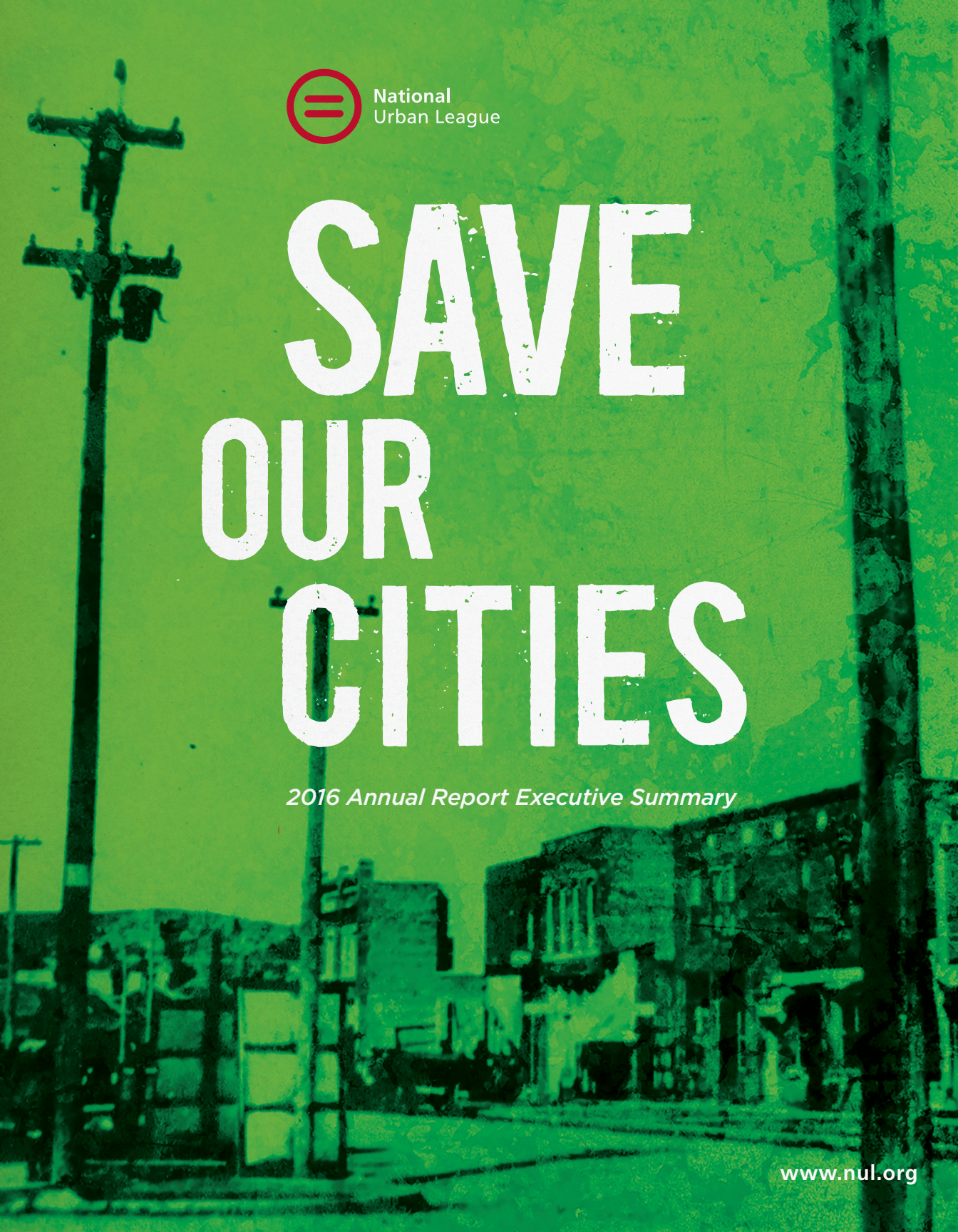
National
Urban League

SAVE OUR CITIES

2016 Annual Report Executive Summary



www.nul.org

For many, black and white, that flag was a reminder of systemic oppression and racial subjugation. We see that now.

Removing the flag from this state's capitol would not be an act of political correctness; it would not be an insult to the valor of Confederate soldiers. It would simply be an acknowledgment that the cause for which they fought — the cause of slavery — was wrong — the imposition of Jim Crow after the Civil War, the resistance to civil rights for all people was wrong. It would be one step in an honest accounting of America's history; a modest but meaningful balm for so many unhealed wounds. It would be an expression of the amazing changes that have transformed this state and this country for the better, because of the work of so many people of goodwill, people of all races striving to form a more perfect union. By taking down that flag, we express God's grace.

President Barack Obama
delivering the eulogy for Rev. Clementa Pinckney, June 26, 2015

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A MESSAGE FROM THE PRESIDENT

Marc H. Morial
President & CEO

The final year of Barack Obama's Presidency, and the preparation for a changing of the guard was a time for an intensified sense of purpose for the Urban League Movement. In a tone-setting symbol of the racial hostility seizing the country in 2016, the Academy of Motion Picture Arts and Sciences for the second year in a row failed to nominate a single actor or actress of color in the lead and supporting acting categories. The ensuing outcry – and the broadcast boycott which we supported - was a turning point in a growing effort to diversify the Academy and recognize the achievements of artists of color.

Determined to keep racial and economic justice at the forefront of the Presidential campaign, we invited all candidates from both major parties to participate in a civil rights briefing with the National Urban League and other historic justice organizations. Just two accepted: Hillary Clinton and Bernie Sanders. Our meetings with the candidates in February – with Secretary Clinton in New York, and Senator Sanders in Washington, D.C. – included a thoughtful and productive dialogue that helped to sharpen both candidates' perceptions of the issues facing communities of color.

As we marked the 40th anniversary of the publication of State of Black America® the similarities of the United States of 1976 and the United States of 2016 were profoundly striking. The nation was recovering from the worst economic downturn since the Great Depression. According to the report, "Blacks suffered disproportionately because of their low position on the economic ladder as unemployment climbed to depression levels in many of their communities..." These words could just as easily apply to 2016. Following the leadership of former Urban League Presidents Whitney M. Young, who called for a "Domestic Marshall Plan" in 1963, and John Jacob, who introduced an "Urban Marshall Plan" in 1990, we unveiled the Main Street Marshall Plan. This bold and strategic investment in America's urban communities addresses early childhood education, a federal living wage, a comprehensive urban infrastructure initiative, homeownership strategies and much more.

The impending Presidential election made its presence felt at our Conference in Baltimore, where we kicked off the week by opening our 13th Entrepreneurship Center at the Greater Baltimore Urban League. We welcomed Vice Presidential candidate Tim Kaine, who shared the Clinton campaign's agenda for investing in Black businesses - especially Black women businesses, addressing inequities in education, rebuilding crumbling infrastructure, college affordability and criminal justice reform.

Dismayed by the ongoing efforts in state legislatures to suppress the votes of Black citizens, in October we launched "Our Vote Matters," a national voter education and motivation campaign, and set out on a bus tour of northeast Ohio. The campaign, which drew national attention, included online Twitter chats (#OurVoteMatters) and digital ads.

The November election brought the possibility that the progress gained during the years of the Obama Presidency could be wiped out. After months of promises to repeal the Affordable Care Act, millions of Americans who had finally been able to afford health insurance now face losing access to care. A spate of hate crimes and racial harassment swept the country as the President-elect named a top advisor with a troubling history of enabling white nationalism. Along with six other leading civil rights organizations, we issued a vow to oppose any threats to racial justice: "We will continue to battle discrimination, racial injustice and barriers to equal opportunity as we have done for decades. As always, we will advocate for the next President of the United States to honor and prioritize the Constitutional guarantee of equal protection, due process and full citizenship for every American."

The "Protect Our Progress" movement was born, and will stand firm against any attempts to roll back the gains of the last 50 years.

WORKFORCE DEVELOPMENT

In 2016, the Workforce Development Division launched two new workforce development programs – the Urban Tech Jobs Program and the Urban Apprenticeship Jobs Program, to complement existing programs targeted to seniors, youth and returning citizens. These important workforce development programs are further complemented by our foundational program, Project Empower U. What follows is a brief synopsis of each program and relevant outcomes where appropriate to report. Please note that the Programs remain in progress and outcomes are not final numbers.

URBAN SENIORS JOBS PROGRAM (USJP) assists low-income adults 55 years or older, who are unemployed and have severely limited employment prospects, by providing them with paid community service assignments, access to training and educational opportunities, job readiness workshops and supportive services. In addition to receiving support to find employment, participants also receive financial and health education assistance.

- 1,022 Individuals enrolled
- 210 Individuals became job ready
- 99 Individuals employed
- 47.1% Employment rate (exceeding program goal)

URBAN YOUTH EMPOWERMENT PROGRAM (UYEP) engages at-risk and adjudicated youth to prepare them for entering the workforce through a comprehensive set of services that include: case management, service learning, restorative justice, education, mentoring, internships, and on-the-job training. Historically targeting 16 to 24-year olds, the model has been effectively applied to younger youth (14 and 15-year olds) as well.

- 912 Individuals enrolled
- 131 Individuals employed (18-24 year olds)
- 60% Employment rate (meeting program goal)
- 62 Individuals earned credentials

URBAN REENTRIY JOBS PROGRAM (URJP) engages convicted adults in work release programs to connect them with industry-recognized credentials and employment opportunities. Participants receive supportive services, education and training opportunities, mentoring, job readiness assistance, and job placement assistance.

- 334 Individuals enrolled
- 174 Individuals employed (25+)
- 60% Employment rate (meetoing program goal)
- 148 Individuals earned credentials

URBAN TECH JOBS PROGRAM (UTJP) targets the long-term unemployed and trains them for middle-skill occupations in the Information Technology sector. By placing unemployed participants into entry-level IT positions and coupling the work with training over a period of four years, participants will progress to higher wage occupations typically occupied by H1B visa candidates.

URBAN APPRENTICESHIP JOBS PROGRAM (UAJP) makes employment opportunities, through apprenticeships, available to minority individuals and women within the wireless infrastructure industry. The Program operates via a partnership among the National Urban League, the Multicultural Media, Telecom and Internet Council (MMTC), the Wireless Infrastructure Association (WIA), and seven affiliates. UAJP launched in September 2016.

PROJECT EMPOWER U works to build the capacity and increase the effectiveness of its national affiliate network's economic services by helping them implement workforce development best practices—such as employer engagement, career pathways, effective data management—and by helping them integrate services more broadly. This initiative, known as Project Empower U, has provided affiliates training opportunities and other supports to help improve organizational outcomes and to help them focus intensely on integration of workforce development services and supportive services to increase outcomes for clients. Project Empower U launched in 2015.

In 2017, the Division will look to expand Project Empower U by launching Project Empower University, the next step in our evolution to work with our national affiliate network to improve workforce development and supportive services and boost client outcomes. The Division will also seek to expand current workforce development programming while looking to offer services to populations not current served – non-criminal system justice-involved youth and adults.

THE URBAN LEAGUE ENTREPRENEURSHIP CENTERS, located in 13 affiliate markets, equipped minority entrepreneurs with the management skills needed to grow their businesses, obtain financing or contracts, and create or preserve jobs. The Entrepreneurship Centers provided a combined 34,600 hours of business counseling and training services to 11,740 clients; assisted clients in procuring more than $216,600,000 in new contracts, business financing and bonding; while helping to create or save 58,000 jobs.

EDUCATION AND YOUTH DEVELOPMENT

PROJECT READY

- The National Urban League has formalized a relationship with the United States Department of successfully closed out 29 Project Ready Program. In total 928 students were served in the program across the country. 390 students graduated from college and 240 are enrolled in a 2 or 4 year college/university.
- The 2017 Request for Proposals was completed. A total of 33 affiliates have submitted proposals for consideration for Post-Secondary Success, 7 for Historical and Cultural Literacy, 12 for STEAM and 17 for Mentor.
- Successfully renewed funding from State Farm, Verizon, AT&T, Freddie Mack and USA Funds and have added Intel to the list of funders to support and further develop our STEAM enhancement of Project Ready.
- The new Project Ready Statistical Modeling modules for our STEAM enhancement have been completed. These modules will be piloted in 2017 through the STEAM sites.
- The Project Ready Historical & Cultural Literacy Manual and Took Kit are complete. This tool will be piloted in 2017 as a major instructional tool.
- One of our creative video's from Pittsburgh, PA as part of our Project Ready Historical & was featured by State Farm for Black History Month. As noted by a State Farm executive "The program gives students an opportunity to research black history, interview those who contributed to it and record their conversations on camera." https://newsroom.statefarm.com//newsroom.statefarm.com/history-recorded#S3ycSwTQctPJlhay.99

PROJECT READY: MENTOR

- There are 11 affiliates in the Project Ready: Mentor program. All have maintained the program and are expected to exceed the goals of the grant.
- Project Ready: Mentor3 served 239 students; and Project Ready: Mentor4 served 305 with maintained service to 261 students exceeding our goal by 16.5%.
- The NUL Project Ready Mentor team had the honor of being selected to present at the 2017 National Mentoring Summit. The team presented the Project Ready Mentor Program's Intentional Program Designs and Tools. The presentation offered participants an overview of the National program as an innovative enhancement to our signature Project Ready and featured local presentations from both Mentor 3 & 4 (Chicago, IL; Pittsburg, PA and Rochester, NY) focused on their program designs rooted in intentionally planning.
- Our year end administration of our Project Ready youth survey to students who participated in Urban League/Project Ready programs (Postsecondary Success; Historical Literacy; Mentoring & STEM) generated excellent results. The intention was that the end users, the students, would determine how we are doing. This year a total of 255 youth, ages 11 – 19 years old, responded to the survey with 20% indicating that they were in enrolled in Project Ready programs for three (3) years or more. Of the 255 respondents, 60% or 153 respondents represented the 11 Project Ready Mentor sites.

- The youth surveyed revealed the following:
  - 90% feel that their peers/generation can do things to make the world better
  - 86% feel that they can make a difference in their community
  - 82% get along with their friends better
  - 81% hand in their school assignments on time more
  - 80% feel responsible for helping others
  - 80% get to school on time more often
  - 78% attend school more
  - 78% feel that they are part of their community
  - 76% know more about being more responsible for their behavior
  - 75% know more about good and bad kinds of pressure
  - 73% know more about improving their attitude
  - 64%High School students made a plan for going from High School to College
  - 62%work better with others
  - 55% made a plan for graduating from high school
  - 55% made a plan for going to college

- Training and capacity building is a strong sweet of this portfolio. The Technical Assistance and Capacity Building (TACB) are on-going. Monthly check-in calls where participating affiliates are required to participate and prepare updates on program outcomes, accomplishments and the sharing of innovative program practices have been maintained. Periodically, calls included TACB strategies presented by our technical assistant advisors, MENTOR: The National Mentoring Partnership and Innovation, Research Training. The industry experts have supported NUL and our affiliate's implementation and practices. This year we developed a training strategy that was tailored and more suitable to the needs of the affiliates.

YOUTH LEADERSHIP SUMMIT 2016

- The 2016 Youth Leadership Summit was held from July 12 – 17, 2016 on the campus of Coppin State University, an HBCU in Baltimore, MD. The Summit was separate from the Annual Conference, due to the Republican and Democratic National Convention dates and the need for college campuses to be empty of guests by August 1, 2016.
- Attendance: 340 participants (not including staff)
  - 254 Youth (ages 12-19 years old)
  - 86 Adult Chaperons (including 11 mentors)
- Attendees came from
  - 51 cities across America, representing
  - 32 Urban League affiliates (including a group of 7 NUL Staff Children who registered and paid to attend)
  - 2 Urban League Youth Services Partners
  - 24 States including the District of Columbia

- We engaged partners and leaders from government our Urban League movement and cultural institutions for this successful Summit, and were able to open the doors of our Youth Town Hall and College Fair to local Baltimore partners and youth.
- Program highlights included: A Day of Service; the launch of the Historical & Cultural Literacy guide and a presentation by Don Cravins, of our Washington Bureau, and Dr. Khalil G. Muhammad, of The Schomburg Center for Research in Black Culture; the 8th Annual Project Ready Case Competition; the Jazz at Lincoln Center "Syncopated Leadership" Workshops; and Project Wellness TEEN-Strong Youth/Strong Community.
- New for this year was a successful session on Youth Entrepreneurship held in conjunction with the NUL Entrepreneurship Division, Coppin State University and NFTE.
- Our Youth Town Hall -- YOUTH VOICE MATTERS: LEADERSHIP, ADVOCACY, AGENCY AND SERVICE -- included a panel of youth (including a 12 year old from Flint, Michigan who addressed the water crisis) spoke with the audience of youth and chaperones, including those invited from the Baltimore area. The Town Hall provided an opportunity to gain insight and commentary from young people on the challenges they face in their lives and in their communities, and the ways in which youth can and do address them.
  - Opening remarks by James Cole Jr., General Counsel, Delegated the Duties of Deputy Secretary, U.S. Department of Education. (Youth interviewer: Diana Bender, of Chicago Area Urban League.)
  - Moderator: David J. Johns, Executive Director of the White House Initiative on Educational Excellence for African Americans

EQUITY AND EXCELLENCE PROJECT (EEP)

- With the passage of the Every Student Succeeds Act (ESSA), National Urban League and our Affiliates are being sought out to advise on the development of equity provisions in the ESSA implementation and to engage as stakeholders in the effective and equitable state and local district implementation of the law. CEOs in Cleveland, Knoxville, New Orleans, Pittsburgh, Milwaukee and Madison have been invited to speak on Equity in ESSA webinars and/or participate on State Level Stakeholder Groups.
- National Urban League is working closely with the Council of Chief State School Officers (CCSSO) around ESSA. CCSSO is developing a more comprehensive Stakeholder Engagement Guide for states as they transition to ESSA. As NUL provided great input on their original guide, they are asking for our help as they expand on this document and work to provide states with more support in this area.
- The Equity and Excellence Project (EEP) has now expanded to a nearly $10 million portfolio, with funding support from the Bill & Melinda Gates Foundation, The Leona M. and Harry B. Helmsley Charitable Trust, and the Wallace Foundation. The focus of the work is largely around the effective implementation of the Every Student Succeeds Act and will include a national media campaign.
- The EEP portfolio is now comprised of 27 Affiliates in 19 States (The States of: CO / DE / FL / IL / IN / KY LA / MA / MD / MN / MO / NE / NY / OH / OR / PA / TN / TX / WI)

HEALTH AND QUALITY OF LIFE

THE NATIONAL URBAN LEAGUE COMPLETES ITS SECOND YEAR AS A MEMBER OF THE CENTER FOR DISEASE CONTROL AND PREVENTION'S PARTNERING AND COMMUNICATING TOGETHER TO ACT AGAINST AIDS

The National Urban League is about to complete its second full season as a member of the CDC Partnering and Communicating Together (PACT) to Act Against AIDS. PACT is a partnership between the Centers for Disease Control and Prevention (CDC) and some of the nation's leading organizations representing the populations hardest hit by HIV and AIDS. Through their collaborative approach, PACT Members assist in achieving the goals of the National HIV/AIDS Strategy (NHAS) by reducing new HIV infections, improving health outcomes for individuals living with HIV, and reducing HIV related disparities. PACT members leverage existing organizational structures, networks, and communication platforms to disseminate campaign materials using a variety of channels including publications, meetings, conferences, media and other mechanisms.

NUL and its affiliates located in Miami, Florida; West Palm Beach, Florida; Greenville, South Carolina and Indianapolis, Indiana and Hampton Roads, Virginia. To date NUL and its grantees have hosted the following observance Days: World AIDS Day, National Youth HIV and AIDS Awareness Day, National Women and Girls HIV/AIDS Awareness Day, National Week of Prayer and National HIV Testing Day.

CDC NUL PACT campaign sponsored:

- 32 activations for the year
- Reached over 96,100 individuals through awareness, testing, and dissemination
- Observed 5 HIV/AIDS Awareness Day
- Formed over 25 strategic partnerships with hospital corporations, health departments, local CBO, schools members from local faith communities and from local sororities and the fraternities who are a part of Devine 9, as well as media outlets and local businesses
- Key highlights have included testing at a food pantry, a city wide radio show focused on testing and awareness, a fashion show and a number of movie screenings, a health symposium and youth convocation and a MAN UP conference.

NUL and the St. Louis affiliate plan a number of major activities and activation during its up-coming annual conference scheduled for August 2-4, 2017. They include but are not limited to:

Dissemination of HIV and AIDS materials, messaging and testing during annual conference exhibitor's hours, and during NUL's Annual Conference Family and Community Events and during the Annual Youth Leadership Summit, YLS, being held on Washington University's campus. All told NUL and its affiliate anticipates well over 14,600 patrons, guess and friends attending all events.

AMERICAN HOSPITAL ASSOCIATION AND NATIONAL URBAN LEAGUE FORM AN ALLIANCE TO REVERSE PERVASIVE HEALTH EQUITY AND TO SUPPORT DIVERSITY AND INCLUSION IN HEALTH CARE LEADERSHIP

American Hospital Association and National Urban League form an alliance to tackle health disparities head-on. AHA and NUL are taking concrete steps to increase diversity and inclusion in healthcare leadership and to improve the health in the communities we serve. Together AHA and NUL will cooperate and on three critical focus areas: First, the Urban League and AHA will connect hospital and health system CEOS with local urban league leaders interested in opportunities to serve on governing boards in their communities. Second, the AHA and Urban League also will help hospitals to better integrate community health workers into care delivery and population health strategies. Lastly, the AHA and has joined the League's Washington Based-Urban Solutions Council – a team of dedicated leaders who meet regularly to develop policy recommendations to address the persistent challenges of urban America so our nation is stronger, resilient and healthier. Each of the AHA and NUL project are underway the training for the development of the Community Health Worker guide and the integration of CHW is schedule for late September and the CEO match and leadership opportunity is scheduled to kick off at this year's Urban League sponsored Whitney Moore Young, Jr. Urban Leadership Conference in New Orleans, Louisiana during the week of October 30- November 4, 2017. The Urban Solutions Council has already started paying dividends as the group has already met at the urban league's recently held Legislative Policy Conference, LPC, held in Washington D.C. to begin looking at strategies and opportunity to improve the health care system and health for all Americans. Another key opportunity was the recently held panel on Telehealth. Telehealth is a promising new method of health care delivery that combines the use of computer information and telecommunication technology to provide health care to consumers in a remote manner. A stellar panel consisting of Marc H. Morial, president and CEO of the National Urban League as the opening remarks speaker and Don Cravens as the moderator and Diane Jones, from the American Hospital Association and other key presenters and luminaries included Michelle Lee from the Brookings Institute, Donna Epps, NUL trustee and Verizon Vice President and former Congressional Black Caucus, Chair, G.K. Butterfield who invited but unable to attend. The impressive panel shed light on the new technology which includes a variety of health care services including but not limited to: on line support groups, on line health information and management tools, e-mail and on line communication with health care providers, electronic health records and remote monitoring of vital signs such as blood pressure and weigh, and video or online doctor visits.

HOUSING AND WEALTH BUILDING

HOUSING COUNSELING: NUL has been a HUD-Approved Housing Counseling Intermediary for over 30 years. In 2016 we coordinated a network of 28 affiliates in 17 states and the District of Columbia that helped 25,000 clients improve access to safe and affordable housing. Specifically, our work maximizes opportunities and addresses obstacles related to homelessness, rental and fair housing, as well as homeownership preparation, purchase and sustainability as vehicles of economic mobility. Direct service providers engage clients in goal-setting, budgeting, credit building and repair, helping negotiate terms with agents, and identifying emergency and financial assistance. Each affiliate tailors this menu of services to the community in which it operates and works with a diverse group of public and private organizations to increase impact. An annual grant from HUD through the Comprehensive Housing Counseling program helps subsidize the fulfillment of federal standards and achieve basic outcomes. Additional leverage from philanthropy, private industry, policy analysis and NUL programs in education, workforce development, health and entrepreneurship, create long-term sustainability and economic empowerment for the communities we serve.

FORECLOSURE PREVENTION ("RESTORE OUR HOMES"), helped distressed homeowners understand, evaluate and navigate their financial crises by providing specific action steps and, when possible, helping them avoid foreclosure by negotiating an affordable loan modification or terms of forbearance. The League served approximately 3,300 homeowners (85% avoided foreclosure) with the assistance of HUD-Approved Urban League Affiliate Housing Counselors. Since the apex of the great recession in 2009, the Urban League has served more than 50,000 clients through this program.

ASSET BUILDING AND FINANCIAL CAPABILITY (FINANCIAL EMPOWERMENT CENTERS), encapsulates a comprehensive bundled service delivery approach that integrates career development with income supports and financial coaching to help adults and families build the financial capability needed to reach financial stability and upward mobility. The Centers focus on empowering people to earn more, to manage and retain more of what they earn, to reduce debt, enhance credit scores, increase savings and build assets in an integrated goals-driven approach. Launched in the fall of 2013, in the first 3 years of development, the first set of Urban League Financial Empowerment Centers has helped more than 1,500 people to build their financial balance sheets and increase their capacity and opportunities for continual growth.

WASHINGTON BUREAU 2016 HIGHLIGHTS

POLICY ACCOMPLISHMENTS

FEDERAL HOUSING FINANCE AGENCY: Published Homebuyers' Bill of Rights 2.0, NUL's second iteration of recommended principles on housing finance reform efforts.

FINANCE: Met with Dr. Janet Yellen, Chair of the Federal Reserve, about diversity and monetary policy. As a result, Raphael Bostic was selected as the President of the Atlanta Federal Reserve regional bank.

IMPACT AND VISIBILITY

PRESIDENTIAL RACE: Developed and circulated NUL's 2016 Presidential Questionnaire to 16 viable presidential candidates. Co-hosted two civil rights briefings with Secretary Hillary Clinton and Senator Bernie Sanders.

13TH ANNUAL LEGISLATIVE POLICY CONFERENCE

- Successfully hosted and conducted the 13th Annual NUL Legislative Policy Conference with 345 members of the Urban League Movement in attendance.
- Coordinated and prepared delegations of Affiliate CEOs for 120 congressional meetings during LPC.
- Hosted four meetings during LPC with attendance from the following CEOs: Housing Taskforce (17 CEOs); Education (21); Jobs (24); and Health (10).
- LPC Presentations: 2016 Elections: Congressional Landscape and How to Effectively Advocate for Your Cause

NUL ANNUAL CONFERENCE: Hosted four AOE Taskforce meetings during Annual Conference with attendance from the following affiliates: Housing Taskforce (10); Education (16); Jobs (21); and Health (8)

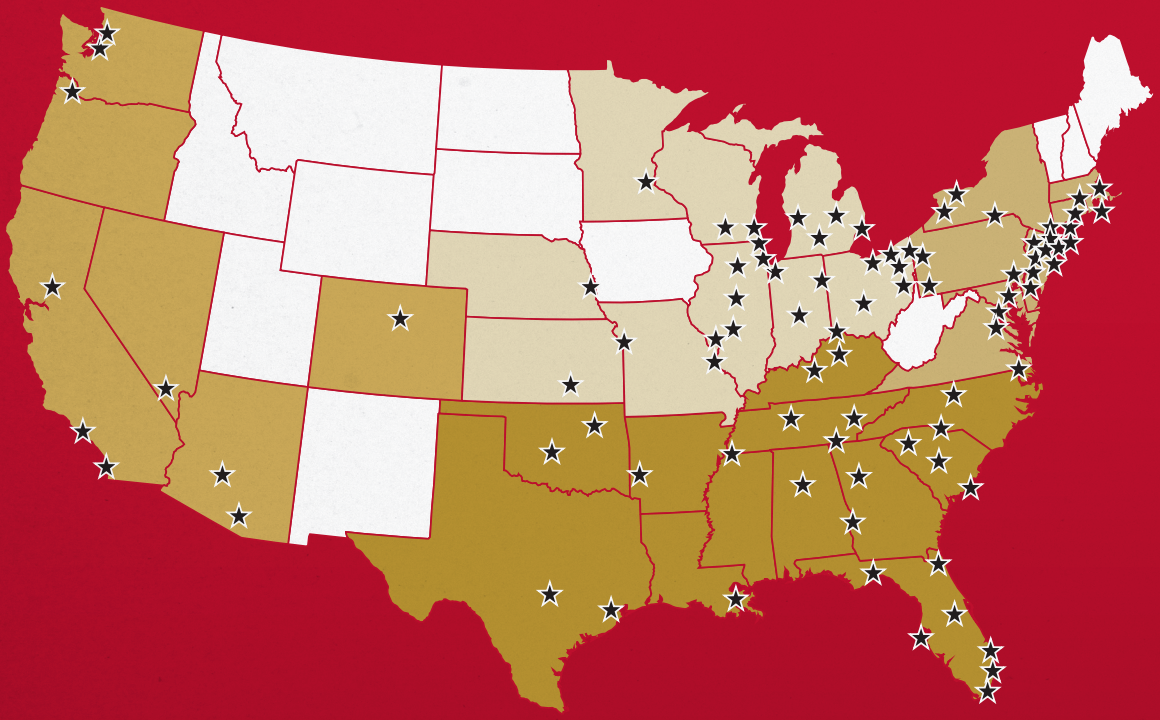
THOUGHT LEADERSHIP

- Promoted NUL policy priorities and the NUL brand through public speaking opportunities in 38 national-level policy conversations.
- NULWB Reports
  - ESSA Stakeholder Engagement Guide (Partnered with Council of Chief State School Officers).
  - Homebuyers' Bill of Rights 2.0 (Partnered with Urban Institute).
  - Strategies for reducing gun violence in American cities (Partnered with Everytown USA).
  - Building Better Narratives for Black Education (Partnered with UNCF and Education Post).
  - Police Reform and Accountability Resource Guide for Urban League Affiliates.
  - Created and released an energy white paper entitled, 21st Century Innovations in Energy: An Equity Framework highlighting opportunities for African Americans in the energy sector.

ADVOCACY

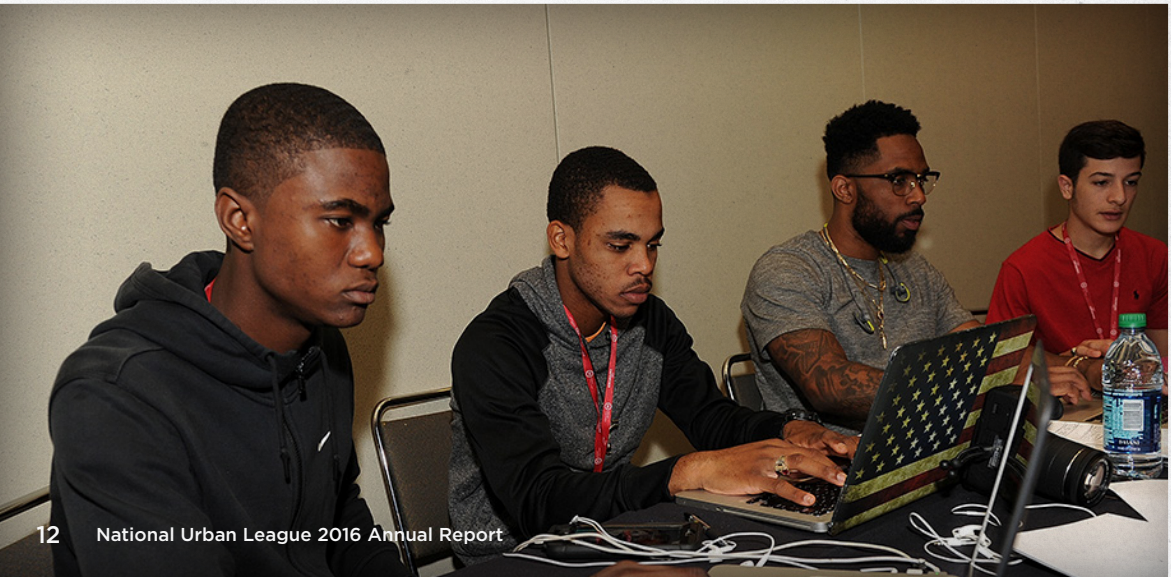
- Educated and engaged 210 Members of Congress on the issues of criminal justice reform, telecom and technology policy, education, and corporate diversity to ensure they have a clear understanding of the Urban League's key legislative and appropriations priorities.
- Secured letters from key congressional leaders to support National Urban League appropriations funding requests.
- Created the NUL Congressional Advocacy Program to support the affiliate movement through grassroots and grass-tops advocacy. Hosted four regional webinars providing an overview of the newly launched program. Introduced the program to new Urban League CEOs during the AOE Mid-Winter Conference.

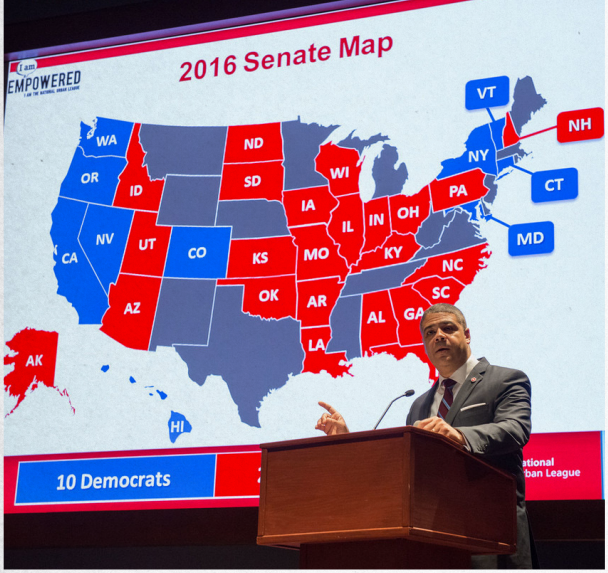
88 AFFILIATE LOCATIONS
300 COMMUNITIES



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.

BE
MORE!




2016 Senate Map
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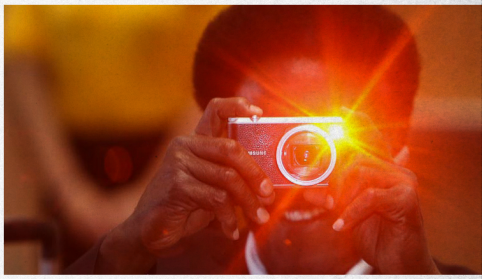
10 Democrats

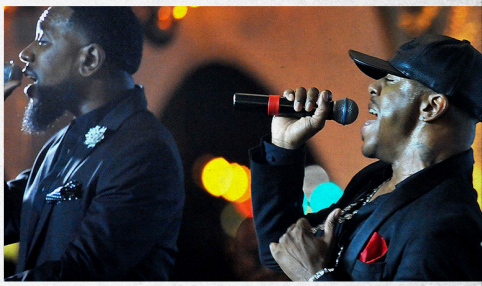
YOUTH LEADERSHIP SUMMIT 2016
National Urban League
WE THANK OUR SPONSORS
CLASS OF 2013

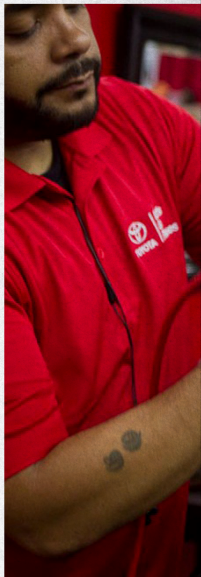
OUR VOTE MATTERS

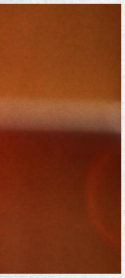
POWER WALK WITH MARC

EXPO HALL
SAVE OUR CITIES
BALTIMORE 2016
FREE ADMISSION!
CENTENE
GEICO









TO OUR SUPPORTERS

The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2016. Whether a long-standing partner or a new friend, we value your faith in our mission and goals. With your assistance, we are 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.

To learn more about how to support the National Urban League or for a complete list of our annual sponsors, visit www.nul.org.

Donor Category Report 2016

Corporations, Foundations, Nonprofits and Individuals

CORPORATIONS, FOUNDATIONS, AND NONPROFITS

$1,000,000 ($1,000,000.00 +)

AT&T
Bank of America Corporation
Bill & Melinda Gates Foundation
Bank of America Corporation
Red Nose Day Fund
Shell Oil Company
The UPS Foundation
Walgreen Company**
Walmart
Wells Fargo & Company

$500,000 - $999,999 ($500,000.00 +)

Citi
Comcast **
GEICO Corporation
Nationwide Insurance Foundation
State Farm Insurance Companies
USA Funds
Verizon Foundation
The Walton Family Foundation
W.K. Kellogg Foundation

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

Anheuser-Busch Companies
ARAMARK Corporation
BP America
Centene Corporation
MasterCard
MetLife Foundation
PepsiCo
Toyota **

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

American Electric Power
Best Buy Co., Inc.
The Branch Banking & Trust Company
Eli Lilly and Company
Financial Service Centers of America, Inc.
Ford Foundation
General Mills, Inc.
The Leona M. and Harry B. Helmsley Charitable Trust
Hospital Corporation of America
Johnson & Johnson
Lumina Foundation
Marguerite Casey Foundation
McDonald's Corporation
New Venture Fund
The Robert Wood Johnson Foundation
Target

$50,000 -$99,999 - ($50,000.00 +)

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The Allstate Foundation
Altria Client Services, Inc.
American Express Foundation
American Honda Foundation
Capital One Financial Corporation
Chevron
The Coca-Cola Company
CVS Health
Duke Power Company
Enterprise Rent-A-Car
FedEx Corporation
Ford Motor Company
General Electric Company
Georgia-Pacific Corporation
Hyundai Motor America
Macy's, Inc.
Marriott International, Inc.
National Education Association
Perennial Strategy Group
Sodexo, Inc.
Sprint Nextel Corporation
Time Warner Cable
Time Warner, Inc.
The TJX Companies, Inc.
Urban Wireless Production, Inc.
Volkswagen Group of America, Inc.
Xerox Corporation

$25,000 - $49,999 - ($25,000.00 +)

AARP
Adecco
American Staffing Association
Cablevision
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Edward Jones
Fannie Mae
FCA US LLC
Goldman Sachs 10,000 Small Businesses
The Hudson Group
Hilton Worldwide
IBERIABANK Corporation
Intel Corporation
MetLife
MGM Resorts International
Motion Picture Association of America, Inc.
NBC Universal
Nissan North America, Inc.
OMDUSA, LLC
PhRMA
Regions Bank
Starbucks Corporation
T-Mobile
United States Marine Corps

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Bridgestone Americas Trust Fund
Caesars Entertainment
Castle Oak Securities, LP
CBS Corporation
Charter Communications
City of Birmingham

Clayco, Inc.
Cox Enterprises, Inc.
Dell Inc.
The Guardian Life Insurance Company of America
H.J. Heinz Company Foundation
JCPenney
Kellogg Company
Limited Brands Foundation
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National Academy of Social Insurance
National Association for Stock Car Auto Racing, Inc.
National Basketball Association
National Football League
New York Life Insurance Company
Northwestern Mutual Life Foundation, Inc.
Pfizer Inc.
The Southern Company
Southern Wine & Spirits
United Water Resources Inc.

$5,000-$9,999 - ($5,000.00 +)

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Blaylock Beal Van, LLC
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ConAgra Foods, Inc.
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Siebert, Brandford, Shank & Co.
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$1,000 - $2,499 - ($1,000.00 +)

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Entergy Corporation
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IBEW Local Union No. 3
Jennifer Temps
Levien & Company, Inc.
Limited Brands
Medgar Evers College
Mercy Health
Mitchell and Titus, LLP
The National Coalition for Women with Heart Disease
National Urban League Guild
The Rock Creek Group LLC
Siebert, Brandford, Shank & Co. LLC
Steelcase Inc.
United Way of New York City
USI-New York

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ALH Foundation, Inc.
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Faircom New York, Inc.
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William M. Lewis, Jr.
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Dr. Kase Lukman Lawal
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Centennial ($50,000 +)

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Rashad Howard
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The Leibowitz and Greenway Family Charitable Foundation
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Stewart Family Foundation
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Anne Nobles and David L. Johnson
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Walter L. Washington
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Richard D. Werbeck
David L. Whaley
Kate R. Whitney
David Wingo
Stephen Van R. Winthrop
Charles E. Woodyard

2015 Legacies and Bequests

Estate of Adelaide Hawley
Estate Of Ruth B. Jaynes
Estate of Harry C. McDonald
Estate of Lorraine Presha
Estate of Leonette Vanderhost

* Deceased
** Includes In-Kind Contributions

2016 Financial Statements

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

as of December 31, 2016

	2016
ASSETS	
Cash and cash equivalents	$ 15,917,882
Grants and pledges receivable	15,691,983
Franchise fees receivable, net	698,542
Prepaid expenses and other assets	850,496
Investments	20,316,332
Property and equipment–net of accumulated depreciation/amortization	5,740,415
Total assets	59,215,650
LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and accrued expenses	$ 5,600,111
Accrued payroll and vacation benefits	431,689
Accrued pension benefit costs	6,090,439
Accrued defined contribution costs	575,983
Deferred rent credit	97,808
Loan payable	-
Contract advances and other deposits	215,714
Total liabilities	13,011,744
Net assets	
Unrestricted	
Undesignated	6,084,993
Pension related	(9,756,368)
Total unrestricted net assets	(3,6 71,375)
Temporarily restricted	29,877,216
Permanently restricted	19,998,065
Total net assets	46,203,906
Total liabilities and net assets	$ 59,215,650

STATEMENT OF ACTIVITIES

for the Year Ended December 31, 2016

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
OPERATING ACTIVITIES				
Revenue, Gains, and Other Support				
Government grants and contracts	$ 17,260,965	$ -	$ -	$ 17,260,965
Donated materials and services	7,060,978	-	-	7,060,978
Contributions	6,758,029	20,123,854	-	26,881,883
Legacies and bequests	33,073	-	-	33,073
Special events	1,520,660	-	-	1,520,660
Program service fees	6,269,824	-	-	6,269,824
Franchise fees	924,000	-	-	924,000
Net investment return designated for current operations	1,002,778	-	-	1,002,778
Sale of publications	13,810	-	-	13,810
Other	328,937	-	-	328,937
Net assets released from restrictions				
Satisfaction of restrictions	14,417,518	(14,392,518)	(25,000)	-
Total revenue, gains, and other support	55,590,572	5,731,336	(25,000)	61,296,908
OPERATING EXPENSES				
Program Services				
Economic empowerment	23,728,061	-	-	23,728,061
Education and youth empowerment	4,183,766	-	-	4,183,766
Civic engagement and leadership empowerment	12,669,171	-	-	12,669,171
Technical assistance to affiliates	2,406,655	-	-	2,406,655
Health and quality of life empowerment	1,096,431	-	-	1,096,431
Civil rights and racial justice empowerment	259,414	-	-	259,414
Urban Empowerment Fund	345,537	-	-	345,537
Total program services	44,689,035	-	-	44,689,035
Supporting Services				
Management and general	6,911,479	-	-	6,911,479
Fundraising	3,678,181	-	-	3,678,181
Total expenses	55,278,695	-	-	55,278,695
Changes in net assets from operations	311,877	5,731,336	(25,000)	6,018,213
NON-OPERATING ACTIVITIES				
Investment return net of amount designated for current operations	-	(48,798)	-	(48,798)
Pension-related changes other than net periodic pension costs	(305,819)	-	-	(305,819)
Total non-operating activities	(305,819)	(48,798)	-	(354,617)
Changes in net assets	6,058	5,682,538	(25,000)	5,663,596
Net assets, beginning of year	(3,677,433)	24,194,678	$ 20,023,065	40,540,310
Net assets, end of year	$ (3,671,375)	$ 29,877,216	$ 19,998,065	$ 46,203,906

A complete copy of the 2016 Audit Report can be provided at 120 Wall Street, New York, NY 10005 or online at www.nul.org.

Directory of Presidents

AKRON, OHIO
Sadie M. Winlock
President
Akron Community Service Center and Urban League
440 Vernon Odom Blvd
Akron, OH 44307
(330) 434-3101
FAX #(330) 434-2716
E-mail swinlock@akronurbanleague.org

ALEXANDRIA, VIRGINIA
Lavern Chatman-Brown
Northern Virginia Urban League
1315 Duke Street
Alexandria, VA 22314
(703) 836-2858
FAX # (703) 836-8948
E-mail chatmanlj@aol.com

ALTON, ILLINOIS
Brenda Walker McCain
President
Madison County Urban League
408 East Broadway Street
P.O. Box 8093
Alton, IL 62002
(618) 463-1906
FAX# (618) 463-9021
E-mail bkwm51@aol.com

ATLANTA, GEORGIA
Nancy Flake Johnson
President
Urban League of Greater Atlanta
Peachtree Center – International Tower
229 Peachtree Street NE, Suite 300
Atlanta, GA 30303
(404) 659-1150
FAX# (404) 659-5771
E-mail njohnson@ulgatl.org

AURORA, ILLINOIS
Theodia Gillespie
President
Quad County Urban League
1685 N. Farnsworth Avenue
Aurora, IL 60505
(630) 851-2203
FAX# (630) 851-2703
E-mail theodia@aol.com

AUSTIN, TEXAS
Earl Grant
Interim Executive Director
Austin Area Urban League
8011 Cameron Road – Building A-100
Austin, TX 78754
(512) 478-7176
FAX#(512) 478-1239
E-mail egrant@wt.net
earl_grant@aaul.org

BALTIMORE, MARYLAND
J. Howard Henderson
President
Greater Baltimore Urban League
512 Orchard Street
Baltimore, MD 21201
(410) 523-8150
FAX#(410) 523-4022
E-mail jhhenderson@gbul.org

BATTLE CREEK, MICHIGAN
Kyra Wallace
President
Southwestern Michigan Urban League
172 West Van Buren Street
Battle Creek, MI 49017
(269) 962-5553
FAX#(269) 962-2228
E-mail kyraul@ulbc.org

BINGHAMTON, NEW YORK
Jennifer Lesko
President
Broome County Urban League
43-45 Carroll Street
Binghamton, NY 13901
(607) 723-7303
FAX#(607) 723-5827
E-mail jlesko@bcul.org

BIRMINGHAM, ALABAMA
William Barnes
President
Birmingham Urban League
1229 3rd Avenue North
Birmingham, AL 35203
(205) 326-0162
FAX#(205) 521-6951
E-mail william.barnes@birminghamul.org

BOSTON, MASSACHUSETTS
Darnell L. Williams
President
Urban League of Eastern Massachusetts
88 Warren Street
Roxbury, MA 02119
(617) 442-4519
FAX#(617) 442-9813
E-mail dwilliams@ulem.org
E-mail uleml@aol.com

BUFFALO, NEW YORK
Brenda McDuffie
President
Buffalo Urban League
15 Genesee Street
Buffalo, NY 14203
(716) 250-2400
FAX#(716) 854-8960
E-mail bmcduffie@buffalourbanleague.org

CANTON, OHIO
Colin Louis
Interim President
Greater Stark County Urban League, Inc.
1400 Sherrick Road, SW
Canton, OH 44707-3533
(330) 754-1576
FAX#(330) 615-1493
E-mail clouis@starkcountyul.org

CHARLESTON, SOUTH CAROLINA
Otha Meadows
President
Charleston Trident Urban League
1064 Gardner Road, Suite 216
Charleston, SC 29407 (843) 769-8173
FAX#(843) 769-8193
E-mail otha.meadows@ctul.org

CHARLOTTE, NORTH CAROLINA
William Teddy McDaniel
President
Urban League of Central Carolinas, Inc.
740 West 5th Street
Charlotte, NC 28202
(704) 373-2256
FAX#(704) 373-2262
E-mail teddy.mcdaniel@gmail.com

CHATTANOOGA, TENNESSEE
Warren E. Logan, Jr.
President
Urban League Greater Chattanooga, Inc.
730 East Martin Luther King Boulevard
Chattanooga, TN 37403
(423) 756-1762
FAX#(423) 756-7255
E-mail welogan@ulchatt.net

CHICAGO, ILLINOIS
Shari Runner
President
Chicago Urban League
4510 South Michigan Avenue
Chicago, IL 60653
(773) 285-5800
FAX#(773) 285-7772
E-mail srunner@thechicagourbanleague.org

CINCINNATI, OHIO
Donna Jones Baker
President
Urban League of Greater
Southwestern Ohio
3458 Reading Road
Cincinnati, OH 45229
(513) 281-9955
FAX#(513) 281-0455
E-mail djbaker@gcul.org

CLEVELAND, OHIO
Marsha Mockabee
President
Urban League of Greater Cleveland
2930 Prospect Ave, East
Cleveland, OH 44115
(216) 622-0999 ext. 201
FAX# (216) 622-0997
Email: mmockabee@ulcleveland.org
E-mail info@ulcleveland.org

COLUMBIA, SOUTH CAROLINA
James T. McLawhorn, Jr.
President
Columbia Urban League
1400 Barnwell Street
P.O. Box 50125
Columbia, SC 29201
(803) 799-8150
FAX#(803) 254-6052
E-mail culsc@aol.com

COLUMBUS, GEORGIA
Susan Cooper
Interim President
Urban League of Greater Columbus, Inc.
802 First Avenue
Columbus, GA 31901
(706) 322-6840
FAX#(706) 596-2144
E-mail ceo@urbanleaguegc.org

COLUMBUS, OHIO
Stephanie Hightower
President
Columbus Urban League
788 Mount Vernon Avenue
Columbus, OH 43203-1408
(614) 257-6300
FAX#(614) 257-6327
E-mail shightower@cul.org

DENVER, COLORADO
Sean Bradley
President
Urban League of Metropolitan Denver
711 Park Avenue West, Suite 340
Denver, CO 80205
(303) 377-2790
FAX#(303) 377-2794
E-mail sbradley@denverurbanleague.org

DETROIT, MICHIGAN
N. Charles Anderson
President
Urban League of Detroit & Southeastern
Michigan
208 Mack Avenue
Detroit, MI 48201
(313) 832-4600
FAX#(313) 832-3222
E-mail ncanderson@deturbanleague.org

ELIZABETH, NEW JERSEY
Ella S. Teal
President
Urban League of Union County
288 North Broad Street
PO Box 730
Elizabeth, NJ 07208
(908) 351-7200
FAX#(908) 527-9881
E-mail ulunioncty@aol.com

ELYRIA, OHIO
Frank Whitfield
President
Lorain County Urban League
200 Middle Avenue, Suite 200
Elyria, OH 44035
(440) 323-3364 ext. 23
FAX#(440) 323-5299
E-mail fwhitfield@lcul.org

ENGLEWOOD, NEW JERSEY
Jeffrey Richardson
Interim President
Urban League for Bergen County
12 Tenafly Road, Suite 104
Englewood, NJ 07631
(201) 568-4988
FAX#(201) 568-4989
E-mail jrichardson@ulbcnj.org

FARRELL, PENNSYLVANIA
Erin Houston, Ph.D.
President
Shenango Valley Urban League
601 Indiana Avenue
Farrell, PA 16121
(724) 981-5310
FAX#(724) 981-1544
E-mail ehouston@neohio.twcbc.com

FLINT, MICHIGAN
Reginald Smith
Board Chair
Urban League of Flint
P.O. Box 1102
Flint, MI 48501
E-mail rsmithflint@aol.com

FORT LAUDERDALE, FLORIDA
Germaine Smith Baugh
President
Urban League of Broward County
560 Northwest 27th Avenue
Fort Lauderdale, FL 33311
(954) 584-0777
FAX#(954) 584-4413
E-mail gsbaugh@ulbcfl.org

FORT WAYNE, INDIANA
Jonathan Ray
President
Fort Wayne Urban League
2135 South Hanna Street
Fort Wayne, IN 46803
(260) 745-3100
FAX#(260) 745-0405
E-mail jray@fwurbanleague.org

GARY, INDIANA
Vanessa Allen, Ph.D.
President
Urban League of Northwest Indiana, Inc.
3101 Broadway
Gary, IN 46409
(219) 887-9621
FAX#(219) 887-4519
E-mail vallen@ulofnwi.org

GRAND RAPIDS, MICHIGAN
Joseph D. Jones
President
Grand Rapids Urban League
745 Eastern Avenue, S.E.
Grand Rapids, MI 49503
(616) 245-2207
FAX#(616) 245-6510
E-mail jjones@grurbanleague.org

GREENVILLE, SOUTH CAROLINA
Jil M. Littlejohn
President
Urban League of the Upstate, Inc.
15 Regency Hill Drive
Greenville, SC 29607
(864) 244-3862
FAX#(864) 244-6134
E-mail jil@urbanleagueupstate.org

HARTFORD, CONNECTICUT
Adrienne Cochrane
President
Urban League of Greater Hartford
140 Woodland Street
Hartford, CT 06105
(860) 527-0147 ext. 112
FAX#(860) 249-1563
E-mail acochrane@ulgh.org

HOUSTON, TEXAS
Judson W. Robinson III
President
Houston Area Urban League
1301 Texas Avenue
Houston, TX 77002-3508
(713) 393-8700
FAX#(713) 393-8787
E-mail judrob@haul.org

INDIANAPOLIS, INDIANA
Tony Mason
President
Indianapolis Urban League
777 Indiana Avenue
Indianapolis, IN 46202
(317) 693-7603
FAX#(317) 693-7613
E-mail tmason@indplsul.org

JACKSONVILLE, FLORIDA
Richard D. Danford, Jr., Ph.D.
President
Jacksonville Urban League
903 West Union Street
Jacksonville, FL 32204
(904) 723-4007
FAX#(904) 551-3885
E-mail r.danford@jaxul.org

JERSEY CITY, NEW JERSEY
Muhammad Umar
Interim President
Urban League of Hudson County
253 Martin Luther King Drive
Jersey City, NJ 07305
(201) 451-8888
FAX#(201) 451-4158
E-mail mumar@ulohc.org
E-mail info@ulohc.org

KANSAS CITY, MISSOURI
Gwen Grant
President
Urban League of Greater Kansas City
1710 Paseo Boulevard
Kansas City, MO 64108
(816) 471-0550
FAX#(816) 471-3064
E-mail ggrant@ulkc.org

KNOXVILLE, TENNESSEE
Phyllis Y. Nichols
President
Knoxville Area Urban League
1514 East 5th Avenue
P.O. Box 1911
Knoxville, TN 37917-1911
(865) 524-5511
FAX#(865) 525-5154
E-mail pynichols@thekaul.org

LAS VEGAS, NEVADA
Kevin Hooks
President
Las Vegas-Clark County Urban League
3575 W. Cheyenne Avenue, #101
North Las Vegas, NV 89032
(702) 636-3949
FAX#(702) 636-9240
E-mail: khooks@lvul.org

LEXINGTON, KENTUCKY
Porter G. Peeples
President
Urban League of Lexington-Fayette County
148 DeWeese Street
Lexington, KY 40507
(859) 233-1561
FAX#(859) 233-7260
E-mail pg@ullexfay.org

LITTLE ROCK, ARKANSAS
Ken Wade
Interim President
The Urban League of the State of Arkansas
3805 W. 12th Street, Suite 205
Little Rock, AR 72204
(501) 379-1598
FAX# (501) 376-1570
E-mail ken.wade06@gmail.com

LONG ISLAND, NEW YORK
Theresa Sanders
President
Urban League of Long Island, Inc.
900 Old Sunrise Highway
Massapequa, NY 11758
(631) 882-9512
FAX#(631) 232-3849
E-mail there47530@aol.com
tsanders@urbanleaguelongisland.org

LOS ANGELES, CALIFORNIA
Nolan Rollins
President
Los Angeles Urban League
3450 Mount Vernon Drive
Los Angeles, CA 90008
(323) 299-9660
FAX#(323) 299-0618
E-mail nolan.rollins@laul.org

LOUISVILLE, KENTUCKY
Sadiqa Reynolds
President
Louisville Urban League
1535 West Broadway
Louisville, KY 40203
(502) 585-4622
FAX#(502) 585-2335
E-mail sadiqa@lul.org

MADISON, WISCONSIN
Ruben Anthony, Ph.D.
President
Urban League of Greater Madison
2222 S. Park Street – Suite 200
Madison, WI 53713
(608) 729-1200
FAX#(608) 729-1205
E-mail ranthony@ulgm.org

MEMPHIS, TENNESSEE
Tonja Sesley-Baymon
President
Memphis Urban League
413 N. Cleveland Street
Memphis, TN 38104-7012
(901) 272-2491
FAX#(901) 278-3602
E-mail tsbaymon@memul.org
E-mail www.mphsurbanleague.org

MIAMI, FLORIDA
T. Willard Fair
President
Urban League of Greater Miami
8500 N.W. 25th Avenue
Miami, FL 33147
(305) 696-4450
FAX#(305) 696-4455
E-mail twfair@bellsouth.net

MILWAUKEE, WISCONSIN
Eve Hall, Ph.D.
President
Milwaukee Urban League
435 West North Avenue
Milwaukee, WI 53212
(414) 374-5850
FAX#(414) 562-8620
E-mail ehall@tmul.org

MINNEAPOLIS, MINNESOTA
Steven Belton
President
Minneapolis Urban League
2100 Plymouth Avenue North
Minneapolis, MN 55411
(612) 302-3100
FAX#(612) 521-1444
E-mail sbelton@mul.org

MORRISTOWN, NEW JERSEY
Mable Davis
Interim Executive Director
Morris County Urban League
300 Madison Avenue – Suite A
Morristown, NJ 07960
(973) 539-2121
FAX#(973) 644-9496
E-mail mdavis@ulmcnj.org

NASHVILLE, TENNESSEE
Clifton Harris
President
Urban League of Middle Tennessee
50 Vantage Way, Suite 201
Nashville, TN 37228
(615) 254-0525
FAX#(615) 254-0636
E-mail charris@urbanleagueofmidtn.org

NEW ORLEANS, LOUISIANA
Erika McConduit
President
Urban League of Louisiana 4640 S. Carrollton Ave. Ste. 210
New Orleans, LA 70119
(504) 620-2332
FAX#(504) 620-9654
E-mail emcconduit@urbanleaguela.org

NEW YORK, NEW YORK
Arva Rice
President
New York Urban League
204 West 136th Street
New York, NY 10030
(212) 926-8000
FAX#(212) 283-4948
E-mail arice@nyul.org

NEWARK, NEW JERSEY
Vivian Cox Fraser
President
Urban League of Essex County
508 Central Avenue
Newark, NJ 07107-1430
(973) 624-9535
FAX#(973) 624-9597
E-mail vfraser@ulec.org
E-mail exec@ulec.org

NORFOLK, VIRGINIA
Beverly Boler
Interim President
Urban League of Hampton Roads
5700 Thurston Ave. Ste. 200
Virginia Beach, VA 23455
(757) 627-0864
FAX#(757) 966-9613
E-mail beverly.boler@elhamm.com

OKLAHOMA CITY, OKLAHOMA
Valerie Thompson, Ph.D.
President
Urban League of Greater Oklahoma City
3900 N. Martin Luther King Avenue
Oklahoma City, OK 73111
(405) 424-5243
FAX#(405) 424-3382
E-mail vrthompson@urbanleagueok.org

OMAHA, NEBRASKA
Thomas H. Warren, Sr.
President
Urban League of Nebraska, Inc.
3040 Lake Street
Omaha, NE 68111
(402) 453-9730
FAX#(402) 453-9676
E-mail twarren@urbanleagueneb.org

ORLANDO, FLORIDA
Glenton Gilzean
President
Central Florida Urban League
2804 Belco Drive
Orlando, FL 32808
(407) 841-7654
FAX# (407) 205-0054
E-mail ggilzean@cful.org

PEORIA, ILLINOIS
Laraine E. Bryson
President
Tri-County Urban League
317 South MacArthur Highway
Peoria, IL 61605
(309) 673-7474
FAX#(309) 672-4366
E-mail lebryson@tcpul.com

PHILADELPHIA, PENNSYLVANIA
Andrea Custis
President
Urban League of Philadelphia
121 S. Broad Street – 9th Floor
Philadelphia, PA 19107
(215) 985-3220 ext: 206
FAX#(215) 985-3227
E-mail acustis@urbanleaguephila.org

PHOENIX, ARIZONA
George Dean
President
Greater Phoenix Urban League
1402 South Seventh Avenue
Phoenix, AZ 85007
(602) 254-5611
FAX#(602) 253-7359
E-mail gdean@gphxul.org

PITTSBURGH, PENNSYLVANIA
Esther L. Bush
President
Urban League of Greater Pittsburgh
610 Wood Street
Pittsburgh, PA 15222
(412) 227-4181/4150
FAX#(412) 227-4803
E-mail ebush@ulpgh.org

PORTLAND, OREGON
Nkenge Harmon Johnson
President
Urban League of Portland
10 North Russell Street
Portland, OR 97227
(503) 280-2600
FAX#(503) 281-2612
E-mail nhj@ulpdx.org

PROVIDENCE, RHODE ISLAND
VACANT
Urban League of Rhode Island Inc.
246 Prairie Avenue
Providence, RI 02905
(401) 351-5000
FAX#(401) 751-5782

RACINE, WISCONSIN
Yolanda Santos Adams
Interim President
Urban League of Racine & Kenosha, Inc.
718 North Memorial Drive
Racine, WI 53404
(262) 637-8532
FAX#(262) 637-8634
E-mail yadams2013@gmail.com

ROCHESTER, NEW YORK
William G. Clark
President
Urban League of Rochester
265 North Clinton Avenue
Rochester, NY 14605
(585) 325-6530
FAX#(585) 325-4864
E-mail wclark@ulr.org
www.ulr.org

SACRAMENTO, CALIFORNIA
Cassandra H.B. Jennings
President
Greater Sacramento Urban League
3725 Marysville Boulevard
Sacramento, CA 95838
(916) 286-8600
FAX#(916) 286-8650
E-mail cjennings@gsul.org

SAINT LOUIS, MISSOURI
Michael P. McMillan
President
Urban League of Metropolitan St. Louis
3701 Grandel Square
St. Louis, MO 63108
(314) 615-3662
FAX#(314) 531-4849
E-mail mmcmillan@urbanleague-stl.org

SAINT PETERSBURG, FLORIDA
Watson Haynes
President
Pinellas County Urban League
333 31st Street North
St. Petersburg, FL 33713
(727) 327-3568
FAX#(727) 321-8349
E-mail whaynes@pcul.org

SAN DIEGO, CALIFORNIA
Ray King
President
Urban League of San Diego County
4305 University Avenue – Suite 360
San Diego, CA 92105
(619) 266-6237
FAX#(619) 263-3660
E-mail ray.king@sdul.org
E-mail kea@sdul.org

SEATTLE, WASHINGTON
Pamela Banks
President
Urban League of Metropolitan Seattle
105 14th Avenue, Suite 200
Seattle, WA 98122
(206) 461-3792
FAX#(206) 461-8425
E-mail pbanks@urbanleague.org

SPRINGFIELD, ILLINOIS
Nina M. Harris
President
Springfield Urban League, Inc.
100 North 11th Street
Springfield, IL 62703
(217) 789-0830
FAX#(217) 789-9838
E-mail nharris@springfieldul.org

SPRINGFIELD, MASSACHUSETTS
Henry M. Thomas III
President
Urban League of Springfield
One Federal Street – Building 111-3
Springfield, MA 01105
(413) 739-7211
FAX#(413) 732-9364
E-mail hmthomas@ulspringfield.org

STAMFORD, CONNECTICUT
Valerie Shultz Wilson
President
Urban League of Southern Connecticut
137 Henry Street, Room 220
Stamford, CT 06902
(203) 327-5810
FAX#(203) 406-0008
E-mail vswilson@ulsc.org
E-mail admin@ulsc.org

TACOMA, WASHINGTON
Victoria Woodards
Interim President
Tacoma Urban League
2550 South Yakima Avenue
Tacoma, WA 98405
(253) 383-2007
FAX#(253) 383-4818
E-mail: president@thetacomaurbanleague.org

TALLAHASSEE, FLORDIA
Reverend Ernest Ferrell
President
Tallahassee Urban League
923 Old Bainbridge Road
Tallahassee, FL 32303
(850) 222-6111
FAX#(850) 561-8390
E-mail turbanleague@yahoo.com

TUCSON, ARIZONA
Deborah Embry
President
Tucson Urban League
2305 South Park Avenue
Tucson, AZ 85713
(520) 791-9522
FAX#(520) 623-9364
E-mail dembry@tucsonurbanleague.org

TULSA, OKLAHOMA
VACANT
Metropolitan Tulsa Urban League
240 East Apache Street
Tulsa, OK 74106
(918) 584-0001
FAX#(918) 584-0569

WARREN, OHIO
Thomas S. Conley
President
Greater Warren-Youngstown Urban League
290 West Market Street
Warren, OH 44481
(330) 394-4316
FAX#(330) 393-5777
E-mail tconley@wyul.org

WASHINGTON, D.C.
George H. Lambert, Jr.
President
Greater Washington Urban League
2901 14th Street, N.W.
Washington, DC 20009
(202) 265-8200
FAX#(202) 265-6122
E-mail glambert@gwul.org

WEST PALM BEACH, FLORIDA
Patrick J. Franklin
President
Urban League of Palm Beach County, Inc.
1700 North Australian Avenue
West Palm Beach, FL 33407
(561) 833-1461
FAX#(561) 833-6050
E-mail frankln@ulpbc.org

WHITE PLAINS, NEW YORK
Sorraya Sampson
President
Urban League of Westchester County
61 Mitchell Place
White Plains, NY 10601
(914) 428-6300
FAX#(914) 328-9765
E-mail limacss@aol.com

WICHITA, KANSAS
Melody McCray-Miller
Interim President
Urban League of Kansas, Inc.
2418 East 9th Street
Wichita, KS 67214
(316) 262-2463
FAX#(316) 262-8841
E-mail melodymiller56@gmail.com

WILMINGTON, DELAWARE
VACANT
Metropolitan Wilmington Urban League
100 West 10th Street – Suite 602
Wilmington, DE 19801
(302) 622-4300
FAX#(302) 622-4303

WINSTON-SALEM, NORTH CAROLINA
James Perry
President
Winston-Salem Urban League
201 West 5th Street
Winston-Salem, NC 27101
(336) 725-5614
FAX#(336) 722-5713
E-mail jperry@wsurban.org

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Strategy, Innovation & Technology

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Economics and Housing Programs

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Senior Vice President
Partnerships and Advancement

Hal Smith
Senior Vice President,
Education, Youth Development & Health

Paul Wycisk
Senior Vice President &
Chief Financial Officer

Donald E. Bowen
President & Chief Executive Officer,
Urban Empowerment Fund

National Urban League
120 Wall Street, 8th Floor
New York, NY 10005
Tel: 212.558-5300
www.nul.org
www.iamempowered.com

National Urban League
Washington Bureau
1805 7th Street, NW
Suite 520
Washington, DC 20001
Tel: 202-898-1604

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