



# OCCUPY

THE **VOTE** 



*EDUCATE, EMPLOY & EMPOWER*





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## A Message From Our Leaders



**John D. Hofmeister**  
Chairman of the Board



**Marc H. Morial**  
President & CEO

### If We Don't Defend the Vote, We Don't Have a Voice. Occupy The Vote...

*"Every American citizen must have an equal right to vote. There is no reason which can excuse the denial of that right. There is no duty which weighs more heavily on us than the duty we have to ensure that right... The command of the Constitution is plain. There is no moral issue. It is wrong—deadly wrong—to deny any of your fellow Americans the right to vote in this country. There is no issue of States rights or National rights. There is only the struggle for human rights."*

— President Lyndon Johnson, "The American Promise," March 15, 1965

2012 found our country at a critical crossroads. The economic recovery on Wall Street still eluded Main Street. The housing "recovery" uncovered a tale of two Americas – one of steady rebound and another of residual recession. As the country prepared for the 2012 elections, including the possible re-election of America's first Black president, voter suppression tactics were employed unlike any seen since the Civil Rights Movement.

We maintained our core focus on economic empowerment through each of our four 2025 goals around jobs, housing, education and health care. But to address the onslaught of discriminatory voter practices that emerged in districts across the nation, we also launched an aggressive and targeted non-partisan effort to protect the voting rights of all Americans – Occupy The Vote.

While our organization does not endorse candidates, we do encourage civic engagement, and our Urban League affiliates across the country have always played leading roles in voter registration drives and community mobilization. But our Occupy The Vote campaign platform was more than a call-to-action for citizens to participate in the Fall 2012 elections and democratic process that is core to our country's DNA. It was also a vehicle of empowerment equipping every American with the information needed to be conscious, critical and assertive in the legislative decisions impacting our daily lives.

We called on America to "Occupy The Vote," and with a broad-reaching initiative, we reached 10 million people through traditional and social media, phone banking, public service announcements, and grassroots and community outreach. The Urban League Movement continued to serve not only as economic first responders to the communities in greatest need, but we also stood steadfast as guardians of five decades of progress towards voter equality. Our march forward continues in the 21st century.



## JOBS

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

**The Urban League Entrepreneurship Centers** in 10 affiliate markets empowered minority entrepreneurs to take advantage of new business opportunities and qualify for financing, enabling high-level business growth through the provision of proper management skills. The Entrepreneurship Centers provided business counseling and business training services to almost 10,000 clients; assisted clients in receiving approximately \$448,000,000 in new contracts and business financing; and created more than 875 jobs.

**Urban Youth Empowerment Programs** in 21 affiliates provided case management, mentoring, internships, education and on-the-job-training for more than 2,100 at-risk youths.

**The Urban League Jobs Network**, an online community of support and connections to Fortune 500 and other corporations and employers seeking diverse, qualified candidates, housed more than 100,000 resumes, hosted Virtual Career Fairs and promoted local job fairs in conjunction with affiliates, as well as a three-day Career and Networking Fair during the Annual Conference.

**Mature Worker Programs** at six affiliates subsidized service-based, on-the-job training for more than 1,000 unemployed people over age 55.

**Training for Work/Adult Re-entry** programs targeted 240 convicted adults in Work Release Programs and connected them to industry recognized credentials and employment opportunities. Participants received supportive services, education and training opportunities, and mentoring, as well as job readiness and placement support.

## EDUCATION

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

**Urban League Project Ready**, a National Urban League signature program that provides enhanced academic support to high school students in preparation for college and career success both during and after high school, served more than 2,435 students across affiliates nationwide – with 93% of youth surveyed saying they learned what it takes to succeed in college and 97% saying they learned what it takes to be a leader. Since 2006, more than 7,500 young people have participated in Project Ready.

**The Equity and Excellence Project (EEP)** partnered the National Urban League with the Campaign for High School Equity, engaging in research and formulation of public policy geared towards education equity. The League's goal is the capacity-building of the civil rights community to more substantively lead the community engagement, analyses, planning and policy across the five EEP focus areas.

**The Black Executive Exchange Program (BEEP)**, a National Urban League signature program and its longest running program, continued to develop African American college students as leaders by enabling them to interface and network with African American business professionals, preparing them for executive careers in corporate America and other sectors. The program executed 39 campus visits, hosted more than 430 visiting professors and included 350 registrants at the 43rd Annual BEEP Leadership Conference.



## HEALTH CARE & QUALITY OF LIFE

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

**Project Wellness**, a customized health and wellness curriculum in nine affiliates, focused on diabetes, hypertension, BMI and high cholesterol to work towards the elimination of health disparities and barriers to a healthy lifestyle, health advocacy and navigation of the health care system through quality health services, enrollment and connecting of clients to primary health physicians. The program served 360 people using a community health worker approach with peer-to-peer support groups and one-on-one training, empowering participants to take control of their health concerns and outcomes.

**The Walgreens Way to Wellness Health Tour** provided free and low-cost screenings in 15 affiliates for the underinsured and uninsured – including bone density, hypertension, cholesterol, diabetes and BMI – and reached more than 9,000 consumers with almost 85,000 health tests. In its fifth year, the tour has reached more than 50,000 individuals and has offered 200,000+ screenings.

**Act Against AIDS Leadership Initiative (AAALI)**, a Centers for Disease Control partnership in four affiliate markets, partnered affiliates with local health practitioners to galvanize local communities around HIV and AIDS advocacy, information, outreach and services (testing, treatment and care). Approximately 300 activities were conducted, reaching 320,000 people.

## HOUSING

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

**Comprehensive Housing Counseling** was provided to nearly 30,000 clients across the full spectrum of counseling activities through more than 40 affiliates.

**Foreclosure Prevention (“Restore Our Homes”)**, a free, neutral source of information and assistance, helped distressed homeowners navigate their budget challenges by providing specific action steps and when possible, helping them avoid foreclosure. The League served more than 15,000 homeowners with the assistance of HUD-certified Urban League Affiliate Housing Counselors in 44 affiliate sites. Forty percent (40%) of these clients were able to transition into a sustainable loan modification agreement.

**Financial Literacy (“Asset Building and Financial Capability”)**, a customized program aimed at helping people choose and use basic financial services successfully and bring them into the financial mainstream as appropriate, introduced a new curriculum prototype focused on asset building and designed to measure clients' improved financial capability. Four affiliates piloted the new model with a full roll-out across the Urban League Movement expected in 2014.





## ADVOCACY AND ACTIVISM

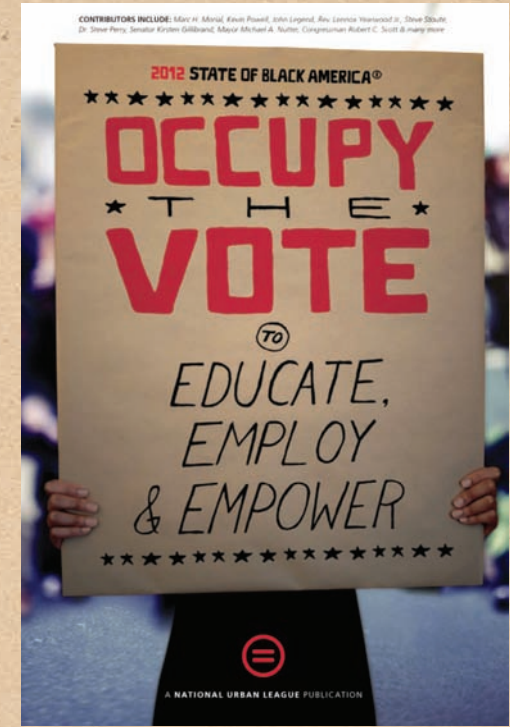
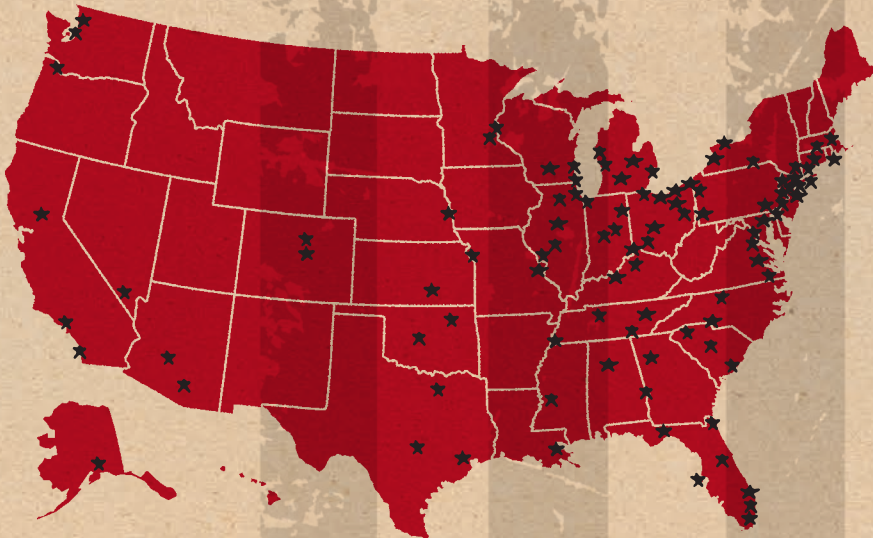
**Occupy The Vote:** In the wake of changes to statewide voting laws that threatened to disenfranchise millions of their vote in the 2012 elections, the National Urban League launched “Occupy The Vote” to raise awareness around these changes, rally for their reversal and educate voters on the new requirements in impacted areas. The campaign – which aimed to empower every American to participate in the election process and to be conscious, critical and assertive in ongoing legislative decisions – directly reached 10 million people through traditional and social media, public service announcements, phone banking and grassroots and community outreach.

**The State of Black America 2012:** Occupy the Vote to Educate, Employ & Empower...For the second year, The State of Black America was released during a Town Hall meeting at Howard University, where students, panelists and community members discussed critical issues around the changes in voter ID laws and addressed the economic and educational challenges faced by defending and exercising the right to vote.

**Annual Conference:** The 2012 National Urban League Conference, “Occupy the Vote: Employment and Education Empower the Nation,” held in New Orleans, LA, continued to focus on the protection of voting rights – featuring, among others, President Barack Obama, Attorney General Eric Holder, Stevie Wonder, Donna Brazile and a spirited and informative “Occupy The Vote: Are Voting Rights Under Attack?” plenary session. With more than 5000 registered attendees and 9000 Expo Hall attendees, the Conference also featured an address from National Urban League President and CEO, Marc H. Morial, on the threat the new voting ID laws posed to democracy and the hard-won voting rights resulting from the Civil Rights Movement.

### 95 Affiliate Locations

Affiliates of the National Urban League are the centers of activity in and around their communities. Their professionally-staffed offices are where Urban League services come to life – where people and their neighborhoods grow, change, and strengthen. Located in 36 states across the U.S., including the District of Columbia, our affiliates cultivate a symbiotic relationship with local residents and companies and advocate for positive change in their communities. While all affiliates must meet the rigorous standards set by the national office, they each have the flexibility to tailor their services to local community needs, thereby ensuring the best results for the communities they serve.





# Donor Category Report 2011

Corporations, Foundations, Nonprofits and Individuals

## TO OUR SUPPORTERS

The National Urban League extends a heartfelt “Thank You” to the individual, corporate and foundation supporters who gave generously in 2012. Whether you are a long-standing supporter, first-time supporter, or large or small donor, we value your belief in our mission and our purpose.

Your support enables us to continue working towards our 2025 goals across education, health, housing and jobs, implementing new programs and increasing the number of clients served. Highlights from each program area are included here.

There are many worthwhile charities that you could support, so we genuinely appreciate that you chose to join in helping us achieve our mission of economic self-reliance, parity, power and civil rights. We are proud to keep our status at the highest ratings for Charity Navigator, the Better Business Bureau and Charity Watch (formerly AIP).

To learn more about how to support the National Urban League or for a complete list of our annual supporters and programs, please visit [www.nul.org](http://www.nul.org).

### Corporations, Foundations and Nonprofits

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

AT&T  
Bank of America Corporation  
Bill & Melinda Gates Foundation  
Citi  
Corinthian Colleges, Inc.  
Eli Lilly and Company  
Enterprise Rent-A-Car  
The Ford Foundation  
Shell Oil Company  
The UPS Foundation  
Wells Fargo & Company  
W.K. Kellogg Foundation

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

BP America, Inc.  
MetLife Foundation  
Nationwide Insurance Foundation  
State Farm Insurance Companies  
Walgreen Company

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

AmGen Inc.  
Best Buy Co., Inc.  
Centene Corporation  
Comcast  
GEICO Corporation  
Goldman Sachs 10,000 Small Businesses  
JPMorgan Chase  
National Council of La Raza  
Pitney Bowes, Inc.  
Robert Wood Johnson Foundation  
Verizon Foundation

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

Altria Client Services Inc.  
American Electric Power Company, Inc.  
Chevron  
The Coca-Cola Company  
Credit Suisse (USA), Inc.  
CVS Caremark Corporation  
Freddie Mac  
General Mills, Inc.  
Johnson & Johnson  
Marguerite Casey Foundation  
Prudential Foundation  
Sodexo, Inc.

Target Foundation  
TD Bank  
Time Warner Inc.  
Toyota Motor Sales, U.S.A., Inc.  
Walmart

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

The Allstate Foundation  
American Express Foundation  
Anheuser-Busch Companies  
FedEx Corporation  
Ford Foundation  
Georgia-Pacific Corporation  
Hilton Worldwide  
Kraft Foods Inc.  
Marriott International, Inc.  
McDonald's Corporation  
MillerCoors Brewing Company  
NYSE Euronext  
PepsiCo  
Sprint Nextel Corporation  
Tyson Foods, Inc.  
U.S. Army  
Volkswagen Group of America, Inc.  
The William Randolph Hearst Foundation  
The Xerox Foundation

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

AARP  
Adecco  
American Honda Motor Co., Inc.  
Caesars Entertainment  
Capital One Financial Corporation  
Central Intelligence Agency  
Connecticut General Life Insurance Company  
Cox Enterprises, Inc.  
Darden Restaurants  
Educational Testing Service  
Edward Jones  
ExxonMobil Foundation  
Ford Motor Company  
General Motors Company  
The Goodyear Tire & Rubber Company  
Hewlett Packard  
Hyatt Hotels Corporation  
JCPenney Company, Inc.  
The Kresge Foundation  
Macy's Inc.  
National Cable & Telecommunications Association  
Payless Shoesource, Inc.  
Scripps Networks  
Starbucks Corporation  
Tides Foundation  
Time Warner Cable  
United States Department of Agriculture  
United States Marine Corps  
The Walt Disney Company

#### \$10,000-\$24,999 - (\$10,000.00 + )

Aetna Inc.  
Alpha Kappa Alpha Sorority, Incorporated  
American Petroleum Institute  
Andrews Kurth LLP  
CBS Corporation  
The Chrysler Foundation  
ConAgra Foods, Inc.  
Dell Inc.  
Facebook, Inc.  
General Electric Company  
Google, Inc.  
Hess Corporation  
Intel Corporation

Kellogg Company  
Leadership Conference on Civil Rights Education Fund, Inc.  
The Leibowitz and Greenway Family Charitable Foundation  
Limited Brands  
Lockheed Martin Corporation  
Marathon Oil Corporation  
McKesson Corporation  
MGM Resorts International  
Moet Hennessy USA  
National Association for Stock Car Auto Racing, Inc.  
National Football League  
New York Life Insurance Company  
The Nielsen Company (US) Inc.  
Patterson Belknap Webb & Tyler  
Praxair, Inc.  
The Servicemaster Company  
Teach For America  
The TJX Companies, Inc.  
Unilever United States, Inc.  
Warner Bros. Pictures

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

American Airlines, Inc.  
Black Entertainment Television  
Cardinal Health  
Colgate-Palmolive Company  
DeVry University  
DineEquity, Inc.  
EmblemHealth Services, LLC  
Estee Lauder Inc.  
The Ferriday Fund  
Mary W. Harriman Foundation  
H.J. Heinz Company Foundation  
Kemper Corporation  
The Kroger Company  
Lazard Ltd.  
Lee Hecht Harrison, Inc.  
Sony Corporation of America  
Turner Construction Company  
Viacom International Inc.

#### \$2,500 - \$4,999 - (\$2,500.00 + )

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Blackbaud, Inc.  
Bridgestone Americas Trust Fund  
City College of New York  
Federal Reserve Bank of Chicago  
Florida Power & Light Company  
Mitchell and Titus, LLP  
National Basketball Association  
National Education Association  
Studley, Inc.  
T-Mobile  
University of the District of Columbia  
YMCA of the USA

#### \$1,000 - \$2,499 - (\$1,000.00 + )

Ariel Investments, LLC  
Bronx Community College Auxiliary Enterprise Corporation  
City National Bank of New Jersey, Inc.  
Essence Communications Inc.  
EuroAmerican Communication, Inc.  
Fern Exposition Services LLC  
JCC Fund  
National Academy of Social Insurance  
National Council of Urban League Guilds  
National Hockey League  
Nordicom, Inc.  
Stein & Lubin LLP  
Valero Energy Corporation

#### \$500 - \$999 - (\$500.00 + )

ALH Foundation, Inc.  
Philomathean Club  
The Segal Company

#### \$250 - \$499 - (\$250.00 + )

Collective Brands, Inc.  
Florida Memorial University  
Liberty Mutual Insurance Company  
Microsoft Corporation  
Minneapolis Urban League  
National Sorority of Phi Delta Kappa, Inc.  
Ponce De Leon Federal Bank  
Urban League of Greater Miami, Inc.  
Urban League of Hampton Roads



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 Andrew C. Taylor  
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 David L. Whaley  
 James A. White  
 Charles Whitner  
 Mildred J. Yearby

**2012 Legacies and Bequests**

Estate of Ruth B. Jaynes

\* Deceased



# 2012 Financial Statements

Statements of Financial Position  
As of December 31, 2012

2012

<b>ASSETS</b>	
Cash and cash equivalents	\$13,233,779
Investments	20,368,924
Grants and pledges receivable, net	5,018,726
Franchise fees receivable, net	698,155
Other receivables	4,839,725
Prepaid expenses and other assets	650,353
Property and equipment - net of accumulated depreciation/amortization	1,835,281
<b>Total assets</b>	<b>\$46,644,943</b>
<b>LIABILITIES AND NET ASSETS</b>	
<i>Liabilities</i>	
Accounts payable and accrued expenses	\$4,794,817
Accrued payroll and vacation benefits	794,323
Accrued pension benefit costs	7,728,819
Accrued defined contribution costs	568,605
Deferred rent credit	263,020
Contract advances and other deposits	2,247,769
<b>Total liabilities</b>	<b>16,397,353</b>
<i>Net Assets</i>	
Unrestricted	
Undesignated	5,752,457
Pension related	(10,147,466)
<b>Total unrestricted net assets</b>	<b>(4,395,009)</b>
Temporarily restricted	14,620,534
Permanently restricted	20,022,065
Total net assets	30,247,590
<b>Total liabilities and net assets</b>	<b>\$46,644,943</b>

Statement of Activities  
For the Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>OPERATING ACTIVITIES</b>				
<b>Revenue, Gains, and Other Support</b>				
Government grants and contracts	\$15,687,663	\$ -	\$ -	\$15,687,663
Donated materials and services	17,107,348	-	-	17,107,348
Contributions	6,081,097	16,838,757	-	22,919,854
Legacies and bequests	15,229	-	-	15,229
Special events	1,800,850	-	-	1,800,850
Federated fundraising agencies	9,671	-	-	9,671
Program service fees	6,280,562	-	-	6,280,562
Franchise fees	981,500	-	-	981,500
Investment return designated for current operations	768,884	-	-	768,884
Sale of publications	38,157	-	-	38,157
Other	477,822	-	-	477,822
Net assets released from restrictions				
Satisfaction of restrictions	15,461,621	(15,461,621)	-	-
<b>Total revenue, gains, and other support</b>	<b>64,710,404</b>	<b>1,377,136</b>	<b>-</b>	<b>66,087,540</b>
<b>OPERATING EXPENSES</b>				
<b>Program Services</b>				
Economic empowerment	22,017,889	-	-	22,017,889
Education and youth empowerment	6,134,827	-	-	6,134,827
Civic engagement and leadership empowerment	23,232,291	-	-	23,232,291
Technical assistance to affiliates	1,808,170	-	-	1,808,170
Health and quality of life empowerment	2,299,744	-	-	2,299,744
Civil rights and racial justice empowerment	273,205	-	-	273,205
<b>Total program services</b>	<b>55,766,126</b>	<b>-</b>	<b>-</b>	<b>55,766,126</b>
<b>Supporting Services</b>				
Management and general	5,442,660	-	-	5,442,660
Fundraising	3,379,172	-	-	3,379,172
<b>Total expenses</b>	<b>64,587,958</b>	<b>-</b>	<b>-</b>	<b>64,587,958</b>
<b>Changes in net assets from operations</b>	<b>122,446</b>	<b>1,377,136</b>	<b>-</b>	<b>1,499,582</b>
<b>NON-OPERATING ACTIVITIES</b>				
Investment return net of amount designated for current operations	1,236,163	-	-	1,236,163
Pension-related changes other than net periodic pension costs	(1,048,310)	-	-	(1,048,310)
<b>Total non-operating activities</b>	<b>187,853</b>	<b>-</b>	<b>-</b>	<b>(187,853)</b>
Changes in net assets	310,299	1,377,136	-	1,687,435
Net assets at beginning of year	(4,705,308)	13,243,398	20,022,065	28,560,155
<b>Net assets at end of year</b>	<b>\$(4,395,009)</b>	<b>\$14,620,534</b>	<b>\$20,022,065</b>	<b>\$30,247,590</b>

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](http://www.nul.org).



# Directory of Presidents

## AKRON, OHIO

Fred Wright  
President  
Akron Community Service Center  
And Urban League  
440 Vernon Odom Blvd  
Akron, OH 44307  
(330) 434-6995  
www.akronurbanleague.org

## ALEXANDRIA, VIRGINIA

Cynthia Dinkins  
President  
Northern Virginia Urban League  
1315 Duke Street  
Alexandria, VA 22314  
(703) 836-2858  
www.nvul.org

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The National Urban League practices top-rated, effective governance, management, financial and program standards that have been recognized by Better Business Bureau Wise Giving Alliance, CharityWatch, and Charity Navigator—the three leading nonprofit watchdogs and charity evaluators that help donors make informed decisions about maximizing their philanthropic impact to benefit society.