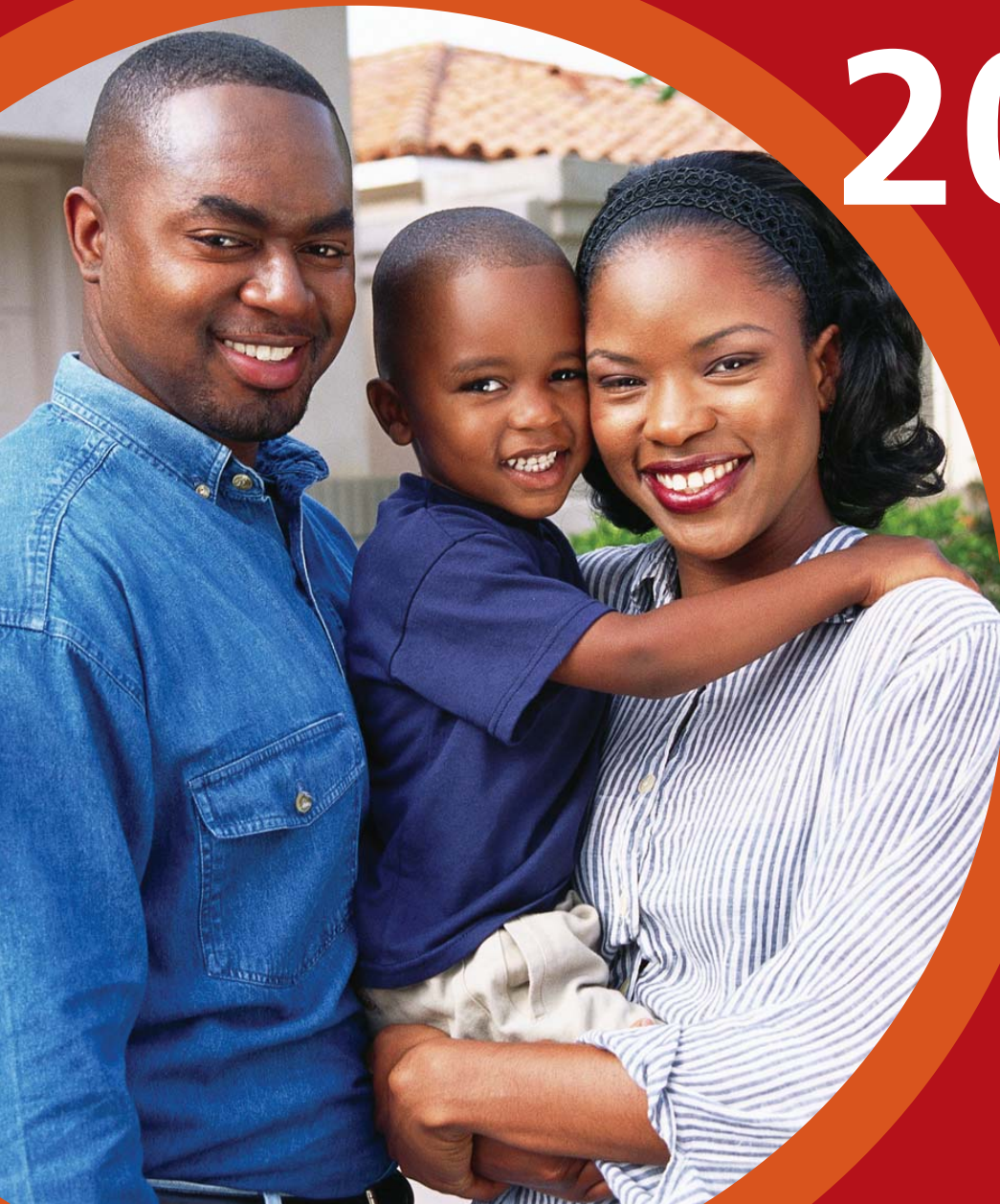




**National  
Urban League**

*Empowering Communities.  
Changing Lives.*

# Annual Report 2003



**“ THIS URBAN LEAGUE MUST LEAD A NEW MOVEMENT, AN EMPOWERMENT MOVEMENT. A MOVEMENT THAT IS MORE THAN IDEAS AND THOUGHT, BUT A MOVEMENT OF ACTION . . . TO CLOSE THE EQUALITY GAP. ”**



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## OUR MISSION >>>>>>>>>>>>>>>>

The mission of the Urban League movement is to enable African Americans to secure economic self-reliance, parity, power and civil rights.

## OUR MOVEMENT >>>>>>>>>>>>>>>>

Established in 1910, The Urban League is the nation's oldest and largest community-based movement devoted to empowering African Americans to enter the economic and social mainstream. Today, the National Urban League, headquartered in New York City, spearheads the non-partisan efforts of its local affiliates.

There are over 100 local affiliates of the National Urban League located in over 35 states and the District of Columbia providing direct services to more than 2 million people nationwide through programs, advocacy and research.

## OUR STRATEGY >>>>>>>>>>>>>>>>

**The Urban League employs a five point strategy, tailored to local needs, in order to implement the mission of our movement.**

- 1** Education and Youth Empowerment: Ensuring that all of our children are well educated and prepared for economic self-reliance in the 21st century through college scholarships, early childhood literacy, Head Start and after care programs.
  - 2** Economic Empowerment: Empowering all people in attaining economic self-sufficiency through job training, good jobs, homeownership, entrepreneurship and wealth accumulation.
  - 3** Health and Quality of Life Empowerment: Working to build healthy and safe communities to eliminate health disparities through prevention, healthy eating, fitness, as well as ensuring access and complete access to affordable healthcare for all people.
  - 4** Civic Engagement and Leadership Empowerment: Empowering all people to take an active role in determining the direction, quality of life, public policy and leadership in their communities by full participation as citizens and voters, as well as through active community service and leadership development.
  - 5** Civil Rights and Racial Justice Empowerment: Promoting and ensuring our civil rights by actively working to eradicate all barriers to equal participation in all aspects of American society, whether political, economic, social, educational or cultural.
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## From the President and CEO

*Marc H. Morial*

### **“2003-A Year of Transformation”**

2003 was a year of transformation for the National Urban League—characterized by a renewed dedication to providing direct services and a more focused attention to championing civil rights that is the cornerstone of the League’s mission.

Forty years after the dawn of the Civil Rights Movement, there is still an equality gap in America. Disparities still persist between African Americans and whites in income, wealth, education, access to quality health care and home ownership. There’s an equality gap when it comes to participating in the political process and protection under the law. In the 21st century, the Urban League is leading a new movement to close the equality gap. It is the Empowerment Movement.

The Empowerment Movement is more than ideas and thought, but a movement of action to close the equality gap in the five critical areas of education, economic empowerment, health and quality of life, civic engagement and civil rights and racial justice. Through, direct-service efforts, research and advocacy, a new Urban League is emphasizing the need to close this divide between Blacks and Whites, rich and poor, communities flush with resources and those without, because economic empowerment will be the defining challenge for America in the 21st century.

The 2003 Annual Report reflects a new Urban League that is on the move, that is transforming lives and empowering communities. In the following pages, we highlighted just a few of the countless challenges and success stories that represent the hard work and dedication of professional staff, volunteers and supporters of 105 Urban League affiliates across the country providing direct services to 2 million people annually. At the national level, our 2003 agenda included establishing several task forces—a National Commission on the Black Male, a Commission on Jobs and the Urban Economy, and a National African-American Wellness Initiative. In addition, we established the first Legislative Policy Conference/NUL on the Hill in Washington, D.C., a two-day advocacy effort whereby hundreds of Urban Leaguers met with top members of executive branch and both parties in Congress to share our concerns about the issues like jobs, education and civil rights impacting urban communities.

I encourage you to seek out the local Urban League affiliate in your community to learn more about and support the tremendous work that is being done to serve and empower people, close the equality gaps and ensure that everyone has equal access and the opportunity to the American dream. The Empowerment Movement will not be televised and is not a movement of weapons of war, not a movement of hate and division, but a new type of movement. It’s a movement to close the equality gap. It must be a movement to empower individuals, corporations, families and communities. It’s a movement which honors the legacy of the past while embracing our hope for the future. Join us. It’s empowerment time in America.

## From the Chairman

*Michael J. Critelli*

This has been a year of transition and progress for the League. The critical work of empowering African-American individuals and communities for meaningful participation in the American mainstream continued unabated, even as the League refined existing programs and services and forged ahead with a vision for developing new programs in order to do what it does even better. It is never easy to enhance the existing and generate the new at the same time. What makes this even more heroic is that this was done against the backdrop of an economic climate that was disproportionately adverse to people and communities of color. That is why I am both gratified and inspired by the extraordinary energy and determination among all connected with the National Urban League to fortify the organization and continue to propel the movement to the leading edge of the struggle for equity and inclusion for all.

Through the great breadth of its network of local community-based affiliates spread across the country, the Urban League offers a tremendous variety of programs that provide individuals with the tools, resources and information to improve their lives and to connect their lives and aspirations to the larger American society.

In addition, the National Urban League has strengthened its unique blend of research and advocacy through a number of vehicles, from its general-interest magazine, *Opportunity Journal*, and its scholarly periodical, *The State of Black America*, to its Washington, D.C.-based Institute for Opportunity and Equality. These are among the most critical tools it employs to alert the public to the problems that retard the progress of millions, and thereby influence the public-policy discourse.

These pages show in small but telling measure the work the Urban League is doing across a broad spectrum of issues ranging from education to health, employment to entrepreneurship. All of which make the League one of America’s most important forces for good and engines of progress. It’s an effort of which I am proud to help lead and we can all be proud.



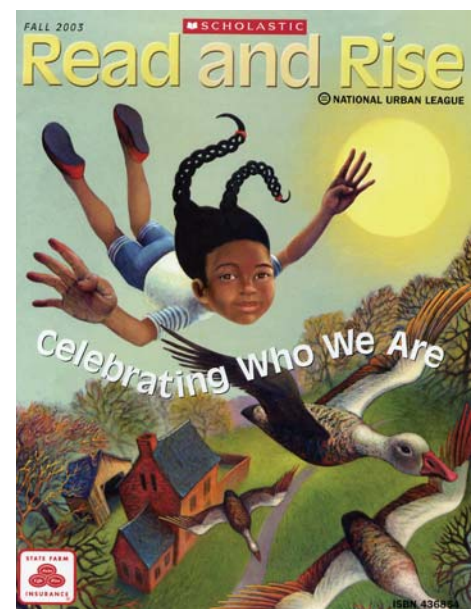
## Campaign for African-American Achievement

During the year the Urban League enhanced its already powerful Campaign for African-American Achievement in order to reach more communities needing educational assistance. The Lilly Endowment Foundation grant, which officially ended in December, provided the League with \$25 million over five years to support the Campaign's work in affiliates and helped to create the National Urban League Scholarship program. Throughout those five years, The National Urban League leveraged close to \$8 million, awarded 801 scholarships totaling over \$8 million, inducted more than 20,000 young people into the National Achievers Society through 53 chapters, trained more than 85% of the affiliate network, and actively partnered with more than 20 national African-American organizations.

State Farm Insurance Companies renewed its partnership with NUL in the form of a three-pronged three-year initiative. The three components of the newly formed Achievement Matters II includes a national media campaign, Baldrige in Education (BiE) and a level of new community outreach. The Baldrige in Education Initiative (BiE IN), created in 1987 and named posthumously for former Secretary of State Malcolm Baldrige, is designed to help American businesses and industries gain a competitive edge in the global market. The Baldrige Criteria reflect the current best thinking on organizational practices. The education version of the Criteria was created in the mid-1990s as a framework for understanding and improving school performance and student learning. Baldrige will help to further the educational mission of the League, its national program partners and supporters by providing effective and proven tools to assist the designated stakeholders in transforming and/or strengthening their respective local education systems. In addition to community partnerships, the National Urban League created and distributed hundreds of thousands of the "Read and Rise" parent's guides, magazines and other education materials as part of the community outreach effort.

Over 700,000 children and students were served through scholarships programs (providing over \$5.1 million), early care and education programs.

✿ Each year Urban League affiliates serve over 700,000 children and teens through scholarships, mentoring, Head Start, after-school programs and more. Think of it, the Urban League movement serves more young people than all but two of the largest school districts in the United States!



*Read and Rise* was unveiled in November at the League's Equal Opportunity Day Dinner in New York City. *The Read and Rise Parent Circles: A Workshop Series for Parents & Caregivers* was released in November to the affiliate network and partner organizations. During the year, more than 500,000 *Read and Rise* guides and 100,000 magazines were distributed nationwide. More than 85,000 students and families celebrated Achievement Month/Doing the Right Thing in September through 65 Urban League affiliate sites.

*Reading to Achieve High Standards: GEMS for Parents* was printed and distributed to the affiliate network and partner organizations. More than 5,000 copies were disseminated.

**Carnegie Corporation of New York** awarded a planning grant to explore Community Engagement in Adolescent Literacy, which led to forming a strategic planning group. Three Urban League affiliates were chosen to participate: Houston, Fort Lauderdale and Sacramento. Houston and Sacramento have longstanding high-school initiatives with Carnegie, while Florida has a statewide adolescent literacy initiative already in place.

# JESSE WILLIAMS

"The Urban League was Like Family"

Helped by the BUFFALO URBAN LEAGUE (Buffalo, NY)



**T**wenty-year-old Jesse Williams of Buffalo describes himself as a “victim of bad timing.” It seems Williams chose an inopportune time to “playfully threaten” one of his school teachers—one that occurred just after the school shootings in Columbine, Colorado. That earned the teenager, halfway through his junior year, a quick expulsion from his high school, and more importantly robbed him of his desire to learn.

Jesse found himself wandering the streets, perhaps for direction but more likely for some sort of activity. One day, on one of his frequent strolls through downtown Buffalo, he came across a sign by the local Urban League about various workshops and classes. Seeking attention, Jesse wandered inside the establishment and immediately felt the warmth from the staff.

**“ The support that I found at the Urban League was like Family ”**

The first to approach him was Urban League Vice President Sharon Irvin, who, according to Williams, didn’t pressure him after hearing his story and his reason for not attempting to return to school. Instead, every day that Jesse came back, Irvin would talk to him about the importance of education and mentioned the idea of college. After a few weeks of encouragement and establishing a bond with Irvin, Williams decided to join the Urban League’s GED program. A few months later, Jesse received his Graduate Equivalency Diploma, and found a family as well.

Sharon, whom he describes as being like an aunt to him, and the rest of the Urban League staff which Jesse called “extraordinary,” took the youngster under their wing, nurturing him and keeping him focused. Jesse is now attending classes at Canisius College, where he is majoring in psychology and minoring in adolescence education. He is also a peer tutor at the Buffalo Urban League Learning Center, where he still spends most of his free time.

# GLORIA GRISMORE

"Above and Beyond"

Helped by the Urban League of METROPOLITAN ST. LOUIS (St.Louis, MO)

## An asset to the community.

That's how great grandmother Gloria Grismore describes the Jennings Head Start, owned and operated by the Urban League of Metropolitan St. Louis. Grismore, who is the legal guardian to her five-year old twin great-granddaughters Britney and Briana, suffers from diabetes and was looking for a pre-school closer to her home. Ms. Grismore wanted a school that would be convenient without the pressures of walking up steps or walking for long stretches. The Jennings Head Start, which used to be a bakery, opened up down the block from where she lived. But still, despite the close proximity, she refused to enroll the girls.

being patient with those students who may not be as focused and "treating them like their own," as Ms. Grismore puts it. The girls are so well-behaved and focused on learning now. When they went to the Northview Elementary School to interview for admission, the teachers were impressed by their abilities. They even asked if they could take a tour of the Jennings Headstart.

Ms. Grismore is grateful for all that the school has done, making her commute easier and keeping the children close to home. "I really wish I was in a position where I could donate to the school," states Grismore. "The work that they do, with all of the teachers going above and beyond the call of duty, is amazing. Truly amazing! I'm proud to be associated with the Urban League."

**"It was important for me to size them up" said Ms. Grismore. No doubt expecting to see children behaving similar to her granddaughters—what Ms. Grismore saw was spotless floors, teachers smiling, computers in every room and most importantly, students who seemed to enjoy what they were being taught."**

"It was important for me to size them up," says the 64-year-old who described the two sisters as rambunctious, inattentive and uninterested in learning, "to see if they could handle these two. They are a handful." So after a year, to satisfy her curiosity as well as complete her inspection, she ventured into the school offices ... and was shocked at what she saw. No doubt expecting to see children behaving similar to her granddaughters, what Ms. Grismore saw was spotless floors, teachers smiling, computers in every room, and most importantly, students who seemed to enjoy what they were being taught. And with that quick assessment, she was satisfied. Her children would be attending this neighborhood school, where "everyone was as nice as could be." The girls have been in Jennings for a year, and according to Ms. Grismore, the results are like night and day. "I wish I had taken before and after photos of the girls; now they love going to school and have an extensive vocabulary—counting in Spanish and reading books from cover to cover." When asked, both of the twins can rattle off the names of African-American inventors for the cotton gin, the ladder and the elevator.

According to the proud guardian, the turnaround is staggering. The key to the transformation was the loving, yet firm hand from the teachers at the headstart—



## National Urban League Incentive to Excel and Succeed (NULITES)

The Urban League's NULITES (National Urban League Incentive to Excel and Succeed) program helps young people maintain high standards of education, character and develop leadership ability through such activities as program goals, structured activities and required educational seminars and community service projects. Youths are provided with the necessary skills to succeed in life. The NULITES 2003 Summit was held during the National Urban League conference in Pittsburgh, PA. It provided 368 attendees, youths and chaperones from different Urban League affiliates across the country, with four days of educational and life-skills activities. Continuing its tradition of providing its members with a collegiate living experience, the NULITES summit was based at the University of Pittsburgh and Carnegie Mellon University.

## BLACK EXECUTIVE EXCHANGE PROGRAM (BEEP)

Promoting academic excellence through education, specifically the completion of college, has long been an empowerment tool used by the Black Executive Exchange Program (BEEP) for the past 35 years—since 1969. BEEP is a nationwide network of professional African-American executives committed to preparing students at Historically Black Colleges and Universities (HBCUs) for a successful future in corporate America through career awareness and special business seminars. In partnership with Historically Black Colleges and Universities, BEEP addresses academic preparation and social development with the professional assistance and dedication of the BEEP executives which are comprised of industry leaders from the nation's top corporations and government agencies. BEEP executives, counsel and mentor students on how best to prepare themselves for the job marketplace, employer expectations, the benefits of college internships and navigating through corporate America. In 2003, BEEP courses and activities were scheduled on fifty-seven (57) HBCU campuses, with over 100 new African-American workplace professionals serving as BEEPers. More than 400 professionals visited the 85 four-year accredited HBCUs on the BEEP roster, with over 20,000 students benefiting from the knowledge and mentoring offered.

# ECONOMIC EMPOWERMENT

- \* The Urban League serves over 200,000 people from jobs and training to first-time home buyers services
- \* We found jobs for nearly 25,000 people. That's more seats than in Madison Square Garden!
- \* 26,000 people received job training and career counseling services
- \* \$15 million in new home mortgages

## Economic Development and Housing Programs

The economic facet of the League's new Empowerment agenda includes a more intensive effort by affiliates in such areas as job training, housing, providing financial information to consumers, helping consumers develop technological skills as well as promoting business entrepreneurship opportunities. In 2003, these programs of the Urban League Movement assisted more than 200,000 people.

## Housing

The Urban League's relationship with Fannie Mae and Chase was strengthened during the past twelve months, as more affiliates were able to expand and enhance their services to their communities. This resulted in the successful closing of 360 new mortgage loans worth



approximately \$14.5 million in five cities exceeding the \$50 million goal two years ahead of schedule. The Urban League movement closed on \$15 million of new mortgage loans and provided comprehensive housing counseling to over 20,000 clients.

New agreements were also reached with Stonehenge Capital and Enhanced Capital in late 2003 allowing opportunities for joint ventures in community development projects, and as part of the League's response to the U.S. Department of Treasury's New Markets Tax Credit Program.

Becoming a leader in the financial literacy realm, the National Urban League signed a Memorandum of Understanding (MOU) with CitiGroup and designed new financial literacy curriculum for implementation in Los Angeles, Chicago, Sacramento, Rochester, New York and San Diego. In addition, an MOU was signed with ICI to continue the League's Investing for Success program. A workshop was held in Minneapolis, MN in October 2003.

And in October, HUD awarded the League \$960,738 as a National Housing Counseling Intermediary. As a result, 22 affiliates currently receive funding to support housing counseling programs.

## **Workforce Development Division**

Gaining equal access to jobs and being prepared to take advantage of new employment opportunities have been major advocacy and service delivery areas for the Urban League Movement for the past forty years. Since the 1960s, The National Urban League (the "League") has provided technical assistance and training to local staff, as well as operational support to affiliates through demonstration grants and other contracts with the federal government. The Workforce Development Division has been at the forefront of the League's initiatives in these areas. Major funding for the current work of the Division comes through a discretionary grant from the U.S. Department of Labor. This grant is the Workforce Investment Demonstration Project (WIDP).

In 2003, major activities and outcomes for the grant have included the providing of on-site and other technical assistance to 80 Urban League affiliates in such areas as: facilitating local/state policy board membership and participation, coordination/integration with One-Stop System, program development and operations, improving customer outcomes through better program management and proper use of customer feedback, case management, establishing job training and welfare reform partnerships and special needs for dislocated workers.

In addition, WIDP provided staff training to over 120 local affiliate staff through workshops and conferences on such subjects as: understanding and interpreting federal job training legislation, training vouchers, utilizing high tech tools for improving program operations and customer services, customer feedback, working with faith-based organizations, Workforce Development Professional Certification, and effective case management.

Through the work of WIDP, half of all Urban League affiliates participate on local/state workforce policy boards, provide federally-funded job training/job preparation services, and 1/3 of affiliates provide welfare-to-work services.

## **Seniors in Community Service Project (SCSP)**

Seniors in Community Service Project (SCSP) was the arm of the Movement that fostered economic self-reliance for older (55 years+) African Americans, other minorities and poor people through direct services that improve their lives and their families.

Through June 30, 2003, a total of 3,287 program participants, or 109% of the goal, had been served. Ninety-two percent of the participants were at/or below the poverty level. Seventy-one percent were women and 91.7 percent were minorities.

During the grant year, the program successfully transitioned 595 participants into unsubsidized employment, achieving 138 percent of the 20 percent (DOL) annual placement goal. The average age of the program participants placed in unsubsidized employment is 65. The average hourly wage is \$7.96, at an average of 27.8 hours per week; this represents an estimated annualized wage of \$11,857.

Dallas, Philadelphia, Pittsburgh, and Richmond affiliates have active Grandparents Raising Grandchildren support activities; and Dallas secured additional funding to expand their program.

The Medtronic Foundation provided \$50,000 in funds for a second year of initiative collaborative building efforts.

# GENEVA JONES

"Dreams Do Come True"

Helped by the Urban League of LEXINGTON-Fayette County (Lexington, KY)



I always had a dream of buying a house," says Geneva Jones, who has spent her entire adult life renting apartments throughout the Lexington, Kentucky area. "It's been rough here in Lexington economically for me," says the 52-year-old mother. "I never thought I'd be able to have a place of my own, that I could own. I thought it was going to always be just a dream."

That dream led her to visit the Lexington Urban League after spotting a sign touting the League's homeownership education classes taking place at their headquarters. The placard also announced that the League would be constructing new houses in her neighborhood of Old Charlotte Court. The Urban League, through its partnership with Fannie Mae and Chase, provides homeownership education and mortgage counseling to prospective home buyers.

**"I never thought I'd be able to have a place of my own, that I could own. I thought it was going to always be just a dream. But, from the first day I walked into their (sic Urban League) offices, they told me what I needed to do and helped me do it."**

Ms. Jones heard about the sessions and was eager to attend. While she knew it would be a long shot, with not-so-great credit and the usual monthly bills that filled her mailbox—and decreased her checking account—Ms. Jones wanted to assess what sacrifices she would have to make in order to make her dream come true. Ms. Jones stated that she was unsure what to expect when walking into the Urban League that day, assuming they would "hand me a pamphlet and send me on my way." To Ms. Jones' surprise, Lexington Urban League Vice President Norman Franklin allayed most of her deepest fears. Mr. Franklin informed her that she would be eligible if she slightly corrected her credit by paying off some bills. The Urban League's role in the process would cover down payment and closing costs.

"Mr. Franklin and the League were great," Jones recounts. From the first day I walked into their offices, they told me what I needed to do and helped me do it." After that strategy session at the Urban League headquarters, Ms. Jones put in a bid for a home and it was accepted, with the Urban League contributing \$15,000 and, more importantly, helping to make her dream come true.

# DUSTY DUCROS

## Grooming For Success

Helped by the Urban League of Greater NEW ORLEANS (New Orleans, LA)

**S**he had been in business for two years part time, picking up customers here and there—literally. But she wanted more; she wanted her business to be successful. However, after months of languishing with no profit, she realized that something was missing. That was the lament of Ms. Dusty Ducros, a New Orleans entrepreneur with a mobile dog grooming business. “I just wasn’t able to get the customers I needed in order to stay afloat, so I had to supplement my income with a day job.” It was that desire to pursue her passion on a full-time basis that led Ms. Ducros to the Urban League of Greater New Orleans’ Women Business Center. It was there, over a thirteen-week span, that Ms. Ducros found how to better advertise her business, set a concrete business plan and solicit funding that would help cover the costs.

“The people at the Urban League were awesome,” says Ms. Ducros. “They helped me to really prepare my business for success, by advertising in the Yellow Pages, which touches over 1 million people.” It was that first step that propelled the grooming business into “top dog” status, and upon graduation from the business class, Ms. Ducros was able to quit her-part time job and work at it full-time. “Right now,” she says with a smile, “I have between 60-90 clients every four to six weeks, bringing in about \$2,000 a month.”

And while she still seeks additional funding sources, she is definitely glad she attended the community-based organization’s sessions. “I would definitely recommend it to anyone who wants to know the ins and outs, the rights and wrongs of starting and maintaining a business. The instructors the League brought in really know what they’re doing.” As does Dusty Ducros, who is now doing just fine.



**“ I would definitely recommend it to anyone who wants to know the ins and outs, the rights and wrongs of starting and maintaining a business.”**



# TEDDY COATES

## Giving Back to Help People “Know Their Money”

Worked with the Greater Baltimore Urban League (Baltimore, MD)

**A**nother facet of the economic empowerment agenda focused on teaching African-American professionals, ages 21-40, personal management strategies. This program, entitled Know Your Money, consists of a three-class curriculum (consecutive Saturdays) to help participants understand their attitudes about money, develop a realistic household budget and manage everyday financial tools. Teddy Coates, the class facilitator in the Baltimore area, is a financial advisor with Merrill Lynch and feels that the Know Your Money program is a necessity for young professionals. He calls it a “real world course not offered by colleges that examines what type of “money person” you are and helps you face whatever issues you have head on.” “African-Americans as a whole,” continues Coates, a 15-year financial services veteran, “need to be

more educated and empowered about their money. This course offers an emotional and tangible way of dealing with it."

**"It's a "real world" course not offered by colleges that examines what type of "money person" you are and helps you face whatever issues you have head on." "African-Americans as a whole need to be more educated and empowered about their money. This course offers an emotional and tangible way of dealing with it."**

The three courses, Intro to Money Principles, Empower Your Money and How to Get to the Next Level, provides a time for dialogue and sharing. Once people get to know that another person's situation is similar to theirs, they open up more, according to Coates. The September class registered 131 participants, with 82 completing all three sessions and graduating. "The course is great," remarks Coates. "Its in tune with the community and is a wonderful service provided through the Urban League. They really should have it in high schools so that people of color can be educated in the do's and don'ts of money before we get to college and beyond."

The year 2003 also saw the Movement launch new technology initiatives, including the Microsoft-sponsored "Making the Business: I.T. Youth Challenge" in the New York, Dallas, Chicago and Los Angeles affiliates. The curriculum is designed to prepare youth to create their own I.T.-based business plans.

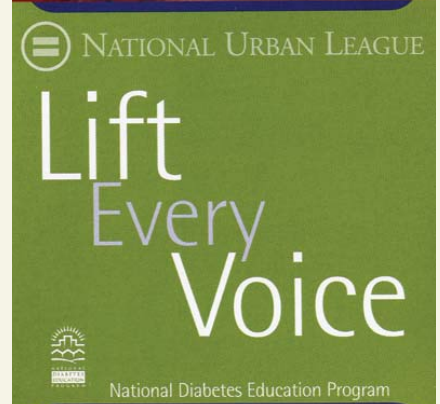
## HEALTH & QUALITY OF LIFE

- \* Served 130,000 individuals through direct programs and services related to healthcare.

The mission of this facet of the Empowerment agenda is to build healthy African-American communities and eliminate health disparities through education, policy and research, and advocacy and mobilization.

"The African-American death rate for diabetes is more than twice that for whites," President Morial said in his keynote speech. "African Americans are 30% more likely to die from cancer than whites ... in simple language, we still die faster, live sicker and are less likely to be able to afford the high cost of health care. We can do something about this."

Urban League affiliates are utilizing the federally-funded Lift Every Voice Diabetes Education program to expand the Urban League's national African-American Wellness Initiative by developing programs in their communities to promote healthy eating, fitness, preventive healthcare, and access to affordable healthcare. As a result of the Urban League's commitment to providing direct services, the Urban League health empowerment movement has served 130,000 individuals through programs and services related to healthcare.





# ROBERT DeSHA

## "Taking Control"

Helped by the Louisville Urban League (Louisville, KY)



One such individual who benefited from the health and quality of life education classes was Robert DeSha of Louisville, KY. Like many African-American males who are diagnosed with ailments and reluctant to do anything to treat it, DeSha found out he had diabetes and did nothing to take care of himself. That is, until he found out about the Lift Every Voice diabetes education classes taking place at the Louisville Urban League headquarters. Mr. DeSha attended the Louisville Urban League's Lift Every Voice diabetes education program, which was held at the Westwood Presbyterian Church. There with other individuals, he noted that the staff was well prepared and with their guidance he "learned many valuable aspects of ways and means of preventing and treating diabetes through proper menu, exercise and medication. The bottom line is control your blood sugar level."

\* Over 5,200 Urban League Guild and Young Professionals dedicated their time to support the Urban League Movement.

**"DeSha found out he had diabetes and did nothing to take care of himself . . . until he found out about the Lift Every Voice diabetes education classes taking place at the Louisville Urban League."**

## CIVIC ENGAGEMENT

President Morial emphasized during his keynote address that "The most fundamental weapon of civic empowerment has always been the right to vote ... voter apathy is a weapon of mass destruction. Lack of civic participation is a weapon of mass destruction. When we do not vote and do not participate in the civic life of our community, we are inflicting wounds on ourselves."

In 2003, the National Urban League joined a major national nonpartisan effort campaign entitled, Unity '04 to increase voter registration, education and participation with the National Coalition for Black Participation. This effort will be lead by the Urban League Young Professionals network and the Whitney M. Young, Jr. Leadership Institute.

An essential part of the Urban League Movement's civic engagement activities are conducted with the help and commitment of thousands of volunteers working with local affiliates through key auxiliary organizations: The National Council of Urban League Guilds, and the National Urban League Young Professionals (NULYP) and National Council of Board Chairs. The time, dedication and commitment by the Guild and NULYP to support the mission, goals and programs of the Urban League is crucial to the success of the League—and we honor, appreciate and thank each of you for your incredible work.

### National Council of Urban League Guilds

The National Council of Urban League Guilds plan and implement community service projects to assist affiliates with service delivery, and fund-raising activities that provide unrestricted financial support. Through their efforts, Urban League Guilds address community needs assessed by the CEO, local Board of Directors and Guild membership. This year, guilders have again delivered stellar service to affiliates as "Ambassadors to the Urban League." There were 72 guilds across the Urban League Movement, with a total membership of 2,200 people nationwide.



In addition to countless service programs held by Urban League Guilds nationwide, on September 17th, The National Urban League Guild hosted a reception to welcome the new President and CEO, Marc H. Morial to introduce him to some of the key players in New York City. Connecting the past and the present while offering support and a bit of sage advice was former National Urban League President Vernon E. Jordan, Jr. and his daughter, Vickee Jordan Adams. Among the New Yorkers on hand to welcome, congratulate and offer their support were Elaine Jones, Director/Counsel, NAACP Legal Defense Fund; Howard Dodson, Chief, Schomburg Center; Dwayne Ashley, Thurgood Marshall Scholarship Fund, former Tuskegee Airman, Lee Archer, George Wein, Jazz at Lincoln Center, and Paul Williams, President of New York City 100 Black Men. Politicians—James Garner, President, U.S. Conference of Mayors and Mayor of Hempstead, NY; former NYC Mayor David Dinkins, Brooklyn, Bronx and Manhattan Borough Presidents, Marty Markowitz, Adolfo Carrion, Jr. and C. Virginia Fields, respectively, NYC Councilmen Bill Perkins and Leroy Comrie; media - Susan Taylor and Ed Lewis of Essence Magazine; Elinor Tatum, NY Amsterdam News, and Ponchita Pierce; business leaders - John and Ernesta Procope, E.G. Bowman, William Hayden, Deborah Wright, Carver Savings Bank, Bear Stearns, Ira Hall, Utendahl Capital Management; and Carl Turnipseed, Federal Reserve Bank of New York ... Also on hand were former and present staff and board members, as well as affiliate CEOs and staff from the Tri-State area.

## The National Urban League Young Professionals (NULYP)

National Urban League Young Professionals (NULYP) is the auxiliary organization dedicated to bringing the next generation of leaders into the Urban League movement. The organization serves as an umbrella of Urban League Young Professional chapters in cities across the country. Through these chapters, thousands of members, ages 21 to 40, work to advance the Urban League agenda through corporate, social and community activism. In 2003, NULYP welcomed seven new young professional auxiliaries into the Movement: Cincinnati, Lansing, New York, Omaha, Palm Beach, Providence, and Tucson. This brings the total number of recognized NULYP chapters to 38 (East = 13, Central = 10, South = 11, West = 4).

The Know Your Money financial literacy program, a partnership between NULYP and Altria (formerly Philip Morris), was implemented in Atlanta, Baltimore, Chicago, Houston, Los Angeles, Philadelphia, St. Louis and Washington DC. Across the cities, 523 young professionals participated in the 12-hour course covering individual attitudes about money, budgets and credit, and everyday financial tools. Earvin "Magic" Johnson continues to be the national spokesperson for the program.

In 2003, the Urban League Young Professionals of Pittsburgh served as the host chapter for the 2003 NULYP Training Ground at the National Urban League's Annual Conference. The 2003 Training Ground, sponsored by Mercedes Benz USA, was the highest attended ever, with over 400 young professionals registered. The YP Gala, which drew over 800 attendees, was sponsored by Altria and Miller Brewing Company and featured Hidden Beach Recording artists Kindred the Family Soul. Shannon Reeves, president of the Oakland Branch of the NAACP and Secretary of the California Republican Party, addressed 325 attendees at the YP luncheon, sponsored by Pitney Bowes, Altria and Miller. At its Annual Business Meeting, NULYP elected new leadership to two-year terms, beginning August 2003. The new NULYP President, B. Michael Young, is from the Greater Washington Urban League's Thursday Network and proposed an exciting vision for expanding NULYP's membership and commitment to community service projects in 2003 and beyond. The National Urban League Young Professionals continue to develop the leaders of tomorrow and build a new generation that will sustain the movement in the future.

# CIVIL RIGHTS & RACIAL JUSTICE



- \* In the area of civil rights and racial justice, the National Urban League is a voice for positive change. In 2003, the League participated with the congressional leadership in the celebration of the 40th Anniversary of the Civil Rights Act of 1964 and the development of the 2004 Fairness Act to restore the rights and protections that the courts have chiseled away over the past two decades.
- \* Research by the National Urban League's Institute for Opportunity and Equality and the National Urban League report, *The State of Black America 2003*, on the criminal justice system, joblessness and poverty has influenced public policy and raised awareness on behalf of the voiceless. We've begun plans for the establishment of the National Commission of the Black male which will bring together experts, community leaders and others to develop real solutions to issues of unemployment, education, health, and incarceration; issues which are too complex to deal with separately or distinctly, but together.

Influencing the way public policy is conducted remains the role of the National Urban League's Institute for Opportunity and Equality (IOE). The IOE is one link in making the League the most potent research-based advocate for people of color.

Among the many highlights of the past year for the Institute are their July forum on Access to Higher Education for TANF Recipients; testifying before the House Financial Services Committee on the Fair Credit Reporting Act; testifying in September before the committee on Financial Services, "Concerns about the Program Oversight of GSE Housing Programs."

A new coalition was formed that consists of more than twenty civil rights organizations to brief the civil rights community on the status and opportunities available under the Reauthorization of the Transportation Act. Through the Institute's efforts, the adoption of legislative language that benefits Urban League affiliates and other non-profit organizations was written into a new bill that will convene in 2005.

*The National Urban League Institute for Opportunity and Equality Fact Book-1963 to 2003*, was developed and distributed widely at the 40th

Anniversary of the March Teach-In in Washington, D.C. in August 2003. The information pertains to major economic, health and social issues concerning African Americans. In addition, research began in November on The Equality Index, a new statistical index to be published in *The State of Black America 2004* report, measuring the equality gaps and disparities between blacks and whites in the five key areas including education, economic development, health, civil rights and social justice.

The Institute also helped develop the Urban League's special initiative on Black Males. President Morial had noted in his keynote address that there are more than 875,000 African Americans incarcerated in America, and that one out of every 7 black males, aged 25 to 29, is in jail. Later in the year, the League organized a commission on the Black Male whose charge was to develop plans for an extensive examination of the topic in the following year. President Morial said, "When it comes to the problems of the black male, it is the National Urban League that must bring together the best minds—from Wall Street to Main Street, from the world of government power to the world of hip-hop power—to develop the ideas and solutions to reverse this alarming trend."



To learn more about the National Urban League and the Urban League Movement, contact us at [www.nul.org](http://www.nul.org).

Participants in the San Diego Urban League's "Male to Male Summit."

# STATEMENT OF FINANCIAL POSITION

December 31, 2003 (with comparative totals for 2002)

	Unrestricted			Temporarily Restricted	Permanently Restricted	2003 Total	2002 Total
	General Operating	Board Designated	Total				
<b>ASSETS</b>							
Cash and cash equivalents	\$ 235,373	\$ 535,938	\$ 771,311	\$ 4,158,978	\$ 155,431	\$ 5,085,720	\$ 9,036,555
Investments	3,051	1,785,605	1,788,656	5,900,864	19,385,570	27,075,090	29,558,519
Interest receivable	146,089		146,089	149		146,238	243,494
Grants and pledges receivable, net	1,050,872		1,050,872	6,036,105	397,963	7,484,940	9,189,478
Affiliate dues receivable, net	685,057		685,057			685,057	451,514
Other receivables	1,285,897		1,285,897			1,285,897	773,577
Prepaid expenses and other assets	485,807		485,807			485,807	504,480
Property and equipment - net of accumulated depreciation/amortization	2,582,805		2,582,805			2,582,805	2,517,243
<b>Total Assets</b>	<b>\$ 6,474,951</b>	<b>\$ 2,321,543</b>	<b>\$ 8,796,494</b>	<b>\$ 16,096,096</b>	<b>\$ 19,938,964</b>	<b>\$ 44,831,554</b>	<b>\$ 52,274,860</b>
<b>LIABILITIES AND NET ASSETS</b>							
<b>Liabilities:</b>							
Accounts payable and accrued expenses	\$ 1,846,485	\$ 140,993	\$ 1,987,478			\$ 1,987,478	\$ 1,370,151
Accrued payroll and vacation benefits	401,337	7,299	408,636			408,636	785,046
Accrued pension benefit cost	4,090,663		4,090,663			4,090,663	5,475,155
Deferred rent credit	804,091		804,091			804,091	864,210
Contract advances and other deposits	925,363		925,363			925,363	1,089,050
<b>Total Liabilities</b>	<b>8,067,939</b>	<b>148,292</b>	<b>8,216,231</b>			<b>8,216,231</b>	<b>9,583,612</b>
<b>Net Assets:</b>							
Unrestricted	2,596,283	2,173,251	4,769,534			4,769,534	5,120,785
Temporarily restricted				16,096,096		16,096,096	23,125,797
Permanently restricted					19,938,964	19,938,964	19,461,791
	2,596,283	2,173,251	4,769,534	16,096,096	19,938,964	40,804,594	47,708,373
Deferred pension cost in excess of unrecognized prior service cost	(4,189,271)		(4,189,271)			(4,189,271)	(5,017,125)
<b>Total Net assets</b>	<b>(1,592,988)</b>	<b>2,173,251</b>	<b>580,263</b>	<b>16,096,096</b>	<b>19,938,964</b>	<b>36,615,323</b>	<b>42,691,248</b>
<b>Total Liabilities and Net assets</b>	<b>\$ 6,474,951</b>	<b>\$ 2,321,543</b>	<b>\$ 8,796,494</b>	<b>\$ 16,096,096</b>	<b>\$ 19,938,964</b>	<b>\$ 44,831,554</b>	<b>\$ 52,274,860</b>



# STATEMENT OF ACTIVITIES

For the year ended December 31, 2003  
(with comparative totals for 2002)

	Unrestricted			Temporarily Restricted	Permanently Restricted	2003 Total	2002 Total
	General Operating	Board Designated	Total				
<b>OPERATING ACTIVITIES</b>							
<b>Revenue, Gains and Other Support:</b>							
Government grants and contracts	\$ 11,865,011		\$ 11,865,011			\$ 11,865,011	\$ 17,794,177
Donated materials and services	1,108,081		1,108,081	186,276		1,294,357	2,672,480
Contributions	3,284,912		3,284,912	\$ 4,627,011	\$ 477,173	8,389,096	13,743,249
Legacies and bequests	60,530		60,530			60,530	85,454
Special events, net of expenses	939,814		939,814			939,814	887,638
Federated fund-raising agencies	33,605		33,605			33,605	24,414
Program service fees	3,798,364		3,798,364			3,798,364	4,094,039
Affiliate dues	986,498		986,498			986,498	1,015,036
Investment return designated for current operations	1,175,126		1,175,126	150,000		1,325,126	1,231,032
Sale of publications	308,011		308,011			308,011	347,895
Other	444,687		444,687			444,687	265,192
Net assets released from restriction: Satisfaction of program restrictions	11,992,988		11,992,988	(11,992,988)			
<b>Total revenue, gains and other support</b>	<b>35,997,627</b>		<b>35,997,627</b>	<b>(7,029,701)</b>	<b>477,173</b>	<b>29,445,099</b>	<b>42,160,606</b>
<b>Expenses:</b>							
<b>Program Services:</b>							
Economic self-sufficiency	15,045,975		15,045,975			15,045,975	22,739,437
Education and youth development	8,760,776		8,760,776			8,760,776	8,294,708
Advocacy and public relations	6,047,118		6,047,118			6,047,118	5,295,337
Technical assistance to affiliates	1,370,539	409,301	1,779,840			1,779,840	2,111,514
Total program services	31,224,408	409,301	31,633,709			31,633,709	38,440,996
<b>Supporting Services:</b>							
Management and general	3,008,751	1,074,884	4,083,635			4,083,635	3,392,124
Fund raising	1,724,898	661,310	2,386,208			2,386,208	1,908,989
<b>Total Expenses</b>	<b>35,958,057</b>	<b>2,145,495</b>	<b>38,103,552</b>			<b>38,103,552</b>	<b>43,742,109</b>
<b>Change in net assets from operations</b>	<b>39,570</b>	<b>(2,145,495)</b>	<b>(2,105,925)</b>	<b>(7,029,701)</b>	<b>477,173</b>	<b>(8,658,453)</b>	<b>(1,581,503)</b>
<b>NON-OPERATING ACTIVITIES</b>							
Investment return (deficit) net of amount designated for current operations	679,790	1,074,884	1,754,674			1,754,674	(2,200,815)
<b>Change in net assets</b>	<b>719,360</b>	<b>(1,070,611)</b>	<b>(351,251)</b>	<b>(7,029,701)</b>	<b>477,173</b>	<b>(6,903,779)</b>	<b>(3,782,318)</b>
<b>Net assets at beginning-of-year</b>	<b>1,876,923</b>	<b>3,243,862</b>	<b>5,120,785</b>	<b>23,125,797</b>	<b>19,461,791</b>	<b>47,708,373</b>	<b>51,490,691</b>
<b>Net assets at end-of-year</b>	<b>\$ 2,596,283</b>	<b>\$ 2,173,251</b>	<b>\$ 4,769,534</b>	<b>\$ 16,096,096</b>	<b>\$ 19,938,964</b>	<b>\$ 40,804,594</b>	<b>\$ 47,708,373</b>

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“ WE ARE THE VOICE OF POLICY AND PRACTICE WORK IN THE AREAS OF RESEARCH, PROGRAMS AND ADVOCACY. . .FROM REAL WORKS, IN REAL COMMUNITIES, ON BEHALF OF REAL PEOPLE. THAT IS THE LEGACY OF THE NATIONAL URBAN LEAGUE. ”

## UPCOMING EVENTS

### Annual Conference 2004: July 21 – 25

COBO Center  
Detroit, Michigan

The National Urban League's Annual conference, hosted by a different affiliate-city each year, is the largest gathering of the Urban League Movement and one of the most prestigious events. The nation's most prominent business, government and non-profit leaders, as well as artists and entertainers, join with Urban Leaguers to review the current state of the African-American community, develop a proactive agenda and celebrate our triumphs. Conference events include plenaries and workshops, the Whitney M. Young, Jr. dinner, free entry to a job fair featuring over 100 companies, product exhibits, an art expo and vendor showcase.

Each year over ten thousand individuals attend the National Urban League's Annual Conference.

### Forty-Eighth Annual Equal Opportunity Day (EOD) Dinner: November 9, 2004

New York Marriott Marquis  
New York, New York

The Annual Equal Opportunity Day (EOD) Awards are the National Urban League's medals of honor. Every November the EOD Awards Dinner recognizes several individuals in the business, civic, and arts and entertainment fields, whose outstanding contributions have helped to open the doors of opportunity for African Americans and other individuals of color. The League's premier fundraising gala, EOD, is underwritten by generous corporate sponsorship from our most prominent donors. In 2003, EOD Awards honorees were NFL All-Star Emmitt Smith, National Security Advisor Condoleezza Rice, NBA All-Star Alonzo Mourning, Reverend Dr. Floyd H. Flake and UPS.

To learn more about the National Urban League and the Urban League Movement, contact us at [www.nul.org](http://www.nul.org).

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