



Urban League of
Greater Madison

LIVE | LEARN | WORK

Best
IN THE
Midwest

2015 Annual Report

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DESCRIPTION OF 2015 ACTIVITIES

	<p>OUR VISION Make Greater Madison the “Best [place] in the Midwest” for everyone to live, learn, and work by 2020.</p>
	<p>OUR MISSION 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>OUR AGENDA</p> <p>Educate: To support and enhance the learning experiences of our youth in the classroom and the community so that they are prepared to realize their full potential in life. <i>Home Ownership Programs • Placemaking & Community Engagement Activities • Scholarships & Awards • Advocacy • Cultural Events • and more!</i></p> <p>Employ: 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 & Inclusion Services for Employers • and more!</i></p> <p>Empower: 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>Home Ownership Programs • Placemaking & Community Engagement Activities • Scholarships & Awards • Advocacy • Cultural Events • and more!</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: 1,315 (2014-2015 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: 174 (2014-2015 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 Counseling and Training Services
2. Job Placement and Coaching Services
3. Diversity and Inclusion Services

ADVANCE Employment Services provides unemployed and under-employed adults with the job training, job placement, and individualized coaching needed to secure new or better employment while simultaneously helping local employers address their needs for a skilled and diverse workforce. The program offers: targeted outreach to under-served populations including low-income parents; work readiness assessments; individualized employment planning; individualized and modularized foundational work readiness training; accelerated career academies focused on in-demand industries and occupations; fatherhood development programming for non-custodial fathers; job search and job placement assistance: job retention and advancement case management; and a network of referral partners for adult education/GED, housing, and other support services. Another distinctive feature of our work is strong business engagement through a local and national network; featured employer seminars; and workplace diversity & inclusion initiatives.

Funding Sources: United Way, Dane County Department of Human Services (Fatherhood and FSET), City of Madison, Workforce Development Board of South Central Wisconsin WorkSmart (WIOA) Program, Oscar Rennebohm Foundation, CUNA Mutual Foundation, Alliant Energy Foundation, Cremer Foundation, Businesses and other general fundraising

Number Served: 336

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.

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.

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.

CHIEF ADMINISTRATIVE PERSONNEL

- Ruben L. Anthony, Jr., PhD, President & CEO
- Edward Lee, Senior Vice President
- Jim Horn, Chief Financial Officer
- Vernon Blackwell, Director of Workforce Programs
- Andrew Schilcher, Director of Education Programs

Total number of employees

- Full-Time: 31
- Part-Time: 2
- Volunteers: 880

STATEMENT OF ACTIVITIES

December 31, 2015

UNRESTRICTED NET ASSETS	2015
Support, Gains, and Other Revenue	
Purchase of Service Contracts	1,009,537
Contributions	765,900
Annual Fundraising Events	205,000
Rental Revenue	117,838
Fees for Service	15,858
Loss on sale of property and equipment	(1,514)
Agency Endowment Return	(2,568)
Miscellaneous Income	11
Total Unrestricted Support and Revenue	2,110,062
Expenses	
Program Services	
EDUCATE	621,490
EMPLOY	435,614
EMPOWER	176,336
OTHER	171,778
Supporting Activities	
Administration	503,263
Fundraising	175,051
Total Expenses	2,083,532
Write off unconditional promises to give	0
Total Expenses and Losses	2,083,532
Net Assets Released from Restriction	166,943
Change in Unrestricted Net Assets	193,473
Temporarily Restricted Net Assets	
Contributions	83,250
Net Assets Released from Restriction	
Expiration of Time Restrictions	(166,943)
Change in Temporarily Restricted Net Assets	(83,693)
Change in Net Assets	109,780
Net Assets: Beginning of Year	1,199,058
Net Assets: December 31, 2015	1,308,838

STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets	2015
Cash	273,344
Accounts Receivable	189,108
Lease Receivable	28,400
Unconditional Promises to Give for Campaign	76,500
Prepaid Expenses	4,972
Total Current Assets	572,324
Property and Equipment: Net	2,940,979
Other Assets	
Cash Restricted for Escrow	0
Unconditional Promises to Give for Campaign - Net	63,107
Beneficial Interest in Assets Held by MCF	137,551
Note Receivable	66,975
Total Other Assets	267,633
Total Assets	3,780,936

LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts Payable	24,836
Current Portion of Long-Term Debt	1,238,990
Accrued Expenses and Payroll Related Items	21,515
Site Improvement Fee	0
Funds Held For Others	37,610
Unearned Revenue	0
Security Deposits Payable	62,729
Total Current Liabilities	1,385,680
Long-Term Liabilities	
Notes Payable, Less Current Portion	0
Deferred Notes Payable	1,086,418
Total Long-Term Liabilities	1,086,418
Total Liabilities	2,472,098
NET ASSETS	
Designated for Agency Endowment	137,551
Designated for Property & Equipment	615,571
Designated for Reserve	70,000
Undesignated	312,859
Total unrestricted	1,135,981
Temporarily restricted	172,857
Total Net Assets	1,308,838
Total Liabilities and Net Assets	3,780,936

2015 Percentage of Expenses by Category

Personnel	1,370,756	65.8%
Operations	276,152	13.3%
Occupancy	256,013	12.3%
Participants	44,573	2.1%
Special Costs	136,038	6.5%
TOTAL EXPENSES	2,083,532	100.0%

2015 Percentage of Expenses by Service Area

EDUCATE	621,490	29.8%
EMPLOY	435,614	20.9%
EMPOWER	176,336	8.2%
Admin & Fundraising	678,314	32.6%
TOTAL EXPENSES	2,083,532	100.0%

2015 Percentage of Income and Resources

Contributions & Event Income	647,208	29.5%
United Way	406,942	18.6%
Madison Metro School District	367,430	16.8%
Dane County Human Services	303,034	13.8%
City of Madison	201,454	9.2%
Grants	137,619	6.3%
Fees for Service & Other Income	129,613	5.9%
Interest Income	11	0.0%
TOTAL INCOME	2,193,312	100.0%

ASSURANCE

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