

Urban League of
Philadelphia

2021 Annual Report



FIGHTING FOR JUSTICE

After more than a year of incalculable loss and a seismic shift in the way we work, shop, play and get educated, the pandemic has evolved from a global crisis into a hyper local one. In Philadelphia, the gun violence epidemic has emerged as a citywide emergency for which there is no vaccine. We are gripped by a cycle of violence and trauma that undermines our health, wellbeing, and ability to live and prosper. Tragically, this too is a crisis that disproportionately impacts Black and Brown communities.

The Urban League of Philadelphia is developing multidimensional solutions that mitigate these challenges and contribute to comprehensive public safety and neighborhood vibrancy. On the ground, listening to residents, mothers, school principals and clergy, we are translating critical feedback into community-based intervention strategies that reach the most vulnerable members. The Urban League is an essential messenger between our communities and our institutions, ensuring that the voices of residents most impacted are heard and amplified.

As a results-driven organization, we are pleased to share with you our 2021 accomplishments, which represent a significant acceleration of services in response to the pandemics. Amid a national housing crisis, we doubled the number of clients served, adding new partnerships and crucial mediation services to help renters avoid eviction. For Black business owners at-risk of losing their livelihoods, we offered hundreds of hours of personalized counseling and technical support, connecting them to grants, loans and business opportunities totaling \$7.1 million.

On the issues that matter most to Black and underserved communities, we are engaged and at the front lines of the new Civil Rights Movement. We are redoubling our efforts to advance social, racial, and economic justice, ensuring that all Philadelphians have the rights and opportunities to pursue their highest potential.

Sincerely,



Andrea L. Custis,
President and CEO



Keith Bethel,
Board Chair



OUR 2021 RESULTS

Youth Leadership and Achievement

Despite the challenges of the pandemic, we continue to prepare the next generation for emerging opportunities. With an emphasis on S.T.E.M., college and career preparation and exposure and 21st Century skills, our youth programs developed 313 future leaders.

Our evidence-based GEAR UP program, a partnership with the School District of Philadelphia, continued to support underserved students at neighborhood high schools. Through Project Ready, a signature initiative of the National Urban League, 25 students accessed college and career pathways. The Ignite Program engaged 167 high school students, preparing them for existing workforce opportunities. To prepare students for career opportunities after graduation, we continue to launch programs such as LinkABLE, which offered 10 high school seniors paid experience in the financial services industry. Finally, to offset the rising costs of higher education, 66 students were awarded scholarships to pursue their goals, an investment totaling more than \$138,000.

Saving Small Businesses

The economic fallout from COVID-19 continues to disproportionately affect Black-owned businesses. Leveraging strong community ties and over a decade of trust-building, the Urban League Entrepreneurship Center (ULEC) is providing critical guidance to businesses on life support, connecting them to loan and grant opportunities. ULEC also awarded cash grants to help entrepreneurs offset immediate financial challenges. In FY2021, demand for our services increased more than 360 percent. ULEC reached 1,304 new and experienced entrepreneurs, resulting in over \$5.8 million in new financing and \$1.3 million in contracts. For the third consecutive year, our Business Pitch Challenge partnered with the Business Center for Entrepreneurship and Social Enterprise and the Eastern Minority Business Development Council, distributing over \$7,500 in cash prizes to small business owners.

Building Neighborhoods Through Homeownership

Empowering families to build generational wealth through homeownership is a crucial component of our mission. In FY2021, our HUD-certified housing counseling program impacted a total of 2,750 unique individuals -- nearly a 50 percent increase over the previous year. 778 received first-time homebuyer counseling, and 162 families achieved homeownership, with a total market value of over \$27.7 million. In response to COVID-19, we supported tenants in crisis across the city. 1,004 individuals received critical rental counseling and assistance, eviction mediation, and emergency stipends. Another 53 families were granted closing-cost assistance to purchase homes. Overall, 1788 clients benefitted from our trusted financial literacy education.

Jobs, Training, and Leadership

Career training is a fundamental part of our work. Last year, we supported 665 men and women in pursuit of career advancement and workplace skills development. 362 individuals participated in digital literacy education, and 132 connected with employment. In response to the pandemic, we adapted quickly to offer virtual job coaching and access to at-home Internet connectivity. We are proud to report the launch of workforce programs to prepare vulnerable community members for family-sustaining employment, and we grew our intensive re-entry program, Out4Good, which prepares returning citizens for workforce opportunities. To date, 103 men have participated and graduated from the program; zero have experienced recidivism.

Urban Leadership Forum, a rigorous seven-month leadership development initiative for rising professionals in the region, grew the skills and business acumen of 61 participants. The Philadelphia African American Leadership Development Forum, created in response to unique leadership challenges experienced by Black nonprofit executives, supported 20 professionals through training, best practices, and peer mentorship. Our partnership with Cheyney University of Pennsylvania matched 50 college students with 21st century training and workplace opportunities, preparing them for post-graduation success.

Health Equity and Wellness

Our front-line work in response to COVID-19 was extensive and driven by community need. We quickly mobilized to feed children sidelined from schools and camps who lacked access to nutritious meals. Across 22 sites in Philadelphia and Delaware Counties, we fed 5,300 children, delivering 467,000 meals. To mitigate the impact of COVID-19 on Black and underserved communities, we provided fact-based vaccine education to 51,616 community members. Our work continues to address a range of public health issues, including childhood vaccinations. Our 2021 Public Service Announcement about the importance of immunizations generated over 8 million media impressions.

Empowering the People through Advocacy

Protecting the right to vote continues to be a regional and national priority for the Urban League Movement. Last November, our Reclaim Your Vote tour crisscrossed the Philadelphia region, bringing voter education and mobilization directly to college students and hard-to-reach communities. Our door-to-door canvassing reached 5,500 households, and across the Commonwealth, more than 9,100 phone calls encouraged Pennsylvanians to exercise their right to vote. Strategic partnerships with the Anti-Defamation League, When We All Vote and the Rainbow PUSH Coalition, among others, educated and energized new and lapsed voters to get to the polls. 40,000 Philadelphians registered to vote due to our efforts.

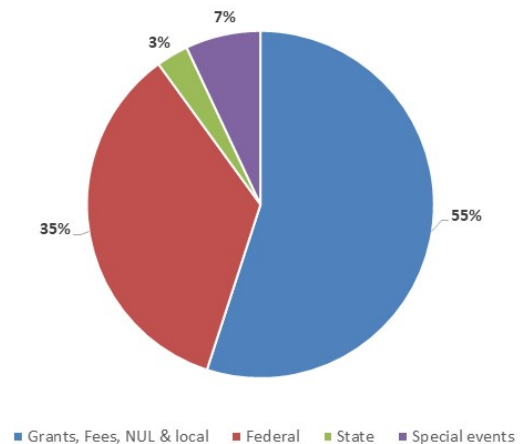
The Urban League is a leading member of the nonpartisan statewide PA Schools Work campaign, a diverse coalition working to ensure that every Pennsylvania child, regardless of zip code, has access to opportunities that will prepare them for the future. Our work continues to mobilize Black and LatinX parents across the state, empowering them to advocate for adequate and equitable funding in the Commonwealth. Nearly 350 parents participated in a spring Summit that laid the groundwork for legislation that allocated \$100 million to the 100 most underfunded school districts.

FINANCIALS: FY2021

Unaudited

Assets	Cash	\$4,045,428
	Receivables	\$438,032
	Other Assets	\$65,625
	Total Assets	\$4,549,085
Liabilities	Accounts Payable and Accrued Expenses	\$180,166
	Other Liabilities	\$548,470
	Total Liabilities	\$764,636
	Total Liabilities and Net Assets	\$4,549,085
Net Assets	Beginning Net Assets	\$2,632,598
	Current Year Surplus	\$1,151,851
	Total Net Assets	\$3,784,449

Revenue Source



Dedicated Affinity Groups

We are proud to acknowledge the members and partners who support the advancement of our mission. Affinity groups, including NExT Philadelphia and the Urban League Guild, amplify our message and impact across the region. NExT, a member network of young professionals focused on volunteerism and leadership development, supported voter education, voter registration, and Census participation. The network's substantial expertise and social media savvy engaged hundreds of new followers, especially Millennials and Generation Z. The Guild, a membership organization dedicated to fundraising and community service, raised \$15,000 to benefit our programs.

Looking Ahead

Philadelphia remains at a crossroad. After a year of strife, struggle, and an intractable public health crisis, we have considerable work ahead of us. It will take a collective impact of dedicated partners to reject the *old normal* and replace it with a path forward that exemplifies diversity, equity, and inclusion. In this *new normal*, every citizen has equal access to the ballot box, the value of a home is not determined by the race of the homeowner, Black children breath unpolluted air and attend safe schools, and the police are regarded as our essential community allies, not our adversaries. For more than a century, the Urban League and our partners have worked to build a future for African Americans that is just and equitable, and we will not rest until that future is realized.

Our Funders

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

