

Getting 2 Equal: United Not Divided

For more than 100 years, the Urban League movement has led our nation's march to equality and equity for every citizen—a dream that is elusive, even in 2019. But our drumbeat sounds on, paving a righteous path to equality that is steady, powerful, and inclusive. We draw strength and momentum through messages of unity, not division, and we amplify the diverse voices of our friends and allies in the work of civil rights.

On behalf of our dedicated leadership and staff, we are pleased to recommit the Urban League of Philadelphia to our movement's 2019 national theme—Getting 2 Equal: United Not Divided—and the pursuit of liberty, justice, and economic empowerment for all.

As we approach 2020, our greatest priorities are the protection and preservation of our right to vote, which is imperiled in Black and Latinx communities across the country, and a clear and accurate accounting of our population in the 2020 Census.

The Urban League of Philadelphia is actively engaged in work to safeguard the vote in Pennsylvania. Together with our partners, including the Pennsylvania Department of Education, Transformative Justice Coalition, and the National Commission for Voter Justice, we produced original research about the state of voting rights in Pennsylvania and educated young and vulnerable voters on campuses across the Commonwealth.

The decennial census is a national accounting process that has far-reaching consequences. Data collected from the census is used by states to redraw boundaries for congressional and state legislative districts and appropriate billions of federal dollars, including funding for programs like Medicaid, SNAP, and the Federal Pell Grant Program. An accurate accounting of our population is essential to make fair and equitable decisions and is particularly important for communities of color. We are already engaged in this critical work and networked with the City of Philadelphia's Complete Count Committee for the 2020 Census.

These commitments earned us the Affiliate Champion Award for Leadership in Civic Engagement from the National Urban League. But we must do more. In the year ahead, we will continue to improve core services that define our organization—employment, housing, youth achievement and health and wellness—while advocating for the rights of our community. Please join us as we continue to empower Philadelphians to achieve economic self-reliance, parity, power, and civil rights.

Sincerely,



Andrea L. Custis,
President and CEO



Keith Bethel,
Board Chair

Dedicated Affinity Groups

The accomplishments of the previous year are made possible by members and partners who support the advancement of our mission. Affinity groups, including NEXT Philadelphia and the Urban League Guild, increase our ability to influence change and amplify our message across the region. NEXT, a 100-member network of young professionals focused on volunteerism and leadership development, concentrated its efforts last year on voter education and registration drives, canvassing the streets of South Philadelphia to educate neighbors and peers about their rights and collective voting power. The Guild, a volunteer organization dedicated to fundraising and community service, contributed 9,000 hours and \$15,000 to support our work, earning it the National Urban League's Eastern Region Fundraising Award.

Looking Ahead

In America, the enduring myths that hard work and perseverance provide access to social and economic mobility continue to handicap communities of color. Access to quality, affordable education and a living wage—once gateways to the middle class—is out of reach for most of us.

Our rights are jeopardized by disinformation and forces that seek to suppress our vote and silence our voice. In an increasingly uncertain climate, the only way forward is together. As a united front, uplifted by powerful alliances with our national organization and partners across the region and country, we are prepared for the civil rights challenges yet to come.

Our Funders

For an extended version of our annual report and a complete list of our generous funders and donors, please visit urbanleaguephila.org.



Urban League of
Philadelphia

2019 Annual Report



OUR RESULTS

Youth Achievement and Leadership

With an emphasis on 21st century skills, STEM, and college and career preparation, our youth programs are designed to prepare the next generation of leaders. Green League, our partnership with Riverbend Environmental Education Center, gives school-aged children the chance to learn about and experience environmental science. Following five weeks of classroom-based lessons, students apply their new skills during a culminating trip to the Education Center in Gladwyne, Pennsylvania. Last year, 200 first and second graders from public schools in economically disadvantaged neighborhoods participated.

We helped 43 high school students prepare for the future through Project Ready, a signature program of the National Urban League designed to support pathways to college and careers. GEAR UP, our research-based program in partnership with the School District of Philadelphia, impacted 3,725 10th and 11th grade students from 12 high schools. Over the summer months, 102 of those students received an opportunity to learn about the “world of work” through an internship.

Aramark Ignite, our newest initiative to support exposure to professional career opportunities, particularly at Aramark, reached 40 high school students from West Philadelphia High School and Science Leadership Academy at Beeber. An exciting program expansion with the West Philadelphia Promise Neighborhood will allow us to engage 25 more students in 2020.

Finally, we know that being ready for college requires more than academic preparedness. To empower Philadelphia high school students to achieve postsecondary success, we also award financial scholarships. In 2019, along with guidance, mentorship, and access to resources, 62 promising students were awarded nearly \$100,000.

Supporting Children and Families

Reliable childcare and early childhood education are fundamental to the social and economic success of our communities. Last year, in partnership with the Pennsylvania Department of Human Services, we operated Child Care Information Services (CCIS) Northwest, a program connecting more than 4,200 families to \$44 million in affordable childcare subsidies, benefiting over 7,100 children.

Jobs, Training, and Leadership

For more than a century, workforce training and preparation have been a cornerstone of our work. Our Career Services team supported 648 unique jobseekers in the pursuit of employment, career advancement, and skills development. Overall, 153 individuals connected with employment. Urban Leadership Forum, a rigorous seven-month leadership development initiative for rising professionals in the region, expanded the skills and business acumen of 59 participants. The Philadelphia African American Leadership Development Forum, created in response to unique leadership challenges experienced by African American nonprofit leaders, supported 14 professionals through training, best practices, and peer mentorship. Finally, a new partnership with Cheyney University of Pennsylvania matched 52 college students with 21st century training and workplace learning opportunities, setting them up for success post-graduation.

The Power of Small Business

Small and mid-sized businesses are the heartbeat of our economy, and we invest strategically to help startups and established entrepreneurs develop, grow, and scale their ventures. The Urban League Entrepreneurship Center (ULEC) trained 487 small business owners, resulting in the development of 41 jobs and access to over \$4.1 million in contracts and capital. ULEC provides comprehensive technical support and coaching at our Center City location and in neighborhoods across the city. Unique partnerships with Community College of Philadelphia’s Power Up Your Business program, The Business Center, and Eastern Minority Supplier Development Council brought our proven product to new entrepreneurs. In 2019, ULEC was awarded the Entrepreneurship & Business Development Champion Award from the National Urban League.

Health and Wellness

Prosperous communities require access to wellness tools that support their complete health. In partnership with organizations like Pfizer, we developed a multidimensional health campaign that reached more than 22,000 community members vulnerable to misinformation. Our media strategy to educate Philadelphians about the importance of childhood immunizations delivered more than 50,000 social media impressions, sparking research-based awareness and dialogue that improved the overall well-being of neighborhoods citywide.

Building Neighborhoods Through Homeownership

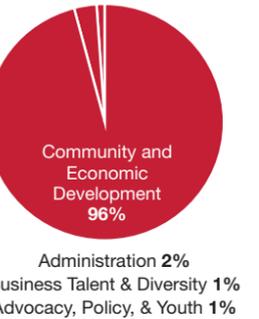
Everyone has the right to safe, stable, and affordable housing. Our committed team of housing counselors works hard to build and retain equity in Philadelphia’s neighborhoods, ensuring that first-time homebuyers have the knowledge and tools to enter the housing market. To avoid the consequences of foreclosure, we also help families save their homes. Our HUD-certified housing counseling program impacted 1,483 lives and helped 101 families achieve homeownership with a total market value of \$6 million. Our advocates resolved 107 potential foreclosures, sparing dozens of families from permanent displacement and preserving \$4 million in home values.

Ninety-nine additional families retained housing stability with support from our utility assistance program (UESF), and 1,663 individuals received free and accessible financial literacy education.

FINANCIALS

		FY19 (Unaudited)
Assets	Cash	\$5,604,474
	Receivables	\$437,631
	Other Assets	\$74,521
	Total Assets	\$6,116,626
Liabilities	Accounts Payable and Accrued Expenses	\$4,533,967
	Other Liabilities	\$148,594
	Total Liabilities	\$4,682,561
Net Assets	Beginning New Assets	\$658,777
	Current Year Surplus	\$775,288
	Total New Assets	\$1,434,065
	Total Liabilities and Net Assets	\$6,116,626

Use of Funding



Revenue Source

