



Urban League of
Greater Madison

LIVE | LEARN | WORK

Best
IN THE
Midwest


2019 Annual Report

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DESCRIPTION OF 2019 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>
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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: 1,058

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: 112

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 Youth Call to Service & MLK Youth Breakfast (400 participants), STEAM Camp (35 participants), My Brother's Keeper Gaming & Coding Day (100 participants).

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. The program served a total of 641 individuals with various intake, assessment, coaching, training, placement, and retention support. A total of 241 new individuals were placed into jobs during the year at average hourly wage rates of \$15.63.

Funding Sources: United Way, Dane County Department of Human Services (Fatherhood and FSET), City of Madison, Oscar Rennebohm Foundation, CUNA Mutual Foundation, Alliant Energy Foundation, Cremer Foundation, Businesses and other general fundraising

Number Served: 641

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
- Andrew Schilcher, Director of Youth Development
- Ray Allen, Director of Workforce Development

Total number of employees

- Full-Time: 33
- Part-Time: 2
- Volunteers: 750

ASSURANCE

The Urban League of Greater Madison makes this report available to the public upon request and via our website at <https://ulgm.org>.

URBAN LEAGUE OF GREATER MADISON

2019 Percentage of Expenses by Category

Personnel	1,928,353	63.1%
Operations	616,590	20.2%
Occupancy	295,680	9.7%
Participants	70,268	2.3%
Special Costs	145,395	4.8%
TOTAL EXPENSES	3,056,286	100.0%

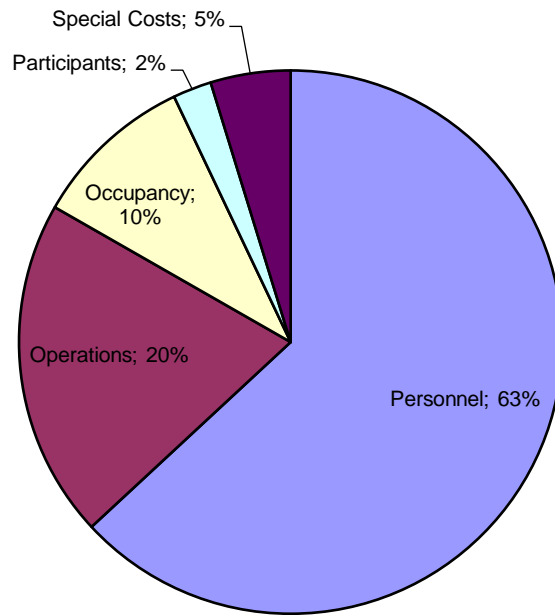
2019 Percentage of Expenses by Service Area

EDUCATE	696,251	22.8%
EMPLOY	945,857	30.9%
EMPOWER	187,910	6.1%
OTHER	347,546	11.4%
Admin & Fundraising	878,722	28.8%
TOTAL EXPENSES	3,056,286	100.0%

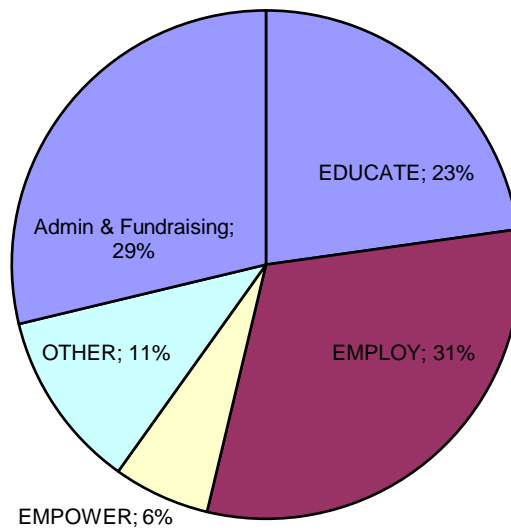
2019 Percentage of Income and Resources

Contributions & Event Income	739,079	24.7%
United Way	425,147	14.2%
Madison Metro School District	367,913	12.3%
Dane County Human Services	308,661	10.3%
City of Madison	586,648	19.6%
Grants	246,524	8.3%
Fees for Service & Other Income	311,499	10.4%
Interest Income	2,055	0.1%
TOTAL INCOME	2,987,526	100.0%

2019 Percentage of Expenses by Category



2019 Percentage of Expenses by Service Area



2018 Percentage of Income and Resources

