



Urban League of  
Greater Madison

LIVE | LEARN | WORK

Best  
IN THE  
Midwest

# 2014 Annual Report

2222 S. Park Street  
Madison, WI 53713


p. 608.729.1200  
f. 608.729.1205

[ulgm@ulgm.org](mailto:ulgm@ulgm.org)  
[www.ulgm.org](http://www.ulgm.org)

# Table of Contents

<b>I.</b>	<b>DESCRIPTION OF 2014 ACTIVITIES .....</b>	<b>2</b>
	Educate.....	2
	Employ.....	3
	Empower .....	4
<b>II.</b>	<b>CHIEF ADMINISTRATIVE PERSONNEL.....</b>	<b>5</b>
<b>III.</b>	<b>ASSURANCE.....</b>	<b>9</b>

# DESCRIPTION OF 2014 ACTIVITIES

	<p><b>OUR VISION</b> Make Greater Madison the “Best [place] in the Midwest” for everyone to live, learn, and work by 2020.</p>
	<p><b>OUR MISSION</b> Ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st Century.</p>
	<p><b>OUR AGENDA</b></p> <p><b>Educate:</b> To ensure children and adults in Greater Madison secure the education necessary to thrive in a technology-driven knowledge economy defined by creativity, service and innovation. <i>extended school day &amp; summer learning programs   academic tutoring   college &amp; career readiness   career awareness internships   scholarships</i></p> <p><b>Employ:</b> To ensure that African Americans and others of working age are able to identify, train for and secure employment in stable and emerging industries. <i>career readiness training   industry-specific academies   job placement assistance   job coaching   diversity &amp; inclusion services for employers</i></p> <p><b>Empower:</b> To ensure that people of color are adequately empowered with the opportunity to transform their own communities, participate in social and cultural activities, and contribute to the common good of our region. <i>South Madison Promise Zone   destination planning for parents   home ownership programs   place-making &amp; community engagement activities</i></p>

## Educate

Our Educate agenda is designed to ensure a pipeline of cradle to career educational supports that positively impact the entire family, eliminate the achievement gap, move all children towards high performance, and prepare them for success.

**Schools of Hope Middle School Academic Tutoring:** One-on-one and small group literacy and mathematics tutoring that helps students improve their academic performance and readiness for high school, college, and career. As a key part of the United Way’s Agenda for Change, the Schools of Hope program operates in 12 middle schools in the Madison, Oregon, and Sun Prairie school districts.

*Funding Sources: United Way, Madison Metro School District, City of Madison, General Fundraising*  
*Number Served: 1,469 (2013-2014 academic year)*

**Youth Resource Centers (a partnership with MSCR):** The Urban League helps operate MSCR Youth Resource Centers in ten MMSD schools. Each center provides tutoring and homework clubs,

special interest clubs, leadership development, and recreational activities during the high-risk after school hours.

*Funding Sources: Madison School & Community Recreation (MSCR)*

**21st Century Careers Program:** After-school and summer programming that provides low-income and potential first-generation college students with opportunities to explore career and college pathways. Youth receive academic support, explore college and career options, visit college campuses, and learn job skills through summer career awareness internships. More than 90 percent of students who participate indicate that they are now see college as more likely in their future.

*Funding Sources: Dane County Human Services, Local Businesses, General Fundraising*

*Number Served: 164 (2013-2014 academic year)*

**Other Educate Initiatives:** The Urban League also advocates for systemic educational reforms, leads and partners with other organizations, operates multiple college scholarship programs, hosts youth engagement and leadership initiatives such as the MLK Day of Science and Service, and much more.

## Employ

---

Our workplace diversity and inclusion strategy is designed to train and develop a diverse workforce at all levels, provide diversity and inclusion coaching and support to employers, and ensure equitable access to career ladder employment for everyone in our community. The three key components of our strategy include:

1. Job Training and Career Education
2. Employment Services
3. Diversity, Inclusion and Retention Services

**Foundations Work Readiness** includes a 100-hour training academy that develops core competencies and behaviors needed to obtain and retain employment along a career pathway. Participants received individualized coaching and career counseling. Graduates receive up to one year of job search and job placement assistance and ongoing job coaching. Graduates are also eligible to apply to our Industry-Specific Training Academies.

*Funding Sources: United Way, Dane County Department of Human Services, City of Madison, CDA, Cremer Foundation, Businesses and other general fundraising*

*Total Budget: \$ 455,235*

*Number Served: 335*

**Industry Specific Academies** provide short-term, intensive, employment training focused on specific job categories in key and emerging sectors of the local economy. The program serves un/under-employed adults with employment barriers. Each participant must first complete our 100-

hour Foundations Work Readiness Academy. Participants receive individualized job search assistance, job coaching, career counseling, and case management for up to 12 months after they complete training and secure employment. Industry-specific initiatives in 2013 included.

***Healthcare Administration Training Academy*** trains individuals for administrative and clerical careers in the health care industry. Participants receive training in Medical Terminology, Health Care Customer Service, Health Care Privacy, Epic Software and more. Participants earn up to 11 Madison College credits.

***Customer Service Academy*** provides 160 hours of training based on the renowned Disney Customer Service Institute. Program graduates develop a sense of pride and passion for delivering exceptional customer service individually and in teams.

***Information Technology Academy*** trains individuals for entry level IT positions. The training includes 180 hours of instruction and hands-on experience in topics including a survey of IT careers, computer hardware, networking, operating systems, software applications, customer service, and more.

***Other Industry Specific Academies:*** United Way, Workforce Development Board, Berbee Technology Education Foundation, Cremer Foundation, businesses and general fundraising

***WorkSmart Access Point*** (A partnership with the Workforce Development Board). As a satellite to the Job Center, we give job seekers increased access to job search and job application tools as well as work supports and career training opportunities.

***Featured Employer Seminars*** highlight a local employer by providing information about their company, current and anticipated job openings, information about growth potential within the company, and guidance in navigating their application and hiring processes. Some employers also field applications and conduct interviews on-site using our 60-station computer labs, interview rooms, and meeting facilities.

## Empower

---

The empowerment strand of our agenda is focused on ensuring that people of color are adequately empowered with the opportunity to transform their own communities, participate in social and cultural activities, and contribute to the common good of our region. Some examples of our empowerment initiatives include:

***Single Family Home Ownership Program:*** Our award-winning Home Ownership Program helps larger, low-income families work toward economic self-sufficiency through home ownership. This innovative program provides single-family housing with affordable rents and an option to purchase at the end of the program. Houses are purchased in various Madison neighborhoods, improved, and leased to qualifying families at less than market value. Participating families receive training and counseling. At the end of the program families may purchase the house at an affordable price with no down payment. All appreciation in value and mortgage reduction benefits are passed directly to the participating family. The League has gifted families with an estimated \$500,000 in equity over the

last five years, and nearly 40 families are currently working to acquire more than \$5 million in single family homes.

***Workplace Diversity & Leadership Summit:*** Wisconsin's premiere gathering of professionals committed to workplace diversity and inclusion. The annual Workplace Diversity Summit attracts H.R. professionals, managers, workforce development experts, emerging leaders, and senior executives. Professionals gather to explore local, state, and national best practices and learn how to foster diversity, spur innovation, and experience growth.

## CHIEF ADMINISTRATIVE PERSONNEL

---

- Edward Lee, Interim President & Chief Executive Officer
- Jim Horn, Chief Financial Officer
- Vernon Blackwell, Director of Workforce Programs
- Andrew Schilcher, Director of Education Programs

Total number of employees

- Full-Time: 32
- Part-Time: 4
- Volunteers: 1,181

# STATEMENT OF ACTIVITIES

December 31, 2013

<b>UNRESTRICTED NET ASSETS</b>	<b>2013</b>
<b>Support, Gains, and Other Revenue</b>	
Purchase of Service Contracts	965,550
Contributions	1,003,220
Annual Fundraising Events	223,400
Interest Income	35
Rental Revenue	106,940
Fees for Service	20,051
Gain on Sale of Property	(20,379)
Agency Endowment Return	18,492
Miscellaneous Income	14,269
<b>Total Unrestricted Support and Revenue</b>	<b>2,331,578</b>
<b>Expenses</b>	
Program Services	
EDUCATE	1,322,375
EMPLOY	480,651
EMPOWER	374,398
Supporting Activities	
Administration	453,034
Fundraising	128,480
Total Expenses	2,758,938
Write off unconditional promises to give	51,600
Total Expenses and Losses	2,810,538
<b>Net Assets Released from Restriction</b>	<b>44,132</b>
<b>Change in Unrestricted Net Assets</b>	<b>(434,828)</b>
<b>Temporarily Restricted Net Assets</b>	
Contributions	69,563
Net Assets Released from Restriction	
Expiration of Time Restrictions	(44,132)
Satisfaction of Purpose Restrictions	
Write off unconditional promises to give	
<b>Change in Temporarily Restricted Net Assets</b>	<b>25,431</b>
Change in Net Assets	(409,397)
Net Assets: Beginning of Year	1,555,137
<b>Net Assets: December 31, 2013</b>	<b>1,145,740</b>

# STATEMENT OF FINANCIAL POSITION

December 31, 2013

<b>ASSETS</b>	<b>2013</b>
<b>Current Assets</b>	
Cash	188,547
Accounts Receivable	93,764
Lease Receivable	28,240
Unconditional Promises to Give for Campaign	37,858
Investments	319
Prepaid Expenses	1,300
<b>Total Current Assets</b>	<b>350,028</b>
<b>Property and Equipment: Net</b>	<b>2,987,154</b>
<b>Other Assets</b>	
Cash Restricted for Campaign	0
Cash Restricted for Escrow	21,990
Unconditional Promises to Give for Campaign - Net	23,398
Beneficial Interest in Assets Held by MCF	147,359
Note Receivable	78,328
<b>Total Other Assets</b>	<b>271,075</b>
<b>Total Assets</b>	<b>3,608,257</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>Current Liabilities</b>	
Accounts Payable	53,460
Current Portion of Long-Term Debt	295,067
Accrued Expenses and Payroll Related Items	69,901
Site Improvement Fee	24,500
Funds Held For Others	12,213
Unearned Revenue	0
Security Deposits Payable	28,182
<b>Total Current Liabilities</b>	<b>483,323</b>
<b>Long-Term Liabilities</b>	
Notes Payable, Less Current Portion	892,776
Deferred Notes Payable	1,086,418
<b>Total Long-Term Liabilities</b>	<b>1,979,194</b>
<b>Total Liabilities</b>	<b>2,462,517</b>
<b>NET ASSETS</b>	
Unrestricted	1,070,029
Temporarily Restricted	75,711
<b>Total Net Assets</b>	<b>1,145,740</b>
<b>Total Liabilities and Net Assets</b>	<b>3,608,257</b>



---

## 2013 Percentage of Expenses by Category

---

<b>Personnel</b>	1,925,145	69.8%
<b>Operations</b>	343,380	12.4%
<b>Occupancy</b>	230,762	8.4%
<b>Participants</b>	43,111	1.6%
<b>Special Costs</b>	<u>216,540</u>	<u>7.8%</u>
<b>TOTAL EXPENSES</b>	2,758,938	100.0%

### 2013 Percentage of Expenses by Service Area

---

<b>EDUCATE</b>	1,322,375	47.9%
<b>EMPLOY</b>	480,651	17.4%
<b>EMPOWER</b>	374,398	13.6%
<b>Admin &amp; Fundraising</b>	<u>581,514</u>	<u>21.1%</u>
<b>TOTAL EXPENSES</b>	2,758,938	100.0%

### 2013 Percentage of Income and Resources

---

<b>Contributions &amp; Event Income</b>	842,246	35.1%
<b>United Way</b>	516,209	21.5%
<b>Madison Metro School District</b>	368,849	15.4%
<b>Dane County Human Services</b>	167,452	7.0%
<b>City of Madison</b>	181,806	7.6%
<b>Grants</b>	185,171	7.7%
<b>Fees for Service &amp; Other Income</b>	139,372	5.8%
<b>Interest Income</b>	<u>35</u>	<u>0.0%</u>
<b>TOTAL INCOME</b>	2,401,140	100.0%

## ASSURANCE

---

The Urban League of Greater Madison makes this report available to the public upon request.