

Impact Report 2025

Thank you for helping us change
lives and transform communities
for an equitable future for all.



National
Urban League



From the President's Desk

Dear National Urban League Supporters,

Thank you for standing with us in 2025! Your generosity fuels our mission to advance opportunity, equity, and justice.

This year, we served a record-breaking **4 million people**. Our Movement grew to include **93 Affiliates**, delivering trusted, directed services in more than **300 communities nationwide**.

We also celebrated the completion of the **Urban League Empowerment Center in Harlem**, our new headquarters, and a historic milestone for our organization.

At the same time, we confronted urgent challenges. As families faced rising costs of everyday essentials, we stepped up to provide support. As our fundamental freedoms were attacked, we stood firm as a vocal **champion for diversity, equity, and inclusion** and full and fair participation in our democracy.

As you read this Impact Report, I hope you feel as inspired as I do by the critical work you help to make possible.

With gratitude,

Marc H. Morial
President & CEO, National Urban League



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	<p>EXPLORE THE IMPACT</p> <p>Scan to experience our interactive online Impact Report or visit www.nul.org.</p>
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Please note: All facts and figures are projections reported as of November 2025.



PROGRAMS



Jobs and Workforce Development

Advancing careers and creating pathways to lasting economic security. We believe that every American deserves more than a job that simply covers the basics—they deserve a career that provides a living wage, quality benefits, and the promise of a brighter future.

Thanks to your support, we made that vision a reality for thousands of people in 2025. Through our signature workforce programs, we:



Served 5,165 individuals



Advanced priorities in:

- Reentry support
- Youth employment
- Construction and energy careers
- Technology training
- Older worker inclusion



Amplified our leadership in national and regional initiatives to create a workforce ecosystem that is responsive, inclusive, and sustainable.

SPOTLIGHT: VIRTUAL FINANCIAL EMPOWERMENT CENTER (VFEC)

In partnership with DoorDash, we launched the VFEC App—a game-changing platform that delivers **personalized financial coaching** and **self-paced learning** to help individuals and families **take control of their finances, build stability, and create generational wealth.** To date, **14,887** users engaged through the pilot cohort across **11 Urban League Affiliates.** They participated in **3,219 total course enrollments** and **dedicated 54,822 study hours**—covering budgeting, credit building, and wealth strategies.

“Financial empowerment is key to thriving communities, and the VFEC app is a powerful tool in building the future we want to see for the people that we serve,” said Marc H. Morial, President and Chief Executive Officer, National Urban League.





PROGRAMS

Entrepreneurship

Fueling entrepreneurship for economic growth and thriving communities. Through our 13 Entrepreneurship Centers, we provide tools, mentorship, and access to capital that entrepreneurs need to build sustainable businesses, create local jobs, and generate generational wealth. Together, we are building a future where entrepreneurship drives inclusive economic growth and lasting prosperity. In 2025, your generosity powered incredible results:

25,000 people served

1,343 jobs created or saved

\$75 million in new contracts and financing secured

From solopreneurs launching their first venture to multi-employer firms scaling for growth, we focused on expanding opportunities—connecting businesses to:

- Contract opportunities
- Affordable capital
- Strategies to thrive in competitive markets

SUCCESS STORY

After purchasing an Edible Arrangements franchise, Edward P. needed support to scale. The Los Angeles Urban League Entrepreneurship Center provided marketing guidance, financial management tools, and expert sales coaching. Today, his business is performing ahead of the previous year and moving confidently toward long-term stability.





PROGRAMS

Education and Youth Services

Empowering the next generation to thrive in college, work, and life. For more than 50 years, we have championed educational equity, access, and quality through innovative programs and bold advocacy.



Each year, thousands of students participate in our signature Project Ready program.

The results speak volumes:

- 90.2% of students enrolled advanced to the next grade level
- 93% of high school seniors enrolled graduated on time



On the advocacy front, we concluded our Future of Assessment and Accountability Project, successfully engaging a broad-based coalition of youth-serving stakeholders to reimagine K–12 assessment and accountability. Our work culminated with the release of the Civil Rights Equity Principles.



We also launched the Education and Youth Development Webinar Series, a monthly forum that tackles critical challenges such as K–12 issues, chronic absenteeism, and social and emotional learning, driving solutions to put student well-being and success at the center of our communities.

SPOTLIGHT: 2025 YOUTH LEADERSHIP SUMMIT

In July, we brought the theme “**The Future is Ours: We Don’t Wait, We Create**” to life at John Carroll and Case Western Reserve Universities, **convening 350 high school students from around the country** for an unforgettable experience. Over several days, young leaders engaged in **educator- and youth-led skill-building sessions, networking opportunities, and powerful conversations** designed to spark confidence, leadership, and action.

“It’s a really great opportunity for young Black and brown students to be heard and get their voices out there,” said a student participant.



Scan to watch the Summit recap.



PROGRAMS

Housing and Community Development

Creating stability, building equity, and turning homes into hubs of opportunity.

Through our Financial Empowerment Centers and housing programs, we provide the tools and guidance that individuals and families need to rent, purchase, and remain in homes they can afford. In 2025, your generosity made a powerful impact:



71,734 people served through our signature programs



99% of participants made measurable strides to accomplish their personal financial goals

SPOTLIGHT: INAUGURAL HOME OWNERSHIP SUMMIT

The Urban League of Alabama, in partnership with both Montgomery City Council Member Marche Johnson and Trustmark, hosted a **first-of-its-kind Homeownership Summit**, bringing together nearly **100 aspiring homeowners** to unlock the keys to financial readiness and real estate success.

Homeownership is more than a dream; it's a cornerstone of generational wealth and community stability. This summit equipped participants with practical tools, from **credit management to understanding appraisals and debt-to-income ratios**, ensuring that they leave empowered to take the next step towards owning a home.



SUCCESS STORY

After losing her husband—Pastor R. Lenton—and the parsonage home they shared for 36 years, 70-year-old Cheryl B. faced sudden displacement. Through the Urban League of Union County's First-Time Homebuyer Education Program, she gained the knowledge and confidence to purchase her very first home, turning a profound loss into stability and a new beginning.



PROGRAMS

Health

Advancing health equity and building communities where everyone can thrive. Health is the foundation of opportunity—and with your support, we are creating environments where every person has the chance to live well.



In February 2025, we launched six Health Equity Learning & Implementation Communities (HELICs) to tackle inequities in:

- Access to Care
- Environmental Justice
- Food Justice
- Gun Violence Prevention
- Mental Health
- Reproductive Justice



Bringing together 75 Urban League staff from across the country, the HELICs held a two-day launch in New Orleans. Participants shared local insights, brainstormed solutions, and began co-creating a Health Equity Toolkit to guide affiliates in advancing equity in their communities.



Survey feedback showed 100% of participants gained a stronger understanding of their focus area and 89% left with new ideas for action, setting the stage for a year of collaborative impact.

SPLIGHT: HEALTH EQUITY WEBINAR SERIES

In 2025, our Health Equity Webinar Series deepened its impact—garnering **1,051 total views** of topics ranging from substance use and food justice to healthy aging and gun violence prevention. Survey feedback shows the series is resonating: **80% of attendees rated sessions “excellent,” 84% found them “very helpful,” and 90% applauded the panelists’ expertise.** Participants described the series as *“phenomenal,” “transformative,”* and *“consistently informative.”*

Together, we are building a future where health equity isn’t an aspiration—it is a reality.



Scan to watch the series.



PROGRAMS

Equitable Justice

Championing justice, protecting rights, and empowering every American to participate fully in democracy. We are a steadfast voice in the fight for justice, equity, and opportunity—because every person deserves equal justice under the law and the right, and responsibility, to fully engage in our democracy. Because of your generosity, this year, we advanced our key priorities:



Policing and criminal justice system reform



Voting rights and civic engagement



Equitable marijuana and cannabis legalization



Community-led safety and gun violence protection



Census and redistricting

SPOTLIGHT: URBAN EXPUNGEMENT PROGRAM

Launched in 2023 through a partnership with the NFL Foundation and Citi, we provide expungement services and cover fines and fees of Urban League clients. To date, the program has served over 2,500 clients and provided expungements for over 700 individuals in six Urban League Affiliates in Ohio.

“Our program participants have trouble accessing jobs and education. One couldn’t even join their child on a field trip. Often simple arrests, non-criminal offenses, and even fines of \$50–\$1,000 are preventing them from moving forward and living their lives,” said Yannick Wood, Senior Adviser, Equitable Justice.





PROGRAMS

Advocacy, Policy, Legislation, and Research

Making voices heard from Town Halls to Capitol Hill.



We endorsed 20 bills during the 119th Congressional session, including the *John Lewis Voting Rights Advancement Act* and the *American Housing and Economic Mobility Act*.



We spearheaded three major advocacy campaigns, *Save MBDA*, *Fair Budget*, and *SAVE Act*, mobilizing support for equity and opportunity.



We issued the *Main Street Tax Initiative* and *George Floyd: Five Years Later* report, shaping the national conversation on economic empowerment and justice.

SPOTLIGHT: CIVIC ENGAGEMENT SUMMIT

On October 3–4, 2025, EJSI hosted its inaugural **Civic Engagement Summit** in Harlem. Day one featured a **Get Out the Vote (GOTV)** rally at Adam Clayton Powell Jr. Plaza with a local dance troupe, drum line, elected officials, and CEO Marc H. Morial encouraging community members to register and vote. Over 75 voters checked their registration, and nine (9) new voters were registered. Key partners included NAACP, National Action Network, and The Links Inc.

Day two, **State of Emergency: The Future of Civic Power**, focused on **young leaders (18–35)** with sessions on community organizing, campaign strategy, and messaging for communicators and influencers. This cohort will continue to be engaged quarterly on civic issues.

“Civic engagement has to be part of our daily lives. Decisions are being made with or without our participation, and they affect us all,” said Ray B. Shackelford, VP, Equitable Justice.





Events and Publications

Bringing people together to build community and drive change. The National Urban League and Urban League Movement are known for creating spaces where people can connect—experiencing joy, building community, and making a difference together. In 2025, we continued in the tradition through signature events and thought leadership—all thanks to supporters like you!

EMPOWERMENT SUMMIT

May 14–16 | Washington, DC

Featuring the 22nd Legislative Policy Conference, this summit brought together members of Congress, elected state leaders, and community advocates to tackle persistent policy issues impacting Black and other underrepresented communities. The in-person event welcomed 421 attendees, fostering dialogue and action at the highest levels.



THOUGHT LEADERSHIP: STATE OF BLACK AMERICA®

At this year's Conference, we released the **2025 State of Black America® State of Emergency**—a powerful call to action confronting an extremist, anti-diversity movement threatening 60 years of progress under the Voting Rights Act.



NATIONAL URBAN LEAGUE CONFERENCE

July 16–19 | Cleveland, OH

The nation's largest and most influential civil rights and urban advocacy gathering convened leaders from **business, government, and social justice** to address critical issues and advance initiatives that strengthen communities. This hybrid event drew **6,462 in-person attendees** and **6,361 virtual participants**, amplifying voices and ideas nationwide.



Scan to read the report.



Urban League Empowerment Center in Harlem

On November 12, 2025, thanks to the unwavering support of our community, we celebrated the opening of the Urban League Empowerment Center in Harlem—a transformative development that embodies equity, opportunity, and community investment.



Located on 125th Street, this mission-driven hub is home to:

- The National Urban League Headquarters and Conference Center
- The forthcoming Urban Civil Rights Museum
- Major retailers
- Dedicated nonprofit office space
- 177 units of affordable housing



The Empowerment Center is projected to:

- Generate \$300 million in economic impact
- Create permanent jobs
- Serve as an anchor for Harlem’s continued growth



It is a beacon for the Movement, ensuring the Urban League remains a solid foundation for the next 115 years and beyond.

What’s Next—New Programs on the Horizon:

Your support allows us to think big, innovate boldly, and respond quickly to the evolving needs of our communities.

WHITNEY M. YOUNG JR. CENTER FOR LEADERSHIP 2026

With initial anchor support from Mastercard and Walmart, the Center will build capacity across the UL Movement and the broader nonprofit sector. Through ongoing training in **executive leadership, governance, finance, operations and IT, development, marketing and communications, advocacy and policy, and program support**, we will equip leaders with the tools to create sustainable pathways to opportunity.

THE URBAN CIVIL RIGHTS MUSEUM IN HARLEM 2026

New York’s first civil rights museum will interpret, document, and share the stories of the long and ongoing struggle for justice in Northern urban communities. At a time when history is being erased, this museum will stand as a symbol of truth and inspiration, empowering future generations to continue the fight for civil rights.



Thank you for powering change.

Your commitment breaks down barriers and builds pathways for all people to succeed. Whether it is helping someone purchase their first home or leveling up their career through job training, your support is helping to transform lives—today and for generations to come.

We are deeply grateful for your steadfast partnership. *Once an Urban Leaguer, Always an Urban Leaguer.*

“THE NATIONAL URBAN LEAGUE, THROUGHOUT ITS 115-YEAR HISTORY, HAS ALWAYS BEEN DRIVEN BY THE IDEA TO RECONNECT PEOPLE INTO THE ECONOMIC SYSTEM SO THAT THEY CAN FINANCIALLY TAKE CARE OF THEMSELVES. OUR MISSION HAS NOT CHANGED. IT HAS ONLY EXPANDED TO MEET THE EVER-CHANGING LANDSCAPE.”

—DENNIS G. SERRETTE, EVP AND CHIEF DEVELOPMENT OFFICER,
NATIONAL URBAN LEAGUE



**STAY CONNECTED,
TAKE ACTION,
SUPPORT OUR
WORK.**

SCAN NOW TO GIVE TO
ADVANCE OUR WORK FOR
OPPORTUNITY, EQUITY,
AND JUSTICE.



**National
Urban League**

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