

*Empowering Communities.
Changing Lives.*

annual report
2004



**National
Urban League**



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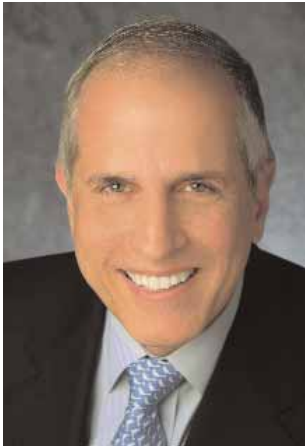
EMPOWERING COMMUNITIES.

CHANGING LIVES.

The National Urban League is a non-profit, nonpartisan, civil rights and community-based movement that serves over 2 million people, providing direct services, research and policy advocacy to help individuals and communities reach their fullest potential. Primarily working with African Americans and other emerging ethnic communities, its network of over 100 professionally staffed affiliates in over 35 states across the nation, working to close equality gaps for people at all economic levels and stages of life, and giving citizens a chance to give back as volunteers.

Since its founding in 1910, the National Urban League has helped millions of Americans overcome countless challenges in civil and human rights. Today its efforts are focused in the following areas:

- Education and Youth
- Economic Empowerment
- Health and Quality of Life
- Civic Engagement
- Civil Rights and Racial Justice



Michael J. Critelli
Chairman of the Board
National Urban League



Marc H. Morial
President and CEO
National Urban League

CHAIRMAN & PRESIDENT'S MESSAGE

Two-thousand and four marked the continued transformation of the National Urban League to make the *Empowerment Movement* a reality as we aligned our programmatic work with our research and advocacy efforts. We celebrated our 94th year at the forefront, of the struggle for equity in America by empowering communities and changing the lives of over 2 million people nationwide.

The *Empowerment Movement* is more than ideas and rallies. It is a true call to action with measured outcomes. This annual report provides a brief overview of how we worked smarter and harder in 2004 to close the equality gaps for communities of color in education, economic development, health and quality of life, civic engagement, civil rights and racial justice.

To close the achievement gap in Education and Youth, our movement served 292,000 children through after-school, Head Start, mentoring and tutorial programs.

We helped close the gap in wealth creation in several ways. We created the Urban Entrepreneurship Partnership to expand businesses ownership. The one-stop economic empowerment centers will provide entrepreneurs with technical assistance, financing and procurement opportunities. A new federal grant launched the Urban Youth Employment Program, targeting high risk young adults for education, job training, life skills and job placement in fifteen cities. Through our employment programs, we provided job training to 26,000 adults and made 25,000 job placements. And, we provided housing counseling to over 20,000 people with \$15 million in mortgages for new home buyers.

Disease prevention and management are critical to bridging the health gap in America. Our Health and Quality of Life initiatives reached 512,982 children and families; delivering information focused on preventing and managing chronic diseases and risk factors like diabetes, hypertension, obesity and depression.

One of the biggest factors in the equality gaps for African Americans is the alarming trend that 20 percent of black males aged 18-30 is either incarcerated or ensnared in the penal system. *The Commission on the Black Male* was launched to bring the best minds and resources across ethnic and cultural lines to address major issues impeding black male quality of life and contribution to society.

We continue our legacy as a leading agenda setter for civil rights and social justice, hosting our first *Legislative Policy Conference* (LPC) in Washington, DC, and introducing the *Equality Index* which measures the disparities that exist as part of *The State of Black America*. Over 300 Urban League board members and volunteers met congressional leaders to discuss the issues and policies that affect our constituents. We also registered 154,000 new voters in 2004 and were the only civil rights organization to host both Presidential candidates at its Annual Conference.

We thank our multi-racial coalition of partners and volunteers from the private and public sectors whose commitment and contributions make all of this work possible. And, we recognize the incredible work of our over 100 Urban League affiliates who are the backbone of our organization and truly change lives. The best way to honor our 94-year journey for equality and opportunity for all is to equip our constituents for success in the 21st century. That's what the Empowerment Movement is all about...the Urban League Movement...a vital ally for community change, a provider of direct services to millions and a voice of advocacy for the voiceless.

Education and Youth

Campaign for African-American Achievement

Five years ago the National Urban League partnered with the Lilly Endowment, Inc. for a historical \$25 million grant to launch the Campaign for African-American Achievement (CAAA). Serving 292,283 children in 2004 through early childhood literacy, Head Start, after-school, mentoring, college prep and leadership development programs, the Campaign to date has reached over 700,000 students and has provided \$10 million in college scholarships since its inception.

In 2004, the National Urban League's Education division's "Strategic Plan" launched Phase II of the Campaign to strengthen the academic and social development of African-American youth and youth of color, and to reduce the disparities in education through awareness, policy and research, and advocacy and mobilization. Phase II focuses on Early Childhood Education, Supplementary Education and High School to College and/or Work Transition. Through Early Childhood Education, the Urban League will increase the number of early childhood programs accredited by the National Association for the Education of Young Children (NAEYC), promote "Universal Access" to early childhood education and expand the National Urban League's early literacy initiative, *Read & Rise*. By focusing on Supplemental Education, the National Urban League will increase the quality of educational support programs and services for young people and their families through the National Achievers Society, "Doing the Right Thing Day" and Youth Leadership Program. Through the High School to College Transition component, the League will promote and encourage greater access to higher education institutions and entry-level jobs by assisting young people with a scholarship guidebook, job readiness techniques and internships.

Teaching Young People to Read and Rise

Through a partnership with State Farm Insurance, Scholastic Inc. and the Urban League published the second issue of the *Read and Rise Magazine*. The issue entitled, *Read and Rise: Celebrating Our Families*, honored African-American history, families, and communities featuring a variety of stories, poetry and fun activities. The publication was designed to help parents talk with their children about their history, their concerns and future goals. In 2004, the National Urban League distributed more than 100,000 copies of the publication to the affiliates, schools, day care centers, family reunions, local universities and other community-based organizations.

National Urban League Incentives to Excel and Succeed: 15th Annual Youth Leadership Summit

"EMPOWERMENT: A Foundation Too Strong To Be Shaken" was the theme at the 15th Annual National Urban League Incentives to Excel and Succeed (NULITES) Youth Leadership Summit held on the campus of Wayne State University in Detroit, Michigan. This was the first time in nine years that the Youth Summit was hosted simultaneously with the National Urban League's Annual Conference. Over 300 youth participated in a variety of events including educational and financial empowerment workshops sponsored by Merrill Lynch and the College Board. Both organizations provided the young people with books, calculators and bags. NULITERES received in-depth business tours at various Detroit companies including the Ford Motor Company, Marriott Renaissance Center, State Farm Insurance Company and Comerica Park—the home of the Detroit Tigers. Awards were distributed to outstanding young people at a special luncheon held in Detroit's COBO Hall Convention Center. Ericka Dunlap, Miss America 2004 and a former Urban League CNBC scholarship recipient, was the keynote speaker. During the summit, NULITES sponsored its first annual fitness "Wake Up and Walk" event. Over half of the attendees woke up early on a Saturday morning and walked around the Wayne State University Campus showing their dedication to physical fitness. NULITES also introduced their website—www.nulites.org to the young participants. The website will include pictures from the Youth Summit and an opportunity for the NULITERES to remain in touch throughout the year.



SERVED 292,283 PEOPLE NATIONWIDE

- Majority of educational services are in early childhood and after-school programs like Headstart and mentoring
- Awarded over \$10 million in college scholarships since 1999
- Inducted more than 20,000 young people into the National Achievers Society through 53 chapters
- Trained more than 85 percent of the affiliate network
- Actively partnered with more than 20 national African-American organizations through the Campaign for African-American Achievement

Economic Empowerment

SERVED 332,980 PEOPLE NATIONWIDE

- 200,000 people secured jobs, housing, new business opportunities, capital and financial literacy
- Placed 25,000 people into jobs from entry level to CEO
- Trained 26,000 people for jobs and provided career counseling
- Provided housing counseling to 20,000 people with \$15 million in mortgages for new home buyers
- Funded over \$60 million in economic empowerment programs

Whether it is helping people attain good jobs, homeownership, entrepreneurship and wealth accumulation, economic empowerment is an important component of the Urban League Movement.

Urban Youth Empowerment Program—Jobs for Young Adults

As the Urban League phased out its 30-year, capacity-building partnership with the U.S. Department of Labor, a new program was developed to help out-of-school and/or adjudicated youth between the ages of 18 and 21. During the 2004 annual conference in Detroit, Secretary of Labor Elaine Chao awarded the National Urban League with a \$9.3 million grant for a new demonstration project called the *Urban Youth Empowerment Program* (UYEP). The program is operating in 15 affiliates providing GED preparation, community services with faith-based organizations, internships in the private sector, occupations skills training and job placements for over 1,100 young people, including high-school dropouts, ex-offenders and homeless young adults.

Urban Entrepreneur Partnership: Investing and Strengthening Business Development

In 2004, the National Urban League launched its most aggressive business development effort in a generation with the creation of the *Urban Entrepreneur Partnership Program* (UEP). The initiative is designed to encourage minority entrepreneurship and business development nationwide by increasing access to capital and creating jobs in historically neglected and economically underserved urban areas. The Urban Entrepreneur Partnership Program, combines private, public and non-profit sector resources and funding from the Ewing Marion Kauffman Foundation, Business Roundtable, the National Economic Council, SBA and the MBDA, to assist minority and urban business owners through the creation of Urban League “one-stop economic empowerment centers.” National Urban League will administer the partnership utilizing professionally-staffed affiliates to house the economic empowerment centers. These centers will provide technical assistance ranging from basic financial literacy to management counseling by offering business training, enterprise mentoring and coaching, access to debt and equity financing and by leveraging private and government contract opportunities.

Debt/equity financing for companies will come through the Stonehenge Capital/National Urban League \$127.5 million Empowerment Fund through the New Market Tax Credits Program. The centers will employ a private-sector approach that is results-based, performance-measured, and will be funded by corporate and philanthropic partners. The economic empowerment centers set to launch in 2005, include: Cleveland, Atlanta, Cincinnati, Jacksonville, and Kansas City, with a goal to develop fifteen more centers in subsequent years.



New Market Tax Credits: \$127.5 Million Available in Financing Nationwide

The Stonehenge Community Development Fund and the National Urban League in 2004 secured a \$127.5 million allocation of the New Market Tax Credits to create the Stonehenge Capital / National Urban League Empowerment Fund to make debt and equity investments available to small businesses located in low-income communities nationwide. Urban League affiliates will help locate small businesses in need of capital and provide high-quality financial counseling services to support their endeavors. Stonehenge will apply its extensive investment experience to provide customized, below-market rate financing solutions. The Empowerment Fund will invest 100 percent of its capital in small businesses located in low-income communities nationwide, prioritizing investments in “areas of greater distress” as defined by the Department of Treasury. Investments will be in the form of customized debt and equity financing.

Economic Opportunity Institute Develops Future Social Entrepreneurs

Through the Economic Opportunity Institute (EOI), social entrepreneurs from Urban League affiliates and other non-profit organizations receive extensive training, year-round technical assistance, and access to social investment funding to create new revenue streams. The Institute was developed in 2003 with generous support from the Prudential Foundation and the J. Willard and Alice S. Marriott Foundation. To date, more than 50 percent of the EOI graduates, have learned social marketing techniques and developed social entrepreneurship programs. Participating affiliates included the Warren-Trumbull Urban League, Urban League of Greater Chattanooga, Inc., Urban League of Essex County, Urban League of Greater Kansas City, Urban League of Greater Hartford, Metropolitan Wilmington Urban League; Memphis Urban League; Lorain County Urban League; Columbia Urban League; Houston Area Urban League; Urban League of Hudson County and Buffalo Urban League. The social entrepreneurship business areas remain consistent with the Urban League’s mission focusing on education services, recruitment and employment services, business support services, special events, customized training and affordable housing development, and more.

A photograph of a smiling African American family consisting of a father, a mother, and a young girl, sitting on a beach. The father is in the background, the mother is on the left, and the young girl is on the right. They are all wearing light-colored clothing and appear to be enjoying a day at the beach.

“ The Urban League is working in communities to close the home ownership gap that exists between African Americans and mainstream America. ”

Investment Company Institute: Teaching Investor Education

Through a joint partnership with the Urban League and the Investment Company Institute Education Foundation, African-Americans and Hispanics are learning more about investing. The program, now in its fourth year, consists of hands-on personal finance workshops presented by high-ranking African-American professionals from mutual fund companies who provide in-depth financial information on stocks, bonds and mutual funds. In 2004, workshops were held in Minneapolis, MN, San Diego, Alexandria, VA and St. Louis. Participants leave the workshop with a personalized investment portfolio and they receive advanced information about creating wealth.

Increasing Homeownership in Communities of Color

The Urban League is working in communities to close the homeownership gap that exists between African Americans and mainstream America. Believing that homeownership and equity are the first steps to building generational wealth, the National Urban League has created a multi-tiered approach partnering with financial institutions on financial literacy and mortgage programs to help over 20,000 African Americans achieve the American dream of owning a home. This year marked the beginning of a five-year, \$2 million dollar partnership between the National Urban League, Chase Home Finance and the JPMorgan Chase Foundation through affiliates in Atlanta, Detroit, Houston, New York, Phoenix and Rochester to provide minority consumers with in-depth financial information regarding homeownership. In addition, affiliates in these cities will also operate special programs to expand the number of well-trained, community-based minority loan officers.

Information Technology Initiatives

Hip-Hop Reader Program

In 2004, the Hip-Hop Reader Program was launched through a partnership with the Verizon Foundation. The program, which promotes and cultivates literacy through a website, www.hiphopreader.com, has reached over 4,000 high school students in New York City. The Hip Hop Summit Action Network and Russell Simmons hosted a reading event integrating music, art and the spoken word to teach the power of literature. At another event, best-selling author, Walter Mosley, spoke to students about writing, reading and the importance of education. The program also provided workshops at public schools on the evolution of the Hip-Hop movement. Through www.hiphopreader.com, students and teachers receive free online access to SAT/ACT/GRE preparation, vocabulary-building information, online student polls and surveys on music, art, current events and literature. There is also a wealth of information on cultural, educational and recreational resources for students, parents and teachers.

SBC Funds Digital Empowerment Academy Initiative

Through the Urban League's *Digital Empowerment Academy Initiative*, local community residents receive computer training from Urban League affiliates. In July 2004, The SBC Foundation awarded the Urban League with a \$1.7-million grant to bring information technology to underserved communities. Twelve Urban League affiliates offered state-of-the-art technology courses including basic computer skills, video design, IT networking, and Internet broadcasting. The following affiliate academies trained over 400 people: Akron, Champaign County, Dallas, Grand Rapids, Hartford, Los Angeles, Madison County (IN), Oklahoma City, Racine/Kenosha, Sacramento, St. Louis, and Wichita.

Microsoft Trains Future IT Entrepreneurs

Microsoft Making the Business: Youth IT Challenge is a program designed to help high school students understand the connections between technology and entrepreneurship. In 2004, nine affiliates (Dallas, Denver, Los Angeles, New York, Philadelphia, Pittsburgh, St. Paul, Seattle and Washington, DC) participated in this ten-week program where students created IT business proposals and developed skills in budgeting, written and verbal communication, and team-building.

Health and Quality of Life

SERVED 512,982 PEOPLE NATIONWIDE

- Provided diabetes testing and health-care education to over 130,000 people
- Smoking, tobacco/drug prevention or cessation programs reached over 400,000 children and families
- Nutritional and health access programs served nearly 23,000 people



Health & Quality of Life for African-Americans

Through the Health and Quality of Life program, the Urban League is determined to build healthy African-American communities and eliminate disparities through education, policy and research, advocacy and mobilization. This year, the Urban League focused on nutrition, diabetes, Alzheimer's, obesity and smoking prevention.

The Urban League partnered with the National Cancer Institute (NCI) to support a Nutrition Education Campaign. All affiliates received information about NCI's "Nine-A-Day" nutrition program geared towards African-American men.

Through grants under the Center for Disease Control and National Eye Institute, eleven affiliates received training about African Americans with diabetes that was sponsored and conducted by National Diabetes Education. The Urban League's "Lift Every Voice" National Diabetes Initiative

funded by the Center for Disease Control provides diabetes education and awareness to the African-American community.

The Urban League is dedicated to providing health programs for young people. A three-year \$750,000 grant was received from the American Legacy Foundation to support ending and preventing smoking geared towards young people. A one-year \$650,000 grant was received from Secretary of State Tommy Thompson of the United States Department of Health and Human Services to provide a health and fitness/obesity program for children and youth.

The Alzheimer's Association provided the Urban League with a \$100,000 grant—renewable for up to three years—to help develop and pilot test a culturally competent version of the "Maintain your Brain" curriculum.

During the 2004 Annual Conference, the Urban League launched a new health web site providing an outlet for minorities to learn about health issues affecting their communities.

Civil Rights & Racial Justice

Institute for Opportunity and Equality

Two thousand four marked the first annual Legislative Policy Conference (LPC), the League's new initiative to become a stronger force on Capitol Hill. At LPC, nearly 300 affiliate CEOs, board members, Guild and Young Professionals met with members of Congress and the White House to forge the League's agenda on jobs, education and civil rights policies. Other Policy Institute activities included participating in the initial development seminars for the League's Commission on the Black Male and assisting with the development and production of the League's first Equality Index for *The State of Black America 2004*. The Institute also provided new research on the disproportionate rates of incarceration of African-American males, the impact of unemployment on African-American workers, and the increase in poverty rates.

Building Bridges Program

The National Urban League through a Cooperative Agreement received funding to expand its *Building Bridges for Community Participation* initiative from the Office of Community Oriented Policing Services (COPS) at the U.S. Department of Justice. This initiative builds upon the lessons learned from mayors, police chiefs, community stakeholders and Urban League leaders. Over the next year, stakeholders, in four affiliate communities, will work together to help prevent and reduce policing crises. The four affiliates contribute to the development of policing strategies, along with police chiefs, faith-based leaders and youth representatives. They will identify a serious community problem, and work to solve it, making neighborhoods safer for its residents. The community stakeholders will receive customized training on understanding police culture, and building trust with law enforcement officials. Through *Building Bridges*, community leaders will find new ways and strategies for addressing community safety issues and concerns.

SERVED 855,153 PEOPLE NATIONWIDE

- Created the Commission on the Black Male to address concerns about the level of incarceration among young African-American men
- Published the "Equality Index" to measure the equality gaps and disparities between blacks and whites in key areas including civil rights and social justice
- Created an interactive forum to help address and prevent policing crises and accountability issues in local communities through partnership of COPS (Community Oriented Policing Services) and the Department of Justice

2004 Annual Conference— Empowerment: Building on the Civil Rights Movement

For the first time in sixteen years, the National Urban League held its 2004 Annual Conference at the COBO Center in Detroit, Michigan. The Conference, entitled, "Empowerment: Building on the Civil Rights Movement," saw over 10,000 attendees and included many of America's most prominent speakers including President George W. Bush; Senator John Kerry; Earl G. Graves, Sr., Publisher of *Black Enterprise Magazine*; Mayor Kwame M. Kilpatrick, City of Detroit; Donna Brazile, Political Consultant and CNN Commentator; Cathy L. Hughes, Founder and Chairperson, Radio One, Inc.; Professor Derrick Bell, NYU School of Law; Linda Johnson-Rice, President & CEO, Johnson Publishing Company; talk show host Tavis Smiley; and many more. Major sessions included the Women of Power Awards Luncheon, a summit on the 50th Anniversary of the historic *Brown v. Board of Education* ruling and the Whitney M. Young, Jr. Conference Gala Tribute to Legends Rep. John Conyers and Judge Damon Keith. There was also a benefit concert featuring musical icon, Kenneth "Babyface" Edmonds, a Salute to Motown starring the legendary pop duo, Ashford and Simpson, The Miracles and The Contours. During the conference, the Urban League introduced five new Empowerment Zones at the Exhibit Hall. The zones—health, employment, homeownership, technology and education—connected conference attendees with industry experts and resources in areas that continue to affect the black community.

Civic Engagement

SERVED 202,907 PEOPLE NATIONWIDE

- Registered more than 154,000 new voters through voter registration drives
- National Council of Urban League Guilds (85 Guild chapters, over 3,000 members) organizes community service initiatives and fundraises under the guidance of local affiliates
- National Council of Board Chairs, comprised of local corporate and community leaders, serve on the affiliates' boards of trustees and help to donate services and direct resources to Urban League affiliates
- NULYP (National Urban League Young Professionals) (over 4,500 members; 48 chapters; 21-40 years old) donate their time to corporate, social and community activism
- Over 750 African-American executives serve as visiting professors on 50 Historically Black Colleges and Universities (HBCUs) through the Black Executive Exchange Program (BEEP)

Urban League Affiliates Empower Local Communities

Through a broad variety of essential services and programs, the over 100 affiliates of the National Urban League touched the lives of 2.1 million Americans and continue to be a bulwark of their local communities. They are also a backbone of the Urban League Movement, and the focus of a steady stream of technical and training services provided by the National Urban League's Affiliate Services department.

This past year, 280 affiliate staff members, representing 86 percent of the affiliate network, took part in a newly-designed Whitney M. Young Professional Development Conference. Participants received training in such areas as leadership development; marketing and communications; management techniques; fundraising principles and strategies; social entrepreneurship; human resources and fiscal management. The critical importance of this training to all, and to the Urban League as a whole was underscored by the fact that forty of the participants said they hoped to someday become Urban League CEOs.

Current Urban League CEOs participated in Clark Atlanta University's Whitney M. Young School of Social Work Executive Development Work Program. Sessions included understanding diversity, real estate and social entrepreneurship, strategic planning and working with board members. Sixty-five affiliate CEOs received certificates for completing the final year of the Chevron Texaco Management Institute program.

Through Indiana University's fundraising training, 230 affiliate staff learned about principals and techniques of fundraising, developing leadership for major gifts, planned giving and interpersonal communication for fundraising. More than 250 affiliate staff representing 75 affiliates participated in The Certificate in Fund Raising Management program.

In 2004, the Urban League established a new affiliate in Las Vegas, Nevada—the Las Vegas-Clark County Urban League—to provide educational services to the nation's fastest growing city. Affiliates can keep in touch with one another through a new monthly affiliate e-newsletter called *In Touch*.

BEEP—Preparing Future Black Leaders

For 35 years, the Black Executive Exchange Program (BEEP) has teamed up with corporate America, government and other institutions to bring successful African-American executives to Historically Black Colleges and Universities (HBCUs) and help their students prepare for rewarding careers. Over 2,000 professionals have participated in BEEP and touched the lives of over 600,000 students on 84 campuses. In 2004, African-American professionals, college administrators and faculty, and students gathered in Miami, Florida for BEEP's annual conference. Plenary session participants included Dennis Hightower, former President, Disney Television & Telecommunications, Alfred Liggins, III, President & CEO, Radio One, Joyce M. Danford, anchor for WJXT-TV (CBS) Channel 4 in Jacksonville, Florida and Challis Lowe, Executive Vice President, Ryder, Inc. By addressing the need for quality education for African-American students at HBCUs, BEEP has exposed students to more industry and government-related careers, along with current and future business trends. Additionally, BEEP has enhanced college courses with rotating teams of African-American executives and expanded students, visiting professors and college faculty's knowledge about the National Urban League and the Movement.

National Council of Urban League Guilds

Whether it is volunteering at fundraising events or working as mentors and tutors, the National Council of Urban League Guild members are always ready to provide support for the Urban League. The Guild was started in 1942 by Mrs. Mollie Moon as an organization focused on delivering services that provide support to the National Urban League and its programs. In 1952, the Guild became known as the National Council of Urban League Guilds—a national association of volunteer auxiliaries of the Urban League.

Today, there are more than 85 Guild chapters in Urban League communities across the nation. Guild members range in age from 45 to 95 years old. Through a variety of fundraising activities, the Guild contributed \$389,627 to the affiliate network this year. Two new Guilds were created in San Diego and Memphis. During the National Council of Urban Guilds Luncheon at the 2004 Annual Conference, the first Mollie Moon Volunteer Service Award was presented to Genoa Finley for her dedication to the Urban League Movement.

National Urban League Young Professionals: Developing Young Black Leaders

The National Urban League Young Professionals (NULYP), a network of 4,500 young professionals aged 21-40 years old from across the country provide leadership development, economic empowerment and community volunteer opportunities for socially conscience young adults. This year, NULYP has chapters in 55 Urban League affiliates which provide and support a variety of resources to local affiliates including sponsoring education, health, economic empowerment, leadership and racial justice programs and donated a total of 81,054 volunteer service hours.

In 2004, NULYP launched its first National Day of Service, a national volunteer effort to fight HIV/AIDS through health education workshops, visits to AIDS hospices, health fairs on college campuses and other outreach efforts. Over 3,000 young professionals volunteered their time and talents to local chapters in the fight against AIDS in over forty communities.

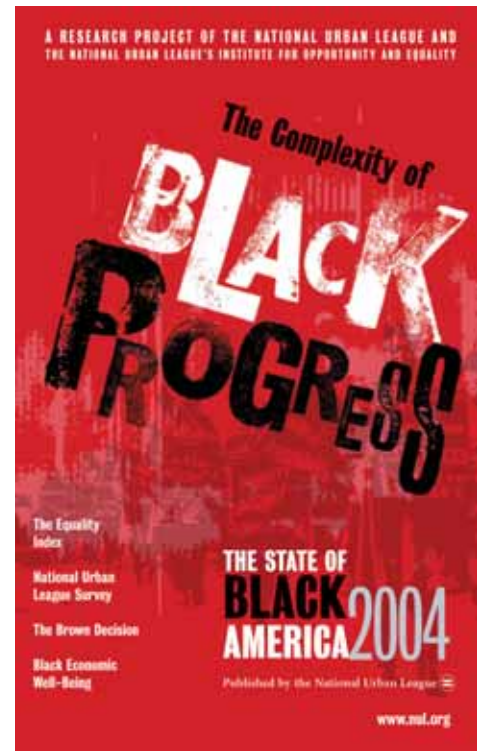
Over the past five years, NULYP has sponsored The Training Ground: A Next Generation Leadership Institute at the National Urban League's Annual Conference. This year's event in Detroit, Michigan brought together the next generation of leadership from the private, corporate, nonprofit, government, and entertainment communities. NULYP members from across the country gathered for three days of nonstop dialogue and networking with top speakers. The event included political workshops and strategic plenary sessions focused on developing young professionals in the political process. Whether it is community activism, health or economic empowerment, NULYP ensures that young people are dedicated to helping people in their local communities.

Groundbreaking Publications & Research

The State of Black America 2004, The Complexity of Black Progress

The National Urban League's annual signature publication, *The State of Black America*, maintained reputation as one of America's most used and respected research publication chronicling the status and issues facing African Americans and urban communities nationwide. In 2004, *The State of Black America* report added two new features to its insightful commentaries by scholars and analysts like Samuel L. Myers, Jr., Charles J. Olgetree, and Dennis W. Archer. Those two features were the Equality Index and the National Urban League Survey. The Survey captured national opinions of African Americans, white Americans, Native Americans and Hispanics. In addition, several op-ed length articles discussed issues ranging from economics and health to diversity and race.

For the first time in *The State of Black America* the **Equality Index** provided empirical data that measured the disparities between blacks and whites in education, economics, health, social justice and civic engagement. The Equality Index established a baseline measure of the comparative status of African Americans and white Americans. *The State of Black America 2004* received over 29 million media impressions and mentions on such shows as the Today Show, CNN, CBS Nightly News and BET, NPR and C-SPAN. The report was distributed to congressional leaders, universities, media, researchers, educators, corporations, community leaders and was available worldwide on www.nul.org.



Opportunity Journal Magazine

The National Urban League's well-respected general-interest magazine, *Opportunity Journal*, explored the myriad stories that have not been told about the past and present of Black America and America. In 2004, the Winter/Spring issue of *Opportunity Journal* focused on "50 Years of Civil Rights" to begin a year-long commemoration of the anniversary year of the *Brown vs. Board of Education* school desegregation case and the 1964 Civil Rights Act. The July 2004 issue featured the campaign statements of President Bush and his challenger, Democratic Senator John F. Kerry, of Massachusetts, and a review of the League's first-ever Legislative Policy Conference held that March.



Urban Influence Magazine

In 2004, the National Urban League launched *Urban Influence Magazine*, a nationally distributed bi-monthly publication targeting progressive young African-American professionals (21-40 years old) with a message of building wealth through social change. Reaching 75,000 readers, *Urban Influence Magazine*, combines business and lifestyle with an editorial format that is stylish, uplifting and contemporary. The magazine covers business, politics, news, and life, as well as updates on the work of the National Urban League and the Urban League affiliates across the country.

Policy and Research Reports

Through detailed statistical analysis, the *National Urban League Quarterly Jobs Report* provided new findings on the impact of recessions on African-American unemployment, jobs and income. The reports were made available as a key resource for Urban League affiliates and members of Congress. Each *Quarterly Jobs Report* specifically dealt with a pressing employment issue and its impact upon African Americans. Specific *Quarterly Jobs Report* topics included urban employment, migrant workers, and income and wage disparities. Other research products included a series of statistical Fact Sheets on key public policy issues impacting African Americans such as income and poverty, health insurance, federal entitlement program cuts, and issues affecting persons with disabilities. *The Legislative Bulletin* served as an important tool to keep the Urban League Movement informed on national public policy issues and to provide guidance on key legislative issues.



A REFRESHED LOOK



National
Urban League

Empowering Communities.
Changing Lives.

As services, programs and initiatives continue to expand and transform the Urban League Movement, so did the look of the National Urban League brand. In 2004, an updated logo, tagline and new website were introduced, reflecting a bolder, more contemporary design and emphasizing the message of service to people was introduced at our annual conference, National Urban League: "Empowering Communities. Changing Lives."

STATEMENT OF FINANCIAL POSITION

December 31, 2004 (with comparative totals for 2003)

	Unrestricted			Temporarily Restricted	Permanently Restricted	2004 Total	2003 Total
	General Operating	Board Designated	Total				
ASSETS							
Cash and cash equivalents	\$ 221,760	\$ 670,573	\$ 892,333	\$ 6,425,376	\$ 490,242	\$ 7,807,951	\$ 5,085,720
Investments	3,036		3,036	1,355,689	19,199,510	20,558,235	27,075,090
Interest receivable	82,041		82,041	319		82,360	146,238
Grants and pledges receivable, net	990,800		990,800	6,736,140	270,546	7,997,486	7,484,940
Affiliate dues receivable, net	692,059		692,059			692,059	685,057
Other receivables	1,154,727		1,154,727			1,154,727	1,285,897
Prepaid expenses and other assets	640,745		640,745			640,745	485,807
Property and equipment - net of accumulated depreciation/amortization	2,166,985		2,166,985			2,166,985	2,582,805
Total Assets	\$ 5,952,153	\$ 670,573	\$ 6,622,726	\$ 14,517,524	\$ 19,960,298	\$ 41,100,548	\$ 44,831,554
LIABILITIES AND NET ASSETS							
Liabilities:							
Accounts payable and accrued expenses	\$ 1,207,861	\$ 19,068	\$ 1,226,929			\$ 1,226,929	\$ 1,987,478
Accrued payroll and vacation benefits	336,764	6,079	342,843			342,843	408,636
Accrued pension benefit cost	3,883,560		3,883,560			3,883,560	4,090,663
Deferred rent credit	743,972		743,972			743,972	804,091
Contract advances and other deposits	1,525,829		1,525,829			1,525,829	925,363
Total Liabilities	7,697,986	25,147	7,723,133			7,723,133	8,216,231
Net Assets:							
Unrestricted	2,526,664	645,426	3,172,090			3,172,090	4,769,534
Temporarily restricted				14,517,524		14,517,524	16,096,096
Permanently restricted					19,960,298	19,960,298	19,938,964
	2,526,664	645,426	3,172,090	14,517,524	19,960,298	37,649,912	40,804,594
Deferred pension cost in excess of unrecognized prior service cost	(4,272,497)		(4,272,497)			(4,272,497)	(4,189,271)
Total Net assets	(1,745,833)	645,426	(1,100,407)	14,517,524	19,960,298	33,377,415	36,615,323
Total Liabilities and Net assets	\$ 5,952,153	\$ 670,573	\$ 6,622,726	\$ 14,517,524	\$ 19,960,298	\$ 41,100,548	\$ 44,831,554



Copies of the complete, audited financial statement from which information is reprinted may be obtained by writing to the National Urban League, 120 Wall Street, New York, NY 10005.

STATEMENT OF ACTIVITIES

For the year ended December 31, 2004 (with comparative totals for 2003)

	Unrestricted			Temporarily Restricted	Permanently Restricted	2004 Total	2003 Total
	General Operating	Board Designated	Total				
OPERATING ACTIVITIES							
Revenue, Gains and Other Support:							
Government grants and contracts	\$ 3,476,026		\$ 3,476,026			\$ 3,476,026	\$ 11,865,011
Donated materials and services				29,969		29,969	1,294,357
Contributions	3,059,113		3,059,113	\$ 9,733,372	\$ 88,000	12,880,485	8,389,096
Legacies and bequests	28,760		28,760			28,760	60,530
Special events, net of expenses	989,236		989,236			989,236	939,814
Federated fund-raising agencies	41,893		41,893			41,893	33,605
Program service fees	4,475,562		4,475,562			4,475,562	3,798,364
Affiliate dues	973,996		973,996			973,996	986,498
Investment return designated for current operations	1,105,035		1,105,035	150,000		1,255,035	1,325,126
Sale of publications	195,289		195,289			195,289	308,011
Other	595,679		595,679			595,679	444,687
Net assets released from restriction:							
Satisfaction of program restrictions	11,558,579		11,558,579	(11,491,913)	(66,666)		
Total revenue, gains and other support	26,499,168		26,499,168	(1,578,572)	21,334	24,941,930	29,445,099
Expenses:							
Program Services:							
Economic Empowerment	6,202,566		6,202,566			6,202,566	14,411,063
Education and Youth Empowerment	6,708,889		6,708,889			6,708,889	8,696,584
Civic Engagement and Leadership Empowerment	6,350,687		6,350,687			6,350,687	5,907,690
Technical Assistance to Affiliates	1,212,685	447,907	1,660,592			1,660,592	1,648,639
Health and Quality of Life Empowerment	775,979		775,979			775,979	766,110
Civil Rights and Racial Justice Empowerment	349,867		349,867			349,867	203,623
Total program services	21,600,673	447,907	22,048,580			22,048,580	31,633,709
Supporting Services:							
Management and general	3,223,268	461,661	3,684,929			3,684,929	4,083,635
Fund raising	1,644,483	618,257	2,262,740			2,262,740	2,386,208
Total Expenses	26,468,242	1,527,825	27,996,249			27,996,249	38,103,552
Change in net assets from operations	30,744	(1,527,825)	(1,497,081)	(1,578,572)	21,334	(3,054,319)	(8,658,453)
NON-OPERATING ACTIVITIES							
Investment return (deficit) net of amount designated for current operations	(100,363)		(100,363)			(100,363)	1,754,674
Change in net assets	(69,619)	(1,527,825)	(1,597,444)	(1,578,572)	21,334	(3,154,682)	(6,903,779)
Net assets at beginning-of-year	2,596,283	2,173,251	4,769,534	16,096,096	19,938,964	40,804,594	47,708,373
Net assets at end-of-year	\$ 2,526,664	\$ 645,426	\$ 3,172,090	\$14,517,524	\$ 19,960,298	\$ 37,649,912	\$ 40,804,594

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