



National
Urban League



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NATIONAL
URBAN
LEAGUE

Impact Report

2022



DEAR NATIONAL URBAN LEAGUE SUPPORTERS,



FROM THE PRESIDENT'S DESK

In 2022, the National Urban League continued to expand and innovate our work to build equitable opportunities for Black and other underserved communities throughout the United States. We reached more people than ever through our direct services, connecting over 3 million people to education, jobs, housing, health, and civic engagement. We advocated on a local, state, and national level for economic empowerment and inclusion, and had significant impact on the *Inflation Adjustment Act* and *Science and Climate Bills*, among others, to provide tremendous job opportunities, now and in the years ahead, for the people we serve.

To be fair, we also faced disheartening setbacks as both the George Floyd Justice in Policing Act and the John Lewis Voting Rights Advancement Act failed to be passed in the Senate. The Supreme Court overturned *Roe v. Wade*, stripping women of their health and reproductive rights. We witnessed a rise in gun violence, hate crimes, and domestic extremism. This has only strengthened our resolve to find solutions and fight for our fundamental rights of full and equal participation and protection of all Americans in our democracy.

The following **2022 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 policy leadership to on-the-ground community programs and services across our five divisions: Housing; Equitable Justice, Civic Engagement, and Advocacy; Health; Workforce Development and Entrepreneurship; and Education.

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 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,

A handwritten signature in black ink, which appears to read "Marc H. Morial". The signature is fluid and cursive, written in a professional style.

Marc H. Morial
President & CEO
National Urban League



HOUSING [↗](#)

The National Urban League is creating pathways for the most vulnerable among us to achieve housing stability and security. Our programs and services provide financial counseling and resources to help people rent, purchase, and stay in their homes. Through the journey of homeownership, we are closing the generation wealth gap that exists for Black Americans and building opportunities for the future.

[Learn more about our Housing Programs and Initiatives](#) →

EMPOWERMENT GOAL

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

2022 IMPACT

FINANCIAL EMPOWERMENT

Financial Empowerment Center [↗](#)

- Assisted low- and moderate-income families reach financial stability to earn more, keep more of what they earn, begin to build savings and assets, and move up the economic ladder.
- 11,970 clients in asset building and financial capability program
- 906 clients in financial literacy education services
- In partnership with DoorDash, introduced [GoalUp.org](#) [↗](#), the first-ever digital platform aimed to build financial literacy and financially empower underrepresented gig economy workers.

Comprehensive Housing Counseling Program [↗](#)

- Made housing options more accessible and sustainable by leveling the economic playing field for Black and other minority renters, homeowners, and the homeless.
- 51,859 clients in comprehensive housing counseling services
- 5,715 clients are “mortgage ready” within 6–12 months
- 2,711 clients in rental counseling services
- Developed new tool kit and products for Bank of America’s journey to homeownership.
- Partnered with Citi on affordable banking access strategies focused on racial equity and inclusion.

Restore Our Homes: Foreclosure Prevention Program

- Provided home retention and loss mitigation to increase financial stability and property values among Black and other minority communities.
- 1,200 clients in fair housing education services
- 1,197 clients in predatory education services
- 1,476 clients in foreclosure counseling services
- 986 clients in homeless counseling services





EQUITABLE JUSTICE [↗](#), CIVIC ENGAGEMENT [↗](#), AND ADVOCACY [↗](#)

For over a century, the National Urban League has been a powerful voice in the fight for justice, opportunity, and equity for all Americans. In 2020, in response to the murder of George Floyd and resounding public outcry for reform across the country, we launched the Equitable Justice and Strategic Initiatives division. The aim was to bring together and expand our advocacy, public education, and programs in policing and criminal justice reform, voting rights and civic participation, gun violence, anti-hate and discrimination prevention, and other related areas.

[Learn more about our Equitable Justice Programs and Initiatives](#) →

[Learn more about our Civic Engagement and Voting Rights Programs and Initiatives](#) →

[Learn more about our Advocacy, Policy, and Publications](#) →

EMPOWERMENT GOAL

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

2022 IMPACT

VOTING RIGHTS AND CIVIC ENGAGEMENT

Reclaim Your Vote Campaign [↗](#)

- Registered, educated, and activated voters, removing barriers to civic engagement for Black and other underrepresented communities.
- 1,287,841 voter outreach attempts via telephone calls, text messages, and field canvases
- 132,400,000 voter outreach impressions via television and radio
- 6,066 voters committed to vote on election day or early via mail and in-person voting
- 1,415 voters received rides to the polls
- 387 volunteers participated in voter outreach
- The 2022 campaign launched at Clark University in April and continued throughout the year. It included an improved voter portal in partnership with When We All Vote, Civic Nation, and Vote.org [↗](#). It also included weekly Urban League Affiliate and volunteer trainings, rideshare to the polls in partnership with Lyft, corporate partnerships for employee deployment with The Match Group and Target, and action days focused on National Voter Registration Day and National Black Voter Day in partnership with BET.

Make Black Count Initiative [↗](#)

- Promoted full and fair participation in the U.S. Census to ensure all voices are represented in our democracy. We must make fundamental reforms now to build an equitable and modern 2023 U.S. Census.
- The U.S. Census Black Roundtable, now a coalition of 28 organizations, convened quarterly to engage, share, and learn about critical issues that impact the undercount of the Black community. The Roundtable also met with members of Congress, the U.S. Census Bureau, community organizations, and other stakeholders to inform and modernize policies for a more equitable U.S. Census.

“Too many people struggled, suffered, and died to make it possible for every American to exercise their right to vote. And we have come too far together to ever turn back. So we must not be silent. We must stand up, speak up, and speak out. We must march to the polls like never before. We must come together and exercise our sacred right.”

– Congressman John Lewis



EQUITABLE JUSTICE, CIVIC ENGAGEMENT, AND ADVOCACY

POLICE AND CRIMINAL JUSTICE SYSTEM REFORM

21 Pillars for Redefining Public Safety and Restoring Community Trust

- Promoted the protection and preservation of life, dignity, and trust, while building safer communities.
- We held community events including:
 - » Youth Summit in partnership with the Chicago Urban League attended by 350 youth, 40 partners, and 40 volunteers.
 - » Interrupt Racism Summit in partnership with the Rochester Urban League attended by 200 adults and 500 youth.
 - » High-profile series of panel discussions in Kansas City, MO attended by 171 participants.
- In collaboration with the National Urban League's Washington Bureau, we conducted a letter campaign to the U.S. Department of Justice calling for police misconduct investigations, including investigations into the Louisiana State Police, Kansas City Police, and Akron Police Departments.

COMMUNITY SAFETY

Community-Led Safety Program

- Fought gun violence, hate crimes, and other root issues of violence in our communities.
- Developed and released a strategic gun violence prevention policy Towards a New Age for Community Safety to guide Urban League Affiliates and others to respond to increasing gun violence and mass shootings.
- Launched Project CODE (Collaborative Organizations to End Domestic Extremism) in partnership with the Anti-Defamation League and with funding from Joyce Foundation to combat hate and extremism. Project CODE has hosted five convenings, launched a public facing website, and created an information hub to help organizations combat political violence regionally and locally.

EQUITABLE MARIJUANA AND CANNABIS LEGALIZATION

Equitable Marijuana and Cannabis Legalization Initiative

- Worked with policymakers to find solutions to the generational harm caused by cannabis prohibition. To get this right, we address issues including social equity and community reinvestment, criminal justice, workforce development, entrepreneurship, public health, and product safety.
- Facilitated conversations with key stakeholders and Urban League Affiliates around the Equitable Cannabis Legalization Policy Position guidance.
- Represented the Urban League Movement on the U.S. Cannabis Council (USCC) DEI Task Force and the Marijuana Justice Coalition (MJC).

SIGNATURE EVENTS

State of Black America, Legislative Policy Conference, and National Urban League Conference

- Annual events convened diverse leaders and community members alike to understand issues impacting Black communities and inspire action to build equitable opportunities for all.
- In April, we held an event for the release of the 2022 State of Black America: Under Siege: The Plot to Destroy Democracy, exposing the true scope and severity of the political forces attacking voting rights and the democratic process. The hybrid event was attended by 200 people in-person and 5,021 people online.
- In June, we held the 19th Legislative Policy Conference to convene members of Congress, elected state leaders, and community advocates to discuss persistent policy issues impacting Black and other underrepresented communities including jobs, education, housing, health, and voting rights. The virtual event was attended by 9,401 people online.
- In July, we held the 2022 National Urban League Conference in Washington, D.C. with forums including Black Power Renewed: Challenging the Social Justice Backlash, An Unjust Burden: Black Men and Wealth vs. America's Distorted Lens, The End of Inclusion? Resetting the Agenda on DEI in the Workplace, Racism Is a Preexisting Condition: Closing the Health Gap, The Future is Now...The Fight for Justice & Equity, The Employed Entrepreneurship Playbook, The Future of Fintech: Innovation, Inclusion, and Impact, and The Audacity: Owning Your Career from Salary Negotiation to Executive Presence among others. The hybrid event was attended by 4,533 people in-person and 11,417 people online.
- In October, we held the 2022 National Urban League Whitney M. Young, Jr. Leadership and Development Conference for the Urban League Affiliate Movement. Keynote topics included Closing the Opportunity Gap for Black Americans, Socially Conscious Music Now and in the Future, Mobilizing the Movement: Education and Empowerment, and Organizational and Cultural Transformation. The hybrid event was attended by 200 people in-person and 1,000 online.



HEALTH

The National Urban League’s approach to health inequities is rooted in our decades-long commitment to simultaneously addressing multiple social determinants of health (SDOH) for the communities we serve. We have long recognized that the issues our communities have faced are multi-factorial and complex.

In 2020, the COVID-19 pandemic brought these factors into sharp focus and put a spotlight on issues that have been festering for decades. While the COVID-19 pandemic has increased awareness of how other areas impact health, the National Urban League believes that more should be done to proactively respond to the social determinants of health and to singularly focus on advancing health equity via investments in innovation, policy, programs, and partnership and coalition-building.

[Learn more about our Health Initiatives](#) →

[Learn more about our COVID-19 Initiatives](#) →

EMPOWERMENT GOAL

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

2022 IMPACT

PARTNERING FOR VACCINE EQUITY


COVID-19 Pandemic

- Selected by the Centers for Disease Control and Prevention to conduct education and outreach for the COVID-19 vaccine.

Partnership with the Health Services

Resources Administration

- Created a community-based workforce comprising of local community health navigators to conduct on-the-ground outreach to provide education, dispel disinformation, and assist communities in accessing the COVID-19 vaccine.

- We produced a [video](#)  to interview Urban League Affiliates, partners, trusted messengers, and community members on the work that the Urban League carried out throughout the pandemic. Across both programs, we had the following impact:
 - » 30,240 people assisted in getting vaccinations for COVID-19 and/or flu
 - » 2,272 trusted messengers
 - » 229 coalition partners
 - » 136 community health navigators hired
 - » 275 non-traditional vaccine sites
 - » 634,989 outreach actions via phone calls, in-person conversations, event tables, door-to-door visits, social media posts, and direct mailing conducted to promote COVID-19 vaccines
 - » 35 Urban League Affiliates received funding to reduce racial and ethnic disparities in COVID-19 and flu vaccine uptake.
- With the Centers for Disease Control and UnidosUS, convened health equity stakeholders, including four Urban League Affiliates through two roundtable events focused on addressing future public health challenges with an equity lens.





HEALTH

HEALTHCARE DIVERSITY AND ACCESS

- Partnered with the [American Hospital Association](#) to increase the diversity of hospital governance boards while enhancing resources for hospitals to effectively integrate community health workers into their care teams.
- As a [Champion for Coverage](#) organization, we serve as a federally funded navigator, engaging communities of color with the Affordable Care Act (ACA) through education and enrollment.
- Partnered with the Robert Wood Johnson Foundation, Community Catalyst, Urban League Affiliates to conduct healthcare enrollment events.

FIGHTING HIV/AIDS

- Member of [Partnering and Communicating Together](#) (PACT), 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 encouraging more open conversations around HIV prevention among LGBTQ men and women.





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.

[Learn more about our Workforce Development Programs and Initiatives](#) →

[Learn more about our Entrepreneurship Programs and Initiatives](#) →

EMPOWERMENT GOAL

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

2022 IMPACT

WORKFORCE DEVELOPMENT [↗](#)

- 1,834 clients served through signature workforce programs

Urban Youth Pathways Program [↗](#)

- Served young adults (ages 14–21) with career readiness training and exploration.
- 808 clients served through Urban Youth Pathways

Urban Youth Re-Entry Program [↗](#)

- Provided youth (ages 18–24) who have had criminal justice system involvement access to market-relevant skills and credentials, leading to employment in high-growth industries specific to its local area, improving longer-term employment outcomes and reducing recidivism.
- 323 clients served through the Urban Youth Re-Entry Program

Urban Seniors Jobs Program [↗](#)

- Assisted low-income individuals 55 years or older to gain skills and find employment, as advances in technologies and changes in the nature of work make it more difficult for older Americans to find jobs.
- 961 clients served through the Urban Seniors Jobs Program

Project Empower University [↗](#), Urban Tech Jobs Program [↗](#), Urban Youth Empowerment Program [↗](#), and Urban Apprenticeship Jobs Program [↗](#)

- Continued to lean into shifting economic and workforce development landscape.

SUCCESS STORY

"I want to be a part of the future of work." Alonzo was ready to break through the barriers, and so he reached out to the Indianapolis Urban League for help to gain the skills to do it, free of charge. Partnered with a mentor, Alonzo developed a plan that included computer training, certifications, and the ability to confidently discuss his past with employers. These were his steppingstones to success! Now Alonzo is studying for a bachelor's degree with the goal of working for Google as a coder.



WORKFORCE DEVELOPMENT AND ENTREPRENEURSHIP

ENTREPRENEURSHIP [↗](#)

Entrepreneurship Center Program [↗](#)

- Supported the development and growth of minority entrepreneurs in a manner that leads to the creation of jobs in sustainable businesses and ultimately generates wealth for the owners, their families, and their communities.
- 13 entrepreneurship centers
- 25,435 clients served in entrepreneurship programs
- \$110.3 M in new contracts and financing secured through entrepreneurship centers
- 962 full-time and part-time jobs saved or created through entrepreneurship centers
- Launched [Start Up Together](#) [↗](#) in partnership with the U.S. Small Business Community Navigator Program, to reach and support underserved small businesses. Through the program, facilitated \$2.2 M in loans and \$499,250 in grants awarded and provided 2,932 counseling hours and 2,907 training hours for 902 small, minority-owned businesses.
- Developed the [Urban Appraisers Initiative](#) [↗](#) in partnership with Wells Fargo, increasing the number of Black and minority appraisers to diversify the field, increase entrepreneurship opportunities for participants, and positively impact the housing sector. The program officially launched at the 2023 National Conference with the panel discussion *Diversity: A Wealth Building Strategy for Entrepreneurship (Lessons from the Appraisal Industry)* and with programming later in the 2023 in partnership with the Urban League of Greater Atlanta, the Urban League of Central Carolinas, and the Houston Area Urban League.
- Partnered with Stonehenge Community Development to deploy \$60 M in Federal New Markets Tax Credits, program to help economically distressed communities attract private investment and capital. To-date, Stonehenge has invested \$42.5 M of the \$60 M Federal New Market Tax Credits allocation in five projects and created 420 jobs.

SUCCESS STORY

Mallory Martin is the 12-year-old CEO, artist, designer, and creator of [People Pops Land](#) [↗](#), a toy company that has made interchangeable collectible toys since 2017! After joining the Los Angeles Urban League's Biz Institute, she learned about the importance of being clear and accurate when pitching to investors. She is currently finishing the second edition of her coloring book and making her first comic book! Mallory has provided autographed copies of her coloring book to children with cancer at the Long Beach Memorial Miller's Children's Hospital.





EDUCATION [↗](#)

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.

2022 IMPACT

EDUCATION

- 3,100 students served in signature education and youth after-school programs
- 93% of students served move to next grade
- 97% of students served graduated high school on time
- 220 students attended the Youth Leadership Summit

PROJECT READY

[Project Ready STEAM](#) [↗](#)

- Provided middle and high school students with the academic and experiential support necessary to increase their understanding of, interest in, and the opportunities afforded through science, technology, engineering, arts/agriculture, and math.
- 554 students served in Project Ready STEAM

[Project Ready Mentor](#) [↗](#)

- Connected trained mentors with African American and urban youth (ages 11–18) who are particularly vulnerable to disengagement from school, community, and the workforce and provide encouragement and inspiration to thrive academically, personally, and socially.
- 1,150 students served in Project Ready Mentor

[Project Ready 3.0](#)

- Initiated redesign of curriculum, to be completed in 2023, to include staff training focused on social and emotional learning, readiness, and positive youth development practices and principles.





EDUCATION

EDUCATION INITIATIVES

- The [Equity and Excellence Project](#) finalized the [Social-Emotional Principles Toolkit](#) for release in May 2022, culminating two-years of research to develop a set of tools that speaks to the unique expertise and histories of communities, students, and families that are too often left outside of education innovation.
- The [Future of Assessment and Accountability Project](#) culminated its first year with a hybrid event, Broadening Perspectives, and report. Civil rights leaders and senior leadership from the National Urban League, UnidosUS, NAACP, and the NAACP Legal Defense Fund shared findings from 62 listening sessions conducted throughout the year with youth, parents, educators, counselors, and youth development staff to elevate the voices of African American, Latinx, and other marginalized groups to inform and advance equitable assessment and accountability in public education.
- The ESSA (Every Student Succeeds Act) Leadership Learning Community Initiative, co-led with the Walton Foundation and Urban League Affiliates in Maryland, Wisconsin, Missouri, Tennessee, Minnesota, Nebraska, Ohio, Oregon, New York, and Pennsylvania, assisted local and state partners to use ESSA planning and related ESSA funding to build capacity of educational leaders.
- In partnership with the Wallace Foundation, the [Equity Centered Pipeline Initiative](#) engaged educators, students, families, and other community members of seven school districts, which serve more than 373,000 students, to build a pipeline of diverse and inclusive educators.
- In October, we held a convening, [Building Public Will for Equity](#), to recognize the work of Affiliates across the country working to change how schools and school leaders engage with our families and kids.
- Combatted the anti-public education movement, including hosting informational sessions at the 2022 National Conference and with Future of Assessment and Accountability participants.

SUCCESS STORY

Bria had nearly given up on getting her G.E.D. and going to college. In a moment of desperation, an unexpected message reached Bria. "I had gotten a letter in the mail saying that I had signed up for the National Urban League's YouthBuild program," Bria recalled. "Honestly, I didn't remember signing up for the YouthBuild program. Two months later I came in." While she was hesitant about the program at first, Bria flourished—and her life changed quickly. Not only did she earn her G.E.D., but she also received mentorship to rise above the obstacles between her and continuing education and applied to college. "They really taught me how not to give up... I can honestly say I would not have gone to college if it wasn't for National Urban League."



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