



National  
Urban League

## 2024 Annual Report



# The Civil Rights Act of 1964

*60 Years Later*



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“We are in a generational fight for the future of this nation. The last year showed the world the fragility of the American experiment by how malleable the same systems meant to preserve freedom can be twisted into weaponry against Democratic values, civil, and human rights.

The same period also taught the Urban League movement agility like at no other point in recent history.

In the face of disorder and chaos, we are organizing.

As our legal attacks crack apart our institutions, we are sounding the alarm at each fissure. And our call to demand diversity, defeat poverty, and defend Democracy pushes us to keep fighting for our communities and fighting for the soul of this country.”

- Marc H. Morial

**A MESSAGE FROM**

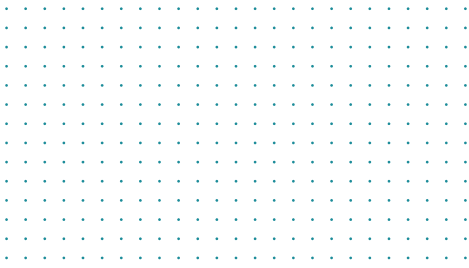
## The President

*Marc H. Morial*

PRESIDENT & CEO,  
NATIONAL URBAN LEAGUE



2024 was a tipping point for the National Urban League. Since 2021, we have spent years rebuilding relationships across every branch of government and deepening partnerships within the civil rights community to advance equity and Democratic ideals. The goal: to complete the unfinished goals of the Civil Rights movement and ensure that every American has access to the educational, employment, healthcare, and political opportunities to thrive.



What we faced over the last year was the precipice of a rising tide of extremism, hate speech, political violence, and assaults on our Democracy that threatened to implode America as we've come to know it. In the face of these threats, the Urban League movement strategized, built institutional safety nets, and expanded the capabilities of our Affiliate movement to weather the coming storms to the communities that we serve, fight against the assaults on our Democracy, and deliver results that will reverberate for years to come.

Through our Workforce Development Division, we connect thousands of job seekers, from returning citizens to young people charting their first career path, with high-quality jobs, apprenticeships, and training for 21st-century industries.

We proved that equity in the workplace isn't just a slogan; it's a blueprint for national prosperity. In Education and Youth Development, Project Ready and its enhancements equipped the next generation with tools not only to graduate, but to thrive in a world being reshaped by technology, climate change, and global interconnection. We opened doors to robotics labs, marine biology expeditions, and artificial intelligence projects. In doing so, we opened minds to limitless possibilities.

Our Health Equity and Policy division, building on its legacy of closing the COVID-19 vaccine gap, tackles the root causes of health disparities, including access to care, environmental justice, mental health, reproductive justice, and more.

The inaugural Health Equity Summit in New Orleans brought together visionaries and community leaders to forge lasting strategies for healthier futures. In Housing

and Financial Empowerment, we attacked the racial wealth gap head-on, expanding homeownership counseling, launching the Urban Development Accelerator to transform neighborhoods, and leveraging partnerships with HBCUs and MSIs to make wealth-building tools accessible to all.

The Equitable Justice and Strategic Initiatives Division fought for the soul of our Democracy, defending voting rights in the courts, registering new voters in jails, combating hate-fueled extremism, and advocating for criminal justice reform in statehouses across the nation.

And in Washington, our Bureau delivered results from the halls of Congress to the White House, blocking harmful legislation, securing critical federal investments, and shaping policies that touch every part of American life: education, health care, housing, broadband access, and economic opportunity.

We celebrated historic milestones: the victories of diverse leaders, the expansion of our Affiliate capacity, and the continued transformation of the Urban League Empowerment Center into a beacon of economic and cultural renewal in Harlem. 2024 reminded us that the challenges before us are steep, but so is our resolve.

The Urban League Movement has weathered storms for over a century because we know that our cause is just, our people are strong, and our unity is unbreakable. As we move forward, let us remember: Democracy is not self-sustaining, justice is not self-enforcing, and progress is not self-perpetuating. They require vigilant, determined, and collective action.

**That is the work we will continue to do, together.**



# 24

# Workforce Development and Economic Mobility

In 2024, the National Urban League reaffirmed its role as a national leader in advancing equitable workforce opportunities. Across our network, Affiliates prepared thousands of job seekers to succeed in a rapidly evolving economy, creating pathways into meaningful careers, providing second chances to justice-involved individuals, and expanding access to high-growth industries.

Through reentry programs, youth development initiatives, apprenticeship pipelines, and senior employment services, the League delivered a comprehensive portfolio of workforce strategies that connected people to jobs, skills, and futures.

Urban Tech and Upskilling programs advanced financial freedom and community stability by preparing participants to enter and grow within high-wage, high-demand sectors. In 2024, these efforts enrolled 3,771 participants, including 2,828 in training programs designed to build skills for the future economy. With a training completion rate of 80%, the portfolio placed 951 participants in employment, demonstrating the League's commitment to responsive, results-driven programming that equips individuals with the tools to achieve lasting empowerment.

## Urban Reentry Jobs Program

The Urban Reentry Jobs Program, comprised of the Young Adult Reentry Program (YARP), Growth Opportunities 2, and Pathways Home 3 (PH3), served a combined 1,342 participants in 2024. Together, these programs placed 663 participants into jobs, while 840 individuals completed employment training leading to certifications.

### 2024 Workforce Development (1)

- **Young Adult Reentry Program (YARP):** Served 562 young adults (ages 18–24) with prior justice system involvement. Despite pandemic disruptions, seven Affiliates connected these youth to jobs, training, and apprenticeships. A total of 487 participants were placed or enrolled, and 52 earned industry-recognized certifications. The program concluded in December 2024.

- **Pathways Home 3 (PH3):** Served 577 incarcerated and returning adults, providing training before release and continued support post-release. In 2024, 101 individuals were placed into jobs or training, and 41 earned certifications.
- **Growth Opportunities:** Supported 203 justice-involved young adults, placing 75 into paid work experiences and enrolling 84 in occupational skills training.

## Youth Workforce Empowerment

Urban Youth Pathways, one of the League's largest youth workforce initiatives, served 1,844 participants in 2024. Affiliates provided 1,688 youth with work experiences, enrolled 1,213 in post-secondary education or skills training, supported 450 in entering unsubsidized employment, and helped 751 earn certifications.

## Building the Workforce of the Future

The Urban Energy Jobs Program (UEJP), launched in 2022 with new federal funding, continued to connect participants to careers in the energy and infrastructure sectors. In 2024, 496 participants were enrolled in pre-apprenticeships and paid registered apprenticeships. The program placed 537 into jobs and apprenticeships, with 176 earning certifications.

The Urban Seniors Jobs Program (USJP) provided older workers with opportunities to reskill and reenter the workforce. In 2024, 1,341 seniors participated, with 116 placed into jobs and 1,341 completing training certifications.

# Entrepreneurship *and* Business Development

For nearly two decades, the National Urban League has been a trusted partner for minority entrepreneurs, providing the training, counseling, and resources necessary to build sustainable businesses. In 2024, our Entrepreneurship Centers, located in 13 Affiliate markets nationwide, delivered comprehensive support to thousands of business owners and emerging entrepreneurs, strengthening local economies and helping to close the racial wealth gap.

## Entrepreneurship Centers

Through our network of centers, the Urban League provided 56,905 hours of business counseling and training services to 30,870 participants. Clients secured more than \$76.9 million in financing, equity, grants, bonding, and contracts while creating or preserving 1,565 jobs

*Delivering  
comprehensive support  
to thousands of  
business owners  
and emerging  
entrepreneurs.*

## Program Highlights

### Urban Capital Readiness Program

In partnership with the U.S. Department of Commerce's Minority Business Development Agency, this four-year program provides intensive training, connections to capital providers, and strategies for sustainable growth. By equipping minority business owners with the tools and networks they need, the program directly tackles the systemic barriers that contribute to the racial wealth gap.

### Urban Appraisers Initiative

Initially launched in partnership with Wells Fargo, this initiative, this \$5 million, five-year initiative works to diversify the appraisal profession. It opens doors for Black trainees to complete certification requirements or establish appraisal businesses, addressing both representation and equity in an essential financial services field.

### Restaurant Accelerator Program

Created with the PepsiCo Foundation in 2020, this five-year program supports Black-owned food service businesses facing systemic inequities. In 2024, \$1 million in grants was awarded to 100 food service companies, expanding their capacity to grow, hire, and thrive in a competitive market.

The National Urban League's Entrepreneurship portfolio is more than a set of programs, it is an engine for economic mobility. By providing capital access, industry-specific training, and high-impact business counseling, we are not only strengthening individual businesses but also fueling broader community revitalization and wealth creation.

# Education *and* Youth Development

In 2024, the National Urban League strengthened its commitment to ensuring that every young person has the tools, guidance, and opportunities to thrive academically, socially, and culturally. Our flagship Project Ready program and complementary youth development initiatives together reached thousands of students, families, and communities nationwide.

## **Project Ready: Post-Secondary Success**

Project Ready continued to serve as the cornerstone of our education portfolio, equipping young people to successfully transition from high school to college, career, and lifelong achievement. Over 30 Urban League Affiliates operated Project Ready programs in 2024, reaching youth through personalized academic, social, and cultural support. Together, they achieved:

- 4,200 youth enrolled
- 3,200 Individual College & Career Development Plans completed
- 729 college applications submitted
- 641 youth engaged in 180 college tours
- 1,845 youth promoted to the next grade without summer school
- 606 high school graduates

Through targeted enhancements, students accessed transformative experiences:

### **Innovation Through STEAM**

In November 2024, the Project Ready team hosted the 2nd Annual National STEAM

Day, in partnership with COX Enterprises and five innovative STEAM sites:

- Chicago Urban League
- Urban League of Louisiana
- Urban League of Greater Chattanooga
- Urban League of Metropolitan Seattle
- Quad County Urban League

This youth-led virtual event showcased transformative projects in fields such as:

- Virtual Reality
- Artificial Intelligence
- Marine Biology
- Environmental Science
- Ecology
- Robotics

Over 100 participants engaged in hands-on, experiential learning opportunities, sparking new interest and expanding awareness of STEAM career pathways.

### **Strengthening Program Leadership**

At the Whitney M. Young, Jr. Urban Leadership Conference, the Education and Youth

Development track—Learning from the Ground Up: Practices, Principles, and Purposes in Youth Programming—trained more than 60 Affiliate staff.

Topics included:

- Improving youth outcomes
- Youth leadership and civic engagement
- Volunteer and mentor integration
- High school transition and college/career readiness
- Academic support strategies

### **Project Ready: Mentor**

The Project Ready: Mentor program provided over 180 hours of mentoring, career and college readiness, and service-learning programming to 2,200 young people across 22 Affiliate communities.

- 150+ mentors trained and supported
- 80% mentor retention rate

In 2024, the team relaunched the quarterly newsletter, The Project Ready Pulse, sharing inspiring stories such as:

- The Chicago Urban Leagues transformative youth trip to Ghana
- Urban League of the Upstate's program expansion and deeper community engagement in Greater Greensboro, South Carolina

## National Engagement and Learning

In January 2025, NUL staff and over 25 Affiliate representatives attended the National Mentoring Summit in Washington, D.C., hosted by MENTOR.

The team engaged in workshops on:

- Authentic storytelling
- Engaging Black male youth
- Data justice in youth programming

These sessions strengthened collective capacity to connect with young people authentically and advocate effectively for their success.

## Youth Leadership Summit

The 34th Annual Youth Leadership Summit gathered 363 participants from 35 Affiliates at Xavier University of Louisiana under the theme Building a Village: Putting We Before Me. Highlights included:

- Peer-led plenaries to set intentions and reflect on daily progress.
- “Choose Your Own Adventure” topical workshops, enabling customized programming.
- A first-ever sensory wellness room to support mental health and decompression.

This immersive experience amplified youth voices, fostered leadership, and deepened connections across the national network.

## Youth Council

The Urban League Youth Council grew stronger in 2024 with its fourth cohort of 21 youth from 20 Affiliates. Under the leadership of Senior Director Adenike Huggins, the Council:

- Piloted its first in-person convening at the National Service-Learning Conference.
- Spearheaded a national community beautification service project, with 13 Affiliates documenting their accomplishments.
- Contributed to program design, advocacy, and recognition efforts at the Youth Leadership Summit.
- Celebrated seven youth leaders for extraordinary service at the Summit Awards and Recognition event.

## Equity and Excellence Initiatives

The Equity and Excellence Project (EEP) advanced civil rights-centered principles for the future of assessments and accountability, engaging more than 400 advocates through statewide convenings in California, Ohio, and New York. Meanwhile, the Equity-Centered Pipeline Initiative supported eight school districts in diversifying leadership and strengthening community engagement.

## Policy and Advocacy

Through national committees and partnerships, the Urban League advanced policy solutions for equity in out-of-school time learning, accountability systems, and youth development workforce support. This included leadership in the National Academy of Sciences’ committee on K-12 out-of-school time and a new learning community with Affiliates to tackle persistent workforce challenges.



*Empowering youth nationwide  
with the tools, guidance,  
and opportunities to thrive  
academically, socially,  
and culturally.*

# Health Equity and Policy

The work of our Health Equity and Policy division expanded significantly in 2024. Building on the momentum of our efforts to close the COVID-19 vaccine gap, we awarded funding to 40 Affiliates through the CDC Partnering for Vaccine Equity grant to increase access to and trust in vaccines.

## **CDC Partnering for Vaccine Equity Grant**

Through grassroots community organizing and outreach, Affiliates achieved measurable impact:

- Neighborhood Canvases: 21 completed, reaching nearly 13,000 people
- Telephone Townhalls: 25 completed, reaching over 91,000 people
- Text Banks: 7 completed, reaching over 43,000 people
- Phone Banks: 10 completed, reaching over 8,000 people

Our vaccine work evolved beyond COVID-19 to embrace broader preventative health outreach aimed at improving long-term community health outcomes. To support this expansion, we convened 10 Learning Collaborative sessions to introduce strategies and resources that helped Affiliates deepen and formalize their vaccine equity work.

### **Program deliverables included:**

- New Trusted Messengers Engaged: 364
- New Partnerships Established: 322
- Vaccination Sites Activated: 227
- Educational Events Hosted: 519
- People Reached at Events: 895,181

### **Vaccines Administered:**

- COVID: 2,453
- MMR: 163
- RSV: 95
- Flu: 1,309
- Tdap: 232
- Chickenpox: 159
- Hepatitis B: 144
- Shingles: 74
- HPV: 91
- Meningococcal B: 250
- Pneumococcal: 11

### **Health Equity Summit**

In June, we hosted our inaugural Health Equity Summit, welcoming 79 leaders from 59 Affiliates to New Orleans for three days of intensive training, strategy sharing, and community building.

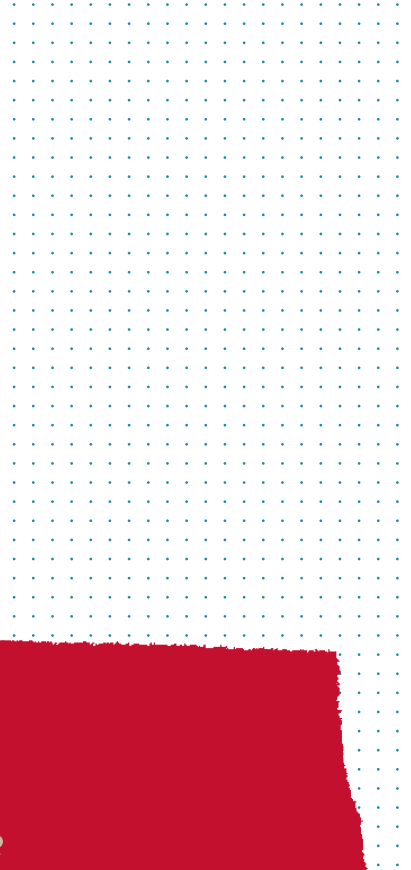
As the first event of its kind, the Summit brought together Urban League leaders and public health experts to collectively identify the most urgent health disparities facing our communities—and to equip leaders with the knowledge and tools to advocate for sustainable, community-driven solutions.

- 92% of attendees reported that they are considering developing new health equity programs due to what they learned at the Summit.
- 31% average increase in attendee understanding of key health equity concepts.

## Other Health Equity Initiatives

Throughout the year, we continued to build momentum by:

- Hosting 10 Health Equity Webinars covering critical topics such as Voting & Health, Heart Health, Housing & Health, Work Policies & Workers' Rights, Education & Health, LGBTQ+ Health, Medication Access, Organ Transplantation, Spirituality & Health, and HIV Prevention & Care.
- Leading a Health Equity Track at the Whitney M. Young Jr. Leadership Conference with training sessions on disaster preparedness, urban farming, and upcoming capacity-building opportunities.
- Establishing a Health Equity Strategic Advisory Council comprised of 11 Affiliate CEOs, guiding the strategic vision of the Health Equity movement for years to come.
- Launching six Health Equity Learning and Implementation Communities (HELICs) focused on:
  1. Access to Care
  2. Environmental Justice
  3. Food Justice
  4. Gun Violence Prevention
  5. Mental Health
  6. Reproductive Justice



*1. Access to Care*

*2. Environmental Justice*

*3. Food Justice*

*4. Gun Violence Prevention*

*5. Mental Health*

*6. Reproductive Justice*

# Housing *and* Financial Empowerment

In 2024, the National Urban League expanded its commitment to ensuring that every American has access to safe, decent, affordable, and energy-efficient housing. As a U.S. Department of Housing and Urban Development (HUD) Certified Housing Counseling Intermediary, we empowered communities across 27 Affiliate markets through comprehensive housing services, technical assistance, financial education, and groundbreaking new initiatives.

For over 35 years, NUL has trained and equipped Affiliates to be the trusted front-line advocates for housing justice, and this year marked a new era of impact.

## Signature Housing and Financial Programs

### HUD Comprehensive Housing Counseling

Through our HUD-funded housing counseling program, Affiliates delivered one-on-one and group education services to tenants and homeowners, improving housing stability, strengthening financial health, and promoting successful tenancy and homeownership.

- 21,800 participants enrolled in comprehensive housing counseling services across 27 Affiliates in 2024.

### HUD HBCU/MSI Funding Initiative

Recognizing the power of education and community, the HBCU/MSI Funding Initiative expanded opportunities for wealth building in underserved communities through formal partnerships with 10 HBCUs and MSIs, including Clark Atlanta University, Texas Southern University, and Norfolk State University. This collaboration promotes access to affordable housing and financial education.

### HUD Homeownership Initiative

To bridge the nation's persistent homeownership gap, the HUD Homeownership Initiative provided tailored housing counseling that supported:

- Home purchase readiness
- Mortgage origination support
- Preservation of homeownership. This program ensures that clients are prepared for the financial and legal responsibilities of homeownership, helping them secure mortgages matched to their personal and financial circumstances.

## Financial Empowerment Initiatives

### Chase FinTech Savings Initiative

Harnessing the power of technology, we enhanced financial coaching by integrating fintech tools through the Chase FinTech Savings Initiative. These innovations helped clients build credit, increase savings, and sustain positive financial behaviors with the support of on-demand educational resources.

### DoorDash Economic Empowerment Initiative

In partnership with DoorDash, we launched the Virtual Financial Empowerment Center (VFEC), an accessible online resource providing financial literacy education to participants of all ages and backgrounds.

- A mobile app will debut in 2025, extending VFEC's reach and offering Urban League clients the ability to complete modules anytime, anywhere.

### Urban Development Accelerator (UDA)

In 2024, NUL boldly reimagined community development with the launch of the Urban Development Accelerator (UDA). This pioneering initiative empowers Affiliates to use real estate development as a tool for creating economic stability, building generational wealth, and transforming communities.

- Founding Cohort: Five Affiliates: Greater Sacramento Urban League, Springfield Urban League, Urban League of Nebraska, Urban League of Greater Southwestern Ohio, and Urban League of the Upstate.
- Experiential Learning: Convenings held in St. Louis, New Orleans, and New York City provided hands-on development training, peer-to-peer learning, and technical assistance.
- Strategic Impact: UDA unlocked new ways for Affiliates to leverage real estate assets, strengthening their missions and deepening their community impact.

By investing in infrastructure, financial capability, and affordable housing, the National Urban League's Housing and Financial Empowerment programs

# Equitable Justice *and* Strategic Initiatives

In 2024, the Equitable Justice and Strategic Initiatives (EJSI) division continued to lead transformative efforts advancing racial justice, voter engagement, public safety reform, and criminal justice advocacy across the country.

## Police Accountability

EJSI demanded accountability in cases of police misconduct by submitting formal letters to the Department of Justice, urging investigations into the deaths of Frank Tyson in Canton, Sonya Massey in Springfield, and the abuse of Alesha Shamberger in Bogalusa. Our unwavering advocacy underscores our commitment to justice for every community member harmed by unchecked law enforcement violence.

## Combating Political Extremism

Through Project CODE, EJSI convened election security and anti-extremism leaders throughout 2024:

- Hosted the “Unveiling Unrest” webinar with over 200 stakeholders to address political violence.
- Partnered with UnidosUS and the Anti-Defamation League on a major panel, “Hate Gone Viral,” spotlighting the spread of disinformation and its ties to political violence.
- Strengthened the civil society network to ensure voter safety and democratic resilience in the lead-up to the 2024 elections.

## Reclaim Your Vote Campaign

Our 2024 Reclaim Your Vote (RYV) Campaign energized and mobilized voters across North Carolina, Pennsylvania, Georgia, Wisconsin, and Michigan. Guided by our D3 framework, Defend Democracy, Demand Diversity, Defeat Poverty, we achieved remarkable results:

- 1,330,636 voters contacted
- 1,042,767 text messages sent
- 248,866 doors knocked
- 1,615 new voters registered
- 341 poll workers recruited
- 459 rides to the polls arranged
- 136 Get Out the Vote (GOTV) events conducted

Through rallies, town halls, canvassing, and digital mobilization, we ignited a movement of civic empowerment among younger and historically underrepresented voters.

## Voting in Jails Initiative

Recognizing the untapped power of eligible incarcerated voters, EJSI launched and expanded our Voting in Jails program:

- In Philadelphia, the Urban League registered over 200 detained voters and secured ballot access safeguards in local jails.
- Affiliates engaged sheriffs and detention officials to expand nonpartisan voter registration and education initiatives behind bars.

## Criminal Justice and Legislative Advocacy

EJSI led multiple advocacy days across the country:

- Texas: Championing the Clean Slate Act, the 2nd Look Act, and HVAC installation in prisons to prevent heat-related deaths.
- California: Rallying support for the SMART Act to reduce dangerous traffic stops and promote safer policing.
- New York: Advocating for the SAFE for Kids Act and Child Data Protection Act to protect minors’ online safety.

## Urban Expungement Program

Through strategic partnerships and expanded reach, our Urban Expungement Program served over 1,550 individuals across Ohio, helping them clear criminal records and remove barriers to opportunity. Our June 2024 Urban Expungement Celebration marked a milestone moment, with recognition from Ohio Governor Mike DeWine and prominent local leaders.

## Justice Now Series

Justice Now, hosted by SVP Jerika Richardson, continued to spotlight urgent issues of racial, social, and economic justice through compelling conversations across Harlem, Atlanta, Detroit, Los Angeles, and Philadelphia. Every episode reaffirmed a simple but powerful truth: Justice touches every part of our lives.

# Washington Bureau: Federal Advocacy *and* Impact

In 2024, the National Urban League Washington Bureau advanced a bold racial and economic justice agenda through strategic federal advocacy, coalition building, and affiliate engagement. Guided by the D3 Framework, Defend Democracy, Demand Diversity, and Defeat Poverty, the Bureau worked closely with the White House, Congress, federal agencies, and national partners to secure legislative wins, drive federal investments, and uplift Black and historically underserved communities nationwide.

## Driving Progress Through Policy

### Defending Democracy and Protecting Civil Rights

- Launched the Stop Project 2025 campaign, mobilizing thousands to oppose civil rights rollbacks and fortifying the National Urban League's leadership role in the civil rights movement.
- Advocated for civil rights-focused judicial nominees, contributing to the confirmation of 235 federal judges under the Biden Administration.
- Opposed restrictive legislation like the SAVE Act, fought voter suppression tactics, and advanced voting rights protections through White House and DOJ engagement.

### Advancing Social Justice and Community Safety

- Blocked harmful provisions in the COPS Reauthorization Act while promoting community-based violence prevention.
- Re-launched the Community Safety Solidarity Coalition, partnering with the White House to counter political violence and public safety threats.
- Led election security tabletop exercises in key cities to protect vulnerable communities during the 2024 election cycle.
- Advanced federal clemency advocacy, contributing to a record-setting number of pardons and commutations.

### Championing Education and Workforce Development

- Supported the Department of Education's rollout of the SAVE Plan, easing student loan burdens for low-income borrowers.
- Advocated for broader student debt relief, with a focus on Black borrowers disproportionately impacted by debt.
- Supported the launch of the Freedom to Learn Campaign.

### Expanding Healthcare Access and Protections

- Fought to preserve Medicaid expansion, protect Affordable Care Act (ACA) premium credits, and expand coverage for anti-obesity and maternal health treatments critical to reducing racial health disparities.

### Promoting Housing and Community Development

- Advocated for major investments in rental assistance, eviction prevention, and affordable housing programs.
- Urged finalization of the Affirmatively Furthering Fair Housing (AFFH) Rule and championed proposals to establish a permanent Affordable Housing Trust Fund to build 100,000 units annually.

### **Fostering Economic Opportunity and Entrepreneurship**

- Advanced policy proposals for the National Strategy for Financial Inclusion and introduced the Main Street Tax Initiative to promote equitable economic reform.
- Partnered with Affiliates on a three-city tour to dismantle barriers facing minority-owned businesses and supported the Vice President's Economic Opportunity Tour to amplify local entrepreneurs.

### **Bridging the Digital Divide**

- Advocated for sustained Affordable Connectivity Program (ACP) funding and pushed for equity-driven broadband policies through the FCC and NTIA.
- Recommended stronger testing and accountability measures to ensure broadband expansion meets the needs of underserved communities.

### **Securing Federal Investments**

- Despite a challenging budget environment, the Bureau:
  - Secured significant federal investments for community-based programs across the Affiliate network.
  - Protected critical funding for reentry, workforce training, and economic empowerment initiatives.
  - Provided strategic support to Affiliates to maximize the impact and drawdown of federal awards.

### **2024 Empowerment Summit**

The 2024 Empowerment Summit in Washington, D.C., solidified the Bureau's leadership as a bridge between the Urban League Movement and the federal government. Highlights included:

- A White House convening with Vice President Kamala Harris and top federal officials.
- Strategic sessions focused on education, entrepreneurship, health, and digital equity.
- Participation by 20 Members of Congress and 146 Congressional meetings organized for 44 Affiliates.
- Launched the Energy Jobs Convening, State of Black America Report, and the Legislative Policy Conference.

By championing policy change, building powerful coalitions, and elevating Affiliate voices on Capitol Hill, the Washington Bureau delivered transformative results that will shape the future of racial and economic justice for years to come.

# Affiliates

92

Affiliate offices  
on the ground

300

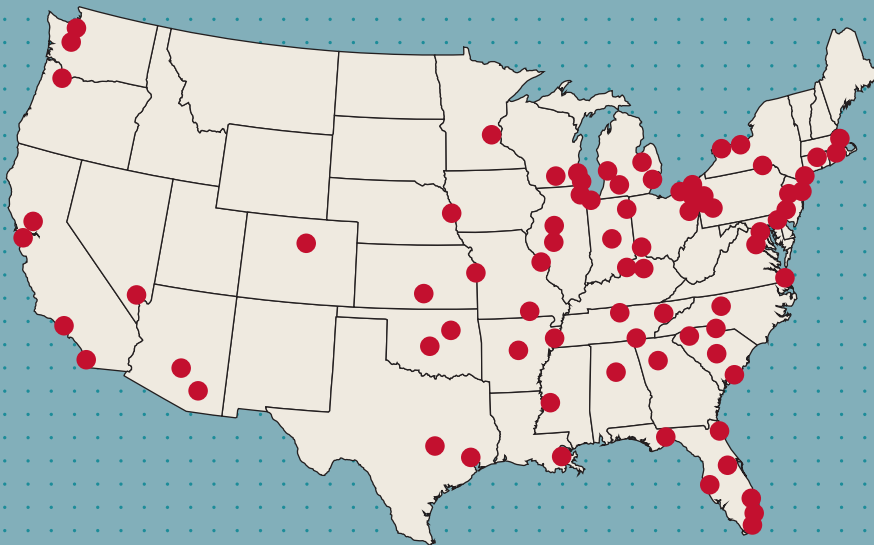
Communities  
Served

3.8M

People  
Served

5,000

Guild and  
YP Volunteers



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.





# *To Our Supporters* THANK YOU

The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2024. Whether a longstanding partner or a new friend, we value your faith in our mission and goals. With your assistance, the Urban League Movement in 2024 served nearly 6.4 million people, the highest number in Urban League History.

Together, we have been 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 and fairness.

To learn more about how to support the National Urban League or for a complete list of our annual sponsors, visit [www.nul.org](http://www.nul.org), and follow us on Facebook, Instagram and YouTube @NatUrbanLeague

# DONOR CATEGORY REPORT 2024

Corporations, Foundations, Nonprofits and Individuals

## CORPORATIONS, FOUNDATIONS AND NONPROFITS

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

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Comcast Corporation  
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Google, Inc.  
Mastercard International  
NextEra Energy, Inc.  
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Shell USA, Inc.  
TD Bank  
T-Mobile  
United Parcel Service, Inc.  
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### \$500,000 - \$999,999 - (\$500,000.00 + )

Amazon, Inc.  
American Honda Motor Co., Inc.  
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Charter Communications  
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Gates Foundation  
GEICO Corporation  
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Nationwide Mutual Insurance Company  
State Farm Mutual Automobile Insurance Company  
Tides Foundation

Toyota Motor Sales, U.S.A., Inc.  
The Winston-Salem Foundation

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

Altria Client Services Inc.  
American Airlines  
American Water Charitable Foundation  
Citigroup  
Cox Enterprises, Inc.  
Delta Air Lines, Inc.  
Exelon Corporation  
FedEx Corporation  
Fifth Third Bank  
John Hancock Manulife Insurance Company  
Johnson & Johnson  
Macy's Inc.  
Mars Incorporated  
National Football League Foundation  
National Grid  
The Paychex Community Charitable Foundation  
Round It Up America  
Travelers Companies  
Verizon Communications Inc.  
Wal-Mart Stores, Inc.  
The Walton Family Foundation  
W.K. Kellogg Foundation

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

ALDI, Inc.  
Amalgamated Charitable Foundation  
American Express Foundation  
Amoco  
Bloomin' Brands, Inc.  
Blue Cross Blue Shield  
BMO Financial Group

Constellation Energy  
Deluxe Corporation  
Diageo Americas  
EdChoice  
Entergy Corporation  
Experian, North America  
Federal Home Loan Bank of San Francisco  
Freddie Mac  
Georgia-Pacific Corporation  
Harvey Hubbell Foundation  
Horizon Therapeutics  
Julian Grace Foundation  
Kohl's  
McDonald's Corporation  
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The Nature Conservancy  
Nissan North America, Inc.  
Network Wireless Solutions  
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| AvalonBay Communities, Inc.                   | Cravath, Swaine & Moore                         | Baker, Donelson, Bearman, Caldwell & Berkowitz             |
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| Colgate-Palmolive Company                     | Cytokinetics                                    | Build-A-Bear Workshop, Inc.                                |
| Dell, Inc.                                    | EarnIn                                          | Courvoisier                                                |
| Edward D. Jones & Co., L.P.                   | Edwards Lifesciences                            | CVS Health                                                 |
| Enterprise Holdings, Inc.                     | Eli Lilly and Company                           | Denny's Corporation                                        |
| First Horizon Bank                            | Faegre Drinker Biddle & Reath LLP               | Edison Electric Institute                                  |
| FoodCorps                                     | Fair Isaac Corporation                          | Grantmakers for Education                                  |
| Grantmakers for Thriving Youth                | Ford Philanthropy                               | Greater Baltimore Urban League                             |
| Hospital Corporation of America               | GE Healthcare                                   | Greenberg Traurig, LLP                                     |
| Kemper Corporation                            | Hermès of Paris                                 | HMS Host                                                   |
| Marriott International, Inc.                  | Las Vegas Sands Corporation                     | Hobson/Lucas Family Foundation                             |
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| Morgan Stanley                                | Lyft, Inc.                                      | Interfaith America                                         |
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| Paramount Global                              | MGM Resorts International                       | Kimpton Hotel & Restaurant Group LLC                       |
| PhRMA                                         | Microsoft Corporation                           | LinkedIn Corporation                                       |
| Robert Half International, Inc.               | National Association of Broadcasters            | L.L. Bean                                                  |
| Service Employees International Union         | National Automobile Dealers Association (NADA)  | Lyft, Inc.                                                 |
| Starbucks Coffee Company                      | National Cable & Telecommunications Association | Marsh & McLennan Companies                                 |
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| The Walt Disney Company                       | Uber Technologies                               | New York Life Insurance Company                            |
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| <b>\$25,000 - \$49,999 - (\$25,000.00 + )</b> | Values Partnerships Corporation                 | Novo Nordisk                                               |
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| American Petroleum Institute                  | Williams Companies                              | Paul, Weiss, Rifkind, Wharton & Garrison                   |
| Anti-Defamation League                        | World Wide Technology, Inc.                     | Q2 Holdings, Inc.                                          |
| Axon Enterprises, Inc.                        | <b>\$10,000-\$24,999 - (\$10,000.00 + )</b>     | Resource Equity Funders Collaborative                      |
| Barclays Bank PLC                             | Ariel Investments, LLC                          | Schnuck's Markets, Inc.                                    |
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 Irene Stone

\* Deceased

# 2024 FINANCIAL STATEMENTS

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION as of December 31, 2024

2024

### ASSETS

|                                                |                      |
|------------------------------------------------|----------------------|
| Cash, cash equivalents and restricted cash     | \$44,790,395         |
| Restricted cash deposit held in escrow         | 1,254,050            |
| Funds held in escrow by others                 | —                    |
| Prepaid expenses and other assets              | 1,052,344            |
| Grants and pledges receivable, net-current     | 31,209,308           |
| Grants and pledges receivable, net-non-current | 3,890,294            |
| Franchise fees receivable, net                 | 29,625               |
| Investments                                    | 109,998,318          |
| Loan receivables- NMTC                         | 13,031,450           |
| Loan receivables                               | 818,494              |
| Other assets                                   | 1,613,256            |
| Operating lease right of use assets            | 7,707,202            |
| Property and equipment, net                    | 84,480,484           |
| <b>Total assets</b>                            | <b>\$299,875,220</b> |

### LIABILITIES AND NET ASSETS

#### Liabilities

|                                                              |                   |
|--------------------------------------------------------------|-------------------|
| Accounts payable and accrued expenses                        | \$11,516,302      |
| Accrued payroll and vacation benefits                        | 505,393           |
| Accrued defined contribution costs                           | 725,121           |
| Contract advances and other deposits                         | 85,526            |
| Loan payable - other                                         | 1,580,000         |
| Finance Lease Payable                                        | 161,460           |
| Bonds payable (net of debt issuance cost \$96,138)           | 3,242,825         |
| Loan payable-NMTC (net of debt issuance cost of \$1,507,107) | 16,642,893        |
| Loan payable-bank (net of debt issuance cost of \$26,776)    | 14,468,699        |
| Interest rate swap liability                                 | 265,643           |
| Operating lease liability                                    | 468,223           |
| Interest payable                                             | 54,525            |
| <b>Total liabilities</b>                                     | <b>49,716,610</b> |

#### Net assets (deficit)

##### Without donor restrictions

|                                         |                   |
|-----------------------------------------|-------------------|
| Undesignated                            | 25,539,527        |
| Board designated                        | 37,709,354        |
| <b>Total without donor restrictions</b> | <b>63,248,881</b> |

##### With donor restrictions

|                                         |                      |
|-----------------------------------------|----------------------|
| Total net assets                        | 186,909,729          |
| <b>Total liabilities and net assets</b> | <b>\$299,875,220</b> |

**CONSOLIDATED STATEMENT OF ACTIVITIES**

for the Year Ended December 31, 2024

|                                                                       | Without Donor<br>Restrictions | With Donor<br>Restrictions | Total                 |
|-----------------------------------------------------------------------|-------------------------------|----------------------------|-----------------------|
| <b>OPERATING ACTIVITIES</b>                                           |                               |                            |                       |
| <b>Revenue, Gains, and Other Support</b>                              |                               |                            |                       |
| Government grants and contracts                                       | \$29,256,435                  | \$6,433,091                | \$35,959,526          |
| Contributions of nonfinancial assets                                  | 4,592,310                     | -                          | 4,592,310             |
| Contributions                                                         | 11,093,705                    | 32,799,026                 | 43,892,731            |
| Legacies and bequests                                                 | 366,178                       | -                          | 366,178               |
| Special events                                                        | 2,065,080                     | -                          | 2,065,080             |
| Program service fees                                                  | 7,703,130                     | -                          | 7,703,130             |
| Franchise fees                                                        | 221,500                       | -                          | 221,500               |
| Net investment return designated for current operations               | 1,967,202                     | -                          | 1,967,202             |
| Sale of publications                                                  | 29,938                        | -                          | 29,938                |
| Interest income                                                       | -                             | 124,261                    | 124,261               |
| Other                                                                 | 1,782,456                     | 34,286                     | 1,816,742             |
| <i>Net assets released from restrictions</i>                          |                               |                            |                       |
| Board-designated contributions                                        | (500,000)                     |                            | (500,000)             |
| Use of Board designated funds                                         | 3,148,851                     |                            | 3,148,851             |
| Satisfaction of restrictions                                          | 52,749,144                    | (52,749,144)               | -                     |
| <b>Total revenue, gains, and other support</b>                        | <b>114,745,929</b>            | <b>(13,358,480)</b>        | <b>101,387,449</b>    |
| <b>OPERATING EXPENSES</b>                                             |                               |                            |                       |
| <b>Program Services</b>                                               |                               |                            |                       |
| Economic empowerment                                                  | 59,146,199                    | -                          | 59,146,199            |
| Education and youth empowerment                                       | 7,806,953                     | -                          | 7,806,953             |
| Civic engagement and leadership empowerment                           | 19,556,896                    | -                          | 19,556,896            |
| Technical assistance to affiliates                                    | 3,076,190                     | -                          | 3,076,190             |
| Health and quality of life empowerment                                | 5,052,453                     | -                          | 5,052,453             |
| Civil rights and racial justice empowerment                           | 577,265                       | -                          | 577,265               |
| Urban empowerment                                                     | 670,078                       |                            | 670,078               |
| NUL Civic Engagement                                                  | 1,871                         |                            | 1,871                 |
| <b>Total program services</b>                                         | <b>95,887,905</b>             | <b>-</b>                   | <b>95,887,905</b>     |
| <b>Supporting Services</b>                                            |                               |                            |                       |
| Management and general                                                | 10,769,757                    | -                          | 10,769,757            |
| Fundraising                                                           | 7,299,238                     | -                          | 7,299,238             |
| <b>Total expenses</b>                                                 | <b>113,956,900</b>            | <b>-</b>                   | <b>113,956,900</b>    |
| <b>Changes in net assets from operations</b>                          | <b>789,029</b>                | <b>(13,358,480)</b>        | <b>(12,569,451)</b>   |
| <b>NON-OPERATING ACTIVITIES</b>                                       |                               |                            |                       |
| Board-designated contributions                                        | 500,000                       |                            | 500,000               |
| Used funds from Board designated                                      | (3,148,851)                   |                            | (3,148,851)           |
| Net investment return net of amount designated for current operations | 6,603,488                     | 994,988                    | 7,598,476             |
| Gain in fair value of interest rate swap                              | 160,927                       | -                          | 160,927               |
| <b>Total non-operating activities</b>                                 | <b>4,115,564</b>              | <b>994,988</b>             | <b>5,110,552</b>      |
| Changes in net assets                                                 | 4,904,593                     | (12,363,492)               | (7,458,899)           |
| Net assets, beginning of year                                         | 58,344,288                    | 199,273,221                | 257,617,509           |
| <b>Net assets, end of year</b>                                        | <b>\$ 63,248,881</b>          | <b>\$ 186,909,729</b>      | <b>\$ 250,158,610</b> |

A complete copy of the 2024 Audit Report can be provided at  
80 Pine Street, 9th Floor, New York, NY 10005 or online at [www.nul.org](http://www.nul.org).

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