



Urban League of
Philadelphia

A New Beginning . . .

ONE HUNDRED. This is the age of The Urban League of Philadelphia, whose history and achievements span a century and whose founders had the foresight to begin the critical work we are privileged to carry on today.

Though much has improved in the century since our establishment, social and economic barriers—which hinder African Americans and many others—still persist, much as they did in 1917. ULP was then known as the Armstrong Association, formed to aid African Americans who fled the South seeking better opportunities for their families.

What they found instead were densely populated urban environments, crowded schools, and job prospects that were difficult to navigate. Similar to what we offer now, the Armstrong Association focused on skilled employment training, education, and improving living conditions for African Americans.

In 2017, the key results I am proud to share with you in this report are made possible by our experience, community ties, committed partners and funders, and our deep desire to realize the fulfillment of our mission.

As the President and CEO of The Urban League of Philadelphia, I am honored to celebrate our centennial anniversary and pledge to our network of supporters that our work is as relevant and important as ever. I invite you to join me as we begin this next chapter—a new century—of achievements toward economic self-reliance, parity, power, and civil rights for African Americans and other underserved residents of Philadelphia.

Sincerely,



Andrea L. Custis, President and CEO



Robert J. Keyes, Board Chair

Dedicated Affinity Groups

As we reflect upon the accomplishments of the previous year, we believe it is crucial to mention the members and partners who believe in us and make our work possible. Our affinity groups, NExT Philadelphia and The Urban League Guild, extend our ability to affect change across the region and bring our values to workplaces, homes, and communities.

As a network of young professionals focused on volunteerism and leadership development, NExT is an important part of our economic empowerment work. Last year, in collaboration with Comcast, NExT hosted its inaugural Diversity Summit, “Leading into the NExT Century,” and organized a young professionals’ advocacy day at the Pennsylvania State Capitol.

The Urban League Guild, a 59-year-old membership group that supports our mission through fundraising and volunteerism, raised \$15,000 to benefit our programs, earning it the National Urban League’s Eastern Region Fundraising Award.

Looking Ahead . . .

To help us mark 100 years of service to the Philadelphia community, the Centennial Project is a two-year initiative that sets a forward course for our great organization. Coupled with programs and events that reflect upon and celebrate our rich history, the Centennial Project recommits supporters to our purpose and measures the critical works ahead. The framework for the Project includes outcomes-based programmatic elements—including the State of Philadelphia: 100 Years; a sustainability plan to engage our donors and attract new support; and a recognition campaign to document and preserve our past, such as the celebration of our Centennial Honorees.

From infancy to late adulthood, The Urban League of Philadelphia offers integrated services to empower our community, enabling them to reach their greatest potential at home, school and work. With the strength of our partners and funders behind us—and an abundance of need before us—we embrace our mission and look forward to a future with greater economic empowerment, parity, power, and civil rights for all citizens.



Urban League of
Philadelphia

MOVING FORWARD
100

2017 Annual Report



OUR RESULTS

Housing Counseling

Safe, stable, and affordable homes are the bedrock of our communities and integral to our prosperity. Our HUD-certified housing counseling program served 1,194 clients and helped 37 individuals and families purchase their first homes—with a total market value of more than \$2.5 million. We resolved 64 potential home foreclosures, preserving \$1 million in home values and sparing many neighborhoods from blight and diminished property values that are often a consequence of foreclosed homes. Our counselors also offered industry-standard financial literacy education to 768 participants, working with local stakeholders, churches, and nonprofits to provide free and accurate information across the region.

Youth Education and Achievement

Project Ready, an evidence-based program designed by the National Urban League that is active in cities across the nation, prepares urban youths for college and career success. Last year, 38 students entered Project Ready and 85 percent completed the program.

On Youth Empowerment Day, 150 eighth-graders, representing eight GEAR UP middle schools, attended a leadership development symposium, facilitated by professionals who participate in Urban Leadership Forum. Along with gaining skills, students made important connections and identified potential future mentors.

Green League, a partnership with the Riverbend Environmental Center, allows school-aged children to explore and delight in nature during an annual five-week program. Currently active in two Northwest Philadelphia-based schools, 81 second-graders and 30 fifth-graders benefited.

GEAR UP, a complementary program operated in partnership with The School District of Philadelphia, guides students toward graduation and subsequent enrollment in college or postsecondary education. To intensively expose our students to the workplace, GEAR UP’s “Adopt-A-School” initiative matches Philadelphia high schools with some of the area’s leading companies. Ten high schools were matched with local businesses, allowing us to reach 955 college-bound students. An additional 76 youths participated in GEAR UP over the summer.

And finally, to more fully support our youths on the path to college and career success, we award dozens of scholarships every year. Along with the funds, we continue to provide guidance, mentorship opportunities, and access to resources. In 2017, 52 students were awarded \$100,000 in scholarships.

Support for Children and Families

Reliable child care and early childhood education opportunities are crucial to our economic and social wellbeing. In partnership with the Pennsylvania Department of Human Services, ULP operates Child Care Information Services (CCIS) Northwest, a comprehensive program that provided more than 5,000 families with access to \$41 million in affordable child care subsidies, impacting over 11,000 children.

Career Services and Leadership Development

As it was a century ago, workforce development continues to be a cornerstone of our critical work. Last year, career services supported 741 unique participants in the pursuit of employment at our signature, on-site Career Center. Our deep and integrated services include soft skills development, digital literacy, interview preparation and mock interviews, individual career coaching and mapping, and direct access to employers. 240 men and women completed the comprehensive orientation session, our roadmap for success that leads to personalized employment services. 175 participants were ultimately placed in jobs.

Our intensive, hands-on workforce development program, Connect-to-Work, a longstanding partnership with Project H.O.M.E. and Comcast, prepares community members for customer service jobs while also helping them circumvent employment obstacles. Last year, the program enrolled 33 participants and graduated 29. Of those graduates, 83 percent received competitive job offers.

The Urban Tech Jobs Program, a new partnership with the National Urban League, is an accelerated technology training initiative designed for long-unemployed adults that incorporates job readiness. The goal is to train participants for positions in the IT field, an industry with growth potential. Last year, the program recruited 79 participants and enrolled 25. 24 completed certification training.

Urban Leadership Forum (ULF) is a 30-year-old initiative that helps emerging professionals navigate a diversifying workforce, teaching effective leadership, networking, and engagement skills to spur career advancement. More than a dozen Philadelphia-area companies consider it the premiere leadership program for rising talent and encourage their mid-level employees to enroll. In 2017, 40 professionals participated in the seven-month program.

The Philadelphia African American Leadership Development Forum (PAALDF) is an innovative pilot program to support African-American nonprofit professionals in executive-level positions. Supported by the United Way of Greater Philadelphia and Southern New Jersey and The Philadelphia Foundation, PAALDF is a partnership with the Nonprofit Executive Leadership Institute (NELI) at Bryn Mawr College that incorporates research and best practices, along with classic leadership training, to support and cultivate African-American leaders. The program is a response to the unique leadership challenges experienced by African-American nonprofit leaders and provides a platform for honest discourse and discovery. 23 nonprofit executives received training last year.

Project GROW (Generations Realizing Occupational Wellness) provides low-income young parents (18-35) with resources to pursue family-sustaining wages. This workforce development program emphasizes wrap-around support and child care services to strengthen families. ULP enrolled 126 participants, graduated 85, and placed 52 in jobs or further educational training.

Entrepreneurship and Small Business Growth

We know that small businesses are powerful economic engines, and we invest deeply to help entrepreneurs navigate every step. The Urban League Entrepreneurship Center (ULEC) trained 349 small business owners, resulting in the creation of 46 jobs and access to over \$3 million in contracts and capital. ULEC offers comprehensive technical support on-site, at our Center City location, and we are increasingly embedded in the community. New partnerships, such as our relationship with Frankford Community Development Corporation, bring our time-tested services to more entrepreneurs and extend our reach and impact.

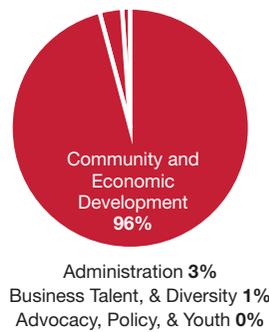
Health and Wellness

To reach communities disproportionately affected by smoking, Empowered to Quit is a new program delivering tobacco prevention and cessation services, powered by the National Urban League. The program’s efforts in Philadelphia have directly educated 800 individuals and distributed 7,500 materials to partners and community stakeholders.

FINANCIALS

	June 30, 2017 (Unaudited)	
Assets	Cash	\$4,428,247
	Receivables	\$736,978
	Other Assets	\$82,685
	Total Assets	\$5,247,910
Liabilities	Accounts Payable and Accrued Expenses	\$4,865,603
	Other Current Liabilities	\$555,422
	Total Liabilities	\$5,421,025
Net Assets	Unrestricted	(\$320,775)
	Temporarily Restricted	\$147,660
	Total Net Assets	(\$173,115)
Total Liabilities and Net Assets	\$5,247,910	

Use of Funding



Revenue Source

