



Urban League of
Greater Madison

LIVE | LEARN | WORK

2017 ANNUAL REPORT



Celebrating 50 
Urban League of
Greater Madison

IT ALL STARTS WITH A JOB.

And jobs are just one way Urban League of Greater Madison helps people like Devin build better lives. See Devin's story and donate here to support stories like his. <https://youtu.be/KL7PGkvhtxE>





Urban League of Greater Madison



On October 13, before a record audience, Urban League CEO Ruben Anthony was joined by board members and other key partners for a very special announcement. ***In honor of our 2018 being our 50th anniversary year serving Greater Madison, we are launching a 1,500 Jobs, 1,500 families campaign to raise \$2,000,000 next year to support our efforts to place 1,500 people into jobs by 2020.*** The campaign was kicked off by a \$410,000 commitment from Urban League board members and from 5 our largest and longest-standing supporters: Alliant Energy, American Family Insurance, CUNA Mutual Group, Exact Sciences, and Madison Gas & Electric. We have an exciting year planned to commemorate our history, and recommit ourselves to the next phase of our work.



Middle and high school youth were recognized at the annual **Martin Luther King, Jr. Breakfast**

with Outstanding Young Person Awards in honor of their academic performance, school involvement, and community service.

Another 4 students received \$750 Betty Franklin-Hammonds Scholarships. The Breakfast drew a record crowd of nearly 900 people.



The Urban League collaborated with the Madison Youth Employment Network to host the first annual **Summer Teen Job Fair** at our Park Street Workforce Training Center on March 31st. Over 109 teens attended the Job Fair on their day off school where they were able to visit with various youth employment training programs, and private sector employers such as the Madison Mallards, YMCA, Henry Vilas Zoo, and others.



OUR HOME OWNERSHIP PROGRAM was selected this fall by the Mutual of America Foundation as a Merit Finalist Award Recipient for the Community Partnership Award. The Award is presented annually to nonprofits across the United States that have shown exemplary leadership by facilitating partnerships with public, private, and social sector leaders who are working together as equal partners. The program has now sold homes to 31 families, and gifted equity to them totaling \$1,579,000. Pictured is Kimberly Robinson and her family back in 2011. Kimberly completed the program and purchased her home this year. ***Congratulations!***





We continued our unique collaboration with the Madison Region Economic Partnership (MadREP) and hosted our 5th joint Economic Development & Diversity Summit. Attendance hit a new record with nearly 600 attendees. Our distinguished lineup of speakers included Tiffany Jana, Dr. Alicia Robb, Dr. Chris Benner, Kathy George, Dr. Edward Hubbard, Himar Hernandez, Angela Russell, and more than 20 other brilliant breakout session presenters and panelists.

We piloted a new Medical Scheduler Academy in partnership with UW Health this spring. The program trained 18 job seekers for in-demand Medical Scheduler roles. As a result of this success, DWD Secretary **Ray Allen announced a grant at the Unity Picnic of \$93,387** to expand this class and our Healthcare Administration Academy to include all four of the region's largest healthcare providers: Group Health Cooperative, SSM Health, UnityPoint Health-Meriter, and UW Health. **The collaborative will train and place at least 85 people over the next 18 months.**



The Urban League entered into a new partnership with Exact Sciences to help the company fill the 250 new jobs that will be created over the next few years at their new biosciences lab which will occupy the site of the former Spectrum Brands headquarters. City of Madison officials were instrumental in leveraging the forthcoming PEPR Employment Center to make this collaboration possible. Pictured Nia Trammell, ULGM Board Chair joined Exact Sciences CEO Kevin Conroy and Madison Mayor Paul Soglin in offering remarks at the groundbreaking on November 8th.



Sabrina Madison held a press conference at the Urban League on October 25 to announce the establishment of her Progress Center for Black Women. Sabrina moved her office into the Urban League's South Park Street headquarters, and our two organizations will collaborate on a combined Unity Picnic and Black Business Expo on July 21, 2018.



We continued our partnership with Strang Architects for a second summer to host a free, one-week Science, Technology, Engineering, Arts, and Mathematics Camp for middle school youth.



NATIONAL URBAN LEAGUE AWARD

Marc Morial presented our affiliate with the **I AM EMPOWERED JOBS CHAMPION AWARD** at the National Urban League (NUL) Conference in St. Louis this summer. The NUL also gave us a \$65,000 grant and designated us as a **Tier 1 Affiliate** in the *Project Empower U* workforce development initiative. For 2018, the NUL has invited us to be part of a partnership with U.S. Department of Labor called the *Urban Apprenticeship Jobs Program*.



REACH YOUTH INTERNSHIPS 235 middle school youth

participated in daily after school programming where they explored college and careers. 30 of those youth were given the opportunity to participate in 6-week REACH Career Awareness Internship. Youth interned at American Family Insurance, Alliant Energy, UW Health, Summit Credit Union, CUNA Mutual, Madison Gas & Electric, and more than a dozen other businesses.



We held the **3rd annual Unity Picnic** here on the grounds of the Village on Park. It was a family friendly event with food, music, dance, kids activities, and more.





Urban League of
Greater Madison

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1,500 Jobs
1,500 families



**START your career in construction
and the Trades!**
Sessions starting soon-register now!



Our construction workforce development programming was significantly bolstered this year after finalizing the acquisition of Construction Training, Inc. this February. We added to our programming the START Program which so far this year has helped 55 individuals prepare for and pass their apprenticeship qualifying exam; the Construction Workforce Diversity Alliance which engaged with more than 100 contractors, CBOs, public agencies, and apprenticeship programs, and others on activities like monthly apprenticeship info sessions at the Job Center and more; and the Construction Employment Initiative which is a collaboration of multiple community-based agencies working to train and place job seekers in the construction field. This is on top of our Foundations for the Trades Academy which trained and placed 23 job seekers into jobs averaging \$16.10/hr. and our Commercial Driver's License partnership which Dane County and the Latino Academy for Workforce Development which trained and placed 4 people into Dane County Highway jobs paying \$22.95/hr.

WE BID FAREWELL and offer many thanks to two exceptional board members who completed multiple terms of board service this year: Scott Flanagan, President of Edgewood College and James Gallegos, VP and general counsel at Alliant Energy.



URBAN LEAGUE OF GREATER MADISON
STATEMENT OF ACTIVITIES
December 31, 2017

UNRESTRICTED NET ASSETS	<u>2017</u>
Support, Gains, and Other Revenue	
Purchase of Service Contracts	1,412,668
Contributions	847,447
Annual Fundraising Events	295,935
Rental Revenue	106,249
Fees for Service	16,825
Gain (loss) on sale of property and equipment	17,844
Agency Endowment Return	24,957
Miscellaneous Income	333
Total Unrestricted Support and Revenue	<u>2,722,258</u>
Expenses	
Program Services	
EDUCATE	637,270
EMPLOY	798,855
EMPOWER	68,762
OTHER	162,248
Supporting Activities	
Administration	540,659
Fundraising	201,746
Total Expenses	<u>2,409,540</u>
Write off unconditional promises to give	<u>0</u>
Total Expenses and Losses	2,409,540
Net Assets Released from Restriction	<u>119,050</u>
Change in Unrestricted Net Assets	431,768
Temporarily Restricted Net Assets	
Contributions	299,196
Net Assets Released from Restriction	
Expiration of Time Restrictions	<u>(119,050)</u>
Change in Temporarily Restricted Net Assets	<u>180,146</u>
Change in Net Assets	611,914
Net Assets: Beginning of Year	<u>1,312,564</u>
Net Assets: December 31, 2015	<u><u>1,924,478</u></u>