

2015 ANNUAL REPORT

#OneNationOneFlag



www.nul.org

For many, black and white, that flag was a reminder of systemic oppression and racial subjugation. We see that now.

Removing the flag from this state's capitol would not be an act of political correctness; it would not be an insult to the valor of Confederate soldiers. It would simply be an acknowledgment that the cause for which they fought — the cause of slavery — was wrong — the imposition of Jim Crow after the Civil War, the resistance to civil rights for all people was wrong. It would be one step in an honest accounting of America's history; a modest but meaningful balm for so many unhealed wounds. It would be an expression of the amazing changes that have transformed this state and this country for the better, because of the work of so many people of goodwill, people of all races striving to form a more perfect union. By taking down that flag, we express God's grace.

President Barack Obama

delivering the eulogy for Rev. Clementa Pinckney, June 26, 2015

CONTENTS

- 1 Corporate Message
- 2 Jobs
- 3 Education
- 4 Healthcare
- 5 Housing
- 6 Advocacy and Activism
- 7 To Our Supporters
- 8 Donor Report
- 14 Financials
- 16 Directory
- 22 Board of Trustees

A MESSAGE FROM THE PRESIDENT



Marc H. Morial
President & CEO

A handwritten signature in black ink, appearing to read "Marc H. Morial".

SANDRA BLAND.
FREDDIE GRAY.
WALTER SCOTT.

In 2015, these names came to symbolize the nation's failure to come to grips with issues of racial hostility and frustration over the lack of accountability for law enforcement responsible for killing unarmed Black men, teenagers and children.

Unlike the police-related deaths of Michael Brown and Eric Garner which stirred outrage the year before, criminal charges were brought against the officers responsible. Though the road to accountability remains long, before our advocacy in this and other areas of social, economic and justice issues has not been in vain.

I provided testimony to the U.S. House Judiciary Committee on Policing Strategies for the 21st Century, and used the opportunity to promote the National Urban League's 10-Point Plan for Police Reform and Accountability. We must take a comprehensive and bold approach that is multi-faceted and simultaneous, for our urban communities are in a state of crisis with life-and-death consequences for unarmed African American men and women in their community interactions with law enforcement, and serious consequences also for the police as well.

In 2015, we were successful in putting racial justice issues at the forefront of the national dialogue. An intensely-watched forum at the 2015 National Urban League Conference in Fort Lauderdale, Florida, found Republican and Democratic Presidential candidates both defending their own records and challenging their potential opponents on racial justice issues. In a lively, substantive discussion, Democrats Hillary Clinton, Martin O'Malley and Bernie Sanders and Republicans Jen Bush and Ben Carson gave the nation a glimpse into their vision for saving our cities and addressing inequities in education, jobs and justice. Their appearance at our Conference sent a strong signal that they are taking seriously the challenges facing urban American and communities of color.

In the wake of the horrific murders of nine parishioners at Charleston's Emanuel African Methodist Episcopal Church by a white supremacist hoping to start a race war, we launched the "One Nation, One Flag" campaign to end public displays of the Confederate Flag, and promote unity around the United States Flag. The Confederate flags were shortly removed from South Carolina's state house grounds, and leading retailers announced a ban on the sale of items bearing the racist symbol.

Through our efforts, the 2015 Every Student Succeeds Act maintains the right of every student to a high quality education that is measured against college- and career-ready standards and that families will receive greater transparency about their children's progress, as well as information about the state of their children's schools every year. The Act also provided funding to increase access to quality early childhood education and better science, technology, engineering and math (STEM) learning opportunities.

Also on the education front, in 2015 we convened the first National Higher Education Summit in Washington, DC. The summit brought together nearly 200 education, business and government leaders to discuss the urgent need to enhance college and career success for students of color and low-income students and to prepare these students to meet the challenges of the 21st century workforce.

We are extremely grateful to our supporters whose ongoing commitment has allowed us to continue to the work of empowering communities and changing lives for another year.

WORKFORCE DEVELOPMENT

The Urban League Entrepreneurship Centers, located in 12 affiliate markets, equipped minority entrepreneurs with the management skills needed to grow their businesses, obtain financing or contracts, and create or preserve jobs. The Entrepreneurship Centers provided a combined 28,124 hours of business counseling and training services to 10,555 clients; assisted clients in procuring more than \$207,800,000 in new contracts, business financing and bonding; and created or saved 1,240 jobs. In 2016, one new Entrepreneurship Center opened, bringing the total to 13.

URBAN YOUTH EMPOWERMENT PROGRAM (UYEP): OPERATING IN 19 CITIES

- 1,730 participants enrolled
- 602 entered employment
- 187 attained a GED or High School Diploma
- 403 received an industry-recognized credential from a post-secondary institution

ADULT RE-ENTRY PROGRAM 1: OPERATING IN TWO CITIES

- 219 participants enrolled
- 165 initial job placements
- 125 participants entered employment
- 113 participants received an industry-recognized credential from a post-secondary institution

ADULT RE-ENTRY PROGRAM 3: OPERATING IN TWO CITIES

- 35 participants enrolled
- 11 initial job placements
- 0 participants entered employment
- 3 participants received an industry-recognized credential from a post-secondary institution

EDUCATION AND YOUTH DEVELOPMENT

PROJECT READY MENTOR

- Project Ready, the National Urban League's signature education and youth development program, served 1565 youth over 24 affiliate sites and across STEM, Financial Capability, Literacy, Post-Secondary Success and Mentor enhancements.
- Project Ready: Mentor2 program which operated in 5 sites – Charlotte, North Carolina; Houston, Texas; Minneapolis, Minnesota; New Orleans, Louisiana; and Wilmington, Delaware.
- The 4th iteration of Project Ready: Mentor began, adding 7 sites to which include 2 new sites (Rochester, NY and Springfield, IL) and 5 former mentor sites (Charlotte, NC; Chicago, IL; Columbia, SC; Houston, TX and Knoxville, TN), each with proven track records of success.

EQUITY AND EXCELLENCE PROJECT (EEP)

- A record number of Urban League Affiliates participated in the Equity and Excellence Project (EEP), with a focus on supporting national and state advocacy, engagement and education reform efforts throughout the NUL affiliate movement and with partners from the civil rights, education reform, higher education, community-based organization and philanthropic sectors.
- In this next phase of the EEP, the NUL will continue working with our partners to build a more robust local and national agenda that better aligns and engages affiliates and other community-based organizations at the state, city and regional levels. In addition to this work, the NUL will work to build our collective capacity to convene and participate in national and state level policy and reform discussions and enhance the advocacy skills of the local community leaders and the Urban League movement.
- The EEP continued our focus on college completion and attainment in three Urban League affiliate communities - Austin, TX; Cleveland, OH; and Portland, OR.
- The addition of Portland has effectively expanded the EEP to now 22 participating Urban League Affiliates across 12 States. Participating Affiliates are now in the States of KY, NY, OH, OR, PA, TN; and

TX; and the cities of Los Angeles, CA; Miami, FL; New Orleans, LA; Springfield, MA; and St. Louis, MO.

- With the passage of the Every Student Succeeds Act, the Education & Youth Development Advocacy Team is working very closely with the Washington Bureau, to inform and empower our EEP and other Urban League Affiliates around the provisions within the law and how they can strategically engage as stakeholders in the effective and equitable implementation of the law.

YOUTH LEADERSHIP SUMMIT

- The theme of the 2015 Youth Leadership Summit was "Raise the Bar: Dream It, Believe It, Achieve It!" The Summit was held on the campus of Nova Southeastern University in Fort Lauderdale, Florida from July 28 – August 2 and was the 2nd largest conference in its 26th year history.
- Total attendees not including staff/volunteers was 506
- 406 Urban League Youth/Adults
- 387 Youth - Ages 11-20 years old
- 119 Adult Chaperons (including 14 Mentors)
- Of that number of participants, there were 6 Overnight Groups from Partner Organizations; and 44 Day Raters Participants from Local Partner Organizations of the UL of Broward County.
- Youth Leadership Summit Attendees came from:
- 64 cities across America, representing
- 37 Urban League affiliates serving young people in
- 23 States including the District of Columbia
- Program highlights included: Technology & Coding Day – introducing middle- and high-school youth participants to the world of coding and recent advances in Technology; Historical & Cultural Literacy – a Partnership between the NUL & the Schomburg Center for Research in Black Culture; the 7th Annual Project Ready Case Competition; and Project Wellness TEEN - Healthy Bodies, Healthy Minds, Healthy Relationships.

HEALTH AND QUALITY OF LIFE

- **PROJECT WELLNESS**, the National Urban League's signature health and wellness program and curricula is operational in more than 30 affiliates- focused on awareness, programming, supports, advocacy, community health navigation and eliminating health disparities.
- **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 communities, 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). The National Urban League and participating Urban League affiliates sponsored more than 500 events and provided information, outreach and services to almost 400,000 people.
- **PROJECT WELLNESS TEEN, SUPPORTED BY CENTENE**, focuses on pregnant and parenting teens and young mothers in 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 20,000 clients across the counseling network of 29 affiliates. Approximately 2,000 of these clients received one-on-one pre-purchase counseling in order to help them purchase a home.
- **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 5,000 homeowners (85% 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 50,000 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 2.5 years of development, the first set of Urban League Financial Empowerment Centers has helped more than 1,100 people to build their financial balance sheets and increase their capacity and opportunities for continual growth.



ADVOCACY AND ACTIVISM

Recognizing the importance of accurately counting communities of color in the 2020 Census, the Washington Bureau engaged with the Congressional Black, Hispanic, Asian Pacific American, and Progressive Caucuses to raise awareness.

More than 330 Urban League delegation attendees met with Members of Congress and Administration officials during the 12th Annual Legislative Policy Conference on Education, Jobs and Justice, successfully organized and executed by the National Urban League Washington Bureau.

Working with the U.S. Departments of Labor and Education, the Washington Bureau kept the focus on low-income unskilled and low-skilled adults and youth, including out-of-school youth, as the Administration developed proposed rules to implement the Workforce Innovation and Opportunity Act (WIOA).

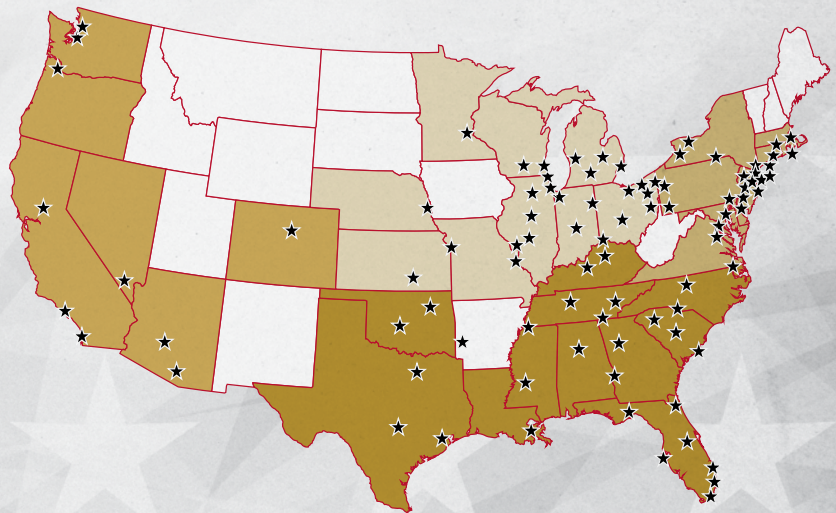
President Marc H. Morial advised the U.S. House Judiciary Committee during a hearing on "Policing Strategies for the 21st Century," emphasizing the National Urban League plan for police reform and accountability.

With support from the Gates Foundation, and in partnership with CLASP, Excellence in Education, the College Board, and the Committee for Economic Development, the Washington Bureau issued a New Higher Education Report: "The Reimagining Aid Design and Delivery (RADD) Consortium for the Reform of Federal Student Aid Grants and Work-Study: Our Agenda for Reform."

The Bureau also promoted savings and retirement opportunities through submission of NUL comments to the CFPB (Consumer Financial Protection Bureau) on pre-paid cards.

88 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.



TO OUR SUPPORTERS

The National Urban League thanks each of our individual, corporate and foundation supporters who generously contributed in 2015. 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.



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 Stephen Van R. Winthrop
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2015 Legacies and Bequests

Estate of Adelaide Hawley
 Estate of Ruth B. Jaynes
 Estate of Harry C. McDonald
 Estate of Lorraine Presha
 Estate of Leonette Vanderhost

* Deceased

** Includes In-Kind Contributions

2015 Financial Statements

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

as of December 31, 2015

2015

ASSETS

Cash and cash equivalents	\$ 16,954,320
Investments	19,374,071
Grants and pledges receivable	9,835,752
Franchise fees receivable, net	910,080
Prepaid expenses and other assets	427,099
Property and equipment—net of accumulated depreciation/amortization	5,409,321
Total assets	<u>52,910,643</u>

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$4,785,696
Accrued payroll and vacation benefits	345,769
Accrued pension benefit costs	5,978,165
Accrued defined contribution costs	533,932
Deferred rent credit	169,656
Loan payable	-
Contract advances and other deposits	557,115
Total liabilities	<u>12,370,333</u>

Net assets

Unrestricted	
Undesignated	5,773,416
Pension related	(9,450,849)
Total unrestricted net assets	<u>(3,677,433)</u>
Temporarily restricted	24,194,678
Permanently restricted	<u>20,023,065</u>
Total net assets	<u>40,540,310</u>
Total liabilities and net assets	<u>\$ 52,910,643</u>

STATEMENT OF ACTIVITIES

for the Year Ended December 31, 2015

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
OPERATING ACTIVITIES				
Revenue, Gains, and Other Support				
Government grants and contracts	\$ 17,082,433	\$ -	\$ -	\$ 17,082,433
Donated materials and services	17,196,926	-	-	17,196,926
Contributions	6,274,492	17,788,972	-	24,063,464
Legacies and bequests	29,451	-	-	29,451
Special events	1,532,530	-	-	1,532,530
Federated fundraising agencies	-	-	-	-
Program service fees	5,497,355	-	-	5,497,355
Franchise fees	953,000	-	-	953,000
Investment return designated for current operations	1,050,440	-	-	1,050,440
Sale of publications	11,478	-	-	11,478
Other	802,517	-	-	802,517
<i>Net assets released from restrictions</i>				
Satisfaction of restrictions	12,915,973	(12,915,973)	-	-
Total revenue, gains, and other support	63,346,595	4,872,999	-	68,219,594
OPERATING EXPENSES				
Program Services				
Economic empowerment	23,024,603	-	-	23,024,603
Education and youth empowerment	9,919,736	-	-	9,919,736
Civic engagement and leadership empowerment	15,640,486	-	-	15,640,486
Technical assistance to affiliates	2,207,717	-	-	2,207,717
Health and quality of life empowerment	2,772,348	-	-	2,772,348
Civil rights and racial justice empowerment	235,496	-	-	235,496
Urban Empowerment Fund	301,526	-	-	301,526
Total program services	54,101,912	-	-	54,101,912
Supporting Services				
Management and general	5,887,452	-	-	5,887,452
Fundraising	3,241,319	-	-	3,241,319
Total expenses	63,230,683	-	-	63,230,683
Changes in net assets from operations	115,912	4,872,999	-	4,988,911
NON-OPERATING ACTIVITIES				
Investment return net of amount designated for current operations	-	(1,230,629)	-	(1,230,629)
Pension-related changes other than net periodic pension costs	(454,020)	-	-	(454,020)
Total non-operating activities	(454,020)	(1,230,629)	-	(1,684,649)
Changes in net assets	(338,108)	3,642,370	-	3,304,262
Net assets, beginning of year	(3,339,325)	20,552,308	\$ 20,023,065	37,236,048
Net assets, end of year	\$ (3,677,433)	\$ 24,194,678	\$ 20,023,065	\$ 40,540,310

A complete copy of the 2015 Audit Report can be provided at 120 Wall Street, New York, NY 10005 or online at www.nul.org.

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