

# REDEEM THE DREAM

# JOBS REBUILD AMERICA



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Fiscal Year 2013 has been an extraordinary year for The Urban League of Philadelphia. Even as we prepared to host the 2013 National Urban League Conference – *Redeem the Dream, Jobs Rebuild America* – our hardworking staff prepared and executed another successful Empowerment Gala and Scholarship Awards Dinner.

As our financial position remained strong, we were able to increase our efforts to empower the African American community by hiring professional staff members to manage our growing youth programs and our advocacy and policy initiatives.

With voting rights under attack and a Voter ID law in play for much of 2012, we launched the Occupy the Vote campaign. Through phone banks and grassroots outreach, we encouraged Philadelphia residents to vote, explained the Voter ID law, which was declared invalid for the November election, and provided registrations forms for those who needed to register. Our efforts culminated in an Occupy the Vote rally the Sunday before the general election attended by hundreds of supporters, local celebrities and National Urban League President Marc Morial. After the election, we continued canvassing to promote voter registration with the mantra that every election is important.

Our Community Scholars program has also expanded. In addition to providing funding for these students, we are now also offering workshops and counseling to help them succeed in college. In June, we hosted an all-day seminar offering sessions on financial planning and effective social media interaction.

These are only a few of the outstanding accomplishments of 2013. Other highlights include:

- 555 men and women participated in the ULP on-site career center services, including, resume writing, jobs club, interview workshops, employer information sessions and recruitments, individual career consultations and skills assessments.
- 5,968 families enrolled in Childcare Information Services to receive the child development and early learning subsidy that enables low income mothers to work and/or attend school.
- 485 entrepreneurs received coaching to expand their businesses. Our client base generated more than \$1 million in new contracts.
- 26 career-minded, community-focused mid-level professionals of color from the area's top employer's completed the seven-month Urban Leadership Forum 25<sup>th</sup> anniversary class.
- 66 students were awarded \$121,000 in college scholarship assistance through the ULP's Community Scholarship program.
- 87 homes were saved from foreclosure, keeping many families from facing homelessness.

Fiscal Year 2014 opened on a high note as the National Urban League Conference energized our affiliate and the City of Philadelphia. As soon as the Conference ended, we mobilized to Redeem the Dream in Washington DC, where we joined the National Urban League and civil rights activists from across the country to commemorate the 50<sup>th</sup> anniversary of the March on Washington.

Both the national conference and the 2013 March put a spotlight on ULP. This has resulted in an increased demand for our services that we are striving to meet.

We are grateful to our sponsors and supporters who make it possible for us to help the students, the job seekers, the small business owners and the home buyers who depend on us.

On their behalf as well as that of The Urban League of Philadelphia, our board of directors and our staff, we thank you.

**Patricia A. Coulter**  
President and CEO

**Robert Keyes**  
Chairman, Board of Directors



## REDEEM THE DREAM

### JOBS REBUILD AMERICA

In 1963, civil rights leaders marched on Washington DC for “Jobs and Freedom.” Within a decade we saw policies that legally ended Jim Crow in the south, the integration of public schools throughout the nation and students of all colors entering colleges and universities.

As we celebrate the 50<sup>th</sup> anniversary of the March, The Urban League of Philadelphia is seeking to Redeem the Dream of the 1960s. While there is more opportunity for African Americans today than in 1963, they enjoy less than three-fourths of the benefits afforded to White Americans. ULP has remained relevant by creating new programs and expanding existing ones to achieve parity, power and civil rights for African Americans. In fiscal year 2013, we dedicated ourselves to programing that supports the theme of Jobs Rebuild America. We summarize our successes below.



### THROUGH ADVOCACY

The right to vote is a tool that enables us to have an impact on job creation and hiring practices. ULP’s **Occupy the Vote** campaign began before the November 2012 election and is continuing. Our street teams, phone banks and grassroots advocates are continuing to promote voter registration and assist unregistered voters with the paperwork required to register. Last year, we conducted 10 canvasses and 25 phone banks, reaching approximately 18,000 people.

ULP is a partner in the Pennsylvania Coalition of The National Urban League’s **Equity and Excellence Project (EEP)**. The project develops innovative programs to support academic achievement, civic involvement, and the physical and emotional development of children and youth. To achieve this, we work with policy makers to develop statewide education policy and implement innovations and reforms, including the adoption of common core state standards. Goals include improving access to high-quality instruction and content and out-of-school time learning opportunities.



### THROUGH EDUCATION



*ULP awarded \$121,000 in college scholarship funds to 66 Community Scholars at the Empowerment Gala and Scholarship Awards Dinner.*

Through our **Community Scholarship Program** we awarded \$121,000 in scholarship funds to 66 students. This year we expanded the program by offering financial literacy workshops to the awardees.

Through the **GEAR UP** program, we offer leadership training, career exploration and college preparation workshops that are fun and educational. The program engaged 60 students at eight Philadelphia high schools.

**Youth Empowerment Day** expanded to include six high schools and was held at the Pennsylvania Convention Center. U.S. Representative Chaka Fattah was the keynote speaker at the event, which included workshops and Lunch with a Leader – an opportunity to spend quality time with a professional of color. Sixty-five students participated.

**Project Ready** engaged 35 young men at South Philadelphia High School. The program is designed to create a college-going culture. The group visited several local colleges and heard from seven speakers, representing a variety of professions.

One hundred twenty elementary school students were exposed to environmental science through the **Green League Program**. Green League is a partnership with Riverbend Environment Educational Center and Steel and Cooke-Wissahickon elementary schools.

The **Urban Leadership Forum** celebrated its 25<sup>th</sup> Anniversary this year. Twenty-six mid-level professionals of color from top corporations completed this six-month program designed to prepare them for leadership positions in their corporations and the community.



## THROUGH JOBS

The **ULP Career Center** continues to attract job seekers looking for new or better jobs. This year, 555 people came to ULP for job search assistance. Information sessions and recruitment events connected 175 participants/job seekers with employers. We successfully placed 106 clients in jobs.

**Connect to Work**, our six-week customer service workforce development program, had an **87 percent placement rate**. **Thirty-one** participants completed the program this year. **Twenty-seven** graduates were placed in customer service jobs.

The **Online Jobs Network** makes it easy for employers to recruit and hire diverse talent. About 1,000 applicants logged onto the system, completed their profiles and posted their resumes. Our online network allows jobseekers to search nationally and locally. They can sign in using their Facebook accounts.



## THROUGH ECONOMIC EMPOWERMENT

The Urban League of Philadelphia offers **First-Time Homebuyer** workshops that help families take the financial steps towards homeownership. Our trained counselors teach clients how to clean up their credit and save for a down payment. Ninety percent of the clients who complete the program are approved for mortgages, and 50 percent of those clients receive down payment assistance.

In addition to counseling **600 clients**, ULP helped save **87 homes** from foreclosure.

**Financial Literacy** provides an avenue to economic independence. Both ULP's Economic Development and Career Center staff are working with the City of Philadelphia's RISE (Reintegration Services for Ex-Offenders) program. Our staff members give ex-offenders the tools they need to become self-sufficient.

The Urban League of Philadelphia celebrated 20 years of managing the **Child Care Information Services (CCIS) program serving Northwest Philadelphia**. The CCIS program, funded by Pennsylvania's Office of Child Development and Early Learning, determines eligibility for subsidized child care funding for families. Last year, CCIS serviced 11,153 children representing approximately 5,968 families. The child care subsidy assists low income parents in their pursuit of jobs and job training.

**The Urban League Entrepreneurship Center** helps small businesses grow. This year, the ULEC served 486 clients. Overall, ULEC clients obtained \$451,000 in financing with our assistance and obtained more than \$1 million in new contracts. Our clients created 67 new jobs.

ULP is proud to partner with the Goldman Sachs Foundation in the Goldman Sachs **10,000 Small Businesses program**. This unique program gives entrepreneurs valuable tools for growing their businesses, the opportunity to access financial capital, powerful networking and more. Community College of Philadelphia delivers the program's highly practical business and management education curriculum. Our staff members helped ULEC members prepare applications to this rigorous and very competitive program. We are proud that three ULEC members were accepted into the first cohort of 23 students.

**The Guild** continues to support the ULP through fundraising and community service. The group's 202 members raised more than \$9,000 in support of ULP programs. In partnership with St. Paul's Community Center, Guild members hold bi-monthly workshops for youth on topics like etiquette, meal preparation and building self-esteem.

**NExT Philadelphia**, ULP's young professional group, has grown to 160 members. NExT has developed a relationship with the Russell Byers Charter School. On Earth Day NExT volunteers worked with the students to conduct a science experiment to promote STEM (Science, Technology, Engineering and Math) education.



*Members of the Urban League of Philadelphia Guild at their Annual Luncheon.*



## SPOTLIGHT ON

**TYLEAH HAWKINS** is the kind of college student you want your children to mirror. She had a 3.63 GPA and was majoring in journalism at Howard University. Then, out of nowhere, her scholarship funds were withheld for the year, making it impossible for her to pay for school. She tried to obtain a parent plus loan, but her parents weren't eligible. Thinking of ways to decrease her school payments, she thought about canceling her meal plan, but then how would she eat throughout the semester?

Desperate to stay in school, she sent out letters to numerous organizations asking them for financial help.

The Urban League of Philadelphia was the only organization that responded. Youth Programs Manager Terry Pittman helped Tyleah contact Howard's financial aid department, so they could find a way to help her stay in school. As a result, she found out about Howard's tuition forgiveness program. Tyleah agreed to change to a less expensive dorm room and decreased her meal plan so that she was able lower her school's tuition down to \$3,000. Because of her excellent GPA, she was able to qualify for the 2/3rd payment balance forgiveness program. This reduced her tuition to a third of what it was at the beginning of the year. The Urban League successfully found a donor to supply the \$1,000 balance.

Tyleah is very grateful for The Urban League's help.

"I was really afraid my balance would be too much for me to stay in school. I feel like the Urban League really saved me and helped me to continue my education," said Tyleah.

"I am so blessed to have gotten involved and now I want to continue to help with the Urban League of Philadelphia. I feel they are one of the few organizations where every person involved is passionate about its purpose."

In 2013, Tyleah was awarded the Barbara E. Reed scholarship – a new scholarship created by NExT Philadelphia President Kim Reed in memory of her mother.

## SPOTLIGHT ON

**MICHELLE SUDLER'S** business, the Glass Slipper, was conceived in a moment of inspiration – women with large feet still wanted to wear high-style footwear.

But she understood that it would take more than a wave of a magic wand to build a successful business. With the assistance of the Urban League Entrepreneurship Center and more than a year of planning, Sudler was thrilled to open The Glass Slipper, a retail outlet selling shoes and accessories, in June, 2013 in Glenside.

Throughout 2012, ULEC coach Christopher Chaplin helped Ms. Sudler develop a business plan and financial projections. Together they worked on her short and medium term goals and created a financial plan.

Ms. Sudler used her newly developed skills to compete in the Small Business Pitch Competition during the 2013 National Urban League Conference in Philadelphia. She was the runner up winner and received a UPS gift card.

The ULEC will continue to assist Ms. Sudler and The Glass Slipper to help the business thrive and expand.

"The ULEC is a great resource for many people," says Ms. Sudler. "We need to get the word out about this organization because it can help out a lot of people."



*Michelle Sudler makes her pitch at the Small Business Pitch Competition at the 2013 National Urban League Conference.*

## SPOTLIGHT ON

**TAMARA XAVIER** wanted a career change. An artist and choreographer, her lifestyle transformed when she had a baby last year. In the worst economy in 50 years, she decided to look for a regular job that would allow her to spend time with her child.

As the first step towards her goal, she began The Urban League of Philadelphia's Connect to Work program – a free six-week training class that prepares participants from a variety of ages and educational backgrounds to work in the customer service industry. Tamara actively used the skills she learned during the program and even before graduation, she had accepted an offer from PHEAA (Pennsylvania Higher Educational Assistance Agency). She has now started a career more compatible with her new lifestyle.

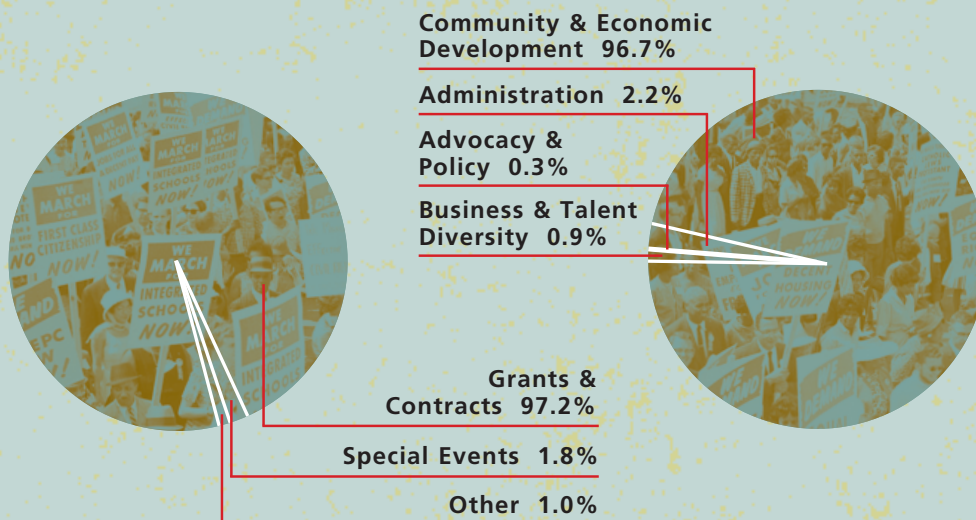
"They really taught us very concrete skills," said Tamara after the graduation ceremony, which included a final project that required students to create a model company and display customer service skills.

"This is a great program for people who want to change careers and don't have customer service experience."



## FINANCIALS FOR 2013

	<i>June 30, 2013</i> (Unaudited)	<i>June 30, 2012</i> (Audited)
<b>ASSETS</b>		
Cash	3,925,680	4,252,221
Receivables, net	793,443	526,449
Other assets	<u>253,463</u>	<u>69,783</u>
<b>TOTAL ASSETS</b>	<b><u>4,972,586</u></b>	<b><u>4,848,453</u></b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	4,027,637	3,762,549
Other current liabilities	<u>133,377</u>	<u>126,963</u>
<b>TOTAL LIABILITIES</b>	<b>4,161,014</b>	<b>3,889,512</b>
<b>NET ASSETS</b>		
Unrestricted	545,366	676,923
Temporarily restricted	<u>266,206</u>	<u>282,018</u>
<b>TOTAL NET ASSETS</b>	<b><u>811,572</u></b>	<b><u>958,941</u></b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b><u>4,972,586</u></b>	<b><u>4,848,453</u></b>





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Pat Coulter, UPS Director of Marketing, Tony Heath and ULP Board Chair Bobby Keyes at the Countdown to End Hunger.

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## OUR MOVEMENT

Established in 1910, the National Urban League is the nation's oldest and largest community-based movement devoted to empowering African Americans to enter the economic and social mainstream. Today, the National Urban League spearheads the non-partisan efforts of its 98 local affiliates that provide services to more than 2 million people nationwide. Since 1917, the Urban League of Philadelphia (ULP), as part of this national network, provides direct services, research and policy advocacy to help individuals and communities reach their fullest potential.

## OUR MISSION

The mission of the Urban League is to empower African Americans to secure economic self-reliance, parity, power and civil rights.

## OUR VISION

The Urban League of Philadelphia will be the place where individuals, businesses, non-profits and the public sector come together to develop and implement activities that advance African Americans into and within the economic and social mainstream in the Greater Philadelphia region.

## OUR STRATEGY

The Urban League of Philadelphia employs a three-point strategy known as the ABC's – Advocacy & Policy, Business & Talent Diversity and Community & Economic Development.

- Advocacy & policy: Inspire and advance positive change in public policy and private sector practices affecting African Americans.
- Business & talent diversity: Advance African Americans' participation and success in the workplace.
- Community & economic development: Empower African Americans currently on the margins of economic success to achieve greater financial self-reliance.

## OUR PLAN

To build alliances and create opportunities that foster economic empowerment, advancement and achievement for African Americans.

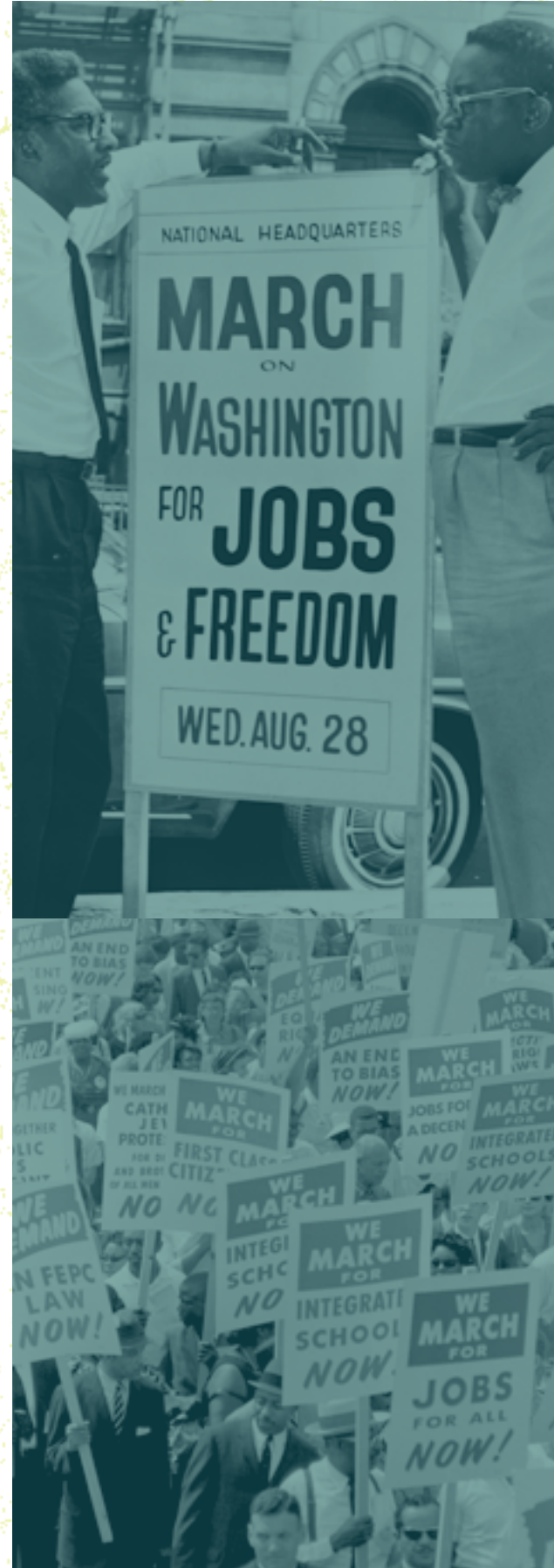
## HOW CAN YOU PLAY A PART?

You can play a part in our community empowerment strategy by becoming a member today. For more information please contact us:

- By telephone** 215.985.3220  
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