



**ONE NATION  
UNDEREMPLOYED**

**JOBS REBUILD AMERICA**

2014 ANNUAL REPORT





“I believe America is -- I don't just believe, I know America is full of men and women who work very hard and live up to their responsibilities, and all they want in return is to see their hard work pay off, that responsibility rewarded.

“They're not greedy. They're not looking for the moon. They just want to be able to know that if they work hard, they can find a job, they can look after their families, they can retire with dignity, they're not going to go bankrupt when they get sick, maybe take a vacation once in a while -- nothing fancy. That's what they're looking for, because they know that ultimately what's important is family and community and relationships. And that's possible. That's what America is supposed to be about. That's what I'm fighting for every single day as President.

“This bill will help move us along that path. We need to do it more. Let's get together, work together, restore opportunity for every single American.”

**President Barack Obama**

at the Signing of the Workforce Innovation and Opportunity Act, July 22, 2014

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# A MESSAGE FROM THE PRESIDENT



**Marc H. Morial**  
President & CEO

## ONE NATION UNDEREMPLOYED

As I reflect on the last year, the events in the nation around racial justice have not only dominated the headlines but required the active, aggressive and forward thinking response by both the National Urban League and many of our affiliates. This is an important backdrop to all of our work contained in the attached report.

Over the last year we have focused on expanding our workforce initiative, Jobs Rebuild America to put people to work, to help small entrepreneurs, and to help young people achieve academic performance and go to college. Jobs Rebuild America has touched 50 of our affiliates across the nation and has helped literally tens of thousands of people.

The National Urban League successfully lobbied for key provisions in the Workforce Innovation and Opportunity Act, including heightened emphasis on meeting the education, skills and employment needs of the unemployed or under-employed who face barriers to employment, and a focus on urban youth and youth of color who are out of school and/or have been subject to the criminal justice process.

In a year when tensions between police and communities of color dominated the headlines, in preparation for making recommendations to President Barack Obama's Task Force on 21st Century Policing we issued a 10-point Justice Plan that included widespread use of body and dashboard cameras, "Broken Windows" reform, revision of deadly force policies, and comprehensive review of police hiring and training policies.

Also, the last year was punctuated by the National Urban League's aggressive and forward thinking work in the area of education. The "Put Our Children First" multi-media campaign placed the Urban League Movement squarely behind the effort to strengthen our support for Common Core State Standards with an important lens of equity. Our work over the last year has also been around ensuring the reauthorization of the Elementary and Secondary Education Act included important provisions around accountability and equity.

In 2014, WE MARKED THE 50TH ANNIVERSARY OF THE Civil Rights Act, the landmark legislation that banned racial discrimination and segregation throughout the nation.

We thank our supporters for their ongoing commitment as we continue the work of the Urban League Movement for another year.



# WORKFORCE

# DEVELOPMENT

## **IN 2014, NATIONAL URBAN LEAGUE WORKFORCE DIVISION ACHIEVED THE FOLLOWING OUTCOMES ACROSS SEVEN UNIQUELY FUNDED CONTRACTS:**

- 3495 participants enrolled in programs
- 769 participants entered employment
- 205 participants attained a GED or High School Diploma
- 387 participants received an industry-recognized credential from a post-secondary institution

### **URBAN YOUTH EMPOWERMENT PROGRAM - OPERATING IN 19 CITIES**

- 1934 participants enrolled
- 633 participants entered employment
- 205 participants attained a GED or High School Diploma
- 329 participants received an industry-recognized credential from a post-secondary institution

### **ADULT RE-ENTRY PROGRAM-OPERATING IN TWO CITIES**

- 148 participants enrolled
- 82 participants entered employment
- 48 participants received an industry-recognized credential from a post-secondary institution

### **MATURE WORKER PROGRAM - OPERATING IN SIX CITIES**

- 1367 participants served/ enrolled (only 524 were new enrollees)
- 44 participants entered employment

### **CALIFORNIA BUILDING AND TRADE- OPERATING IN THREE CITIES**

- 46 participants enrolled
- 10 participants received an industry-recognized credential from a post-secondary institution
- 5 apprentices



# EDUCATION AND

# YOUTH DEVELOPMENT

## **PROJECT READY**

- 1489 high school and middle school students were enrolled in 26 local Project Ready programs across the country. 2014 Program Enhancements included- Science, Technology, Engineering and Math (STEM); Mentoring; Financial Capability; and Historical and Cultural Literacy.
- Project Ready: Mentor funded by the United States Department of Justice (USDOJ) has exceeded its enrollment and service numbers for the third consecutive year. In September of 2014, an additional cohort of students and mentors were added to the portfolio via a third grant from USDOJ.
- Successfully implemented Project Ready Financial Capabilities Pilot, training and certifying 10 staff members in 5 affiliates in the FASFA preparation. Of the 363 participating high school seniors, 251 completed the FASFA, and 147 are enrolled in college.
- Invested in a subscription with the National Student Clearinghouse (NSC), enabling National Urban League to track Project Ready high school graduates as they transition into college, and monitor their progress through undergraduate and graduate school.

## **EQUITY AND EXCELLENCE PROJECT**

- Increased the National Urban League's influence in federal education policy and guided the exponential growth of our EEP affiliate engagement in state and local education reform conversations. With this support the National Urban League has built the capacity of all of Affiliates across the Movement to successfully engage in, and increasingly lead, statewide education reform efforts.
- Successfully completed the most recent phase of the Equity and Excellence Project funded by the Bill and Melinda Gates Foundation and the Leona M. and Harry B. Helmsley Charitable Trust. Participating affiliates demonstrated growth in education reform, innovation and advocacy leadership, statewide and local engagement and partnership building with stakeholders, decision makers, parents and influencers.
- Successfully added a sixth focus area to the EEP- higher education completion and attainment. This enhancement was developed with the support of the Lumina Foundation and is targeted to national and community-based advocacy and engagement efforts to increase college completion and attainment.



# HEALTH AND

# QUALITY OF LIFE

- **PROJECT WELLNESS**, a customized health and wellness curriculum and strategy in more than 30 affiliates, advocacy, a community health worker approach and navigation of the health care system. The Urban League Movement hosted 80 Project Wellness events, reaching 600,000 individuals, engaging 120 community partners and assisting 4,000 individuals with account set ups, eligibility determination, tax assistance.
- **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 15,000 consumers with almost 73,000 health tests. In its seventh year, the Tour has provided 400,000+ screenings.
- **ACT AGAINST AIDS LEADERSHIP INITIATIVE**, a Centers for Disease Control partnership in four affiliate markets, partnered local Urban League 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 sponsored more than 500 events and provided information, outreach and services to almost 400,000 people.
- **CENTENE PROJECT WELLNESS TEEN** focuses on pregnant and parenting teens and young mothers Fort Lauderdale, FL; Atlanta, GA; and Columbia, SC. The program provides comprehensive pre- and post-natal services to over 200 pregnant or parenting young mothers and their families.
- **PROJECT WELLNESS MATURE WORKER PROGRAM**, provided training to Mature Worker Programs through the country. More than 1,000 seniors participated in workshops and received community level awareness information about chronic disease prevention and management, mental/behavioral health and resiliency, chronic disease management and health insurance literacy.
- **NATIONAL URBAN LEAGUE HUNGER INITIATIVE** raised awareness about food insecurity in Jackson, MS, and Nashville, TN, offering hunger relief services and information, including food donation, Supplemental Nutrition Assistance Program (SNAP) enrollment and utilization, healthy cooking training, nutrition and wellness fairs, and other events. The initiative included 11 partners, eight signature events and helped 1,450 individuals to enroll in SNAP.



# HOUSING AND

# WEALTH BUILDING

- **HOUSING COUNSELING** was provided to more than 25,000 clients across the counseling network of 34 affiliates. Through critical counseling support and professional case management, approximately 2,000 of these clients became new homeowners via mortgage products identified and certified by the League as being both affordable and suitable for each first-time homebuyer
- **FORECLOSURE PREVENTION (“RESTORE OUR HOMES”)**, a free and value-neutral platform for information and assistance, helped distressed homeowners understand, evaluate and navigate their financial crises by providing specific action steps and, when possible, helping them avoid foreclosure by negotiating an affordable loan modification or terms of forbearance. The League served approximately 11,000 homeowners (74% avoided foreclosure) with the assistance of HUD-certified Urban League Affiliate Housing Counselors. Since the apex of the great recession in 2009, the Urban League has served more than 45,000 clients through this program.
- **ASSET BUILDING AND FINANCIAL CAPABILITY (FINANCIAL EMPOWERMENT CENTERS)**, encapsulates a comprehensive bundled service delivery approach that integrates career development with income supports and financial coaching to help adults and families build the financial capability needed to reach financial stability and upward mobility. The Centers focus on empowering people to earn more, to manage and retain more of what they earn, to reduce debt, enhance credit scores, increase savings and build assets in an integrated goals-driven approach. Launched in the fall of 2013, in just the first year of development, the first set of Urban League Financial Empowerment Centers helped more than 750 people to build their financial balance sheets and increase their capacity and opportunities for continual growth.

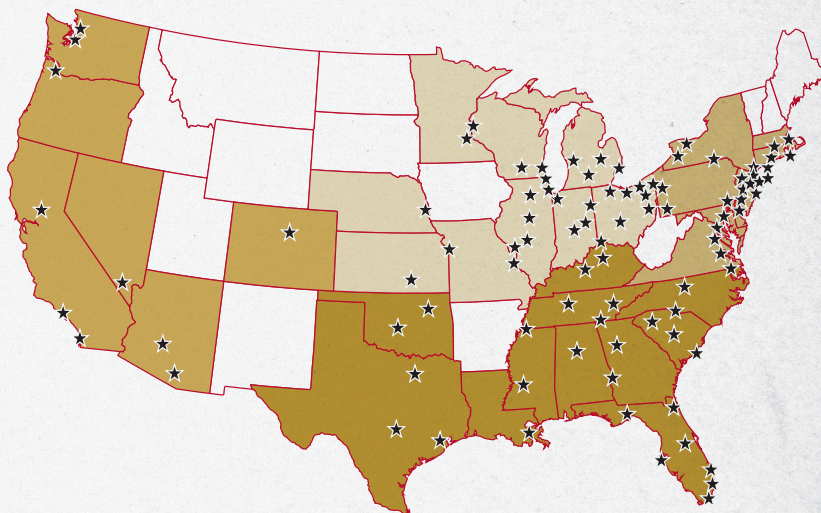


## ADVOCACY AND ACTIVISM

- The 11th annual Legislative Policy Conference convened 350 National Urban League Leaders and delegates from across the country on Capitol Hill who met with their elected officials to address fixing the Voting Rights Act decimated by the U.S. Supreme Court, raising the minimum wage, passing legislation to provide STEM education and jobs for out-of-school youth.
- The work of the National Urban League Washington Bureau on federal workforce development legislation culminated in key National Urban League provisions included in the Workforce Innovation and Opportunity Act, enacted into law after 11 years of floundering before Congress.
- “The successful Town Hall on Higher Education, “Mama I Made It,” in May focused on the release of the National Urban League report, “From Access To Completion: A Seamless Path to College Graduation for African American Students.” The report finds that the work and family dynamics that characterize these students have a direct impact on the kind of postsecondary institution they attend, credits taken each semester, and completion rates. The report finds that a majority (65%) of African-American college students are categorized as “non-traditional” or “independent” meaning they tend to be older and employees first, balancing work and family responsibilities while going to school.
- The report, “Small Business, Big Opportunities: Creating More Jobs With Technology,” analyzed the role that technology plays—or can play—in closing the income inequality and unemployment gaps.
- The standing-room-only Congressional briefing on the Affordable Care Act, “Lessons Learned” hosted by the National Urban League in collaboration with the Congressional Asian Pacific American Caucus, Congressional Black Caucus, and Congressional Hispanic Caucus, drew the participation of key Members of Congress.

### 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.





The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2014. Whether a long-standing partner or a new friend, we value your faith in our mission and goals

With your assistance, we are able to continue working toward our Empowerment Goals: Every American child is ready for college, work and life. Every American has access to jobs with a living wage and good benefits. Every American lives in safe, decent, affordable and energy efficient housing on fair terms. Every American has access to quality and affordable health care solutions.

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

# TO OUR SUPPORTERS





# Donor Category Report 2014

Corporations, Foundations, Nonprofits and Individuals

## Corporations, Foundations and Nonprofits

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Comcast \*\*  
Shell Oil Company  
The UPS Foundation  
Walgreen Company\*\*  
Walmart  
Wells Fargo & Company

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The Coca-Cola Company  
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GEICO Corporation  
Nationwide Insurance Foundation  
State Farm Insurance Companies  
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**2014 Legacies and Bequests**

Estate Of Ruth B. Jaynes

\* Deceased

\*\*Includes In-Kind ContributionsHoward



# 2014 Financial Statements

Consolidated Statements of Financial Position  
As of December 31, 2014

2014

## ASSETS

Cash and cash equivalents	\$ 11,742,043
Investments	20,606,165
Grants and pledges receivable	10,256,528
Franchise fees receivable, net	774,310
Prepaid expenses and other assets	382,765
Property and equipment—net of accumulated depreciation/amortization	4,880,320
<b>Total assets</b>	<b>48,642,131</b>

## LIABILITIES AND NET ASSETS

### Liabilities

Accounts payable and accrued expenses	\$3,970,155
Accrued payroll and vacation benefits	309,627
Accrued pension benefit costs	5,859,071
Accrued defined contribution costs	451,631
Deferred rent credit	241,505
Loan payable	47,437
Contract advances and other deposits	526,657
<b>Total liabilities</b>	<b>11,406,083</b>

### Net assets

<b>Unrestricted</b>	
Undesignated	5,657,204
Pension related	(8,996,529)
<b>Total unrestricted net assets</b>	<b>(3,339,325)</b>
Temporarily restricted	20,552,308
<b>Permanently restricted</b>	<b>20,023,065</b>
Total net assets	37,236,048
<b>Total liabilities and net assets</b>	<b>\$ 48,642,131</b>



## 2014 FINANCIAL STATEMENTS

Statement of Activities For the Year Ended December 31, 2014

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>OPERATING ACTIVITIES</b>				
<b>Revenue, Gains, and Other Support</b>				
Government grants and contracts	\$ 20,255,219	\$ -	\$ -	\$ 20,255,219
Donated materials and services	14,129,225	-	-	14,129,225
Contributions	5,851,224	14,904,286	-	20,756,510
Legacies and bequests	18,461	-	-	18,461
Special events	2,258,770	-	-	2,258,770
Federated fundraising agencies	1,315	-	-	1,315
Program service fees	5,385,662	-	-	5,385,662
Franchise fees	951,500	-	-	951,500
Investment return designated for current operations	1,057,091	-	-	1,057,091
Sale of publications	37,618	-	-	37,618
Other	1,159,653	-	-	1,159,653
<i>Net assets released from restrictions</i>				
Satisfaction of restrictions	13,780,889	(13,780,889)	-	-00
<b>Total revenue, gains, and other support</b>	<b>64,886,627</b>	<b>1,123,397</b>	<b>1,000</b>	<b>66,011,024</b>
<b>OPERATING EXPENSES</b>				
<b>Program Services</b>				
Economic empowerment	25,216,881	-	-	25,216,881
Education and youth empowerment	9,688,404	-	-	9,688,404
Civic engagement and leadership empowerment	14,292,978	-	-	14,292,978
Technical assistance to affiliates	1,925,979	-	-	1,925,979
Health and quality of life empowerment	2,651,979	-	-	2,651,979
Civil rights and racial justice empowerment	239,798	-	-	239,798
Urban Empowerment Fund	512,538	-	-	512,538
<b>Total program services</b>	<b>54,528,557</b>	<b>-</b>	<b>-</b>	<b>54,528,557</b>
<b>Supporting Services</b>				
Management and general	6,537,413	-	-	6,537,413
Fundraising	3,624,507	-	-	3,624,507
<b>Total expenses</b>	<b>64,690,477</b>	<b>-</b>	<b>-</b>	<b>64,690,477</b>
<b>Changes in net assets from operations</b>	<b>196,150</b>	<b>1,123,397</b>	<b>1,000</b>	<b>1,320,547</b>
<b>NON-OPERATING ACTIVITIES</b>				
Investment return net of amount designated for current operations	-00	395,248	-	395,248
Pension-related changes other than net periodic pension costs	(2,236,811)	-00	-	(2,236,811)
<b>Total non-operating activities</b>	<b>(2,236,811)</b>	<b>395,248</b>	<b>-</b>	<b>(1,841,563)</b>
Changes in net assets	(2,040,661)	1,518,645	-	(521,016)
Net assets, beginning of year	(1,298,664)	19,033,663	-	37,757,064
<b>Net assets, end of year</b>	<b>\$ (3,339,325)</b>	<b>\$ 20,552,308</b>	<b>\$ -</b>	<b>\$ 37,236,048</b>

A complete copy of the 2014 Audit Report can be provided at 120 Wall Street, New York, NY 10005 or online at [www.nul.org](http://www.nul.org).



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