



Urban League of Louisiana

WE DON'T PAUSE...

WE PIVOT.



ANNUAL REPORT



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2020 YEAR AT A GLANCE

CEI = Center for Entrepreneurship & Innovation

PIC = Parent Information Center

BR = Baton Rouge

OWD = Office of Workforce Development

ULLA = Urban League of Louisiana

NOLA = New Orleans

January

- 01- Annual Policy Engagement Cycle Resumes
- 15- CEI Green Professional Building Skills Training
- 19- ESSENCE Pipeline 2020



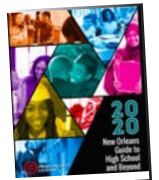
February

- 01- Fellowship in Youth Advocacy (FIYA) Kickoff
- 04- ULEAD BR Inaugural Cohort Begins
- 04- Census Training with Fair Count Begins
- 10- CEI SCALE UP Cohort 2 Launch with AT&T
- 15- PROJECT READY Tours College Campuses
- 19- Morial Award Announced in Partnership with New Orleans Ernest N. Morial Convention Center
- 29- OWD STRIVE Core Graduation



March

- 03- PIC Releases New Orleans Guide to High Schools and Beyond
- 06- OWD Career Pathways Program for Out of School (Opportunity) Youth Launched



MARCH 14, 2020



URBAN LEAGUE OF LOUISIANA CLOSES OFFICE DUE TO COVID-19 AND BEGINS ORGANIZATIONAL PIVOT.

- 14- COVID-19 Updates Website launched
- 16- CEI sends out Special Request for Action to Businesses - SBA Disaster Declaration
- 30- CEI hosts first in a series of webinars to assist small businesses navigate COVID



April

- 01- National Census Day - ULLA hosts Digital Census Day with over 100 partner organizations
- 03- OWD Hosts First Virtual Job Fair
- 06- PIC launches "Keeping Parents Connected During COVID" newsletter
- 09- HBCU 2020 Census Challenge Tele-Townhall
- 14- "No We're Not Immune- The Impact of Coronavirus on African Americans" webinar
- 16- Board Chair Jade Brown Russell Named to Governor's Resilient Louisiana Commission
- 21- President and CEO Judy Reese Morse Named to Governor's COVID-19 Health Equity Task Force
- 22- Urban League Releases "Recover, Reform, Reopen: Essential Strategies for a COVID-19 Response"
- 24- PIC releases COVID Parent Survey in partnership with Education Trust



2020 YEAR AT A GLANCE

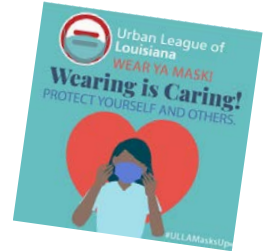
April continued

- 27-30 From Disparity to Parity: Examining Social Determinants Linked to African-American Health Tele Townhall Series in partnership with the Louisiana Legislative Black Caucus
- + CEI hosts 4 “Recovery Resources For Small Businesses” webinars
- + OWD hosts 2 additional Virtual Job Fairs, Virtual Strive Start and Strive CORE classes



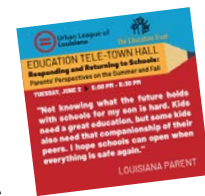
May

- 06 - Urban League of Louisiana and Verizon To Launch Technology Loaner Program
- 06 - ULLA MASKS UP! awareness campaign launched
- + CEI hosts 2 “Recovery Resources For Small Businesses” webinars
- + OWD hosts 2 Virtual Job Fairs, virtual Strive Start and first Strive CORE graduation.



June

- 01 - Urban League receives record donations for Give Nola Day
- 01 - OWD graduates first virtual Strive Start Class
- 02 - PIC hosts Education Tele-Town Hall on Responding and Returning to Schools
- 09 - PIC hosts Education Tele-Town Hall on Early Childhood Education: Taking Care of the Caretakers
- 16 - Police Reform? Let's Talk About It Webinar featuring national and local speakers
- 16 - Wake Up Geaux Vote 2020 is launched
- 26 - OWD participates in Virtual Military & Veteran Job Fair with NextOp and the National WWII Museum
- + CEI hosts 12 webinars for small businesses and contractors related to COVID-19



July

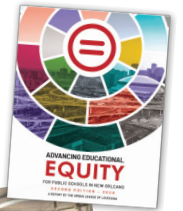
- 09 - CEI hosts The Future of Work and Creating Wealth in Minority Communities Through Entrepreneurship in partnership with Dillard University
- 13-31 Headstart Preschool to Kindergarten Summer Enrichment and Graduation
- 16 - Wake Up Geaux Vote reminds voters to get to the polls for the Louisiana Presidential and Municipal Primary Election
- 18 - Urban League hosts first mask giveaway in New Orleans
- 24 - OWD hosts Virtual Job Fair on it's new Virtual Jobs Platform
- 28 - PIC PRIDE Leadership Academy 2020 training began
- 29 - Urban League releases “Education Priorities and Strategic Approach” Statement for New Orleans
- + CEI hosts 6 additional webinars for small businesses and contractors related to COVID-19
- + OWD hosts virtual Job Fairs and Virtual Strive Graduations



2020 YEAR AT A GLANCE

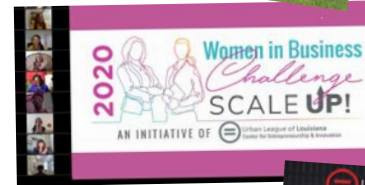
August

- 04 - Ford and the Urban League of Louisiana Launch \$100,000 Ford ECAP Initiative to Help Black Small Business Owners Hardest Hit by COVID-19 (CEI)
- 05 - Urban League of Louisiana Partners with Hancock Whitney to Launch the VIRTUAL Scale Up! Louisiana Initiative in East Baton Rouge Parish (CEI)
- 11 - Virtual Activation of the 2020 Women In Business Challenge (CEI)
- 15 - Urban League hosts mask giveaways in New Orleans and Baton Rouge
- 15 - Resilient Restart EBR Small Business Micro Grants Program is launched (CEI)
- 19 - Urban League Releases Second Education Equity Report for New Orleans Public Schools
- 22 - PIC hosts Drive Thru Back to School Supply Giveaway at Champions Square
- 25 - Urban League hosts mask giveaways in New Orleans and Baton Rouge
- + CEI hosts 7 webinars for small business and contractors related to COVID-19
- + OWD hosts virtual Strive CORE classes



September

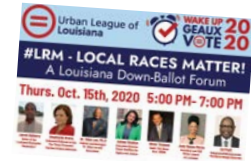
- 09 - Louisiana Census Day Activities
- 12 - OWD Launches Green Tech Month
- 12 - Urban League hosts mask giveaway in New Orleans
- 14 - Head Start first day of school for center based learning during Phase 3 of pandemic
- 23 - Urban League hosts statewide virtual phone bank to promote Census participation
- 25 - CEI Virtual Women in Business Scale-Up Pitch Challenge
- 28 - CEI Virtual launch of Start-Up Louisiana
- 30 - OWD Virtual Career and Resource Expo
- + CEI hosts 10 webinars for small business and contractors related to COVID-19
- + OWD hosts virtual Strive CORE classes



2020 YEAR AT A GLANCE

October

- 03- VIRTUAL ANNUAL GALA!
- 06- Urban League of Louisiana hosts “Orleans Parish School Board Candidate Forum on Education Equity”
- 12- Urban League hosts stateside virtual phone banking to encourage Voter Registration
- 15- Urban League hosts “Local Races Matter: A Louisiana Down-Ballot Forum”
- 17- Urban League hosts mask giveaways in New Orleans and Baton Rouge
- 20- Urban League hosts statewide virtual phone bank to encourage early voting
- + OWD hosts virtual Strive graduation



November

- 03- Wake Up Geaux Vote initiative is active on Election Day 2020!
- 04- Urban League launches Contact Tracing awareness campaign
- 06- CEI hosts Veterans Small Business Resources Summit
- 11- OWD hosts Veterans Virtual Career and Resource Expo
- 11- Urban League Receives Equity and Social Justice Award from Cox Charities
- 11- Urban League and Google offer free Google Storefront kits to qualifying black-owned small businesses (CEI)
- 13- PIC PRIDE Leadership Academy Graduation
- 17- Urban League hosts mask giveaway in New Orleans
- 17- Urban League selected as a recipient of the Jrue & Lauren Holiday Social Justice Fund
- 23- Urban League hosts statewide virtual phone bank to promote Voter participation
- + CEI hosts 8 webinars for small business and contractors related to COVID-19
- + OWD hosts virtual Strive CORE classes



December

- 03- CEI hosts Get In The Know To Grow! Special Programs for Funding and Support Services for Black-owned Small Businesses
- 05- Wake Up Geaux Vote is active in promoting voting in the runoff elections
- 08- Virtual Annual Meeting
- + OWD hosts virtual Strive graduation



From Our Leadership



Urban League of
Louisiana

Dear Friends,

By any objective measure, the year 2020 has presented some of the biggest challenges the Urban League of Louisiana has faced in its 82 year history. While the country deals with the invisible, easily spread coronavirus, that disproportionately impacts African American health, wages, economic opportunity and education, America has also had to reckon with a different kind of virus, the social construct of race, and **acknowledge** the horrific impact institutional and individual racism have had on African Americans since the country's inception. One virus causes us to cover our faces, our hands and to physically distance in order to stay safe; the other virus requires an uncovering of the full history of African Americans in the United States and the injustices put upon them through unfair policies and systems. We cover and uncover, simultaneously and continuously, as if our very survival depends on it – because we know it does.

The individuals and families we serve every day at the Urban League have had to make room for COVID-19 in their world. The pandemic became yet another issue to deal with in their already stressed lives, a fact that few understand as well as the Urban League.

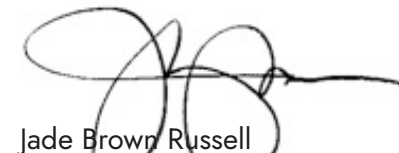
So when Governor Edwards issued the first statewide response to the pandemic in mid-March, we asked ourselves “what is the MOST that we can do to serve our participants and clients?” Our answer – the PANDEMIC PIVOT. We pivoted to virtual offerings to support job seekers and those who lost their jobs file for unemployment benefits; we supported families who needed access to computers and the internet to participate in online learning; we demystified federal regulations tied to stimulus aid for small businesses and continued to help businesses scale their operations; and we amplified the policy needs and concerns of African Americans across Louisiana dealing with the pandemic.

We are grateful to our funders, old and new, who pledged their support of our work as we set out to conquer this new world of virtual service delivery. We appreciate the National Urban League's bold leadership and their partnership with us to bring their national efforts to bear on the ground in Louisiana.

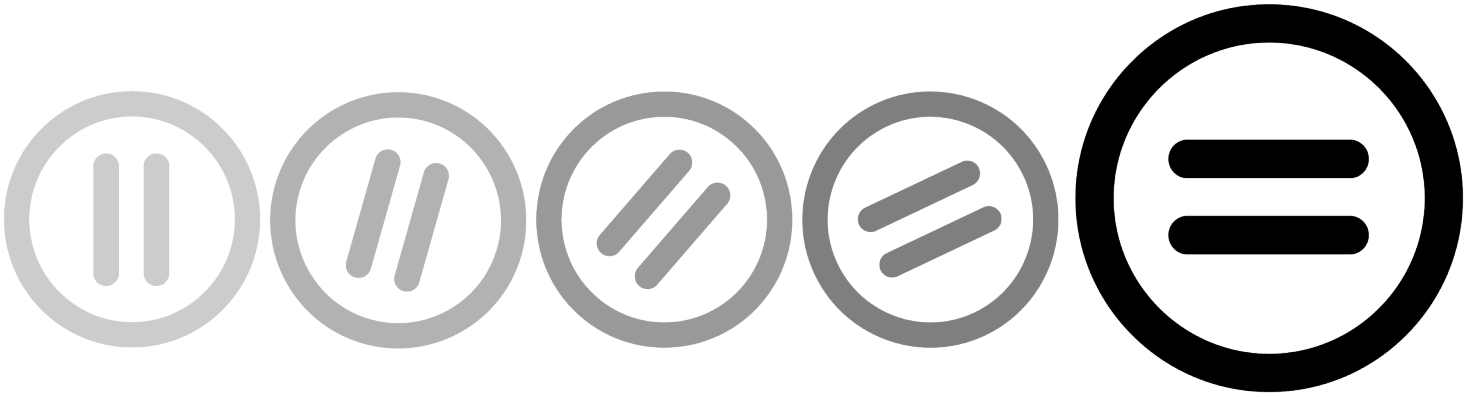
We have deep gratitude for the Urban League of Louisiana staff, who embraced remote working and are serving from their living rooms, dens, home offices and even from their cars, when necessary. Most of all, we thank those we are honored to serve, for leaning in with us and trusting that together, we can actually make it through any situation, even the double pandemic of COVID-19 and the country's reckoning with race. We are humbled by the resilience we see, again and again, from those who many see as the weakest link among us. But we know they are actually the strongest and most powerful, and that it is the Urban League's job to serve as a mirror so that they are able to see themselves more clearly and so that the reflection of their resilience can inspire and drive the concept of equity as a growth strategy for the benefit of all.

As we look to see the end of 2020, we understand well that the challenges of COVID-19, vaccines and our economic recovery are just some of the issues that must be addressed in 2021. However, knowing what we've come through together this year gives us a strong foundation to build on and the optimism of producing more innovative, impact-focused programming, policy and advocacy to continue to serve our participants and clients across Louisiana.


Judy Reese Morse
President & CEO


Jade Brown Russell
Chairman





Board of Directors

Elected Officers

Chairman of the Board

Jade Brown-Russell

Vice Chairman

Ronald Carrere

Treasurer

Dennis McSeveney

Secretary

Christy Slater

Ex-Officio

Chris D'Amour

Honorary Members

Flozell Daniels

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President & CEO

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Arnel Cosey

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Telley Madina

Minh Nguyen

Wynn Radford

Dottie M. Reese

Victor Robinson

Jamie Schlottman

Tod Smith

Toya Barnes-Teamer

Ricardo Thomas

Laverne Toombs

Beth Trotter

C. Reynold Verret

Kyle Wedberg

Sharonda Williams

Urban League of Louisiana

Executive Team

President & CEO

Judy Reese Morse

Executive Vice President

Cathy Washington

Vice President Finance & Operations

Shawne Favre

Centers of Excellence Team

Urban League Office of Workforce Development

Cherie LaCour-Duckworth, Vice President

Center for Entrepreneurship & Innovation

Klassi Duncan, Vice President

Baton Rouge Area Operations

Edward "Ted" James, Director

Urban League Clarence L. Barney Head Start Center

Belencia Breaux, Director

Urban League Parent Information Center

Gilma Pavon, Director

Urban League Community Engagement and Project Ready

Marlin Hollins, Director

Communications

Ginger LeBlanc, Director

Strategic Initiatives

Nicole Jolly, Director and Special Assistant to the President

Clarence L. Barney Head Start Center

The Urban League of Louisiana Clarence L. Barney Head Start Center (ULCLBHS) continues to serve as a beacon in the upper 9th ward Desire neighborhood. The center provides services to 62 children, from low income families, ranging in age from birth to five years old, 26% of whom have verified disabilities. Fifty-two percent of children reside in the Desire Housing Development. With kindergarten readiness as our focus, we utilize developmentally appropriate tools to stimulate sensory learning, cognitive, language, literacy, numeracy, motor, social and emotional skills. With a strong history of success, our children consistently achieve developmental milestones. Additionally, ULCLBHS strongly encourages parent participation and family goal-setting. Collectively, family literacy and community stabilization initiatives make ULCLBHS a neighborhood anchor and partner.



By the Numbers

86% of children were on target for developmental milestones

18,916 nutritious meals served

90% of education staff have Louisiana early childhood certification

75% of parents participated in parental involvement activities

1,812 hours of School at Home activities completed

1,912 parent/volunteer hours completed



Our Pandemic Pivot

During the pandemic, Urban League Headstart offered virtual learning education packets to all children and their families. Our teachers were available to meet virtually with families daily and computers and internet hotspots, donated by Verizon, were also made available. Sessions included virtual circle time, story time, and show and tell with the goal of sustaining learning gains. We provided personal protective supplies to 13 families, including consumer goods (such as diapers) for the children's daily needs.

Ten Preschoolers participated in a 3-week summer preparation for kindergarten during July. Our Prime Time Family Reading Team experienced a swift pivot when faced with the pandemic. We were able to meet with families via Zoom and complete Prime Time Family Reading with 15 families totaling 1,812 literacy hours. Eleven of 17 children were Kindergarten ready upon completion. Currently, the center supports 18 Prime Time Reading families for the school year. **Collectively, the staff engaged in over 100 hours of professional development to strengthen their skills in enhancing the children's development, family services and service delivery.**



Parent Information Center - New Orleans

As the education ecosystem continues to transform, the Urban League's Parent Information Center (PIC) empowers parents to become successful agents and advocates for excellent schools, educates parents about school choice and equips parents to become leaders in New Orleans. From high volume community events and activities to tailored trainings and workshops, PIC responds to the distinct needs of parents in the achievement of its programmatic goals. PIC continues to offer a range of resources for families, communities and schools including the NOLA Annual Schools Expo, the PRIDE Leadership Academy for parents, the New Orleans Guide to High Schools and Beyond, the New Orleans Guide to Early Childhood Education, the Parent Charter Board member training, and the NOLA Public School's Family Resource Center support. Through these initiatives, PIC enhances the learning experience of all parents and the community.



Our Pandemic Pivot

PIC has pivoted its programming by hosting its tailored training and workshops online, and making its resource guides accessible to families on the Urban League's website and on a dedicated website at ullaresourceguides.com. PIC intensified its communication with families to include relevant distance learning and COVID-19 information, and available resources via PIC's Stay Connected newsletter. To continue to provide students with school supplies which normally are distributed in person at Schools Expo, PIC hosted its first drive thru back to school event and partnered with other organizations to distribute the supplies to students. Through these initiatives, PIC responds to the distinct needs of parents and the achievement of its programmatic goals.



By the Numbers

- 17,787** students/parents served in 2020
- 11,856** New Orleans Guide to High School and Beyond and New Orleans Guide to Early Childhood Education Guides distributed
- 4,604** students received placement assistance online during late enrollment with NOLA Public Schools
- 1,327** individuals were engaged via PIC events/workshops, and community partner events including back-to school giveaways and COVID parent survey



**"What a wonderful resource!
This will be so helpful to our
students and families."**

*- Interim Director,
Isidore Newman School*

Program Highlights 2020

PRIDE (Parents Ready to be Involved to Deliver Excellence) Leadership Academy

The PRIDE Leadership Academy's goal is to foster a network of advocates and community leaders focused on improving our education system and willing to advocate on behalf of all students.

**2020 Cohort of 10.
100% Graduated.**

Anna Dominique, a 2013, 2017 and 2019 PRIDE graduate and alumni member was selected to serve on the NOLA Public School's Reopening Task Force. The Task Force was formed as a result of the COVID-19 pandemic and were charged with being a conduit for numerous stakeholders, and advising NOLA-PS administration and Orleans Parish School Board in the development of a road map to safely reopen schools.



2019 graduates and PRIDE alumni Dominique Martin and Anna Dominique were panelists and represented parents from Louisiana on the virtual Education Trust Fellows National Parent Advocacy Gathering. Martin and Dominique presented the top 5 must haves parents wanted when schools reopened. 110 parent advocates from around the nation participated in the virtual gathering.

Parent Charter Board Member Training

In 2017, the State Legislature mandated parent inclusion on charter school boards. PIC continues to offer this training, which covers topics pertaining to Board-responsibilities, ethics and fiduciary duties, managing and leading effective meetings, and becoming an effective Board member.

**5 parents registered
for the 4th Training.
100% Completed.**

Schools Expo

PIC hosts an Annual Schools Expo at the Mercedes-Benz Superdome where schools and community organizations are convene to provide families with the opportunity to engage with representatives, and apply to schools via OneApp at one location on the same day. **Due to COVID-19 restrictions, PIC will host its 15th Annual Schools Expo online.**

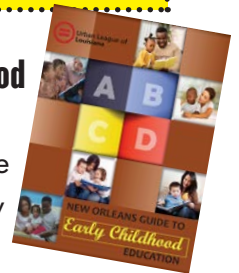
New Orleans Guide to High School & Beyond, 9th edition

The Guide contains profiles for public, private and Catholic high schools in New Orleans. [READ THE GUIDE NOW!](#)

**8,356 high school guides distributed
to 7th and 8th grade students, library
branches and health clinics.
3 workshops for 115 students/parents.**

New Orleans Guide to Early Childhood Education, 5th edition

The guide is a comprehensive resource guide that aids families seeking early childhood education programs. Inside the Guide are profiles for state licensed Early Childhood Education centers containing information on center types, child-to-caregiver ratios, choosing an Early Learning Center, services for children with Special Needs, and relevant information families can compare as they determine which center meets their child's needs.



**3,500 Early Childhood Guides will be
distributed to family health clinics, family
resource centers, library branches, and
agencies serving families.**

**"I can't thank the Urban League
enough for the consistent
partnership and support of our
students and families."**

**- Director of Enrollment Operations
NOLA Public Schools**

Parent Information Center - Baton Rouge

The Urban League of Louisiana's Parent Information Center in Baton Rouge (PIC-BR) responds to the distinct needs of parents and community members as they navigate and improve the Baton Rouge education landscape. PIC-BR empowers parents to be successful agents and advocates for excellent schools, educates parents about school choice and equips parents with skills to become effective leader-advocates for parent/school partnerships and for quality schools. Ultimately, the goal is to increase student achievement through a more informed community and active parent base.



Our Pandemic Pivot

During the COVID-19 pandemic, PIC-BR pivoted its programming and services to continue to meet the needs of Baton Rouge families virtually and via socially-distanced engagement and interaction. Our PRIDE Leadership Academy graduated its first virtual class, we hosted our first virtual STEM Fest, and we hosted our annual school expo as a drive-through event. In addition to these signature programs and services, PIC-BR also created a COVID-19 resource guide that was electronically circulated to our Baton Rouge families. This resource guide contained important information, resources, and services available for Baton Rouge families to support them through the COVID-19 pandemic. PIC-BR also partnered with local organizations to facilitate virtual workshops and provide both staff and parent leaders to serve on committees and task forces that focused on tackling important education advocacy issues related to the pandemic. In addition, PIC-BR partnered with EnrollBR for a digitally based campaign to increase awareness and promote the EnrollBR common application process for local charter schools. This campaign reached over 10,000 local families via radio, news, and social media.



By the Numbers

- 10,000 +** families reached via the digital campaign to promote the EnrollBR common application
- 986** families served in 2020
- 100** PreK-12th grade students attended the 2020 virtual STEM Fest
- 13** partner organizations supported PIC-BR's programs and initiatives



"My daughter was so excited and grateful that she was able to be a part of the STEM program. She's constantly asking about what is she going to make next. Thanks!"

Nikosha Roberts, parent

Program Highlights 2020

PRIDE (Parents Ready to be Involved to Deliver Excellence) Leadership Academy

In July 2020, PIC-BR relaunched its second PRIDE Parent Leadership Academy cohort. The cohort first launched pre-COVID in March 2020 and was halted after 1 session due to the COVID-19 crisis. To ensure safety and social distance of our parents, PRIDE was relaunched as a virtual series. Led by subject experts, the virtual sessions served to educate and inform parents on important advocacy and education based topics. As a culmination to the PRIDE program, our 12 cohort members are actively engaged in advocacy projects that seek to improve and address access and equity issues within the Baton Rouge education landscape through the 2020 year.

**2020 Cohort of 13.
100% Graduated.**



STEM Fest

In 2018, PIC-BR began a partnership with STEM NOLA and EnrollBR to bring STEM Fest events to Baton Rouge families. STEM Fest provides FREE fun-filled hands-on Science, Technology, Engineering & Math (STEM) activities at 50 stations including designing and programming robots, controlling hydrodynamics, launching rockets and much more. Due to COVID-19, PIC-BR offered STEM Fest as a virtual experience on July 18, 2020. The virtual STEM Fest reached max capacity with 100 students participating. Participants included PreK-12th grade students from 87 local schools in 9 local parishes. The entire event, including the STEM kit of supplies and materials, was entirely free for all participants. The STEM kits were distributed to parents via a drive-through distribution process prior to the event.

**MAX CAPACITY
at 100 student
participants from
87 local schools
in 9 parishes.**

During this virtual fest, students were taught science-based facts about COVID-19 and about force & motion. After the general discussion, students were paired with instructors in small-group breakout sessions and led students through a variety of force & motion STEM activities including building parachutes, constructing paper cubes, propellers, and building a battery-operated car.

Schools Expo

On Saturday, November 21st, PIC-BR gave away over 300 free backpacks filled with school supplies to local Baton Rouge families via a drive-through distribution process in partnership with The Education Trust, SLCE, and Millennial Park. In addition to backpacks and school supplies for families, PIC-BR also provided 30 free cleaning and sanitizing kits to local teachers and community-based organizations.

**300 free backpacks filled with school
supplies distributed.
30 free cleaning and sanitizing kits
given to teachers and organizations.**



“My experience with PRIDE this year has been enlightening with learning how to get involved with your local school board members to networking with your community in giving back. I have enjoyed learning from parents about how they have been able to navigate with virtual learning. Motivating parents to get involved and staying positive while doing so!”

**– Rene Thomas,
PRIDE parent**

Project Ready

- New Orleans & Baton Rouge

If you want to see the future, look into the eyes of the youth. Ask them how they feel, ask them to share their perspective, and ask them for solutions to their problems. Our ears and hearts directly serve the youth of Scotlandville Magnet High School and L.B. Landry College and Career Preparatory High School as Urban League of Louisiana's Project Ready Program provides students with a cadre of academic, life skills and career readiness support to prepare them for high school graduation and post-secondary success during and after-school.

At both sites, students can access college application and eligibility support, career fundamentals presentations, career exposure and advising, after-school tutoring, ACT prep, gender-based mentoring, college tours, "Behind the Business" tours, career fairs, and STEM/STEAM enrichment. These school sites serve as key partners in preparing students for graduation and life beyond high school.



Our Pandemic Pivot

Innovation is the word of 2020 as our increased reliance on technology supports the evolution of the 21st Century workforce. Education is a field that was forced to pivot and not pause; however, COVID-19 highlighted and further expanded the equity and equality gap while showing the value of quality school programming. The Project Ready program is the bridge between traditional school and support services as we are direct student and family engagement. During the pandemic, Project Ready has remained available to students for academic tutoring, school credit recovery, virtual ACT rep, STEM activities and college and career readiness activities.

By the Numbers

144 high school students served - 27 of which earned 31 hours of college credit through dual enrollment at Baton Rouge Community College and Nunez Community College. Students toured 2 college campuses in-person and through 11 virtual presentations. (2019-20)

89 high school students served virtually. 2 students are enrolled in welding at Nunez Community College. (2020-21)

20 students participated in virtual Summer Bridge program to acclimate incoming freshman to high school (Summer 2020)



Program Highlights 2020

NEW SIGNATURE EVENT - Future Ready: College and Career Industry Expo

This initiative was offered to all students at Scotlandville Magnet High School. Over two days, presenters from both the business and education sectors hosted information sessions/presentations about their employer or school followed by an opportunity to interact with recruiters one-on-one at a separate college and career fair.

- **“Bringing Your Vision Into Focus”** - on Feb. 27 & 28 served the entire student body of over 1,000 students.
- **“Beyond the Mask”** - on Oct. 29 & 30, virtually served over 250 students.

College and Career Readiness

CCR activities included behind the business tours (BTB), college tours, college and career fairs, job shadowing, financial aid workshops, and college counselling. Some of these activities were:

COLLEGE TOURS

In Person

LA Tech University,
Dillard University
University of Louisiana
at Lafayette



Virtual

Louisiana State University Xavier
University, Grambling State
University, Southern University,
University of New Orleans,
University of Houston, University of
Holy Cross, Florida A&M University,
River Parishes Community College

BEHIND THE BUSINESS TOURS

In Person

ExxonMobil, MMR

Virtual

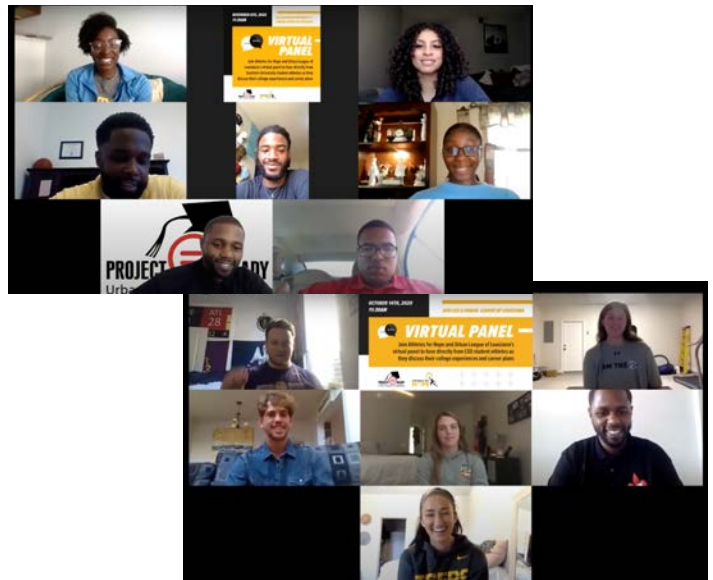
Humana, Blue Cross Blue Shield,
LA Department of Public Health,
J. Robins CPA

Embedding Technology

Focusing on ACT preparation, teachers Kellen Daranda and Ceasar Hendricks continue their pre-pandemic commitment to lead our after-school program at Landry, while Teacher Myeasha Webb hit the ground running with ACT Prep at Scotlandville in Fall 2020. Both sites offer a hybrid learning model.

Landry’s CTE department hosts monthly college visits for junior and seniors. Recruiters from various schools meet with students via zoom to share programs and degree pathways with prospective students.

New program partner **Athletes For Hope** virtually visited Project Ready students introducing current student athletes from LSU and Southern to program participants. This unique panel discussion focused on the high school to college transition, choosing a college and a major, goal setting and planning.



“Project Ready has been a tremendous help to the students of Scotlandville! From helping families at our inaugural college and career industry conference to field trips to Summer Bridge. Urban League has been a great help.”

*– Anita Gilmore, Teacher,
Scotlandville Magnet High School*

Office of Workforce Development

Urban League's Office of Workforce Development (OWD) serves as the organization's in-house economic engine, providing individuals with the tools they need to thrive in the workforce, growing Louisiana's pool of qualified workers to connect them to employers across the state. OWD connects new career seekers, unemployed and underemployed individuals, and prospective employees re-entering the workforce with the resources they need to attain living wage jobs. Our signature Career Pathways Program (CPP) is a multi-pronged service delivery model, which includes career readiness training, integrated case management, tuition assistance, financial literacy, occupational skills training, and direct employment placement, to move participants toward self-sufficiency. The program serves residents of Metro New Orleans and East Baton Rouge, who are unemployed and underemployed including young adults ages 18 to 24 and adults ages 18 and above.



Our Pandemic Pivot

Up-skilling the workforce during the COVID-19 Pandemic is a priority of the Office of Workforce Development. Our office continues to serve as an integral part of statewide and local efforts to support individuals who suffered job loss, were furloughed, or experienced a reduction in hours. We pivoted from in-person offerings to a high quality state-of-the-art virtual service delivery model. Over the last nine-months, the COVID-19 pandemic changed the way we work, connect, and live, so we implemented our TeleWorkforce as well as our virtual Workforce Center, where we provide virtual job fairs and other workforce training and events. This virtual space allows us to remain connected to existing program participants, training partners, community organizations, the American Job Centers, and those who are unemployed or underemployed, to help increase employability skills of residents in Metro New Orleans and East Baton Rouge, especially during these unprecedented times.



By the Numbers

- 17,200+** hours of Professional Development (life skills) workshops were provided to program participants
- 1,259** career seekers served
- 300+** career seekers connected to jobs during the pandemic.
- 341** enrolled in the Career Pathways Program (CPP) of which, 98 were Opportunity Youth ages 18 to 24.
- 98** youth and young adults in technology program (35 obtained a credential and 63 are in progress)
- 170** adult participants were connected to employment with average earnings of \$16.00 per hour



"After serving 8 years in prison, I am finally free. Since being home, things have truly lined up correctly. I will not take this second chance for granted."

- Cornell H.

Program Highlights 2020

In 2020, the Office of Workforce Development provided the following:

Over 17,200 hours of UL's Professional Development (life skills) workshops were provided to program participants.

During the Covid-19 pandemic, OWD hosted **9 virtual job fairs**, powered by Oxfam America. Three of the virtual Job Fairs were provided in partnership and support of the Louisiana Workforce Commission. Combined, a total of **55 essential employer partners** participated in the virtual events. Other partners included education providers and local resource providers.

601 job seekers attended Urban League's virtual Career & Resource EXPOs.

OWD assisted **589 individuals impacted by Covid-19** and continues to serve as an integral part of statewide and local efforts to support and assist individuals needing help accessing their HiRE account to apply for unemployment benefits.

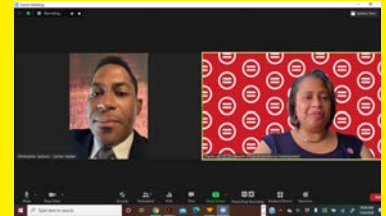
Urban League's Office of Workforce Development served **125 returning citizens**, with each eligible to receive a \$2,450.00 stimulus package to help support them as they reconnect to family, find housing, and reconnect to employment or enter the workforce for the first time.

OWD kicked off National Workforce Development month with **5 Green Tech webinars**, which were held in partnership with Energy Smart and the Louisiana Chapter of the U.S. Green Building Council. These events featured local and national guest speakers with focused panel discussions on:

- Careers in Clean Energy
- Residential Energy Efficiency
- Commercial Energy Efficiency
- Wind Energy
- Solar Energy

Visit the [Virtual Workforce Center](#) to take a tour of how we remain connected to our partners, participants, the community, and each other. To access Urban League of Louisiana's Virtual Workforce Center, job seekers in need of technology were provided a loaner smart mobile device or a computer with a hotspot.

The Urban League of Louisiana's Office of Workforce Development created an Employer Covid-19 Safety Assessment. This tool was created to assist with identifying essential employers with vacant positions in the wake of the Covid-19 pandemic. [Click here to view the Employer Safety Assessment](#). To date, the Urban League has provided at least **8-virtual career fairs to help connect at least 300 career seekers to jobs during the pandemic**.



"I took the time off from school to figure out what I wanted to do in life, and refocused my goals, and it's been worth it."

Nasser H., UYEP Technology Opportunity Youth
Certified in the Fundamentals of JavaScript, Functional Programming and Web Development (Jr. Software Developer).

Center for Entrepreneurship & Innovation

The Urban League of Louisiana's Center for Entrepreneurship & Innovation (CEI) is dedicated to ensuring the success of small businesses across the state of Louisiana with dedicated efforts in supporting minority- and women-owned firms. The work of the Center is built upon the documented need for increased access to contracting opportunities, business development services, and capacity-building resources for these diverse groups.

The CEI provides business education workshops, one-on-one and small group counseling, hands-on technical assistance, and access to resources relevant to aspiring and existing entrepreneurs across various industries. The CEI includes: *the Women's Business Resource Center, the Contractor's Resource Center, and the LADOTD DBE Supportive Services Program – Region B, Bridge City/New Orleans and Hammond.*



Our Pandemic Pivot

In response to the COVID-19 pandemic, ULLA's CEI is continuing to provide its core services. However, these traditionally in-person services are now being provided via online platforms. Counseling sessions and training events with small business clients are now being conducted by webinar. Conference calls are also being used to facilitate one-on-one and small group support services.



By the Numbers

4,012	attended training (clients and non-clients)
2,301	unique clients served (trained or counseled)
2,119	clients received training
1,234	counseling sessions conducted
95	new jobs created
30	new businesses created
\$2.7M	in contracts
\$970k	in supported loans.



"I was a GREAT trainer, but I didn't know how to market, advertise, or anything about financial statements. I didn't know about checking my credit or anything about the business side. I think that's what was lacking for me to grow. Now, I'm learning more about strategic planning, how to be more organized and structured and how to gather data all from going to the Urban League's business classes."

**– Carolin Flowers, Owner,
Totally Fit Physique, New Orleans**

Program Highlights 2020

CEI has collaborated with several public and private organizations to support small businesses that have been directly impacted by COVID-19. **COVID-specific programs administered by CEI include:**

Ford Emergency Capital Access Program

Ford Motor Company and its philanthropic arm, Ford Motor Company Fund, collaborated with the Urban League of Louisiana to provide micro-grants to Black business owners negatively affected by COVID-19. The Emergency Capital Access Program (ECAP) provided small grants, combined with technical assistance and advisory services, to Black business owners across the Greater New Orleans area.



Resilient Restart EBR: Small Business Micro-grants Program

To meet the short-term financial needs of microenterprises and small businesses, the Urban League of Louisiana is working with Mayor-President Sharon Weston Broome and the City of Baton Rouge, East Baton Rouge Parish, to administer the Resilient Restart EBR: Small Business Micro-grants Program. This program offers one-time, micro-grants of \$2,500 to eligible small businesses in East Baton Rouge Parish that have been impacted by COVID-19.



Google Storefront Kits for Black-owned Small Businesses

The Urban League of Louisiana is working with Google to host a pilot program that provided Black-owned, small and medium-sized businesses with free Google Storefront Kits and other Google services.



This initiative aims to support safer business environments for customers and employees of eligible businesses in response to COVID-19 safety measures. This pilot program supports Black-owned businesses operating storefronts, food trucks, commercial office spaces, or customer-accessible home offices across the state of Louisiana.

Chase Advancing Black Entrepreneurs Series

- Reclaiming the Future: How Your Business Can Rise to the Challenges of COVID-19
- The Power of Capital: How to Fuel the Growth of Your Business

COVID-19 Perspectives for Small Businesses Series, Sponsored by Shell

- Understanding the Changing Dynamics of Corporate Contracting and What Your Small Business Should be Doing Now to Participate
- Best Practices in Corporate Contracting: A Fireside Chat with Lee Jackson
- Pivoting in Action: How Minority and Women-owned Businesses Are Leading the Way in Resilience and Adaptability (4 Sessions)

The Urban League Fights for You Virtual Series

- Re-Charge Your Business: Building Scalable, Agile and Resilient Minority Small Businesses



National Urban League, Goldman Sachs 10,000 Small Businesses, and Hope Partnership for the Paycheck Protection Program.

The Urban League of Louisiana's Center for Entrepreneurship & Innovation was proud to collaborate with Hope to increase access to the PPP for small businesses across the region.

"Thanks so much for this much needed emergency grant! We will be forever grateful to Ford and the Urban League of Louisiana."

- Ford ECAP Grant Recipient, New Orleans

Policy & Social Justice

The Urban League of Louisiana Center for Policy and Social Justice is essential to the mission of securing parity and civil rights and closely aligns with the work of the Center for Workforce and Economic Development and the Center for Education and Youth Development.

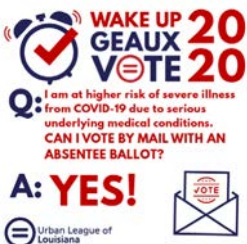
This Center implements strategies and initiatives that increase equity and improve quality of life for African American communities and other communities of color across Louisiana. The work of this Center includes the Urban League's annual policy cycle featuring a statewide listening tour, policy conference, and policy work groups; Wake Up Geaux Vote; the production of education equity reports; health equity initiatives; criminal justice reform efforts; and a legislative agenda during the Louisiana legislative session.



Civic Engagement



Wake Up Geaux Vote (WUGV) is the Urban League's non-partisan voter education and activation effort focused on communities of color across Louisiana. Utilizing high visibility strategies, the Urban League worked hard to make sure everyone was reminded about the importance of their vote - through billboards in New Orleans, Baton Rouge, and Shreveport, email campaigns, social media posts, webinars, and canvassing, the message was clear - your vote is your voice.



WUGV was activated four times in 2020, during statewide elections that took place in July, August, November, and December. With the Secretary of State implementing emergency election plans, there was critical information to get out to communities across Louisiana. In response, the Urban League created a 2020 Elections FAQ campaign to address common questions about absentee ballots, polling location changes, early voting, and more. We hosted four election phone banks with hundreds of volunteers to encourage residents to register to vote, to vote early, and to WAKE UP and GEAUX VOTE on election day. With the assistance of eight WUGV student interns, the Urban League was able to reach students on college campuses across the state and with even more volunteers, were out on election days waving signs at key intersections to encourage voter turn-out.



The Urban League hosted a 2020 Voter Empowerment Forum Series to educate voters on key issues on their ballots. The first was a three part candidate forum, New Orleans School Board Candidate Forum on Educational Equity, which allowed the public to hear directly from Orleans Parish School Board candidates about

their position on racial equity and plans for addressing the specific inequities documented in the Urban League's Advancing Education Equity report, if elected to serve. The second forum, #LRM - Local Races Matter: A Louisiana Down-Ballot Forum, featured journalists, experts, and advocates from across the state discussing the down-ballot races - those that impact local policies such as local races statewide, the seven statewide amendments, and the responsibilities of different elected positions on the ballot.

By the Numbers

6,000+ calls made through phone banking

224 volunteers

609 volunteer shifts

13,371 website views on Election Day

2020 Census VOICE Initiative - Launched in 2019, the Urban League’s 2020 Census initiative was in full effect in 2020, helping to ensure a complete count. The initiative, called VOICE – Voicing Our Information for Census Equity, utilized three strategies to reach historically undercounted communities: trusted voices, data, and real-time action.

Efforts included training and education over 2,000 individuals across the state of Louisiana, hosting an HBCU Challenge, convening Complete Count Committees in New Orleans and Baton Rouge that together engaged over 40 organizations, hiring eight young adults to serve as peer ambassadors for the Census, hosting a statewide phone bank, distributing over 50,000 flyer, leveraging large scale events like the 2019 Bayou Classic Parade, the 2020 Krewe of Zulu Mardi Gras Parade, and more.



The Urban League produced materials and toolkits designed to make basic Census information accessible and approachable to local communities, shaping targeted, thoughtful messaging to resonate with the local communities. Due to the pandemic, the in-person efforts that the Urban League and its partners had planned were forced to shift, and events like National Census Day became a Digital Census Day where hundreds of partners shared content on social media, newsletters, and other media, impacting what was the largest single day increase in response rates.



By the Numbers

2,000	people trained
1,400	census webpage views
129	volunteers
5,000	calls made through phonebanking
50,000	flyers distributed
35	faith leaders engaged

The Urban League of Louisiana partnered with The Data Center to create 2020 Census maps that allowed our efforts to be driven by data - looking at areas that had low response rates previously as well as areas that have higher rates of renters, low income households, and higher numbers of families with young children. These maps allowed us to maximize efforts and resources to reach those hardest to reach. In addition, the Urban League engaged a coalition of organizations to focus efforts on reaching Hispanic, immigrant, and Spanish speaking communities. This effort included the Hispanic Chamber of Commerce of Louisiana, Puentes New Orleans, Free Alas, and Our Voice, Nuestra Voice.

Social Justice Advocacy

In addition to its programmatic work that invests in social justice, the Urban League has been a leading voice on critical social justice issues in 2020 from releasing recommendations for re-opening during the pandemic to hosting a virtual conversations to explore the meaning and implications of police reform, which attracted over 1,500 people.

[View “Reform. Recover. Reopen.” recommendations HERE.](#)

[View Police Reform town hall HERE.](#)

DEFEND THE POLICE Urban League of Louisiana **CRIMINAL JUSTICE**

TELE-TOWN HALL

POLICE REFORM? LET'S TALK ABOUT IT

TUESDAY, JUNE 16 | 5:00 PM - 7:00 PM

Policies like the Justice in Policing Act and defunding the police are not new, but in this moment, there is a willingness to consider dramatic systems reforms.

What do these reforms mean and what do they mean for our communities?

FEATURING

REGISTER: URBANLEAGUELA.ORG



Urban League of Louisiana Racial Equity Process - In 2020, the Urban League began offering direct support to strengthen organizations' efforts and build permanent infrastructure to practice racial equity all the time. The Racial Equity Process takes a comprehensive approach to explore and adopt a new set of tools for organizations to rely on every day to create equitable outcomes. The benefits of thinking more expansively and advancing racial equity ultimately increase these organization's ability to achieve outcomes, gain new partners, and strengthen their impact. As the largest black-led and black-serving organization in Louisiana, the Urban League is uniquely positioned to bolster organizations' efforts to assess, train, plan and implement racial equity efforts. Through this offering, businesses and organizations have the opportunity to benefit from the stature and reach of the Urban League's national brand, representing an 110-year history of working directly with the black community, providing support for economic self-reliance, parity and civil rights.

Fellowship In Youth Advocacy (FIYA) - In early 2020, the Urban League of Louisiana launched the Fellowship in Youth Advocacy in partnership with the New Orleans Youth Alliance and Jobs for the Future to train young adults ages 16-24 who have experienced disconnection from work and school on how to change policy. The fellowship includes a training series to support and assist fellows in identifying policies they want to change to help more young adults have what they need to support themselves and their families.



Health Equity

The Urban League of Louisiana knows firsthand that, no matter the crisis – whether it's a hurricane, a flood, or an unprecedented pandemic, the communities that we are closest to – those who are seeking equity to secure economic self-reliance, parity and civil rights – most often get hit the hardest during times like these. Throughout this unwavering year, we have worked diligently to expand our health equity footprint during COVID-19.

In April 2020, Urban League of Louisiana President & CEO Judy Reese Morse was named to Governor John Bel Edwards's COVID-19 Health Equity Task Force. ULLA has followed directives from the Governor and Mayors across the state and will continue to do so. To comply with the directives, ULLA has transitioned our work to provide programs and services virtually throughout the pandemic.

Virtual Town Halls on Health and Wellbeing of African Americans in Louisiana -

The Urban League has been raising awareness on issues impacting the health and well-being of African Americans, including of the impact of COVID-19 since April. It hosted a series of 5 virtual town hall meetings attended by more than 2,500 people on the impact of the virus on the African American Communities and the impact of social determinants of health.



[View "No, We're Not Immune" town hall HERE.](#)

[View "From Disparity to Parity" town hall series HERE.](#)

ULLA Masks Up Campaign and Mask Giveaways - In May, ULLA launched a statewide mask campaign: ULLA Masks Up. The campaign included a social media push to promote the usage of masks, a social media selfie challenge encouraging users to send in pictures of themselves wearing masks with one lucky winner receiving a custom mask, a webpage dedicated to sharing critical information and resources about the importance of masks, and a series of Free Mask Giveaways to the public.

Since July, the Urban League has given away 9,000 masks in New Orleans, 1,000 masks in Baton Rouge, and additionally donated 4,000 masks to local and statewide partners. At the free mask giveaways, ULLA partnered with WBOK and iHeartMedia radio stations to advertise the events and have live on-site remotes. Our WBOK partnership helped us reach an estimated total audience of 23,000 and our iHeartMedia partnership helped us reach an estimated audience of over 268,000 people!

Warby-Parker (through the National Urban League) donated 5,000 masks 2,000 pairs of gloves, and 1,000 hand sanitizer bottles and wipes. These items will be used at our Head Start centers and for giveaways.

By the Numbers

25,000	total masks donated through partners
4,000	masks donated by the New Orleans Pelicans
2,000	masks donated by Dove
3,000	masks donated by Ford for small businesses
10,000	masks donated by the CDC Consortium of National Networks
5,000	masks donated by an anonymous donor
9,000	masks distributed in New Orleans
4,000	masks given to statewide and local partners
1,000	masks distributed in Baton Rouge



Urban League of Louisiana

Q: What is Contact Tracing?

A: Contact Tracing is the process of identifying all people that a COVID-19 patient has come in contact within the last two weeks.
(Source - World Health Organization)

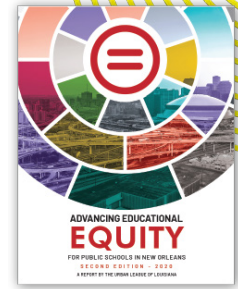
LEARN MORE ABOUT CONTACT TRACING

urbanleaguels.org/contact-tracing

Contact Tracing Awareness Campaign - As a trusted voice in the African American community, the Urban League has launched a public awareness campaign to inform, educate and promote contact tracing among African Americans. The campaign, "YOU Are Your Family's Most Trusted Source," features African American women between the ages of 25 and 65. Data show that African American women are the most relied-upon family member in most African American households relative to health and wellness decisions. The campaign encourages African American women to learn about contact tracing from the Urban League of Louisiana as we work to keep them informed. The Urban League of Louisiana created the campaign because of the known distrust in government that many African Americans have.

Education Equity

New Orleans Education Equity Report - In mid-August, ULLA released the second edition of this report based on data for the 2018-2019 school year. The analysis built on the 2017 report and captured changes since the 2016-2017 school year in the areas of academic outcomes, school climate and access. The findings showed disparities across race, ethnicity, and socioeconomic status beginning early and lasting throughout a student’s academic career: The report was released as a renewed call to action, especially during the pandemic, which a call to center equity so that the education response to COVID-19 does not further the inequities that already existed. Long-term plans include working in partnership with a wide range of multi-sector stakeholders especially parents, families, teachers, school board members, and school district leadership, to put the data to use, examine policies and structures, and increase transparency and accountability for changing them.



[READ THE EDUCATION EQUITY REPORT HERE.](#)

Education Priorities and Strategic Approach - In late July, the Urban League released a framework for statewide education equity in the time of COVID-19. The framework outlined the Urban League’s commitment to see equity infrastructure built into education systems moving forward so that all students and families have the resources and support to succeed in school and in life.

[READ THE STRATEGIC APPROACH HERE.](#)



A Seat At the Table -

ULLA is a member of the **Education Research Alliance (ERA)** which is charged with identifying topics for research by the Cowen Institute regarding education access, transparency of data, school quality, and school choice.

ULLA is a part of the **Youthforce NOLA Collaborative Steering Committee**. YouthForce NOLA is an education, business, and civic collaborative that prepares New Orleans public school students for successful pursuit of high-wage, high-demand career pathways and facilitates systems change to ensure equitable outcomes.

The Urban League is a member of the **EnrollNOLA Task Force**, a group which convenes to review enrollment data/projections for families and students as well as the Orleans Parish School Board Facilities Master Plan Task Force whose purpose is to preserve new facilities and ensure community access to building/resources.

ULLA is also a part of the **New Orleans Grade Level Reading Campaign** which is a collaborative of leaders from government, business, education, families and the non-profit sector who have committed to working together for the next decade to increase the number of New Orleans students who are reading on grade level by the end of third grade.

President and CEO Judy Reese Morse is a member of **Governor John Bel Edwards Health Equity Task Force**. Its actions and research will result in improved health outcomes and equity in Louisiana

ULLA is a part of the **Louisiana Community Engagement Alliance Against COVID-19 Disparities** supported by the National Institutes of Health – LA-CEAL is an alliance of universities, healthcare professionals, community pharmacies, faith-based and non-profit organizations and Federally Qualified Health Centers working collaboratively to serve Louisianans to halt the impacts of COVID-19 on our communities, especially those underserved.

The Urban League is a member of the **Police Training, Screening and De-Escalation Task Force**, which was established by the Louisiana State Senate. This statewide task force examines police policies and practices and makes recommendations on ways to ensure equitable policing in Louisiana.

ULLA is also a member of the **Statewide Business Court Task Force**, established by the Louisiana State Senate. The task force was established to study and make recommendations with respect to the advisability of creating a statewide business court.

The Urban League is a member of the **Council on the Success of Black Men and Boys** which was established by the Louisiana Legislature. The Council will transform the lives and experiences of Black men and boys in Louisiana through higher education, re-entry and reintegration, workforce development, identity and self-image, narrative change and wealth literacy.

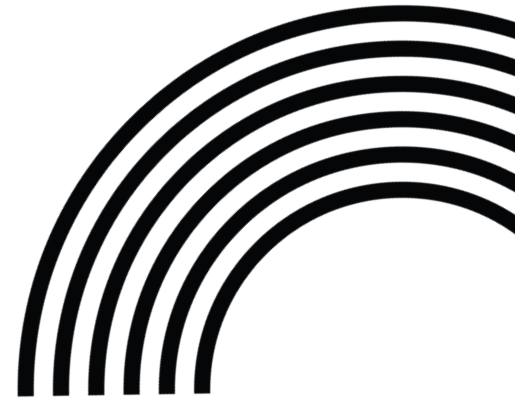
ULEAD

Since 2015, the **Urban Leaders for Equity and Diversity (ULEAD)** cohort provides a forum for training on the current and potential educational landscape of New Orleans for people of color who are public education and social advocates. Also, ULEAD offers an opportunity to engage in discussions with advocacy peers to exchange experiences, best practices, and ideas related to current and emerging issues associated with the area of public education in New Orleans. Topics that are typically covered include, but are not limited to, the history of Public Education in New Orleans, New Orleans education policy and governance, emerging public education issues, educators in New Orleans, New Orleans parent engagement, and equity/diversity considerations in public education in New Orleans.



ULEAD 2020 was in position to launch four cohorts with a goal of graduating 100 advocates. The pandemic, however, limited ULEAD to completing one successful cohort. Continuing our commitment to expand our impact across the state of Louisiana, ULEAD launched and completed its first Baton Rouge cohort in Spring 2020 with 24 advocates. Lecturers included Lorie Martin, Deb Vaughn, Dhiyaa Abdullah, and East Baton Rouge Parish School Board Member Tramelle Howard.

Several ULEADers are pursuing graduate level education certifications at local universities. Multiple ULEAD graduates plan to apply and serve on a local charter school board in 2021.



By the Numbers

24 participants served in the Spring Cohort

100% of applicants who were accepted to ULEAD graduated after participating in the eight-week program.

40 graduates completed the program from various professional backgrounds including attorneys, educators, grassroots community advocates, members of the New Orleans Recreation Department and Commission (NORDC) Executive Leadership Team, and members of the NOLA Public Schools Executive Leadership Team.

Urban League Young Professionals

The Urban League of Louisiana Young Professionals is a volunteer auxiliary of young professionals committed to promoting and supporting the mission and goals of the Urban League Movement - through volunteerism, fundraising and membership development. Urban League of Louisiana Young Professionals provides activities that are characterized by excellence in community service, fundraising, and dedication to the development of its diverse members to empower communities and change lives through consistent involvement in the Urban League Movement and its five-point approach to empowerment which includes: (1) Education and Youth Empowerment; (2) Economic Empowerment; (3) Health and Quality of Life Empowerment; (4) Civic Engagement and Leadership Empowerment; and (5) Civil Rights and Racial Justice Empowerment.



Our Pandemic Pivot

To continue to serve the Urban League of Louisiana, the community, and our membership, we moved to primarily virtual programming. Our general body meetings and other informative events that normally took place at Urban League Headquarters moved to an online platform. Via our online platforms, we've promoted census & voter education, co-hosted candidate forums, collaborated with YP Chapters across the Southern Region, hosted financial education seminars in joint partnership with the Urban League of Louisiana Guild, and hosted discussions on relevant topics such as "preparing for virtual job interviews" and "mental health in the midst of COVID." We promoted the tools, resources, events, and fundraisers of the Urban League via our social media. We have also been physically present to serve as volunteers for the back to school giveaway and multiple mask giveaways.



By the Numbers

- 2,500** community members served
- 250** service hours logged
- 300** people reached via virtual meetings
- 80** members
- 20** events hosted and co-hosted
- \$300** raised by individual members to give to the Urban League for GiveNola Day



Urban League Guild

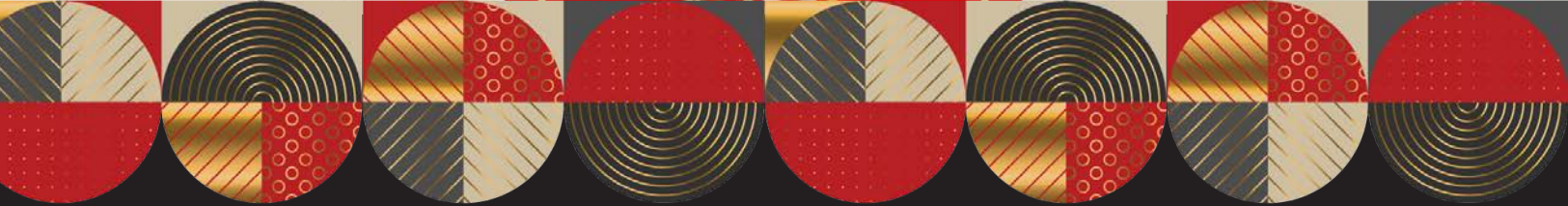
The Urban League Guild serves individuals with a mind to “give back” ages 40 and over. Guild members work to promote the Movement of the Urban League by incorporating progressive fundraising, creating and leveraging community service programs and developing a cadre of dedicated and informed foot soldiers in the Movement.

Our Pandemic Pivot

The year 2020 brought with it a need for us too, to pivot as it relates to the offerings that we provide to our members and community alike. January ushered in our annual State of the Chapter open house event sponsored by longtime partner, IberiaBank Working with our community faith-based partners, we promoted initiatives to encourage participation in the Census and the importance of voter registration and participation. We continued and converted to an online platform, our long-running financial literacy series, On the Money Tuesdays which is co-hosted by our Urban League Young Professionals chapter. Our members volunteered in several Mask Giveaways programs hosted by our local Urban League. As part of our Faith in Action Initiative, we were happy to launch in conjunction with our new partner, the Center for Black Health and Equity, our new monthly online series entitled “From Amen to Action” which is targeted to providing much need resource information for our faith-based leaders so that they can be better equipped to meet the needs of the communities they serve.



Urban League of Louisiana **GUILD**



2020 VIRTUAL ANNUAL GALA

In our continuing promise to pivot and not pause, the Urban League of Louisiana re-imagined our annual Gala as a virtual experience. Our virtual gala took place on October 3, 2020. **Michael J. Sawaya**, President and General Manager of the New Orleans Ernest N. Morial Convention Center served as our chairperson. **James Carter, Esq.** Managing Partner of the Cochran Firm—Trials & Mass Torts, **David Ellis**, President and Chief Executive Officer of Entergy New Orleans, LLC and **Candace Montgomery**, Vice President Experiential, Essence Communications served as co-chairpersons.

The event took place in an online environment that featured multiple chat areas for attendees to connect, a virtual lobby, a virtual lounge complete with a photo booth and a theater. Our emcee was the talented comedian, **Michael Colyar**. Headline entertainers were **Casmé**, a New Orleans vocal artist, the soul legend, **Eric Benet** and a lively virtual after party with **MC Lyte** as the DJ.

Our Sustaining the Movement Sponsor was the New Orleans Ernest N. Morial Convention Center and Platinum Sponsors included The Cochran Law Firm/James Carter, Esq. Entergy New Orleans and ESSENCE. Over 400 were in attendance online that evening.

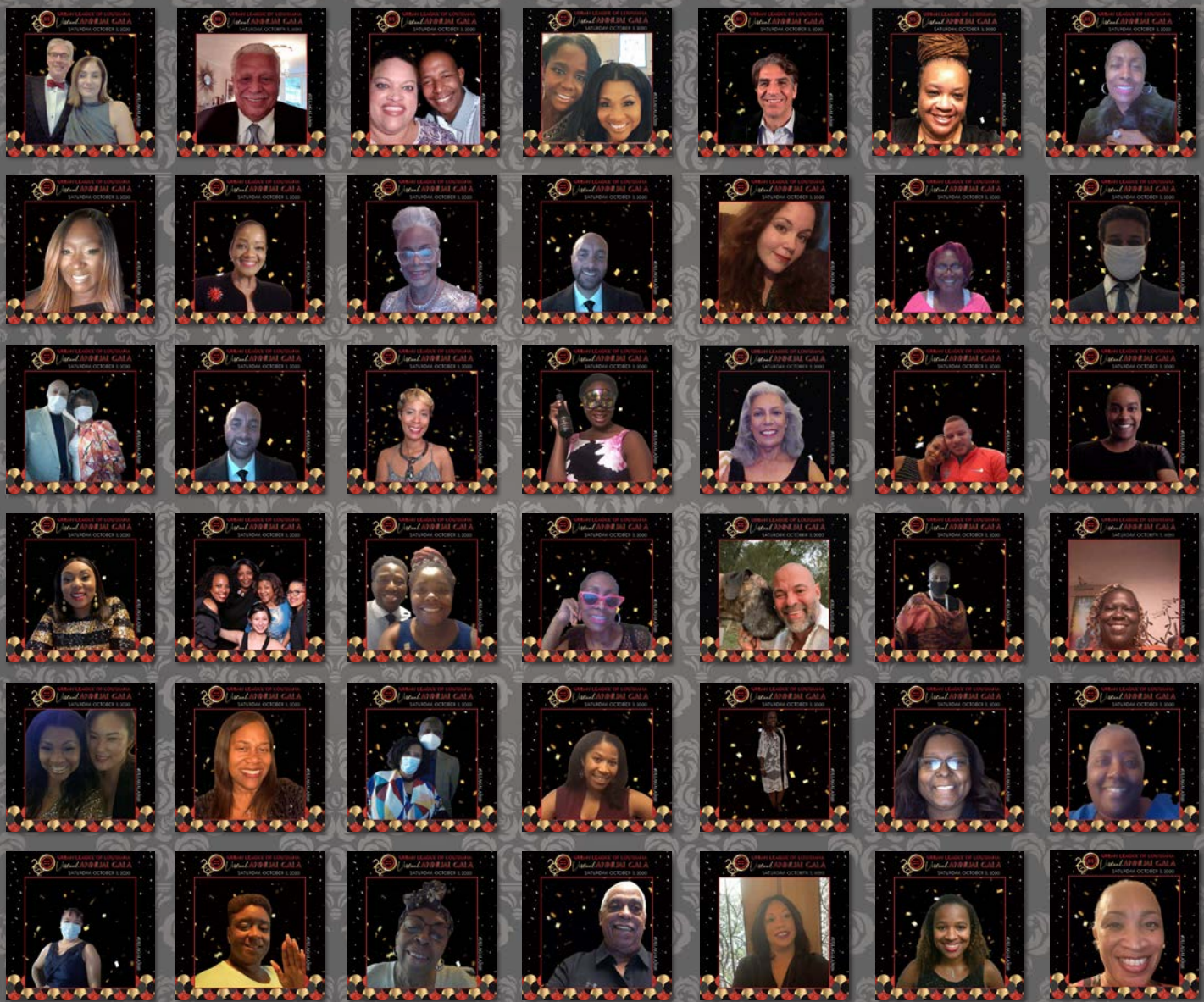
Our 2020 Honorees were chosen for their incredible leadership, compassion, and commitment to equality and justice in our communities during the pandemic and beyond. The Urban League honored **Dr. Jennifer Avegno**, Director of the New Orleans Health Department, **Jrué and Lauren Holiday** of the Jrué and Lauren Holiday Foundation, **Chief Justice Bernette Johnson** of the Louisiana Supreme Court, and **Alden J. McDonald, Jr.**, President and CEO of Liberty Bank.





An Unforgettable Evening!

PHOTO BOOTH GALLERY



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PROJECT READY

Louisiana Dept. of Education - 21st
Century Learning Center

National Urban League/Shusterman
Foundation

United Way of Southeast Louisiana

Wilson Foundation

Verizon

Union Home Mortgage

HEAD START

Baptist Community Ministries

Louisiana Department of Education,
Child and Adult Care Food Program
(CACFP)

Louisiana Endowment for the
Humanities

Total Community Action, Inc.

United Way of Southeast Louisiana

CENTER FOR ENTREPRENEURSHIP & INNOVATION (CEI)

AARP

APTIM

AT&T

Capital One

Chevron

City of Baton Rouge

Exxon

Ford Foundation

Google Nest

GMFS

Hancock Whitney

Investar Bank

Jacobs/CSRS

JP Morgan Chase

Louisiana Department of
Transportation

Louisiana Economic Development

National Urban League

New Orleans Ernest N. Morial
Convention Center

Postlewaite & Netterville

National Urban League/Regions
Bank

Shell

United Way of Southeast Louisiana/
United Way Worldwide/BET

U.S. Small Business Administration

UPS

OFFICE OF WORKFORCE DEVELOPMENT

Aspen Institute

AT&T

Baptist Community Ministries

Capital One

Center for Employment
Opportunities (CEO)

Enterprise

Huey & Angelina Wilson Foundation

JP Morgan Chase

Louisiana Workforce Commission

New Orleans Business Alliance/

Operation Spark

National Urban League/NFL

National Urban League/Google

Oxfam America

United Way of Southeast Louisiana/
United Way Worldwide/BET

Verizon

W.K. Kellogg

CENTER FOR POLICY & SOCIAL JUSTICE

Capital One

Center for Black Health and Equity

Community Change

Greater New Orleans Foundation

IBERIABANK First Horizon

Jrue and Lauren Holiday Foundation

Kresge

SPLC & Greater Atlanta Community
Foundation

URBAN LEAGUE OF LOUISIANA - GENERAL

Educate Now – YouthForce NOLA

Cox Communications

Greater New Orleans Foundation

Goldring Family Foundation

HancockWhitney

National Urban League/Frito-Lay

PepsiCo

Woldenberg Foundation

Members

PRESIDENT'S CIRCLE

Chris Bardell
Henry Coaxum
John Duck
Stephanie Mueller

Tracy Berry
Justin Blanchard
Maurice Boykin
Sarah Jane Brady
Marilyn Buchberger
Trimica Claude

Michele Jackson-Miller
Marla Jefferson
Joann Johnson
Melanie Johnson
Shalanda Judge
Diedre Kelly

Tyrone Ralph
Martha Reed
Skyra Rideaux
Victoria A. Roberts
Enciah Robinson
Kya Robottom

SUSTAINING

Anya Colon
Melissa McClendon
Clair Oliver

Crissy Coats
Domonique Curry
Roslyn Duplessie
Tanya Fazande
Sylvia Finger

Michae King
Missy Kroninger
Brandon Lacey
Dannielle Lewis
Julia A. Lewis

Alicia Roche
Carl Smith
Madelyn Snead
Sadat Spencer
Chris Taylor

PATRON

Alicia Battle
Henry Leo Beard Jr.
Chris Broussard
Joyce Burton
Sarah Gillen
Joanell Jacques
Chiquita Lattimore
Maria Montero
Marguerite Oestreicher

Ruth Francis
J'Michael Francois
Noel Franklin
Sierra Franklin
Cecil Lamark Gaunichaux

Malery Louis
Tara Mackintosh
Lisa Madere
Georgina Masters
Michelle Miller

Drew Thompson
Jolita Tolbert
Michele Torregano
Margaret Walker
Ike L. Washington, Sr.
Joseph Washington, Jr.

GENERAL

Nordette Adams
Yvette Alexis
Carol Bebel

Jacqueline Gilds
Tasha Grant
John Gray
Keary Grayson
Anjelica Hall
Julie Schwam Harris
Charissa Hayes
Lynette Howard
Asya Howlette
Dr. Johnalynn Jackson

Vicki Minor
Tyrell Morris
Ramon Morris, Sr.
Alexis Nason
Carol Osborne
Kristin Palmer
Karmen Parish
Jennifer Pearl
Tara Pfeiffer
Michael Piper-Smyer

Eric Williams
Larry Williams
Stephanie Willis
Dawn Wilson
Shavonda Wilson
Anita Zervigon-Hakes

Volunteers

Laureé Akinola-Massaquoi
Andrea Auguster
Ernie E Blouin
Jeri Brumfield
Karen Burks
Chantrisse Burnett
Ciara Coleman
Caleb Collins
Dawn U. Collins
Jibrell P. Crump
Gaynelle Stewart Davis
Nikia Dillard
Gloria Spears Dunbar

Kashanda Foley
Lauren Forte
Kimberly Gallow
Chandler Gaudin
Kisha Laurent Gaudin
Michael Hickerson
Krystal Hooker
Diorre Johnson
Kim Jones
William Jones
Rashaad Kaiser
Diedre Pierce Kelly
Hailey Lange

Cheryl Lewis
Barbara Malter
Delana Marton
Desiree Morrison
Danita Muse
David Munroe
Eric Parker
Glenda Spears
Travis Lewis
Karim Massaquoi
Robert A. McKnight
Atra Abraham McNeil
Dominique Nickelson

Anna Nguyen
Christina Perrone
Keldrick Porter
Sterling Roberts
Pierre Roberts
Maisha Robinson-Mena
Reuben Thomas
Ricardo Thomas
Mikayla Times
Ashley White

Tell Me Something Good . . .

MORE FEEDBACK FROM OUR PARTNERS AND PARTICIPANTS!

SPROUD PRIDE PARENT

"I would first like to thank the Urban League for considering me to represent the parents on the panel for the Responding and Returning to Schools: Parents' Perspectives on the Summer and Fall Town Hall. It was absolutely amazing! I was definitely more prepared to participate in the panel because of my training in both the PRIDE and ULEAD programs. And for that I am eternally grateful."

- *Dominique Martin, PRIDE Graduate & Alumni*

WORKFORCE IMPACT

"It's been a long time since I'd been in school, I was nervous about being back in a classroom. I'd never heard of Zoom, so a virtual classroom made me more nervous. I didn't know a phone could do so much! While in the program, I learned to be a professional, to show up early instead of on-time, how to communicate effectively, and how to work better with others. This program gave me the confidence to go on my first interview and get a job. The weeks spent in the class was an investment in myself, and it was certainly worth it." - *Keying E.*

"Over the past 3 years of working with the Urban League, I have received some of the most quailed and well-prepared job seekers." - *Andre Bourgeois, Bollinger Shipyards*

GRANT GRATITUDE

"We greatly appreciate Mayor Broome, the Urban League of Louisiana, Investar Bank, and EBRP making it possible for us to receive this grant! The money is greatly needed, and we are very excited to be getting it." - *Resilient Restart EBR Grant Recipient, Baton Rouge*

"Oh my goodness! This is absolutely wonderful. I am so glad Mayor Broome made this announcement and I was able to attend the webinar you provided with clear guidance and instructions." - *Resilient Restart EBR Grant Recipient, Baton Rouge*

"Thank you for your continued support and the opportunity to have my company reviewed for eligibility. This is excellent news! As a small business owner, particularly in the current economic climate, this initiative is invaluable to the well-being of my company." - *Ford ECAP Grant Recipient, New Orleans*

CONTRACTOR'S RESOURCE CENTER

"The Urban League has been instrumental to the growth of Legacy Restoration. Their contractor training is directly relevant to what we do day to day. We have increased not only our confidence as a company, but also the knowledge of our employees and subcontractors. With guidance from the Urban League, our back office has become a solid foundation and integral part of our business success. We look forward to continued growth in partnership with the Urban League." - *Noel Williams, Owner, Legacy Restoration and Referral, LLC, New Orleans*

"Before calling on the services of the Urban League of Louisiana, my business lacked the necessary detail to gain traction and grow. The Urban League's staff is nothing short of exceptional in helping disadvantaged businesses realize their potential. I am in constant awe of the inspiring leadership that continues to push my sons and I to grow our company to new heights. Despite the impacts of COVID-19, I have been able to collaborate with several of the regions large contractors to execute projects. I am excited about the opportunity to continue working with the Urban League of Louisiana so that my company can be of even greater service to the state of Louisiana." - *Darrell Mathieu, Owner, Nu Drain Louisiana, LLC, New Orleans*

POLICY & SOCIAL JUSTICE

"Thanks so much for your guidance and help to us while we have been in this role! I have learned so much. Working in this internship has really made me want to learn more about how my engagement can impact my community in so many ways!" - *Jillian Harris, 2020 Census Student Intern*

2020 Financial Statements - Unaudited

URBAN LEAGUE OF LOUISIANA		
STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDING JUNE 30, 2019		
ASSETS	Consolidated	Consolidated
	June 30, 2020	2019
ASSETS		
Cash and cash equivalents	\$ 1,317,289.48	\$ 442,503.49
Short-term investment	3,444.00	3,444.00
Due from funding agencies	462,731.95	615,295.00
Prepaid expenses and other assets	20,958.64	21,818.73
Promises to give	157,842.82	241,610.61
Land, building and equipment, net	7,307,737.79	7,477,657.08
Note receivable		
Endowment fund	40,272.52	39,727.15
Total assets	\$ 9,310,277	\$ 8,842,056
LIABILITIES AND NET ASSETS		
LIABILITIES:		
Current portion of long-term debt	\$ 240,648	\$ 90,514
Accounts payable	264,841	190,326
Accrued liabilities	65,648	74,345
Advance from funding source	367,898	113,970
Revolving line of credit	1,607,081	1,471,574
Total liabilities	2,546,115	1,940,729
NET ASSETS:		
Unrestricted	5,681,493	5,985,494
Temporarily restricted	1,082,669	905,184
Total net assets	6,973,034	7,008,211
Total liabilities and net assets	\$ 8,842,056	\$ 9,015,219

URBAN LEAGUE OF LOUISIANA

SCHEDULE OF UNRESTRICTED REVENUE AND EXPENSES BY PROGRAM FOR THE YEAR ENDED JUNE 30, 2019

REVENUE

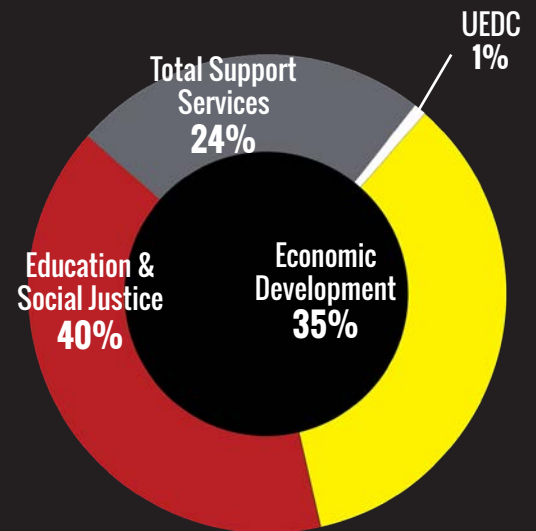
Federal grants	975,607
State, local and other grants	2,190,707
Board generated self-support	200,725
Client generated self-support	1,345,187
Program Revenue	462,919
Interest Income	1,587
Realized gain (loss on investment)	712
Realized gain (loss) on property	(38,502)
Other revenue	381,355
In-kind contributions	59,725
Total self-generated revenue	5,580,022
United Way funding for next year	51,936
Grand total revenue	\$ 5,631,958

SCHEDULE OF UNRESTRICTED REVENUE AND EXPENSES FOR THE YEAR ENDED JUNE 30, 2019

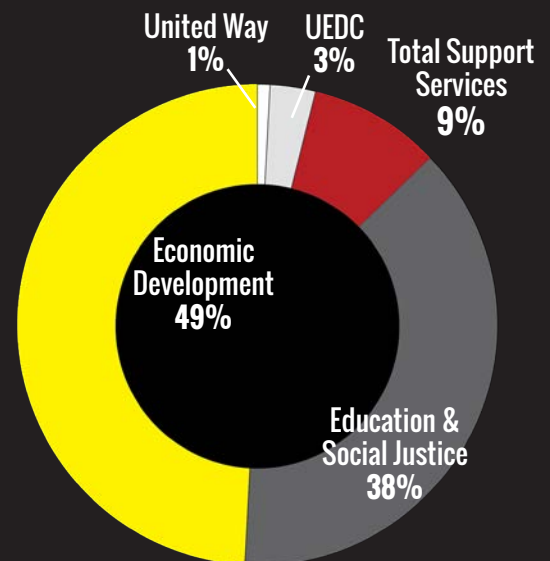
EXPENSES

Compensation expenses	3,500,490
Occupancy expenses	465,245
Professional fees and contracts	618,505
Food	72,694
Travel and transportation	101,702
Special Event expenses	60,646
Supplies	119,088
Equipment rental	42,571
Printing and copying	63,585
In-kind costs	59,725
Other direct program expenses	497,859
Bad debt	
Interest and Loan Amortization	104,523
Total expenses before depreciation	5,706,634
Net Difference	(74,676)
Depreciation	303,994

Total Direct Expenses



Total Direct Revenue





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Baton Rouge, LA 70802
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 Urban League of Louisiana

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