

REDEEM the DREAM

JOBS REBUILD AMERICA



2013 ANNUAL REPORT Summary



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"Almost 50 years ago, I gave a little blood on that bridge in Selma, Alabama, for the right to vote. I am not going to stand by and let the Supreme Court take the right to vote away from us. You cannot stand by. You cannot sit down. You've got to stand up. Speak up. Speak out and get in the way. Make some noise. The vote is precious. It is almost sacred. It is the most powerful, nonviolent tool we have in a democratic society and we've got to use it... we must say to the Congress, fix the Voting Rights Act."

— Representative John Lewis at the 50th Anniversary of the March on Washington, August 24, 2013

A MESSAGE FROM OUR LEADERS



John D. Hofmeister
Chairman of the Board



Marc H. Morial
President & CEO

REDEEM THE DREAM

2013 was a historic, pivotal and transformative year for civil rights and social justice issues in America. Fifty years after the height of the Civil Rights Movement and the historic 1963 March on Washington for Jobs and Freedom, we celebrated progress. Yet, we were also faced with the reality that much more needs to be done. In no way does a shiny veneer of progress justify the elimination and rollback of critical programs, legislation, protections or investments that are vital to achieving and maintaining equal opportunity in America.

Throughout the year, we witnessed extreme efforts aimed at turning back the hands of progress in areas ranging from voting and civil rights to workers' rights and criminal justice. These included the Supreme Court's gutting of a key provision of the Voting Rights Act and stripping away of critical workers' rights and anti-discrimination protections under Title VII of the Civil Rights Act, as well as the acquittal of George Zimmerman in the killing of Trayvon Martin. Causing additional concern, high unemployment and other economic, social and legal disparities continued to plague African-Americans and low-income and working-class Americans. These issues rang the alarms of injustice and underscored the urgency of this time.

To address this onslaught of regressive efforts, we launched a solutions-based, comprehensive approach to the nation's employment and education crisis – Jobs Rebuild America. This \$100 million, 5-year initiative brings together federal government, business, and nonprofit resources to create economic opportunity in 50 communities nationwide through the Urban League affiliate network.

In addition to maintaining a core focus on economic empowerment through each of our four 2025 goals around jobs, housing, education and health care, we called on the nation to "Redeem the Dream" that Dr. Martin Luther King, Jr. so passionately shared 50 years before and to commemorate that moment by continuing its unfinished work. To that end, we, along with a coalition of civil rights, social justice, business and community leaders - the African-American Leaders Convening (AALC) – gathered on August 23 for the historic release of our 21st Century Agenda for Jobs and Freedom. This domestic policy agenda articulates a vision for national priorities across the economy and jobs, education, voting rights, health and criminal justice system reform that can – and must – drive economic recovery and rebirth for African-Americans, urban communities and all low-income and working-class Americans.

Our dream remains rooted in the American Dream. It is more than a slogan. It is a concept that is based, as Dr. King reminded us, on the bedrock principles of equal opportunity, shared responsibility and the dignity of all. Our work continues today because the dream remains nearly as elusive as it was 50 years ago for millions of African-Americans and others who continue to be locked out and left behind. Keep pushing!

★ JOBS ★

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

- **Jobs Rebuild America**, a \$100 million, five-year comprehensive effort addressing the nation's employment and education crisis – bringing together federal government, business, and nonprofit resources to create economic opportunity in 50 cities nationwide.
- ***The Urban League Entrepreneurship Centers** in 10 affiliate markets empowered minority entrepreneurs to take advantage of new business and financing opportunities, enabling high-level business growth via the provision of proper management skills. The Entrepreneurship Centers provided a combined 43,600 hours of business counseling and training services to almost 11,600 clients; assisted clients in procuring more than \$144,000,000 in new contracts, business financing and bonding; and created or saved 1,180 jobs.
- ***Urban Youth Empowerment Programs** in 21 affiliates provided case management, mentoring, internships, education and on-the-job-training for nearly 2,000 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 and hosted Virtual Career Fairs and webinars in the Digital Career Success Series, 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 formerly incarcerated individuals 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**, providing enhanced academic support to high school students in preparation for college and career success both during and after high school; served 2,375 students across Affiliates nationwide – from the full Post-Secondary Success model to the program enhancements, e.g. STEM, Service Learning, Literacy Coach, Historical & Cultural Literacy and Mentoring.
- **The Equity and Excellence Project (EEP)**, partnering 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: capacity-building of the civil rights community to more substantively lead the community engagement, analyses, planning and policy across the five EEP areas – (1) common standards, (2) high-quality curricula and effective teachers, (3) education and employment data systems, (4) equity and excellence at scale and (5) out of school time learning.
- ***The Black Executive Exchange Program (BEEP)**, NUL's longest-running program, preparing African American college students for leadership and careers across sectors. In its 45th year, the program executed 29 campus visits and nearly 350 visiting professors. Service focused on increased digital delivery of support to students via Facebook, 1-on-1 coaching match-ups and webinars. A pilot program with Major League Baseball helped match nearly 30 scholarship students with internships and employment with clubs nationwide.
- **Cities United**, a pilot initiative of the National Urban League, working with three Affiliates to raise awareness about and reduce violence-related deaths of African American males, ages 10-24. Affiliate plans included multiple stakeholder engagement, convening with mayoral and municipal leadership, to identify opportunities for collaboration, shared leadership and enhancing the life chances of African American males in local communities.

* National Urban League Signature Program

★ HEALTH CARE ★

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

- **Project Wellness**, a customized health and wellness curriculum in nine affiliates that works towards the elimination of health disparities and barriers to a healthy lifestyle, health advocacy, a community health worker approach and navigation of the health care system through quality health services, enrollment and connecting of clients to primary health physicians. Project Wellness was also instrumental in supporting the roll out of the Affordable Care Act, with a focus of ensuring the equitable engagement of African Americans and other communities of color in every phase and component of implementation.
- **The Walgreens Way to Wellness Health Tour** provided free and low-cost screenings in 15 affiliates for the underinsured and uninsured and reached more than 8,300 consumers with almost 73,000 health tests. In its sixth year, the tour has reached more than 68,000 individuals and has offered 362,000+ screenings.
- **Act Against AIDS Leadership Initiative**, 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).
- **National Urban League Hunger Initiative**, launched in Nashville, TN with Tyson Foods and focused on addressing hunger, with the goal to raise awareness about food insecurity in urban areas. The initiative provides local Urban League clients with hunger relief services and information, including food donation, Supplemental Nutrition Assistance Program (SNAP), nutrition and wellness fairs, and other events.

★ 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 counseling network of 33 affiliates.
- ***Foreclosure Prevention (“Restore Our Homes”)**, a free, neutral source of information and assistance, helped distressed homeowners navigate their financial crises by providing specific action steps and, when possible, helping them avoid foreclosure. The League served approximately 7,000 homeowners (62% avoided foreclosure) with the assistance of HUD-certified Urban League Affiliate Housing Counselors.
- ***Asset Building and Financial Capability (Financial Empowerment Centers)**, educating youth and adults about the vital importance of financial empowerment, with specific emphasis on how to evaluate and shop for financial services products, techniques for efficient and effective money management, platforms to save and invest and the role and use of credit and credit scoring. These platforms work to reshape attitudes and behavior relative to financial decision-making through one-on-one counseling, group and peer-to-peer education and customized financial coaching. The NUL Financial Empowerment Center model, based on the Annie E. Casey Center for Working Families (CWF) model, is a comprehensive approach designed to help low- and moderate-income families reach financial stability, increase net worth, and become financially secure and upwardly mobile via the provision of integrated and bundled services.

* National Urban League Signature Program

ADVOCACY AND ACTIVISM

March on Washington 50th Anniversary: In commemoration of the March on Washington for Jobs and Freedom, the National Urban League, along with the Memorial Foundation, hosted the *Drum Majors for Justice* Celebration. The 1963 March was organized by a coalition of civil rights, social justice and labor movement leaders known as the “Big Six,” including the National Urban League’s then-President Whitney M. Young, Jr. Young joined a host of speakers at the March calling for the passage of civil rights legislation and demanding jobs, a living wage, decent housing and quality education for all. Our 50th Anniversary celebration incorporated free events in Washington, D.C., including the “Redeem the Dream Summit” – featuring among others, Harry Belafonte, Julian Bond, Angela Davis, Myrlie Evers Williams, Rev. Jesse Jackson, Spike Lee, Congressman John Lewis, Janet Murguía, Rev. Al Sharpton, Rep. Maxine Waters, will.i.am, and Andrew Young; a future leaders celebration; and a pre-march rally.

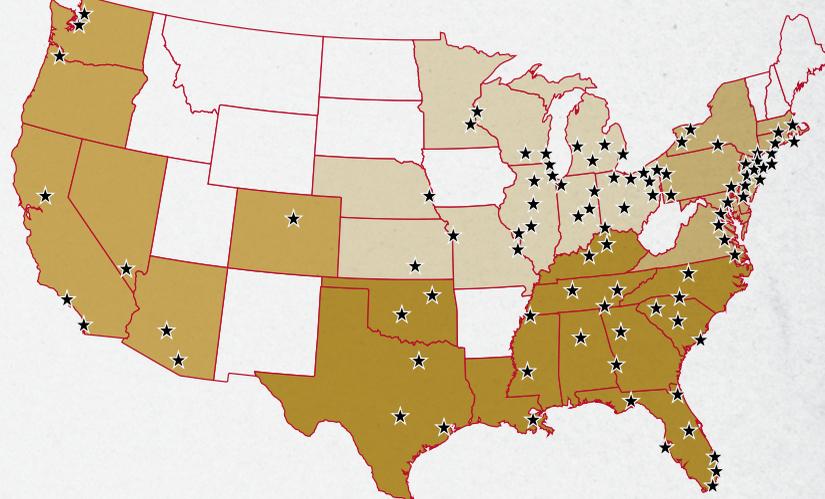
21st Century Agenda for Jobs and Freedom: The National Urban League, along with a coalition of 50+ civil rights, social justice, business and community leaders - the African American Leaders Convening (AALC) - developed and released a first-of-its-kind domestic policy agenda that lays out five urgent domestic goals for the nation around the economy, education, voting rights, health and criminal justice reform.

Legislative Policy Conference (LPC)/The State of Black America® 2013: *Redeem the Dream: Jobs Rebuild America*...LPC convened more than 300 National Urban League leaders and delegates for “NUL on the Hill” to meet with elected officials on the most critical issues impacting communities across America – jobs, education, and healthcare. The National Urban League’s State of Black America annual report was also released during LPC and found that despite social and economic gains, the African-American equality gap with whites had changed little since 1963. Commemorating the 50th anniversary of the March on Washington, the report included a 50-year Equality Index™ retrospective, which showed that African-Americans had improved with achievements in education and employment within the Black community. But these double-digit gains in education, employment and wealth contrasted sharply with single-digit gains compared to whites.

Annual Conference: The 2013 National Urban League Conference, “Redeem the Dream: Jobs Rebuild America,” continued our focus on the nation’s employment and education crisis, featuring an address from National Urban League President and CEO, Marc H. Morial, calling for a new Civil Rights Movement for Economic Empowerment and Justice for all. Welcoming more than 4,000 registered attendees and 11,000 Expo Hall attendees, the Conference also featured a surprise voting rights announcement from Attorney General Eric Holder, and among others, Sybrina Fulton (mother of Trayvon Martin) days after the Zimmerman verdict, Rev. Al Sharpton, and acclaimed film director Lee Daniels. Attendees participated in panels and workshops, a job fair, college fair and Small Business Matters and Entrepreneurship Summit, and 500 young people attended our Youth Summit.

94 AFFILIATE LOCATIONS – 300 COMMUNITIES

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



Donor Category Report 2013

Corporations, Foundations, Nonprofits and Individuals

TO OUR SUPPORTERS

The National Urban League would like to say "Thank You" to each of our individual, corporate and foundation supporters who gave generously in 2013. Whether our partnership is long-standing or new, we sincerely value your belief in our mission and our purpose.

Your support enables us to continue working towards our four 2025 goals across education, health, housing and jobs, implementing new programs, building our capacity and increasing the number of clients served. Our work is expansive to meet the growing needs of our Affiliates and communities across the nation, and we have included herein key highlights from major programs.

We realize that you have a range of worthwhile organizations to which to give your time, resources and support. So, we appreciate your choice to partner with us to help achieve our mission of economic self-reliance, parity, power and civil rights. Lastly, we are proud to announce our ongoing 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, please visit www.nul.org.

Corporations, Foundations and Nonprofits

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

Citi
MetLife Foundation
Shell Oil Company
Walmart
Wells Fargo & Company

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

Bank of America Corporation
Bill & Melinda Gates Foundation
Centene Corporation
Comcast
Eli Lilly and Company
Nationwide Insurance Foundation
State Farm Insurance Companies
The UPS Foundation

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

Anheuser-Busch Companies
AT&T
BP America
CVS Caremark Corporation
GEICO Corporation
Goldman Sachs 10,000 Small Businesses
Pitney Bowes, Inc.
PNC Financial Corporation
Verizon Foundation
Walgreen Company

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

American Electric Power

The AmeriHealth Mercy Family of Companies
ARAMARK Corporation
Best Buy Co., Inc.
Capital One Financial Corporation
Center for Disease Control
Chevron
The Coca-Cola Company
Connecticut General Life Insurance Company
Fannie Mae
The Ford Foundation
Freddie Mac
General Mills, Inc.
Johnson & Johnson
JPMorgan Chase
PepsiCo
The Robert Wood Johnson Foundation
Sodexo, Inc.
TD Bank
Toyota Motor Sales, U.S.A., Inc.
Tyson Foods, Inc.
Washington DC Martin Luther King, Jr. National Memorial

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

Advance America, Cash Advance Centers, Inc.
AmGen, Inc.
Capital One
Casey Family Programs
Enterprise Rent-A-Car
FedEx Corporation
Ford Motor Company
Hilton Worldwide
Hyundai Motor America
Marriott International, Inc.

McDonald's Corporation
MillerCoors Brewing Company
New York Stock Exchange
Sodexo, Inc.
Sprint Nextel Corporation
U.S. Army

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

AARP
Adecco
AMC Entertainment, Inc.
American Express Foundation
American Honda Motor Co., Inc.
BNP Paribas
Burger King Corporation
Caesars Entertainment
The Chrysler Foundation
Diageo Americas
Educational Testing Service
Edward Jones
General Electric Company
Georgia-Pacific Corporation
The Goodyear Tire & Rubber Company
Google, Inc.
HBO
Intel Corporation
JCPenney Company, Inc.
Kraft Foods Inc.
Lowe's Company
MasterCard International
Mitchell and Titus, LLP
National Cable & Telecommunications Association
The Nielsen Company (US) Inc.

Prudential Foundation
TIAA CREF
Time Warner, Inc.
The TJX Companies, Inc.
Time Warner Cable
Tufts University - Childhood Obesity 180
The Walt Disney Company

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

The ACE Group
Aetna Inc.
The Bank of New York Mellon Corporation
Bloomberg L.P.
CBS Corporation
Dell Inc.
ESPN
Facebook, Inc.
General Motors Company
Goodby, Silverstein & Partners
The Guardian Life Insurance Company of America
Kellogg Company
Kelly Services, Inc.
The Kresge Foundation
L Brands
Liquid Soul Media, LLC
Lockheed Martin Corporation
Marathon Oil Corporation
MediaVest Worldwide
MGM Resorts International
Moet Hennessy USA
Morgan Stanley
National Academy of Social Insurance
National Football League
NBC Universal
New York Life Insurance Company
Pfizer Inc.
Phillips 66
Praxair, Inc.
PricewaterhouseCoopers LLP
SEI Investments Company
The Servicemaster Company
Starbucks Corporation
Sony Corporation of America
TishmanSpeyer Properties
T-Mobile
UBS Americas
Univision Communications, Inc.
Volkswagen Group of America, Inc.
Yum! Brands, Inc.

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

American Airlines, Inc.
Black Entertainment Television
Central Intelligence Agency
Colgate-Palmolive Company
ConAgra Foods, Inc.
Cox Enterprises, Inc.
Estee Lauder Inc.
Mary W. Harriman Foundation
H.J. Heinz Company Foundation
HOK Group, Inc.
Host Hotels & Resorts, L.P.
Kemper Corporation
The Kroger Company
Mary W. Harriman Foundation
Mutual of America Life Insurance Company
National Association for Stock Car Auto Racing, Inc.
Sony Pictures Entertainment
Strategic Partnerships, LLC
Studley, Inc.
Support.com
Supreme Council Benevolent Foundation
Viacom International Inc.

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

A&E Networks
Arris Group, Inc.
Bridgestone Americas Trust Fund
Computer Aid, Inc.
Eastern National
IBB Consulting Group, LLC
National Association for Latino Community Asset Builders
National Basketball Association
National Hockey League
Oak Ridge National Laboratory
Office of Minority Health Resource Center
Sunoco, Inc.
TMNG Global
Tutor Perini Corporation

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

Accenture
A2 Consulting, LLC
Allied Barton Security Services
Alpha International Travel, Inc.
Alpha Kappa Alpha Sorority, Incorporated
AmDocs
Cisco
City College of New York

EuroAmerican Communication, Inc.
Fox, Inc.
IBEW Local Union No. 3
Iota Phi Lambda Sorority, Inc.
L.F. Driscoll Company
MdotM, Inc.
Medgar Evers College
Ovation, LLC
The Penn Life Mutual Insurance Company
Phoenix Group
Right Advisory LLC
Rhumblin Advisors Corporation
Stein & Lubin LLP
Watson Pharmaceuticals
The Weather Channel
USI-New York
WWE, Inc.
YES Networks, LLC

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

ALH Foundation, Inc.
The Association of Junior Leagues, Inc.
Bronx Community College Auxiliary Enterprise Corporation
Caterpillar, Inc.
The MBA3 Foundation
PGA Tour, Inc.
Philomathean Club
3 Point Alliance
The Segal Company
Turnberry Solutions, Inc.

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

Clark-County Las Vegas Urban League
Convergys Corporation
John B. Barry, LLC
Levien & Company, Inc.
OnProcess Technology, Inc.
Planned Parenthood of New Jersey
Sunoco, Inc.
United Way of Long Island
Urban League of Greater Miami, Inc.
Urban League of Springfield

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 Catherine White
 Charles Whitner
 Kate R. Whitney
 Ather Williams

2013 Legacies and Bequests

Estate of Willard W. Brittain
 Estate Of Ruth B. Jaynes

* Deceased

2013 Financial Statements

Statements of Financial Position
As of December 31, 2012

2012

ASSETS	
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
Total assets	<u>\$46,644,943</u>
LIABILITIES AND NET ASSETS	
<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
Total liabilities	<u>16,397,353</u>
<i>Net Assets</i>	
Unrestricted	
Undesignated	5,752,457
Pension related	(10,147,466)
Total unrestricted net assets	<u>(4,395,009)</u>
Temporarily restricted	14,620,534
Permanently restricted	20,022,065
Total net assets	30,247,590
Total liabilities and net assets	<u>\$46,644,943</u>

Statement of Activities
For the Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
OPERATING ACTIVITIES				
Revenue, Gains, and Other Support				
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)	-	-
Total revenue, gains, and other support	<u>64,710,404</u>	<u>1,377,136</u>	<u>-</u>	<u>66,087,540</u>
OPERATING EXPENSES				
Program Services				
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
Total program services	<u>55,766,126</u>	<u>-</u>	<u>-</u>	<u>55,766,126</u>
Supporting Services				
Management and general	5,442,660	-	-	5,442,660
Fundraising	3,379,172	-	-	3,379,172
Total expenses	<u>64,587,958</u>	<u>-</u>	<u>-</u>	<u>64,587,958</u>
Changes in net assets from operations	<u>122,446</u>	<u>1,377,136</u>	<u>-</u>	<u>1,499,582</u>
NON-OPERATING ACTIVITIES				
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)
Total non-operating activities	<u>187,853</u>	<u>-</u>	<u>-</u>	<u>(187,853)</u>
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
Net assets at end of year	<u>\$(4,395,009)</u>	<u>\$14,620,534</u>	<u>\$20,022,065</u>	<u>\$30,247,590</u>

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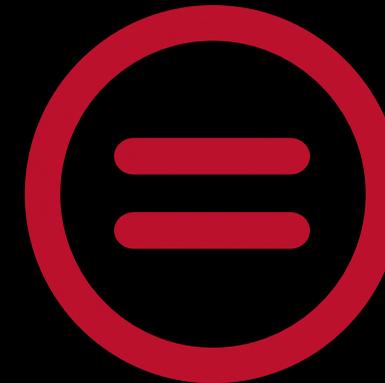
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