



Urban League of
Greater Madison

2023 Annual Report

2222 S. Park Street
Madison, WI 53713

p. 608.729.1200
f. 608.729.1205

ulgm@ulgm.org
www.ulgm.org

DESCRIPTION OF 2019 ACTIVITIES



OUR VISION

Make Greater Madison the “Best [place] in the Midwest” for everyone to live, learn, and work.

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.

OUR AGENDA

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.

Home Ownership Programs • Placemaking & Community Engagement Activities • Scholarships & Awards • Advocacy • Cultural Events • and more!

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.

Career Readiness Training • Industry-Specific Academies • Job Placement Assistance • Job Coaching • Diversity & Inclusion Services for Employers • and more!

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.

Home Ownership Programs • Placemaking & Community Engagement Activities • Scholarships & Awards • Advocacy • Cultural Events • and more!

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 11 middle schools in the Madison and Sun Prairie school districts.

Funding Sources: United Way, Madison Metro School District, City of Madison, General Fundraising

Number Served: 701

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: 179

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 (33 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, Alliant Energy Foundation, Businesses and other general fundraising

Number Served: 502

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.

RAMP Overview: Thanks to a generous grant from the Oscar Rennebohm Foundation, the Urban League of Greater Madison launched a new effort in 2020 aimed at helping more Black Americans and other persons of color advance to the next step in their professional careers. RAMP is building on two critical elements within the existing Urban League infrastructure. First, it is leveraging the Urban League's long-standing workforce development experience and programming which has successfully helped over 1,000 job seekers secure entry-level jobs over the last few years. Second, it is utilizing the ULGM Young Professionals Network as the platform to engage more Black American young professionals and serve as the backbone for RAMP.

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. In 2021, ULGM purchased and renovated 16 single family homes, most in South Madison. Those homes were sold to low and moderate income families who were unable to obtain traditional mortgage financing. ULGM is providing 7 years of financing, training, and counseling to help those families become successful homeowners and prepare to eventually obtain financing on their own.

Funding Sources: New Market Tax Credits, City of Madison, Mortgage Income, Private Donations

Number Served: 16 families

Urban Empowerment Center: Financial & Homebuyer Education: The program is working with families of color and low-income families in the City of Madison who are looking to achieve and maintain greater economic security and build wealth through homeownership. ULGM provides high quality, culturally-responsive financial empowerment education and individualized counseling, help with household budgeting, help repairing credit and increasing savings, and guidance accessing affordable and appropriate financial services and homebuyer assistance programs. Programming includes cohort-style in-person group training and one-on-one counseling. In 2023, the National Urban League submitted an application on behalf of ULGM to become a HUD-Certified homeowners and financial education agency in the areas of: Pre-Purchase/Homebuyer Counselling and Home Maintenance and Financial Management for Homeownership; and in the Group Education areas of Financial Literacy Workshops, Pre-Purchase Homebuyer Education Workshops, and Non-Delinquency Post-Purchase Workshops. We may pursue other areas of training and counseling in the future based on community needs such as Resolving/Preventing Delinquency.

Funding Sources: City of Madison, Private Donations

Number Served: 134 individuals

The Black Business Hub will be the Madison region's premiere enterprise center devoted to incubating, accelerating, and networking Black and other BIPOC entrepreneurs. The Hub is a 4-story, 80,000 square foot, state of the art center of commerce and entrepreneurship led by Black business owners and entrepreneurs. The Hub is strategically located at the southernmost gateway into downtown Madison, visible from the Beltline Highway, and located in the heart of Madison's oldest multi-cultural neighborhood. The Hub will be home to retail and other businesses owned by Black and other entrepreneurs of color ranging from start-ups to established business looking to expand and/or take on storefront locations for the first time. The Hub will also integrate mission-based commercial and retail uses including a wide variety of innovative economic and entrepreneurship activities including food, personal care, financial services, entertainment, technology, co-working space, a rentable commercial kitchen, and much more.

The Black Business Hub Accelerator will offer a place-based system of entrepreneurial supports including loans, grants, technical assistance, networking, and more. The Hub Accelerator Program also encompasses the Together We Build Wealth Fund, is a private donor fund established with an

initial legacy gift of \$50,000 to honor the memory of Sylvia T. O'Neill, a lifelong activist committed to equity for all. The fund is advised by a collaboration between Sylvia's daughter, Jan O'Neill, the Urban League of Greater Madison (ULGM), the Madison Black Chamber of Commerce, and many other committed community leaders. ULGM serves as fiscal agent for the fund. Construction on The Hub began in 2022 with substantial completion of the core and shell of the building completed in the fall of 2023 and tenant buildouts ongoing throughout 2024-2026. The Black Business Hub Accelerator Fund, including the Together We Build Fund, made over \$400,000 in loans and grants to 8 small businesses in 2023.

Funding Sources: New Market Tax Credits, Dane County, City of Madison, State of Wisconsin (ARPA), Corporate and Foundation Grants, Private Donations

Number Served: Over 100 entrepreneurs served in 2023 with one or more coaching, training, grant, loan, and/or other technical assistance services.

Other ULGM Community Engagement & Empowerment Programming: ULGM coordinated a wide range of other community engagement, advocacy, and empowerment programming in 2023 including various environmental justice initiatives, get out the vote activities, vaccine education and access programming, and more.

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
- Trista Whitehorse, Director of Workforce Development
- Keilley Lemkuil, Director of Homeownership Education & Financial Empowerment
- Magugu Davis, Director of The Black Business Hub

Total number of employees

- Full-Time: 31
- Part-Time: 2
- Volunteers: 347

ASSURANCE

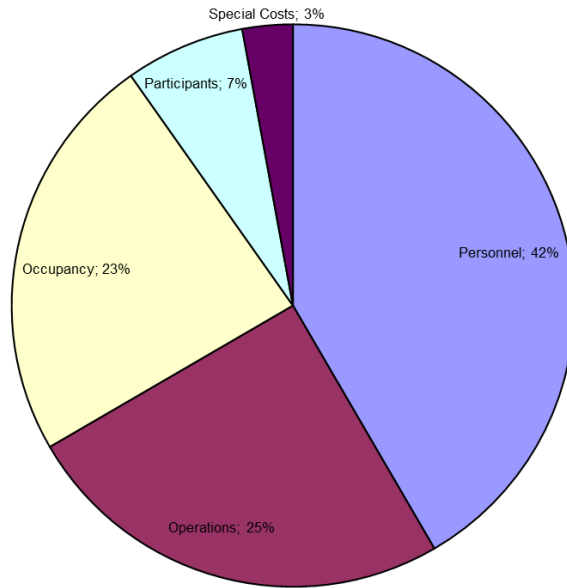
The Urban League of Greater Madison makes this report available to the public upon request and via our website at <https://ulgm.org>.

URBAN LEAGUE OF GREATER MADISON		
STATEMENT OF ACTIVITIES		
December 31, 2023		
UNRESTRICTED NET ASSETS		2023
Support, Gains, and Other Revenue		
Purchase of Service Contracts		6,768,122
Contributions		1,271,662
Investment Income		367,479
Annual Fundraising Events		172,450
Rental Revenue		294,353
Fees for Service		2,678
Mortgage Interest		129,057
Note Receivable Interest		140,837
Advertising		65,665
Agency Endowment Return		18,993
Miscellaneous Income		4,126
Total Unrestricted Support and Revenue		9,235,422
Expenses		
Program Services		
EDUCATE		1,026,604
EMPLOY		986,574
EMPOWER		529,481
OTHER		1,692,241
Supporting Activities		
Administration		661,269
Fundraising		197,082
Total Expenses		5,093,251
Write off unconditional promises to give		0
Total Expenses and Losses		5,093,251
Net Assets Released from Restriction		3,585,923
Change in Unrestricted Net Assets		7,728,094
Temporarily Restricted Net Assets		
Contributions		1,278,630
Net Assets Released from Restriction		
Expiration of Time Restrictions		(3,585,923)
Change in Temporarily Restricted Net Assets		(2,307,293)
Change in Net Assets		5,420,801
Net Assets: Beginning of Year		16,405,162
Net Assets: December 31, 2023		21,825,963

URBAN LEAGUE OF GREATER MADISON		
STATEMENT OF FINANCIAL POSITION		
December 31, 2023		
ASSETS		2023
Current Assets		
Cash		13,830,800
Accounts Receivable		2,107,469
Unconditional Promises to Give for Campaign		405,125
Prepaid Expenses		19,879
Total Current Assets		16,363,273
Property and Equipment: Net		27,360,334
Other Assets		
Intangible Asset		72,000
Unconditional Promises to Give - Net		629,929
Beneficial Interest in Assets Held by MCF		228,718
Cash Held in Escrow		189,206
Right-of-Use Asset		23,592
Deferred Compensation Investments		155,354
Mortgages Receivable		3,735,058
NMTC Note Receivable		16,040,400
Note Receivable		35,817
Total Other Assets		21,110,074
Total Assets		64,833,681
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable		46,385
Construction Payable		6,068,892
Refundable Advance		935,321
Current Portion of Long-Term Debt		1,074,851
ROU Lease Liability		9,696
Deferred Revenue		582,677
Accrued Expenses and Payroll Related Items		69,586
Funds Held For Others		43,607
Total Current Liabilities		8,831,015
Long-Term Liabilities		
Notes Payable, Less Current Portion		11,500,000
Deferred Notes Payable		1,000,000
Deferred Compensation Payable		155,354
ROU Lease Liability		14,431
New Market Tax Credit Notes Payable - WHEDA		21,506,918
Total Long-Term Liabilities		34,176,703
Total Liabilities		43,007,718
NET ASSETS		
Without Donor Restrictions		20,105,588
With Donor Restrictions		1,720,375
Total Net Assets		21,825,963
Total Liabilities and Net Assets		64,833,681

URBAN LEAGUE OF GREATER MADISON			
2023 Percentage of Expenses by Category			
Personnel	2,119,365		41.6%
Operations	1,273,707		25.0%
Occupancy	1,202,300		23.6%
Participants	350,679		6.9%
Special Costs	147,200		2.9%
TOTAL EXPENSES	5,093,251		100.0%
2023 Percentage of Expenses by Service Area			
EDUCATE	1,026,604		20.2%
EMPLOY	986,574		19.4%
EMPOWER	529,481		10.4%
OTHER	1,692,241		33.2%
Admin & Fundraising	858,351		16.9%
TOTAL EXPENSES	5,093,251		100.0%
2023 Percentage of Income and Resources			
Contributions & Event Income	2,244,588		21.3%
United Way	377,708		3.6%
Madison Metro School District	364,071		3.5%
Dane County Human Services	4,828,538		45.9%
City of Madison	513,796		4.9%
Grants	1,224,842		11.6%
Fees for Service & Other Income	323,136		3.1%
Interest Income	637,373		6.1%
TOTAL INCOME	10,514,052		100.0%

2023 Percentage of Expenses by Category



2023 Percentage of Expenses by Service Area

