

VOICES of the MOVEMENT



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A Message From Our Leaders



John D. Hofmeister
Chairman of the Board



Marc H. Morial
President & CEO

Confronting the jobs crisis...

As the national jobs crisis persisted through 2011 and the early recovery from the Great Recession, the National Urban League declared war on unemployment.

We began the year with a 12-Point Plan for Putting Urban America Back to Work. We shared a dozen dynamic and imaginative measures both to rescue those most profoundly affected by the ongoing economic emergency, and to address the underlying reasons for the recession's amplified impact on the communities we serve.

We took the Jobs Plan on the road, visiting cities in New England, Ohio and Indiana, building a groundswell of support for a federal jobs policy addressing job training, incentives for investment and private public partnerships. We met hundreds of men and women struggling with unemployment, and carried their message into the halls of Congress and onto the national airwaves.

Later in the year, when President Obama introduced his plan for job creation, it included three components of the plan we'd shared with him: a summer jobs program for youth, an infrastructure bank, and direct job creation.

Meanwhile, our network of Urban League affiliates served as economic first responders, helping a record 2.6 million individuals cope with the loss of jobs, mass foreclosures and the stinging pain of seeing so much they had worked to build evaporate and erode.

With advocacy at the state and national level and direct social service throughout the network, 2011 was one of the most productive and impactful years the Urban League Movement has seen in its more than a century of service.

“I was not only homeless, but hopeless before I found NULITES [National Urban Incentives to Excel and Succeed]. I was ready to give up on getting an education. NULITES changed my life completely. My grades improved and I was able to secure financial aid to attend a university.

For me, inspiring people means being a positive role model, making sure that I complete everything that I set out to do, not only going and achieving my goals, but actually going above and beyond my goals.”

– Raequan Jones, Metropolitan Wilmington Urban League



EDUCATION

Total served in Education: 172,825

Every American child is ready for college, work and life.

In 2011:

- **Urban League Project Ready** programs in 26 local affiliates steered nearly 1300 8th-through-12th-graders toward academic excellence.
- **Digital Connectors** in 16 affiliates trained more than 400 youth ambassadors to promote broadband awareness and usage in underserved communities, resulting in more than 29,000 Digital Literacy trainings in their communities.
- The **Equity & Excellence** project partners the National Urban League with the national organizations that comprise the Campaign for High School Equity, engaging in research and formulation of public policy geared toward educational equity.
- **Read and Rise** programs in Urban League affiliates placed thousands of books in home libraries and promoted early childhood literacy through community workshops, parent circles, how-to guides and other grassroots efforts that reinforced the critical concept that parents are a child's first teacher.

JOBS

Total served in Workforce: 302,396

Every American has access to jobs with a living wage and good benefits.

In 2011:

- **Urban League Entrepreneurship Centers** in 10 affiliates empowered more than 8,200 entrepreneurs to transform under-financed business into long-term, high-growth sector businesses, and helped win \$19 million in financing and new contracts.
- **Urban Youth Empowerment** programs in three affiliates provided case management, mentoring, internships and on-the-job-training for 300 at-risk youths. From 2004 to 2008, UYEP served almost 4000 youth and through two new DOL grants, UYEP plans to serve another 1000 youth through 2015.
- **The Urban League Jobs Network**, an online source for Fortune 500 and other corporations, hosts 100,000 resumes and has matched employees with jobs.
- **Mature Worker Programs** at six affiliates subsidized on-the-job training in community service work for nearly 1,100 people over 55, with 133 placed in with full-fledged jobs.

“For me, I knew that I loved fashion and that I wanted to help people, but I didn’t know what direction to go in. The Mature Workers Program assigned me to ‘Jackets for Jobs,’ a non-profit that works with women seeking employment. My heart went out to the women, some of whom have been abused or homeless. It was such rewarding work, I was thrilled when I was hired as a retail associate after my training. Now, I’m able to give back to people and be sort of a role model to them.

I thought that I knew what I wanted to do, but the Mature Worker Program helped me to make the best decision for my future.”

– Brenda Bunnell, *Detroit Urban League*



“I really thought we were going to lose our home and I felt I had nowhere to turn. But the Urban League’s Restore Our Homes foreclosure prevention program helped us work out an agreement with our lender that kept us in our home and really was our financial salvation. We’re no longer living under the constant threat of foreclosure. I don’t know where we’d be today without the help of the Urban League.”

– Francisco Gutierrez, *Urban League of Metropolitan Seattle*



HOUSING

Total served in Foreclosure Assistance: 14,733

Every American lives in safe, decent, affordable and energy-efficient housing on fair terms.

In 2011:

- **Restore Our Homes** kept 6,437 homeowners out of foreclosure and away from predatory lenders.
- **Comprehensive Housing Counseling** was provided to 26,814 clients, including 561 who purchased a home, 588 mortgage-ready homebuyers, and 9,329 who were fighting foreclosure.
- **Asset Building and Financial Capability** programs at 7 affiliates spurred positive behavior changes and measurable outcomes for 518 low- and moderate-income clients. Examples of these results were: improved credit scores, increased savings, and avoidance of unnecessary transaction fees.

HEALTH CARE

Total served in Health: 1,588,938

Every American has access to quality and affordable health care solutions.

In 2011:

- **Project Wellness** launched in 3 affiliates and partnered with faith-based institutions, schools, hospitals, community health clinics, and community leaders to support the health and wellness habits and to build health assets of hundreds of underserved and uninsured individuals and families.
- **Saving Our Sons** programs at affiliates in Lorain County, Ohio, and Dallas have helped over 500 men lose hundreds of pounds, which resulted in a 26% decrease in stage 2 hypertension and a 14% decrease in cholesterol levels.
- **Way to Well Health Tour** in 17 affiliates partnered with faith-based institutions, schools, hospitals, community health clinics, and community leaders to support early testing, prevention and intervention strategies for the underserved, uninsured and hard to reach individuals and families.
- **I Am Woman** program reached over 300 families served as it launched its third year of funding and support from General Mills.

“Thanks to the I Am Woman program, I discovered that I have diabetes, and I’ve learned how to manage it. Not only did the Columbia Urban League change my life for the better, it literally saved my life.”

– Victoria Browman, Columbia (S.C.) Urban League



Advocacy and Activism

JOBS TOUR: The 2011 National Urban League Jobs Tour brought President and CEO Marc Morial to 11 cities in 5 states, sharing resources, listening to the concerns of the unemployed, supporting job fairs and promoting the 12-Point Jobs Plan – a plan that significantly influenced President Obama’s American Jobs Act.

In New England

- participated in a Symposium on Employment at the University of Rhode Island
- attended a Jobs Fair at the Naismith Basketball Hall of Fame
- conducted a Jobs Forum with the Metro Hartford Alliance
- met with job-seekers and employment advocates in Bridgeport and New Haven

In Ohio ...

- unveiled job creation legislation in Columbus with state senators Nina Turner, Eric Kearney and Charleta Tavares
- discussed the economy and job-creation initiatives with journalists and activists in Cleveland
- heard from social-services workers and the people they serve in North Canton

In Indiana ...

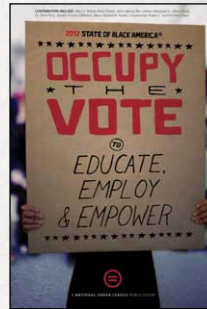
- met out-of-work factory workers in Fort Wayne who have never used computers.
- saw the disappointment in the eyes of unemployed workers in Anderson whose hopes for their children are nothing like the hopes their own parents and grandparents
- talked with Indiana University-Purdue students who are fearful that their degrees will only get them as far as the unemployment line.
- urged the state’s business and political leaders at the Economic Club of Indiana to focus relentlessly on job creation and education as the keys to winning the future.

Ohio Jobs Tour Kickoff 11/1/11 Columbus

EVENTS

The State of Black America:

Jobs Rebuild America: Putting Urban America Back To Work... For the first time, the release of the State of Black America report coincided with a dynamic Town Hall meeting at Howard University, where students and panelists engaged in a spirited discussion of the economic issues facing the nation today.



Annual Conference: Philanthropist Bill Gates and Harvard scholar Henry Louis “Skip” Gates squared off on education issues during the first plenary session of the conference in Boston. During the Conference, the Policy Institute unveiled “At Risk,” a landmark report on the state of the black middle class. Thousands of conference attendees also heard from legendary music executive Suzanne dePasse, Massachusetts Governor Deval Patrick, publishing CEO Desiree Rogers, Boston Mayor Thomas Menino, the Rev. Al Sharpton, and legal scholar Dr. Charles Ogletree.

Equal Opportunity Day Awards: Legendary soul and R&B star Aaron Neville kicked off the 55th annual National Urban League Equal Opportunity Day Awards on November 16, 2011. Goldman Sachs received the Entrepreneurship Innovator Award for its 10,000 Small Businesses initiative, helping small businesses create jobs and economic opportunity. Nationwide, a national leader in diversity, received the Corporate Leadership Award. The newly-created I Am Empowered Award was presented to two graduates of Urban League Entrepreneurship Centers: Cincinnati’s Lonnie Grayson, President, Environmental & Safety Solutions, Inc. and Philadelphia’s David K. Simms, Proprietor, Eatible Delights Catering. Alma Arrington Brown, founder of the Ronald H. Brown Foundation and the Ron Brown Scholars Program, received a Special Recognition Award.



Donor Category Report 2011

Corporations, Foundations and Nonprofits

Centennial Partners

AT & T
BP America, Inc.
Comcast
Continental Airlines
Eli Lilly and Company
Nationwide
UPS
Scripps Network
Walmart
Wells Fargo

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

AT&T
Bank of America Corporation
Enterprise Rent-A-Car
Pizza Hut of America, Inc.
Shell Oil Company
Walgreen Company
Walmart
Wells Fargo & Company

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

Bill & Melinda Gates Foundation
Citi
Eli Lilly and Company
MetLife Foundation
Nationwide Insurance Foundation
State Farm Insurance Companies
The UPS Foundation

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

American International Group
Best Buy Co., Inc.
BP America, Inc.
Centene Corporation
Comcast
ExxonMobil Foundation
W. K. Kellogg Foundation
GEICO Corporation
Goldman Sachs 10,000 Small Businesses
Johnson & Johnson
Pitney Bowes, Inc.
Robert Wood Johnson Foundation
Verizon Foundation

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

Altria Client Services Inc.
American Electric Power Company, Inc.
Casey Family Programs
The Coca-Cola Company
CVS Caremark Corporation
EMC Corporation
Fannie Mae
Ford Foundation
Freddie Mac
General Electric Company
McKesson Corporation
Open Society Foundations
Prudential Foundation
Sodexo, Inc.
State Street Corporation
Target Foundation
Time Warner Inc.
Toyota

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

Advance America, Cash Advance Centers, Inc.
The Allstate Foundation
Anheuser-Busch Companies
ARAMARK Corporation
Credit Suisse Inc.
Darden Restaurants
FedEx Corporation
Ford Motor Company
Kraft Foods Inc.
Lowe's Companies, Inc.
Macy's Inc.
Marriott International, Inc.
McDonald's Corporation
MillerCoors Brewing Company
PepsiCo
Pfizer Inc.
Susan G. Komen for the Cure
Volkswagen Group of America, Inc.
Unilever North America
The Walt Disney Company
The Xerox Foundation

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

AARP
Adecco
American Honda Motor Co, Inc.
Areva, Inc.
Bloomberg, L.P.
Central Intelligence Agency
Chevron Corporation
Chrysler Group
Cox Enterprises, Inc.
Delta Air Lines, Inc.
Diageo North America
Federal Home Loan Bank of San Francisco
General Electric Company
The Goodyear Tire & Rubber Company
Human Services Charities of America
Hyatt Hotels Corporation
JCPenney Company, Inc.
Kellogg Company
JPMorgan Chase
The Kresge Foundation
Lockheed Martin
National Football League
Northeast Utilities Service Company
Office Depot, Inc.
Payless Shoesource, Inc.
Praxair, Inc.
Scripps Network
Sprint Nextel Corporation
Starbucks Corporation
Yum! Brands, Inc.

\$10,000 - \$24,999 (\$10,000 +)

American Express Foundation
The Bank of New York Mellon Corporation
BBVA Compass
Boston Scientific
Caesars Entertainment
Cardinal Health
CBS Corporation
Connecticut General Life Insurance Company
Consumers Union
Dell Inc.
DineEquity, Inc.
Educational Testing Service

Edward Jones
Empire BlueCross BlueShield
Enterprise Community Partners, Inc.
Google, Inc.
Hess Corporation
MGM Resorts International
Henry and Lucy Moses Fund
Hilton Worldwide
The Leibowitz and Greenway Family Charitable Foundation
Limited Brands
Marathon Oil Corporation
Medco Health Solutions, Inc.
NASCAR
National Academy of Social Insurance
Network Branded Prepaid Card Association
New York Life Insurance Company
Qualcomm Incorporated
Sony Pictures Entertainment
Teach For America
The Williams Capital Group, L.P.
Time Warner Cable
The Cochran Firm
United Health Group

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

Black Entertainment Television
Colgate-Palmolive Company
ConAgra Foods, Inc.
Dana-Farber Cancer Institute
DeVry University
EmblemHealth Services, LLC
Estee Lauder Inc.
The Ferriday Fund
H.J. Heinz Company Foundation
Kemper Corporation
Lazard Ltd.
Lee Hecht Harrison, Inc.
Mortgage Insurance Companies of America
New York Yankees
PricewaterhouseCoopers LLP
Sony Corporation of America
Supreme Council Benevolent Foundation

\$2,500 - \$4,999 (\$2,500 +)

AJA Charitable Fund
Bridgestone Americas Trust Fund
Charles Stewart Mott Foundation
Jennifer Temps
Mitchell and Titus, LLP
National Hockey League
Waste Management, Inc.
Weingart Foundation

\$1,000 - \$2,499 (\$1,000 +)

Advent Capital Management, LLC
Ariel Investments, LLC
City College of New York
Environmental and Safety Solutions, Inc.
EuroAmerican Communication, Inc.
Foot Locker
Hargrove, Inc.
JCC Fund
J.P. West Fund, Inc.
Medgar Evers College
National Basketball Association
National Urban League Guild
Nordicom, Inc.
Sound Shore Medical Center of Westchester
Stein & Lubin LLP
Teachers Insurance & Annuity Association

\$250-\$999 (\$250 +)

ALH Foundation
The Barrington Foundation, Inc.
Bronx Community College Auxiliary Enterprise Corporation
Chick-fil-A
Collective Brands, Inc.
The Davidow Charitable Fund
Helen and George Ladd Charitable Corporation
Iota Phi Lambda Sorority, Inc.
Liberty Mutual Insurance Company
Merck & Co., Inc.
National Sorority of Phi Delta Kappa, Inc.
Neighbor to Nation
Ponce De Leon Federal Bank

The Segal Company
Skyline Credit Ride
Urban League of Greater Cincinnati
Urban League of Greater Miami, Inc.
Urban League of Springfield

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Lori and Liam E. McGee
Marc H. Morial and Michelle Miller
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 R. V. Wakeland
 David Walson
 Walter Washington
 Richard D. Werbeck
 David Whaley
 Tonya L. White
 Susan L. Williams
 B. Michael Young

2011 Legacies and Bequests

Estate Of Ruth B. Jaynes
 Estate of Mildred L. Love
 Estate of Jeanne R. Mallet
 Estate of Annemarie Spiller
 The Betty J. Stebman Fund

* Deceased

2011 Financial Statements

Statements of Financial Position
As of December 31, 2011

2011

ASSETS	
Cash and cash equivalents	\$12,954,400
Investments	18,833,273
Grants and pledges receivable, net	7,905,969
Franchise fees receivable, net	592,819
Other receivables	3,519,353
Prepaid expenses and other assets	344,739
Property and equipment - net of accumulated depreciation/amortization	1,275,125
Total assets	\$45,425,678
LIABILITIES AND NET ASSETS	
<i>Liabilities</i>	
Accounts payable and accrued expenses	\$4,280,304
Accrued payroll and vacation benefits	1,013,534
Accrued pension benefit costs	7,162,741
Accrued defined contribution costs	588,779
Deferred rent credit	323,141
Contract advances and other deposits	3,497,024
Total liabilities	16,865,523
<i>Net Assets</i>	
Unrestricted	4,705,308
Undesignated	4,393,848
Pension related	(9,099,156)
Total unrestricted net assets	(24,705,308)
Temporarily restricted	13,243,398
Permanently restricted	20,022,065
Total net assets	28,560,155
Total liabilities and net assets	\$45,425,678

Statement of Activities
For the Year Ended December 31, 2011

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
OPERATING ACTIVITIES				
Revenue, Gains, and Other Support				
Government grants and contracts	\$18,126,575	\$ -	\$ -	\$18,126,575
Donated materials and services	15,615,230	-	-	15,615,230
Contributions	4,756,565	12,490,964	-	17,247,529
Legacies and bequests	34,622	-	-	34,622
Special events	1,946,100	-	-	1,946,100
Federated fundraising agencies	-	-	-	-
Program service fees	6,196,753	-	-	6,196,753
Franchise fees	996,000	-	-	996,000
Investment return designated for current operations	758,097	-	-	758,097
Sale of publications	49,443	-	-	49,443
Other	965,853	-	-	965,853
Net assets released from restrictions	-	-	-	-
Satisfaction of restrictions	14,877,318	(14,877,318)	-	-
Total revenue, gains, and other support	64,322,556	(2,386,354)	-	61,936,202
OPERATING EXPENSES				
Program Services				
Economic empowerment	24,096,003	-	-	24,096,003
Education and youth empowerment	5,458,256	-	-	5,458,256
Civic engagement and leadership empowerment	20,514,774	-	-	20,514,774
Centennial Celebration	57,750	-	-	57,750
Technical assistance to affiliates	1,798,057	-	-	1,798,057
Health and quality of life empowerment	2,495,530	-	-	2,495,530
Civil rights and racial justice empowerment	250,639	-	-	250,639
Total program services	54,671,009	-	-	54,671,009
Supporting Services				
Management and general	5,975,127	-	-	5,975,127
Fundraising	3,330,631	-	-	3,330,631
Total expenses	63,976,767	-	-	63,976,767
Changes in net assets from operations	345,789	(2,386,354)	-	(2,040,565)
NON-OPERATING ACTIVITIES				
Investment return net of amount designated for current operations	(929,883)	-	-	(929,883)
Pension-related changes other than net periodic pension costs	(1,441,273)	-	-	(1,441,273)
Total non-operating activities	(2,371,156)	-	-	(2,371,156)
Changes in net assets	(2,025,367)	(2,386,354)	-	(4,411,721)
Net assets at beginning of year	(2,679,941)	15,629,752	20,022,065	32,971,876
Net assets at end of year	\$(4,705,308)	\$13,243,398	\$20,022,065	\$28,560,155

A complete copy of the 2011 Audit Report can be provided at 120 Wall Street, New York, NY 10005 or online at www.nul.org.

Directory of Presidents

AKRON, OHIO

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Austin Area Urban League
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Greater Baltimore Urban League
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BATTLE CREEK, MICHIGAN

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Interim President
Southwestern Michigan Urban League
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www.ulbc.org

BINGHAMTON, NEW YORK

Jennifer Lesko
President
Broome County Urban League
43-45 Carroll Street
Binghamton, NY 13901
(607) 723-7303
www.bcul.org

BIRMINGHAM, ALABAMA

Elaine S. Jackson
President
Birmingham Urban League
1229 3rd Avenue, North
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