



EDUCATE

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EMPLOY

ANNUAL REPORT SUMMARY



EMPOWER



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Philadelphia

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URBAN LEAGUE SUPPORTERS, MEMBERS AND FRIENDS,

At The Urban League of Philadelphia, Fiscal Year 2012 has been a springboard propelling us forward to the coming year. In 2012, we made great strides in regaining a stronger financial position. We refreshed our “Connect 360” strategic plan to lay out goals for the next three years, and we were selected to host the 2013 National Urban League Conference.

In Pennsylvania, cuts to general assistance, public education and food banks and pantries have pushed people over the economic edge. Thus the direct services and advocacy programs offered by the ULP are in more demand than ever. Our mission to empower African Americans and enable them to achieve parity, power and civil rights continues to make an enormous impact.

Our 2012 highlights that Educate, Employ and Empower include:

- 600 men and women participated in the ULP on-site career center services, including, resume writing, job clubs, interview workshops, employer information sessions and recruitments, individual career consultations and skills assessments
- 4709 families enrolled in Child Care Information Services to receive the child development and early learning subsidy that enables low income mothers to work and/or attend school.
- 600 entrepreneurs received coaching to expand their businesses. The estimated revenue generated among our client base was more than \$6,000,000
- 29 career-minded, community-focused mid-level professionals of color from the area’s top employer’s completed the seven-month Urban Leadership Forum class of 2012
- 54 college-bound students were awarded \$100,000 in scholarship assistance through the ULP’s Community Scholarship program
- 92 homes were saved from foreclosure, keeping many families from facing homelessness

As we move into Fiscal Year 2013, the 2012 *State of Black America* is challenging us to “Occupy the Vote” by educating clients, stakeholders and the community at large about the importance of registering to vote. This year, we have an additional obstacle in the form of the Voter ID law which requires everyone in Pennsylvania to produce a photo ID with a current expiration date at the polls. Although we have joined the general outcry against this law, which disproportionately affects minorities, seniors and low-income voters, our main thrust has been to inform and educate. If we are to see changes in policies that affect our urban communities, choosing our elected officials is more important than ever. And, if we are to be an *empowered* community, we must ensure that more, not fewer, voices are heard.

Looking ahead to 2013, ULP will initiate a performance-measurement system to track and report our outcomes and impact. This will enable our corporate sponsors to more clearly evaluate their investment. We are making staffing changes that will increase our capacity to advocate for policies and practices that advance the African American community. We are anticipating, with great excitement, the opportunity to welcome 8,000 Urban Leaguers to the National Conference in July. The conference is guaranteed to Educate, Employ and Empower everyone in the Greater Philadelphia region. The National Conference will allow us to showcase the City of Brotherly Love and introduce the Urban League movement to those in the region who do not yet know us. We hope that all of you will be on board for the conference as sponsors, volunteers, vendors and participants.

On behalf of The Urban League of Philadelphia Board of Directors, staff and Affinity Groups, we thank you for your support.

Patricia A. Coulter
President and CEO

Robert Keyes
Chairman, Board of Directors

ULP PROGRAMS

This tagline for the National Urban League's 2012 State of Black American reflects the thrust of The Urban League of Philadelphia's thrust in Fiscal Year 2012. As we find ourselves once more on a sound financial setting, we look back with pride at the year's accomplishments. While we continue our role as an advocate for the African American community – working with public officials to create more equitable policies and educating the public about voter registration and Pennsylvania's new Voter ID legislation – our direct service programs are empowering the community.

EDUCATE EMPLOY EMPower

Education plays an important role in all of our programs. Once again, our **Green League** offered urban youngsters the opportunity to learn about their environment and explore the outdoors. As part of a partnership with Riverbend Environmental Education Center, students from Cook-Wissahicken and Edward Steel Elementary Schools participated in the program sponsored by Independence Blue Cross.

Our new **GEAR UP** program engaged nearly 200 South Philadelphia High School students. GEAR UP offers leadership training, career exploration and college preparation workshops that are fun and educational. The program is hosted by Peirce College, giving the students an opportunity to meet the faculty and experience the college ambience.

The **Urban League Community Scholars Program** reached new heights this year. When we launched the program ten years ago, we awarded six college scholarships totaling \$12,000. At this year's Empowerment Week Gala, 54 students received \$100,000 in scholarship funds. The students' interests ran the gamut from pre-med to history.

The **Urban Leadership Forum** is preparing to celebrate its silver anniversary. For 25 years, the region's professionals of color have turned to ULP to sharpen their leadership skills and help them reach their potential. The program focuses on connecting participants with the area's most influential leaders through networking, strengthening their personal brands, developing critical thinking tools and a community service project. Philadelphia can count Mayor Michael Nutter and Councilwoman Blondel Reynolds Brown among ULP graduates. This year's class was composed of 29 emerging leaders, representing a wide swath of corporations and nonprofits.



ULP board members with our youth delegation at the National Conference



Michael Pearson accepts the Spirit of Innovation Award at the Gala

Connect to Work, sponsored by Comcast, remains one of the premier training programs for clients interested in working in customer service. Twenty-six students graduated from this year's class. This six-week course offers a stipend to enable participants to concentrate on their studies. Graduates obtain jobs with the area's top employers, including Comcast, PRWT, Bottom Dollar Food and NutriSystem.

The ULP also partnered with Project H.O.M.E. on two other training courses this year: a veterans education and training program and a GED program called the **North Philadelphia Neighborhood Learning Communities** (NLC). The ULP delivered the job search training components for both programs.

The **Urban League Career Center** continues to meet the needs of a wide array of jobseekers. In 2011-2012, 600 men and women participated in on-site programs including: orientation sessions, resume writing, job clubs, interview workshops, employer information sessions and recruitments, individual career consultations and skills assessments. Our Career Center clients have free use of our computer banks to conduct online job searches and complete electronic job applications, a crucial task as most companies no longer accept paper applications and resumes.

While our target audience in the past has included the unemployed, the underemployed and ex-offenders, a growing number of our clients are professionals with various levels of experience and education.

An online database devoted to employment opportunities for African Americans and people of color, the **Urban League Jobs Network** makes it easy for employers to recruit and hire diverse talent. This year, 1,000 applicants logged onto the system, completed their profiles and posted their resumes. The ULJN allows jobseekers to search both nationally and locally. To post a resume on the ULEN or to review the talent registered here, please visit www.urbanleaguephila.org/career.html and click ULJN.

EMPLOY



The grand opening of a new Walmart in North Philadelphia



Tim Bryant on the job at Walmart

SPOTLIGHT ON

Tim Bryant came to The Urban League of Philadelphia Career Center after getting laid off from the job he had held for four years. Although Tim had extensive management experience, like many workers in their mid-40s, he was struggling to find another position. After completing our orientation program, Tim came to a Walmart information session held at the Urban League.

Tim said the session gave him the chance to meet the Walmart staff, and he got an idea of what they wanted before he went to the formal interview.

A month after the initial meeting, Walmart called to offer him a management position at their Glenolden store. He's been there over a year.

"You guys are my head hunters, my recruiters," he said of The Urban League of Philadelphia.

EMPOWER

What is more empowering than becoming a homeowner? Owning your own home provides security and give you the ability to nurture your family in a place you can call your own. The Urban League of Philadelphia offers **First-Time Homebuyers** 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.

Our housing counselors are also skilled at assisting homeowners in danger of foreclosure. Last year, we saved 92 homes. The Urban League of Philadelphia has been tapped by Bank of America to assist homeowners who may qualify for a **Foreclosure Review Inspection**. Qualified applicants went through the foreclosure process in 2009 and 2010 and may or may not have lost their homes. If a review uncovers any irregularities during the process, the applicants may receive up to \$125,000 in compensation. This program is a result of the settlement that the nation's largest banks made with the federal government. The catch is – the money is only available through December. ULP housing counselors can explain the program to those who may qualify and walk them through the application process. There is no charge for our services or for the application.

For more than 20 years, The Urban League of Philadelphia has operated **Child Care Information Services (CCIS)**. Based in Northwest Philadelphia, CCIS screens working mothers and approves them for subsidized day care. Last year, CCIS served 4,709 families and processed \$37 million of payments to daycare providers on behalf of Pennsylvania's Office of Child Development and Early Learning. These subsidies enabled low-income mothers to become self-sufficient by helping them pay for childcare while they worked and attended school.

The Urban League Entrepreneurship Center helps small businesses grow to the next level. This year, the ULEC served 501 clients and generated an estimated \$6 million among its client base. To kick off 2012 Empowerment Week, the ULEC held a small business showcase and panel discussion that attracted more than 200 participants.

The Urban League Guild celebrated its 70th anniversary this year. **The Philadelphia Guild's** 137 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 103 members. Monthly networking meetings are drawing between 60 and 70 attendees.

The **Whitney Young Luncheon** was more popular than ever, specially since it followed the City Hall announcement that Philadelphia had been selected to host the 2013 National Urban League Conference. Mayor Michael Nutter and NUL President Marc Morial spoke at the luncheon, where we honored NBC 10 with the Community Service Award, Rosemary Turner with the Business Leader Award, Jasmin Senior with the Urban Leader Under 40 Award, Marjorie McMahon Obod with the Volunteer Award and Philadelphia OIC, Inc with the Community Leader Award.

Of course the apex of our year was **Empowerment Week**. Through a daily series of events, The Urban League of Philadelphia was able to touch people from all walks of life. Our theme this year was *Strengthening the Economy Through Empowering Partnerships*. In addition to our Kickoff Celebration and Small Business Showcase, we hosted a Jobs Summit at Drexel University. Our ULF class held workshops for teens at South Philadelphia High School on a wide range of topics, from financial planning to healthy eating. Our CEO Symposium, moderated by Ike Harris, Cigna's Chairman of the Board, was a standing-room only event. And the Empowerment Week Gala capped the week with an evening of festivity. We honored PECO with the Vision Award, Union Packaging with the Spirit of Innovation Award and Michael Rashid, CEO of AmeriHealth Mercy with the inaugural Power of Diversity Leadership Award.



This year's outstanding CEO Symposium panel



Celebrating 70 years of the Urban League Guild at the National Conference

Kendra Gordon (right) meets scholarship donor Mellanie Lassiter at the Gala



SPOTLIGHT ON

Kendra Gordon was excited and grateful to receive a \$1,000 college scholarship from ULP Board Member Mellanie Lassiter at the 2012 Empowerment Week Gala. Kendra will be majoring in Chemistry at Hampton University. Her dream is to become a research chemist and develop organic products. Kendra is pleased that the scholarship will help lower her debt load, and she appreciated having the opportunity to meet Ms. Lassiter at the Gala. Kendra is a graduate of George Washington High School for Engineering and Science in Philadelphia.

SPOTLIGHT ON



Joseph Ruffin

Joseph Ruffin was in a dilemma when he came to the Urban League Entrepreneurship Center. His six-year old business, Network Design Technologies, needed to move up a level and increase its services. But he could not get the financing he needed to obtain larger contracts and grow his business.

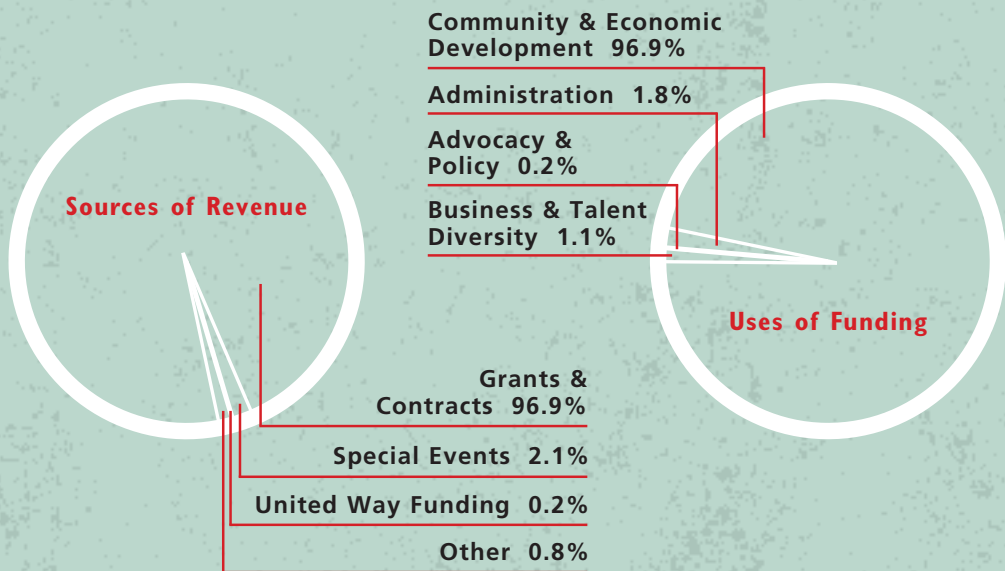
The company had won a contract for work at Holland Elementary School, but to finalize the contract, they needed \$15,000 of contract financing.

With assistance from ULEC consultants, Mr. Ruffin was able to create a long-term financial strategic plan that was more appealing to the banks he was approaching for financing. He received the loan he needed to proceed with the contract.

“The project will put five or six people to work,” he said, adding that he now feels more secure that his business will move forward.

ANNUAL REPORT FINANCIALS FOR 2012

	<i>June 30, 2012</i>	<i>June 30, 2011</i>
	(Unaudited)	(Audited)
ASSETS		
Cash and cash equivalents	4,249,162	4,481,404
Accounts receivable, net	362,239	484,925
Other assets	<u>51,004</u>	<u>128,680</u>
TOTAL ASSETS	<u>4,662,405</u>	<u>5,095,009</u>
LIABILITIES		
Accounts payable and accrued expenses	3,701,292	4,220,570
Other current liabilities	<u>133,377</u>	<u>97,892</u>
TOTAL LIABILITIES	3,834,669	4,318,462
NET ASSETS		
Unrestricted	617,139	554,012
Temporarily restricted	<u>210,597</u>	<u>222,535</u>
TOTAL NET ASSETS	<u>827,736</u>	<u>776,547</u>
TOTAL LIABILITIES AND NET ASSETS	<u>4,662,405</u>	<u>5,095,009</u>



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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:

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