PROJECT

• In partnership with UnidosUS, launched the Future of Assessment & Accountability Project & to convene parents, educators, and other stakeholders and inform a new, equitable set of education assessment and accountability principals and guidelines.

EQUITY CENTERED PIPELINE INITIATIVE

 Led community stakeholder programming for Professional Learning Community aimed at improving the pipeline for school leaders trained and supported in achieving educational equity and excellence.

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