



**EMPOWERING
COMMUNITIES.
CHANGING LIVES.**

diversity . response . jobs . community
equity . inclusion

URBAN LEAGUE
OF METROPOLITAN SAINT LOUIS, INC.
ANNUAL REPORT
2020 IN REVIEW

PROGRAMS & SERVICES

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BUILDING A MORE DIVERSE AND INCLUSIVE WORKFORCE THAT'S OUR BUSINESS.

We're the Regional Business Council. Our members include CEOs of over 100 of the area's leading businesses, generating over \$65 billion in revenue and employing over 120,000 professionals. RBC members are passionate about St. Louis and giving back. Our strength, resources, and expertise allow us to act quickly to significantly impact areas of need as they arise. Improving the St. Louis region is a big job, but that's our Business.

The Regional Business Council thanks the **Urban League of Metropolitan St. Louis** for providing training and support to African American men and women to secure careers that pay a living wage through the Save Our Sons and Sisters program.



RBC REGIONAL
BUSINESS
COUNCIL

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Vic Richey, Chair
Sue McCollum, Vice Chair
Tony Thompson, Vice Chair
Jimmy Williams, Vice Chair
Kathy Osborn, President & CEO

President's Message

The Urban League of Metropolitan Saint Louis, Inc., with your support, proved over the past year that we are at our very best when people need us the most. The devastation of COVID-19 was felt far and wide but our most vulnerable communities, particularly African-American communities, suffered a disproportionate impact. As America shut down, the Urban League stepped up executing what is reportedly the most efficient and sustained emergency relief effort in the state. We put food on the table, provided masks, PPE and sanitization supplies for 92,500 families. We processed over 13,000 applications for utility assistance to prevent disconnections. Save Our Sons partnered with some of our region's top companies to conduct more than 50 virtual hiring fairs placing over 300 men in gainful employment during the pandemic. If clients keep their current jobs for a full year, \$7.5 million in revenue will be generated and cycled through our economy.

In all, more than 125,000 clients received empowering services from the Urban League in 2020. We did this by working together! Public safety is critical to our mission of empowering communities and changing lives. As such, we created the Division of Public Safety and Community Response, raised \$2.5 million and hired James Clark, a respected organizer and community engagement expert, to lead the Division that now includes mental health counseling, gun violence de-escalation initiatives, and our re-invigorated Federation of Block Units. The Public Safety Division is also responsible for executing all of our pandemic relief efforts—and now our COVID-19 vaccination effort in partnership with the State of Missouri and the Missouri National Guard.

Although executing our emergency relief efforts took precedence, the Urban League continued to advance our strategic initiatives including the completion of our historic merger with Grace Hill Settlement House, an event two years in the making. The merger grew our staff to 350 and our overall agency budget to a projected \$35 million. We expanded Head Start/Early Head Start programming with a \$38 million, 5-year grant from the U.S. Department of Health and Human Services, Office of Head Start.

As the Urban League has grown, the need for a more efficient, modern hub for service delivery became more urgent and for the first time in 48 years, the Urban League moved its headquarters to a new location. The strategic move to the Victor Roberts Building, or the Old Sears Building, at 1408 North Kingshighway allows us to

create a one-stop service delivery hub while anchoring a neighborhood that has been too-long neglected. We recently launched a \$20 million Restoring Hope Capital Campaign for acquisition and renovation of this historic building. The first phase of renovations are well underway and we are anticipating a formal opening later in 2021.

I want to especially thank our Board of Directors, volunteers, and all of our donors for your continued support. This annual report provides only a glimpse into the amazing work done across all divisions of the Urban League under very difficult circumstances. I applaud our staff, many of whom were also personally impacted by COVID-19, for delivering results when it mattered most.

Yes, the coronavirus changed life as we know it, in some ways forever. But one thing that has not changed is our humanity, our compassion for others, and our willingness to step up as a community to care for those experiencing hardship. We remain united in our efforts to build strong communities and improve the quality of life for all of our neighbors in need. We remain committed to empowering communities and changing lives!

Sincerely,



A handwritten signature in black ink that reads "Michael P. McMillan".

Michael P. McMillan
President & CEO
Urban League of Metropolitan
Saint Louis, Inc.





URBAN LEAGUE

of Metropolitan Saint Louis, Inc.

EMPOWERING COMMUNITIES. CHANGING LIVES.

Mission

The mission of the **Urban League** of Metropolitan St. Louis, Inc. is to empower African Americans and others throughout the region in securing economic self-reliance, social equality and civil rights.

Vision

As the leading champion of empowerment and opportunity for African Americans, the **Urban League** of Metropolitan St. Louis envisions a region where all people:

- Are valued members of the community;
- Can adequately support themselves and their families;
- Can live in neighborhoods that are vibrant and thriving; and share in the region's prosperity and well-being.

C=NTENT

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Chairman's Message

Greetings!

The year 2020 dawned with a great deal of excitement and anticipation but before long it was painfully evident that the new year would be the most challenging in recent history bringing with it the heart-wrenching pain and devastation of a worldwide pandemic, heightened racial tensions, perilous economic times, and political divisions that threatened our democracy. Our city, our nation, indeed the world, came to halt and life as we knew it was forever changed.

Amid a great deal of turmoil and uncertainty, The Urban League of Metropolitan St. Louis answered the call and responded in unprecedented ways to meet the needs of our community, especially for those who have been disproportionately impacted by the coronavirus pandemic. As a result of our excellent performance in these challenging times, the Urban League distinguished itself as the “go to” organization providing unparalleled outreach and community engagement in partnership with state, local, and national agencies.

I want to especially thank our President and CEO, Michael McMillan, who was named 2020 Person of The Year by the St. Louis American Newspaper among many other accolades and our outstanding Urban League team for delivering tremendous results during very trying times and under very difficult circumstances.

The Urban League demonstrated great flexibility and agility in creating alternative service delivery systems allowing us to remain on par with outcomes for 2019 and in some cases, exceed last year's performance. Our entire agency truly rose to the challenge.

I also want to take this opportunity to thank my fellow Board members for continuing to provide excellent governance and remaining engaged virtually this past year; it is my pleasure and honor to serve as Chairman of the Board. I'm especially grateful to all of our donors, community partners, volunteers, civic and governmental organizations for all of their support in such a challenging year.

Let us press on and continue our work of empowering communities and changing lives!

Sincerely,



Mark H. Levison

Mark H. Levison
Board Chair
Urban League of Metropolitan
Saint Louis, Inc.



Empowering Communities. Changing Lives.

The Urban League's strategic plan will transform our affiliate into a national model for urban revitalization and community empowerment to impact the lives of over 100,000 St. Louisans.

Community Agenda-Setting & Advocacy

Create a systemic plan that focuses on meeting needs and priorities through the community's involvement.

Marketing & Communications

Clearly communicate the League's purpose and how it positively impacts the community in a compelling, distinguished way.

Program Portfolio & Partnerships

Focus the Urban League's program portfolio to target the growth of and investment in its programs and services that best meet the community needs while strengthening the operations and impacts of those programs/services.

Develop standard, agency-wide processes for attracting, developing and sustaining strategic partnerships.

Funding Diversity & Magnitude

Develop and expand meaningful relationships with donors, members, and private funding sources to enlarge the Urban League's base of support.

Organizational Culture & Structure

Pursue the critical components of an excellent, empowering, and innovative work environment that promotes an outstanding positive employee engagement, staff motivation, efficient decision-making and higher level of accountability.



Strategy

The Urban League will advocate for and empower African Americans and others in Metropolitan St. Louis by pursuing the following priorities:

ECONOMIC OPPORTUNITY

Creating ladders out of poverty through jobs, entrepreneurship and financial responsibility.

EDUCATIONAL EXCELLENCE

Providing access to quality education for everyone from Pre-Kindergarten through college.

COMMUNITY EMPOWERMENT

Providing a social safety net to stabilize our neediest families.


CIVIL RIGHTS AND ADVOCACY

Advocating for fair and equal treatment of our constituents in all aspects of society, whether governmental, economic, social, educational or cultural.



 **URBAN LEAGUE**
of Metropolitan Saint Louis, Inc.
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We support their mission to empower African Americans and others throughout the region in securing economic self-reliance, social equity and civil rights.





DIVERSITY & INCLUSION



URBAN LEAGUE OF ST LOUIS

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AGENCY

Urban League of Metropolitan St. Louis

2020 IN REVIEW

To Explore Stories Of Our Past Year
And Find Out More About What's In Store,
You Can Also View Us Online at www.ulstl.com

History & Milestones

The Urban League of Metropolitan St. Louis can trace its roots back to 1910, the same year as the founding of the National Urban League. On April 28 of that year, a committee of the Social Service Conference and one of the committees for Social Service Among Colored People met at the Church of the Messiah, pastored by Rev. John Day to determine how they might work together to provide needed social services to the hundreds of blacks who had fled the South for northern industrial cities like St. Louis seeking jobs and escaping from sharecropping, Jim Crow segregation laws, fear of lynching and the Ku Klux Klan. Roger N. Baldwin, a Washington University professor who later founded the American Civil Liberties Union, presided over the meeting and explained its purposes, which were “to collect information and report to various committees conditions and needs of people” and to act on those needs not receiving services. At that time those in the black community had many social needs that had been neglected.

One hundred and three years ago, in 1918, a small group of black and white St. Louisans came together and founded the Urban League of St. Louis in reaction to the East St. Louis race riot. Many who were impacted by the riot had fled to St. Louis. Their numbers added to the hundreds of others who were part of the great black migration from the South to northern cities in search of a better life and jobs at companies with federal contracts. This placed a taxing burden on the black community which already had a contained living area with the worst conditions, limited health services, outdated school facilities, and limited job opportunities along with a high illness and death rate. This was also a time when racial tensions were high in the nation and city. The year before, in 1917, St. Louisans passed a segregation ordinance three to one, which was later ruled unconstitutional by the U.S. Supreme Court.

Then home-owners began using social covenants that secured promises from residents never to sell to a black person. Under these daunting conditions, the Urban League of St. Louis began its work of pursuing America’s promise for African Americans. This group of civic-minded individuals, believed to be the first of its kind in the city, had as its goal, helping new arrivals adjust to the urban environment and alleviating some

of the awful conditions they were facing in their daily lives. The Urban League also wanted to assist in easing some of the legal, social and racial tensions.

Although the League began as a social service organization, it has evolved to include:

- Educational Excellence
- Community Empowerment
- Economic Opportunity
- Public Safety & Response
- Civil Rights & Advocacy programs

Today, the Urban League provides opportunity for African Americans and others through partnerships with a variety of corporations, community leaders, and governmental and civic institutions. Because of the support of others, they are able to stand on the front line of strengthening communities and diffusing racial tensions.

The St. Louis League is the largest League in the nation, the first to earn a five-star rating and one of two in the country to provide services in two states, Illinois and Missouri.

It serves over 125,000 individuals annually, from its 20 facilities and 55 different programs.



1910

National Urban League is founded in New York City, NY.

1917

An infamous deadly race riot occurs in East St. Louis, Illinois. Black workers and migrants are attacked resulting in 48 deaths, hundreds wounded, and thousands left homeless. The U.S. Department of War quickly creates the Urban League of East St. Louis to help calm the situation. St. Louis voters approve a segregation ordinance.



1918

The Urban League of St. Louis is founded under the leadership of Rev. John A. Day, the agency's first Board President and George W. Buckner serves as the first Executive Secretary.

1918

The Urban League serves its first 100 clients in the Saint Louis region as the Urban League of Metropolitan Saint Louis.

1922

Urban League operates Turner Branch School, for disabled black children and a free dental clinic. Gordon H. Simpson becomes Executive Secretary. The Urban League takes a comprehensive approach to the overall community service and problem solving. Urban League becomes a member of the Community Fund (known today as the United Way).

1932

John T. Clark establishes the Federation of Block Units, an auxiliary to the Urban League, to unify neighborhoods and stabilize housing values. In addition, the Federation provides services to accommodate the growing migration of African Americans to St. Louis City.



1937

Homer G. Phillips Hospital, a hospital built to serve African Americans, opens with the support of the Urban League of Metropolitan Saint Louis, Inc.



1950

M. Leo Bohanon succeeds John T. Clark as Executive Secretary of Urban League of St. Louis. In the postwar years, St. Louis goes through a changing period. During this time, the Urban League of St. Louis shifts its focus from preparing clients for jobs in domestic service to jobs in business and industry.

1951

The city of St. Louis experiences an unprecedented increase in the African American population – 109,000 in 1940 to 154,000 in 1950. As a result, the Urban League advocates a community-wide program to meet the overwhelming problems.

1964

William E. Douthit becomes the fifth president of the Urban League of Metropolitan Saint Louis, Inc.

1964

The Beatrice T. Hurt Scholarship Fund is established by the Federation of Block Units and offers financial assistance to students who are seeking an undergraduate degree. The scholarship is named after Beatrice T. Hurt, a pioneer in the early stages of the Urban League movement as one of the first community organization specialists.

1968

Laws passed in 1963, 1964 and 1968 change the way the Urban League works with the corporate community and its clients. Douthit reorganizes the Urban League of St. Louis to meet challenges and opportunities coming from the social and economic climate.

1968

The Urban League co-sponsors the Ebony Fashion Fair to raise funds for the B.T. Hurt Scholarship.

1971

The Urban League opens an office in the all-black Saint Louis County municipality of Kinloch.

1972

The Urban League moves its headquarters to 3701 Grandel Square-St. Louis, MO 63108.



1977

The Urban League, Sears Roebuck and Company pioneered a new concept in community planning with the transformation of the old Sears Department store at 1408 North Kingshighway into a Community Service Center.

1977

The Urban League establishes the Vaughn Cultural Center. Mrs. Eralene Vaughn contributes funds for its establishment in memory of Dr. Arthur Vaughn, a Saint Louis University Medical School faculty member.

1979

The Urban League of St. Louis and St. Clair County (Illinois) merge, becoming the Urban League of Metropolitan St. Louis.

1985

James H. Buford becomes the sixth president. With this change in leadership, the Urban League undergoes reorganization to meet change.

1986

The League receives a charter to establish the Urban League Guild.



1987

The Board of Directors creates the first youth auxiliary, the Progressive Young Adults (ProYA).

1992

Urban League of Metro St. Louis becomes the Weatherization Assistance Program operator for the Missouri Department of Natural Resources.

1994

Urban League begins its Annual Thanksgiving Dinner Giveaway in partnership with Schnuck Markets and the St. Louis RAMS.

1998

The Urban League reorganizes service areas into three service regions (St. Louis County Region, St. Louis City Region and St. Clair County Region).

2000

The Urban League re-institutes its link with young professionals by introducing the (ULYP) Urban League Young Professionals, formerly ProYa.



2000

The Urban League of Metro St. Louis joins the St. Louis County Government and the Missouri Career Center to provide Workforce Investment Act youth services to at-risk high school students.



2001

The Urban League partners with YWCA to deliver Head Start Services in St. Louis City. The League creates a Vice President of Communications position to direct its public relations and marketing needs. Urban League relocates its St. Louis County Operations to the newly renovated Schnucks Building on 8960 Jennings Station Road.

2002

The Urban League opens its fourth Head Start Center located in Jennings. The center completes the Schnucks Building renovation and connects to Saint Louis County Operations.



2003

The Urban League expands its St. Clair County Division, opening a 14,000 square foot facility as part of the East St. Louis Housing Authority Services Complex. The larger location allows this division to expand its basic needs and training services.

2004

The Urban League of Metropolitan St. Louis, Inc. receives its first five-star rating from the National Urban League, becoming the top-ranked affiliate.

2007

The Urban League hosts more than 10,000 attendees at the 2007 National Urban League Conference in Saint Louis. The Urban League receives Better Business Bureau accreditation.



2009

The Urban League receives a three-year, \$19.4 million federal contract to weatherize 3,000 homes in the Saint Louis area.

2012

The Urban League opens a new City Community Outreach Center on 935 North Vandeventer and a new Community Outreach Center on 10220 Lincoln Trails in St. Clair County, Illinois.

2013

The Urban League Board of Directors appoints Michael P. McMillan as the seventh president of the Urban League of Metropolitan St. Louis, Inc.

2013

President Michael McMillan establishes the Whitney M. Young Society, a giving society for leadership donors.



2014

The Urban League launches its historic Save Our Sons program in Ferguson and North St. Louis County to address issues surrounding the civil unrest.



2015

The Urban League breaks ground on the Ferguson Community Empowerment Center on the site of the former QuikTrip (Ground Zero) on 9420 West Florissant.



2016

The Urban League receives a \$7.7 million contract directly from the U.S. Department of Health and Human Services to provide The Head Start/Early Head Start program.

2016

The Urban League partners with TIAA in hosting the Annual Thanksgiving Dinner Giveaway.

2017

Generous Capital Campaign Donors make the historic Ferguson Community Empowerment Center (FCEC) possible. More than 600 residents, community and civic leaders joined together to celebrate the ribbon cutting of the FCEC on the site of the QuikTrip that was burned down during the civil unrest that followed the death of Michael Brown at the hands of a police officer in 2014. The building is the 1st building to be built in ULSTL history with 80% minority participation in Saint Louis.



2017

The Urban League hosts the National Urban League Conference - Save Our Cities. The 2017 Conference was the largest conference in National Urban League history with the highest amount of revenue raised, most volunteers and over 25,000 in attendance.



2018

The Urban League of Metropolitan Saint Louis celebrates a Century of Service through Empowering Communities and Changing Lives.

2018

Urban League President Michael P. McMillan is inducted into the International Civil Rights Walk of Fame. He is the first Urban League affiliate president and youngest to be inducted to date.



2018

One thousand North County Residents attend the Ferguson Community Fair; sponsored by the Urban League, Centene Charitable Foundation and Home State Health at the Ferguson Community Empowerment Center.

2018

Unveiling of the Urban League Civil Rights Mural in the lobby of the Ferguson Community Empowerment Center. The mural depicts just a handful of those who pushed St. Louis forward as well as the entire National Urban League Leadership in empowering African Americans and others in securing economic self-reliance, social equality and protecting our civil rights.



2018

Ribbon Cutting of the Urban League of Metropolitan St. Louis and the Saint Louis Public Schools - Urban Expo / Back to School & Community Empowerment Festival, with largest crowd in the Urban League history of over 25,000.



2018

In recognition and tribute of its 100th Anniversary, the League hosts the street dedication of Urban League Square - St. Louis, MO 63108.



2018

The Missouri History Museum donates “#1 in Civil Rights - The African American Freedom Struggle in St. Louis”; a exhibition on the local civil rights movement and the city’s leading role in advancing the cause of racial justice.



2018

The Urban League of Metropolitan Saint Louis opens a financial services support center at the St. Louis County Outreach Center in partnership with Enterprise Bank & Trust.

2019

Nancy Pelosi, U.S. Speaker of the House, visits the Ferguson Community Empowerment Center to promote the Voting Rights Advancement Act of 2019.



2019

Urban League of Metropolitan St. Louis hosts its first Inaugural Save Our Sisters Summit. The summit provides direct access to holistic wraparound resources for all aspects of life for the everyday woman, helping to reach their full potential.

2019

Urban League of Metropolitan St. Louis signs a historic partnership agreement with the U.S. Small Business Administration, to help the St. Louis community small business owners and entrepreneurs pursue the American dream.



2019

The Urban League hosts the National Hockey League Stanley Cup at the Ferguson Community Empowerment Center in honor of the St. Louis Blues Championship win.



2019

Urban League CEO, Michael P. McMillan’s footprints were officially immortalized in the International Civil Rights Walk of Fame in Atlanta, GA.

2020

Ribbon cutting ceremony on Dr. Martin Luther King Jr.'s birthday to open the new Urban League Community Resource Center in the Dr. Martin Luther King Jr. Plaza at North Grand and Dr. MLK Drive.



2020

Purchased and began renovation of the new Urban League Regional Headquarters at 1408 North Kingshighway marking the first headquarters move in 48 years. Launched \$20 million Restoring Hope Capital Campaign.



2020

Hosted swearing-in ceremonies at our Ferguson Empowerment Center for Ella Jones, the first female and first African American Mayor in the City of Ferguson.

2020

Held ceremony dedicating Peter Bunce Campus after completion of historic merger with Grace Hill Settlement House.



2020

North Spring Empowerment Center grand opening. The center houses The Heartland St. Louis Black Chamber of Commerce and the Urban League's Division of Public Safety and community response.



2020

Created the Division of Public Safety and Community Response to help address crime, stabilize neighborhoods, and provide mental health services.



Urban League Headquarters

“

When we empower
our communities,
we all become
empowered.”

- Michael P. McMillan



1918 - 1937



1937 - 1966



1966 - 1972



1972 - 2019



2020 - Present



Restoring Hope

As the Urban League has grown, the need for a more efficient, modern hub for service delivery became more urgent and for the first time in 48 years, the Urban League moved its headquarters to a new location. The strategic move to the Victor Roberts Building, or the Old Sears Building, at 1408 North Kingshighway allows us to create a one-stop service delivery hub while anchoring a neighborhood that has been too-long neglected. We recently launched a **\$20 million Restoring Hope Capital Campaign** for acquisition and renovation of this historic building. The first phase of renovations is well underway and we are anticipating a formal opening later in 2021.

This iconic 205,000 square-foot building, now known as the Victor Roberts Building, is an anchor in the Kingsway East/Academy neighborhood (one of St. Louis' most historic neighborhoods) at the intersection of North Kingshighway and Dr. Martin Luther King, Jr. Blvd.

The redevelopment of the building will be completed in various phases and will have a catalytic impact on the bordering neighborhoods that have suffered from decades of neglect.

Intentionally relocating our headquarters to this location will undoubtedly spur additional development north of Delmar, reversing years of disinvestment, a distressing occurrence known as "The Delmar Divide." The move to the new headquarters, the first move of our headquarters in 48

years, will provide greater access to critical services and programs for the more than 125,000 clients we serve. The first contact for 83% of our clients is through safety net services: utility assistance, rental assistance, food, clothing. The ability to easily access these programs is essentially life-saving.

The modernized space currently houses our administrative offices, the highly successful Save Our Sons program, retail space, and other office space. Future use includes relocation of our city Community Outreach Center, currently located on Vandeventer Avenue, The Vaughn Cultural Center, a hydroponic urban farm, an expanded St. Louis University Health Resource Center, a Panera Pantry, and upgraded retail offerings on the ground level.

Phase 1 of our renovation is nearly complete and staff have settled into their offices and a new routine with updated office protocols. The installation of the new logo signage atop the central tower is complete. The illuminated emblems were activated at night for the first time recently; many complimentary remarks were received from current tenants, staff, and community members. Landscaping upgrades and additional signage were also completed in Phase 1.

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Panera
BREAD®

Panera applauds the Urban League of Metropolitan St. Louis for 103 years of commitment and support of economic empowerment, civic engagement, and social equality in the St. Louis community.





Educational Excellence

EMPOWERING TOMORROW'S LEADERS

The Urban League understands that education is one of the most important investments a person can make. This is why we are dedicated to empowering tomorrow's leaders.

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The Urban League understands that education is one of the most important investments a person can make as it is critical to reducing many inequities within our society. The Urban League awards scholarships to students from the St. Louis metropolitan area to support their college education and career goals. Currently the agency offers three scholarship programs: the Leslie Scholarship, the Ida Goodwin Woolfolk Scholarship, and the Frankie Muse Freeman Scholarship. These scholarships provide financial assistance to students pursuing their post-secondary education. Scholarship recipients major in subjects such as mechanical, electrical, and aerospace engineering, biology, chemistry, business, accounting, law and pre-med. Scholarship awardees are selected based on their academic achievement, community service, character, and financial need.

The Urban League of Metropolitan St. Louis Inc. has established the Lou Brock Scholarship in honor of the late Cardinal baseball great who passed away in 2020. The League is donating \$5,000 to the Lou Brock Foundation in tribute to this great humanitarian.

GED/HiSet

The Urban League hosts a high school equivalency certificate program in partnership with the St. Louis Public schools. The program is for anyone seeking to complete their secondary education. This program is comprehensive and provides many courses from grades one through 12. Basic educational coursework is offered in reading, writing, mathematics, oral communications, natural sciences, and social studies with an emphasis in the development of critical thinking, problem-solving skills, and career planning.

Students work closely with the instructor to establish short and long-term educational goals including the attainment of a High School Equivalency Test. The GED/HiSet program has two scheduling options and is open to the entire community,

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ONE TEAM

It feels good to give back.

And together with our generous customers and employees, Macy's averages more than \$1 million a week to initiatives important to you and your community – arts, education, HIV/AIDS, and women's health and wellness.

It adds up to more than \$54 million a year. It's a good feeling we can all share, and to us, that's the magic of giving.

We are proud to share that good feeling by supporting the Urban League.

the magic of giving

Head Start & Early Head Start

The Urban League Head Start/Early Head Start (ULHS) program is a comprehensive early childhood education initiative that provides services to children ages birth-5 years and their families. The three program options are Head Start, Early Head Start, and Home-Based. A keen focus on school readiness: early childhood education, family and community engagement, and health services are paramount for the agency and program.

On July 1, 2020, the Urban League Head Start/Early Head Start merged with Grace Hill Settlement House. The merger resulted in three additional Head Start/Early Head Start centers. There are 931 funded slots in eight Urban League centers and four partner centers, and two partner centers have multiple locations. The Office of Head Start grant awarded \$38M over five years.

ULHS places significant emphasis on the involvement of parents in the program. It encourages parents to become active participants in their children's learning by participating in ongoing parent and family engagement opportunities, volunteering in the classroom, and serving on Head Start committees. Staff and parents work in partnership to help children succeed.



78%
Attendance

751
Number of Single Parent Families

672
Funded Enrollment

825
Number of Children Served

41
Children with IEPs/IFSPs Served

626
Family Services (Families receiving at least one of the family services offered)

533
Children with Continuous Access to Dental Care

HEAD START & EARLY HEAD START

An investment in knowledge pays the best interest!

During the 2019-2020 program year, the following Parent and Community Engagement activities took place: Build A Car Day, ManUp STL, Dance with My Father Gala, Parent Meetings, and Policy Council Training. Three Urban League Head Start Centers (Jennings, North Spring, and MLK) and one of its childcare partners (Hilltop Child Development Center) are accredited by the National Association for the Education of Young Children (NAEYC). Three of ULHS's childcare partners have Missouri Accreditation (The Christian Academy, Beginning Futures and Training Up A Child), which assesses quality standards for programs serving children from birth to school age within the State of Missouri. The Urban League Head Start program is a member of the National Child and Adult Care Food Program and is certified through Safe Food Handling and Serve Safe.

Staff, students, and families continue to engage in weekly STEAM activities focused on novel engineering, architecture, and famous black inventors. Children engage in scientific inquiry by brainstorming ideas, planning projects, producing their ideas, and analyzing what worked well and what they could improve.

Children are exposed to advanced language, predictions, and experimentation and are encouraged to develop their big ideas. Each classroom received a copy of the book "Have you Thanked an Inventor Today" by Patrice McLaurin, which chronicles the school day of a little boy, highlighting different inventions that he uses throughout the day that African-Americans invented. The Urban League of Metropolitan St. Louis's Head Start children continue to have access to high-quality learning in science, technology, engineering, art, and math through the generous support of PNC Bank and are learning that anything is possible.

Community School Partnership Program

Our Community School Partnership program seeks to impact children, families, and communities in a comprehensive way – moving the needle in education and family stability outcomes through a two generational approach within the St. Louis Public Schools community.

This program aims to reduce disparities in quality continuity of education, mental health, employment, health, and safety services for both children and their families.

The Urban League of Metropolitan St. Louis embeds full-time Student & Family Mentors in seven elementary schools to provide wrap-around resources to families and students.

By ensuring students who are attending school are ready to learn, and supporting school administrators in building sustainable systems of response. The Urban League is able to help those students and families advance in a myriad of ways.



CSP Highlights 2020

The Community School Partnership program has continued to operate since 2014 within the St. Louis Public Schools district. This program originally started in Clay Academy of Civics and Exploration Elementary and expanded to Bryan Hill Elementary after two years of service with Clay. During the 2019-2020 school year, the CSP program expanded to five additional schools to serve and support students and families. The program currently serves over 1,000 students annually in the St. Louis Metropolitan area.

Our Student & Family Mentors played an instrumental role in supporting families during this pandemic as students made the transition from the in-person classroom learning to virtual learning at home. Mentors worked innovatively to build parent engagement, support family stability and support students with technology to attend classes virtually. The Mentors also participated in promotion parades at each school to celebrate students' academic achievements.

Success Stories 2020

Ms. G is a young single parent raising four children under the age of 6. She was unemployed when the Covid-19 Pandemic began, but has consistently searched for employment to help her household remain stable. Ms. G does a good job utilizing the resources offered through the Jefferson Elementary school community. She participates in family events to promote family engagement, such as the Books and Breakfast event which supports student literacy. She has also participated in the parent Lunch and Learn informational workshops to increase her own knowledge around community resources that support families.

Ms. G participated in the 100 Neediest Program during the holiday season. Her family was adopted to add support for her household and her children. She has taken on the responsibility of raising her sister's three children in addition to her own. Her Student & Family Mentor ensured she received food donations from the school as well as clothing and toys during the holiday season. During the beginning of the pandemic, Ms. G was given information about an opportunity for job employment with the 2020 Census. As a result, Ms. G contacted the connection for employment and received part-time employment in July of 2020. She was able to work the job for three months before her hours shortened and limited for safety precautions. Ms. G continues to seek full-time employment. She continues to work closely with her Mentor to find resources to stabilize her household and secure additional income.

Ms. G is also looking into a skills training program to increase her educational learning and help her find a better job.

95%

At the close of 2019-2020 school year, the students maintained attendance above 95% despite living in transition and virtual learning throughout a pandemic.

We are proud to work alongside the **Urban League** on the front lines during this pandemic and in the years to come.

Through partnership and the passion of so many volunteers, we can help our community stay healthy and resilient.

Angie is one of hundreds of BJC team members who volunteered at Urban League food distribution events during the past year.

Advancing Education Equity Through ESSA

The Urban League of Metropolitan St. Louis believes that all students must learn at elevated levels equipped with the skills and knowledge necessary to successfully compete in today's global economy. This can be realized if students are offered a resourceful, equitable, demanding and relevant instructional environment in which priority is assigned to resilient well-prepared teachers and school leaders at each school.

The reauthorization of the Elementary and Secondary Education Act, also known as Every Student Succeeds Act (ESSA), signals a shift in the policy and accountability landscape but intentionally leaves the precise manner by which districts and states will ensure better student outcomes. The law provides states and districts with more discretionary authority but no additional capacity or resources to manage this authority while explicitly restricting the federal role.



States and districts now have the opportunity to review and prove their explicit commitment to an equitable and excellent education for all children. The Urban League movement will hold states and local districts to this renewed promise from the planning through implementation stages. In Missouri the plan is being implemented with the collaboration and partnership of a primary team which is made up of the Department of Elementary and Secondary Education (DESE), public schools from St. Louis, Kansas City, and Springfield; the Urban League of Metropolitan St. Louis, representing the community and higher education from Maryville University and University of Kansas as well as the Missouri School Boards Association.

In 2019 the Urban League developed a plan to receive funding from the DESE and the St. Louis Public schools working with Education Plus to mobilize and organize parents and other community allies. The plan is to provide a platform for parents to collectively learn together, support schools, and at the same time demand accountability from their respective school to ensure that all students succeed.

The COVID-19 pandemic greatly impacted our ability to move forward on this issue in 2020 however, the Urban League remains fully committed to our strategy. This is an arduous prospect for the Urban League to reach out to parents to share information as to the status of education and to communicate concerns from parents back to the school district and DESE. The Urban League will continue to advocate against student failures, for more resources and quality personnel working with the department of elementary and secondary education, as well as the districts to influence policy changes.



Strong communities: *Realized*

At Simmons Bank, we believe healthy, vibrant communities don't just happen on their own. They happen when people make an investment in each other. Because we accomplish more together than we do alone.

We're proud to support The Urban League of Metropolitan St. Louis - 103rd Annual Gala Meeting!



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"I lost my job and needed help paying my utility bill. I went online and, same day, Heat-Up STL kept me connected."

Brian, South County

"My window unit A/C broke. I'm a senior and couldn't afford one. I called Cool Down St. Louis, they came and the Fire Dept. installed one - free."

Rita, North City

"My grandmother can barely afford her food, rent, and meds. Her utility bills were overwhelming. Heat-Up St. Louis put her on an Ameren Budget Billing plan and paid \$275 on her bill."

Sandy, St. Charles

"It was 100 degrees in my mother's house this past summer. She got sick and went to the hospital. When we got back home, Cool Down St. Louis gave her a brand new Ameren unit."

Belinda, Metro East

"We came to your Winterizing Winter Forum and learned about dangerous space heaters. You paid our Ameren and Spire bills. God bless you."

Mary Beth, North County

"Thank you, Heat-Up, for keeping my family from freezing to death. You got us reconnected in three hours and found \$800 to pay our utility bills."

Monica, South City

"We tried everywhere to get help with our energy bill, but everyone was out of funds. Heat-Up/Cool Down was a blessing. They paid our \$420 bill. God love you."

Nancy, Franklin County

"We were without heat for two weeks and couldn't find help. We called Heat-Up, and they were a blessing with \$325 payment. I'm a single dad with three kids and make \$7 per hour. After paying my grocery, meds, and rent bills, I can't pay my electric and propane bills. Thank you Heat-Up."

Eddie, Jefferson County

Our 41-member consortium and diverse, 68-member volunteer board of directors of Heat-Up St. Louis, Inc. (Heatupstlouis.org and Cooldownstlouis.org) are committed to helping neighbors in need in 44 Missouri and Illinois counties, including the City of St. Louis.

For 20 years, we've used compassion and partnerships to help needy families, the disabled and seniors avoid unsafe methods of heating in the winter and avoid becoming fatalities during the deadly summers. In addition to providing energy assistance, our mission of public education and advocacy is a commitment to efficient, affordable and safe energy for our communities.

Need Knows No Geographic Boundaries. You can get help or donate through: Heatupstlouis.org or Cooldownstlouis.org

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Hotline: 314-657-1599 & Volunteer/Fundraising: 314-369-7407

www.heatupstlouis.org and info@heatupstlouis.org



This advertisement is underwritten through the courtesy of: Ameren



Community Empowerment

EMPOWERING FAMILIES THROUGH IMPACTFUL PROGRAMS

The Urban League provides resources that stabilize families so that empowered clients may focus on bettering themselves and their communities. The basic needs of food, clothing and shelter must first be met and available for clients and their families so they can then strive for their economic self-sufficiency.

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LIHEAP Energy Assistance



Processed **13,325** applications for winter and summer assistance.

The Low Income Home Energy Assistance Program (LIHEAP) is the main federal program that helps low-income households and seniors with their utility bills, providing vital assistance during both the winter and summer. Low income individuals and families pay a high proportion of their household income for home energy and are often forced to make decisions between paying for energy, buying food or medicine. LIHEAP provides funding to low-income households especially elderly, disabled and families with young children because insufficient heating and cooling can cause health and safety issues.

Eligibility requirements for LIHEAP are based on income, household size, available resources, and responsibility for payment of home energy costs. Serving our community in the Fiscal Year 2020 was a great challenge largely due to the COVID -19 pandemic. The pandemic created a unique set of circumstances in administering the program to vulnerable populations who depend on the program in addition to those households who were newly affected by the pandemic. As a result, the Family Support Division issued multiple LIHEAP policy revisions to the agencies to address challenges during the COVID-19 crisis. The policy revisions included changes that extended the energy assistance processing deadline from March 30 to May 31, the definition of an energy crisis, increases to summer crisis payments from \$300 to \$600, as well as increasing the poverty guideline from 135 percent of the poverty level to 150 percent through Oct. 31, 2020, to name a few.

The LIHEAP department processed 13,325 applications for winter and summer assistance and over 400 households through Dollar Help, Dollar More, Heat-Up/Cool Down St. Louis, and Clean Slate funding.

The LIHEAP department would like to thank the Missouri Department of Social Services, Family Support Division, Ameren, Spire, and Heat-Up/Cooling Down St. Louis, and countless other community partners for their continuous support

Over 400 households through Dollar Help, Dollar More, Heat-Up/Cool Down St. Louis, and Clean Slate funding.



SSM Health is proud to support the St. Louis Urban League.



Residential Leadership Program



To help St. Louis City residents improve their neighborhoods and the quality of life, the Urban League facilitated the Resident Leadership Training program providing 17 workshops with 129 participants covering a variety of life and community empowerment topics.

The workshops provided a space for neighbors to address opportunities and challenges within their neighborhoods. The program, funded by Community Development Administration (CDA) also connected the community with local organizations and leaders. Monthly training session topics included community leadership, crime prevention and safety, active transportation, financial empowerment and healthy food systems.

Home Repair

The aim of the UL minor Home Repair Program is to provide minor home repairs to elderly and/or disabled homeowners with household incomes at or below the low to moderate income levels (80% of Area median income) as established by the U.S. department of Housing and Urban Development. By promoting the program through community outreach meetings and the distribution of flyer's throughout the community the Urban League successfully serviced 64 homes. The minor repairs consisted of minor electrical/plumbing repairs, installation of toilets, facets, grab bars, hand rails and ceiling fans.

Installation/repair of wheelchair ramps, porches, stairs, minor concrete repair, and installation/repair of exterior/interior doors, storm doors and windows.



Urban Closet

The Urban Closet offers free clothing for all family members and features career clothing for those seeking job opportunities through the Employment Department, Save Our Sons and Save Our Sisters programs. The Urban Closet currently operates in the St. Louis County Outreach Center, the Ferguson Community Empowerment Center and the Urban League Tower (Regional Headquarters).

Housing Assistance



The Housing Department, along with community partners, provides individual and group counseling to educate residents on financial capabilities, credit and money management, pre-and post-purchase housing counseling, loss mitigation outreach sessions and advocacy for fair housing. The Urban League served clients through mortgage services, homeownership, rent and utility assistance, financial literacy classes and workshops. The restrictions encountered due to COVID-19 limited our ability to serve clients in-person however we quickly adapted to a virtual environment. Our efforts to support housing in 2020 included:

- Conducted 6 Pathway to Homeownership Fair Housing Workshops in partnership with Equal Housing Opportunity Council (EHOC), Deaconess Foundation, Carrollton Bank, Commerce Bank, Country Financial, FCB Bank, Montgomery Bank, Sterling Bank, to over 30 participants which increased our First Time Home Buyer Workshops and our Framework Online Homeownership Classes.
- Conducted 9 First Time Home Buyer Workshops to nearly 90 participants resulting in the purchase of 21 homes in the St. Clair County & Madison County Regions. The average home price: \$93,000 (highest purchase amount \$225,000 and lowest \$33,300). The economic impact of the new home purchases equates to \$1.9 million dollars.
- Enrolled 137 Framework Homeownership borrowers that were referred by Lender Partnerships, community referrals, and Housing Advertising. Of the 137 that enrolled, St. Louis County conducted 94 of the Advising Sessions which resulted in \$1.9 million in home sales which included MO, IL, TN and TX.
- Served 408 families with rental/mortgage counseling assistance.



1,131

The Home-ownership Session of the Virtual Financial Conference in April of 2020, transitioning to a virtual platform allowed us to reach 1,131 participants



\$1.9M

St. Louis County conducted 94 of the Advising Sessions which resulted in \$1.9 million in home sales which included MO, IL, TN and TX.



137

Enrolled 137 Framework Home-ownership borrowers that were referred by Lender Partnerships, Word of Mouth and Housing Advertising.



Here's to the ones who rise to the challenge.

Congratulations to David and John Kemper
and all honorees celebrated at the
103rd Annual Urban League Dinner.

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Grace Hill Programs



\$30,000

Urban League-Grace Hill division received grants from TJX, Deaconess Foundation, United Way, and Emergency Food & Shelter Program which allowed the agency to distribute over \$30,000 in utility, rent, and food assistance.

Material Assistance: Utility, Rent, and Food Assistance

Urban League-Grace Hill Division collaborates with key partners to leverage resources to support residents and their families during times of financial crisis. Urban League-Grace Hill Division received grants from TJX, Deaconess Foundation, United Way, and Emergency Food & Shelter Program which allowed the agency to distribute over \$30,000 in utility, rent, and food assistance. These funds allowed us to support nearly 130 residents and families impacted by COVID-19, facing eviction, or in threat of utility disconnection. Through the Material Assistance program clients were enabled to stabilize their housing and receive on-going support to reach their financial, housing, and family goals.



Legal Assistance

Urban League partners with Husch Blackwell law firm to offer free Legal Intake Clinics on a monthly basis. Residents can discuss legal matters on an intake basis with attorneys from Husch Blackwell who are often able to provide guidance on a wide range of issues. Consultations are free and confidential, and last up to 30 minutes- with follow up legal assistance often provided at no or reduced cost. In 2020 Husch Blackwell attorneys assisted nearly 20 clients and provided over 400 hours (418.1 total) of pro-bono legal services. Husch Blackwell provides pro-bono services that cover the following legal matters. Landlord disputes

- Landlord disputes
- Creating a will/trust
- Power of attorney/medical directive
- Defending small claim lawsuits
- Veteran benefits advising
- Navigating startup/nonprofit incorporation
- Medicare/Medicaid denial appeal
- Other

400 hours

In 2020 Husch Blackwell attorneys assisted nearly 20 clients and provided over 400 hours (418.1 total) of pro-bono legal services



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Peace Park

Urban League-Grace Hill Division is supporting a community led effort to improve the health and overall landscape of the College Hill community. Urban League has joined forces with a collective of residents and agencies (Green City Coalition, Washington University, The Nature Conservancy, McCarthy Construction, and Arbolope Studio) to utilize new and existing knowledge to find ways to improve the health, well-being, and overall landscape of the College Hill community. This collaboration has allowed for discussion around one of the greatest disparities affecting residents in College Hill — vacant lots. College Hill residents identified a need to revitalize a block of vacant and abandoned properties known widely as Peace Park. Urban League is proud to support the College Hill community as stakeholders and agency partners collaborate to develop a vibrant and healthy Peace Park.

100 Neediest Cases

The Urban League-Grace Hill division is proud to serve low-income families through the United Way of Greater St. Louis/Post Dispatch 100 Neediest Cases Program. In 2020 Urban League's Grace Hill division enrolled nearly 100 families (337 total household members) from our Patch Center, Community School Partnership program, and three Head Start sites. Every family enrolled in the program received financial aid from generous donors.

Each household member in the adopted families also received bags and wrapped gifts containing toys, clothing, hygiene products, and household appliances. The 100 Neediest Cases began in 1922 as an annual charitable campaign that selects 100 families and individuals during November and December. The program has evolved to include thousands of families each year.



Mobile Health Unit



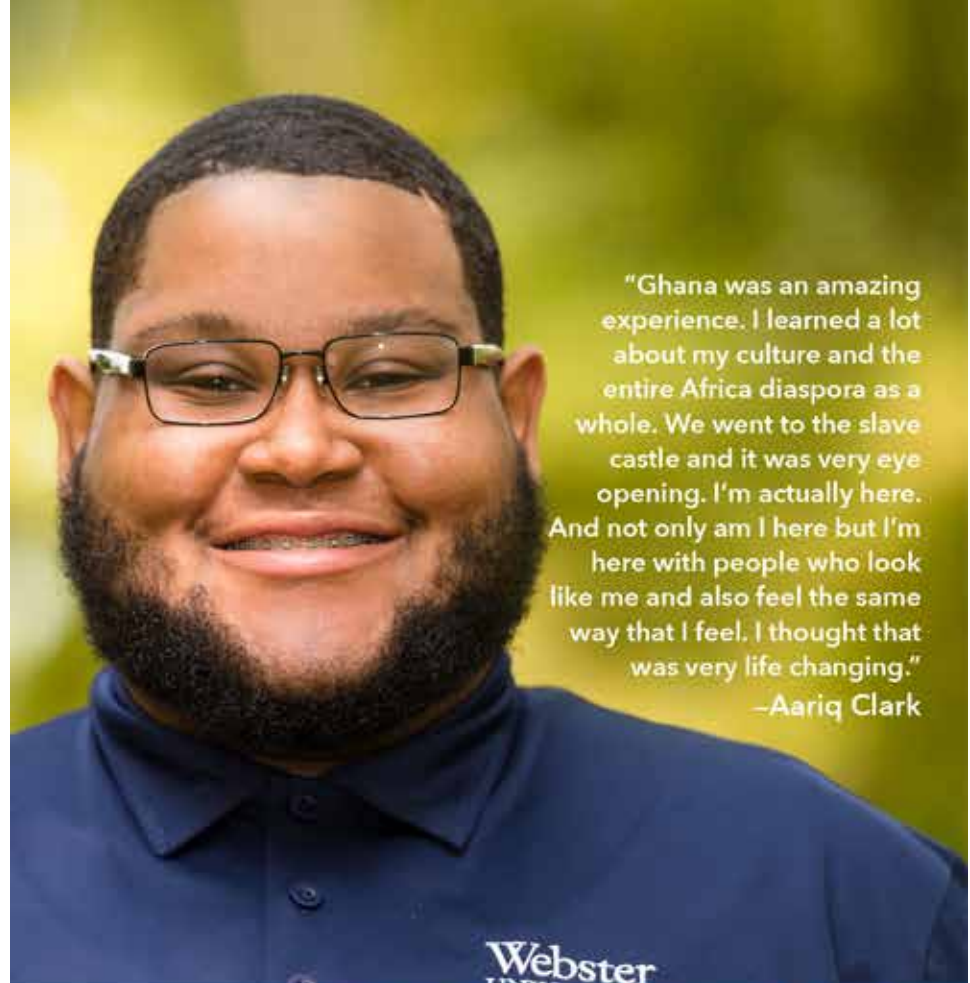
The Urban League's Mobile Health Unit operates in partnership with BJC HealthCare providing free health screenings. The Community Mobile Health Unit reaches those who desperately want to be more educated about their health however, barriers to transportation, distrust of traditional health care facilities and lack of health insurance often prevent them from seeking the medical attention they need. This program helps increase the number of health screenings for hypertension, diabetes and cholesterol.

Outreach with the Mobile Health Unit was impacted by the COVID-19 pandemic however, staff was able to serve clients at four area locations attracting residents from 20 different metropolitan area Zip Codes before ceasing operations due to COVID-19. The average age of clients engaged in 2020 was 57 years old.



URBAN LEAGUE
MOBILE
HEALTH UNIT

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"Ghana was an amazing experience. I learned a lot about my culture and the entire Africa diaspora as a whole. We went to the slave castle and it was very eye opening. I'm actually here. And not only am I here but I'm here with people who look like me and also feel the same way that I feel. I thought that was very life changing."

—Aariq Clark

HONORING OUR PAST. SECURING OUR FUTURE.

Aariq is one of the 96% of undergraduate students at Webster University who rely on scholarships and financial aid to complete their studies. Recently, Aariq, in a cohort of nine students of color from the Introduction to Africana Studies course, traveled to Webster's campus in Ghana to learn more about his culture and life abroad.

By making a gift and joining the Jackson & Thomas Society, you can support diversity, equity and inclusion efforts that transform the lives of students at Webster University.



Webster
UNIVERSITY

Patch Center



The Patch Center is a community hub stationed in the 63111 zip-code. At the Patch Center residents from the surrounding neighborhoods are provided food assistance, social engagement, discounted bus passes, discounted clothing, and healthy aging services. The Patch Center is open 5 days a week and operates food assistance services 3 days a week. When the COVID-19 pandemic arose, the Patch Center increased their commitment to providing essential food assistance through our food pantry.

Supplemental Grocery (Food Pantry Assistance)

Throughout the 2020 COVID-19 pandemic, generous donors continued to support the center with donations. Our supplemental grocery donations come from two neighborhood Aldi stores, Operation Food Search, St. Louis Food Bank, Affton Food Pantry, Caritas, Secret Shoppers, and various community members. We provided 1,931 seniors (ages 60 and up) with supplemental groceries.

St. Louis Area Agency on Aging affiliation and programs

Patch Center is a proud member of the St. Louis Area Agency on Aging (SLAAA). Through this affiliation, Patch Center provides reduced-price bus passes to seniors (ages 60 and up) and residents with disabilities (ages 18-59). We provided nearly 850 clients with a discounted bus pass. Our collaboration with SLAAA also allows us to offer the Commodity Supplemental Food Program (CSFP). CSFP works to improve the health of low-income seniors by supplementing their diets with nutritious USDA Foods. Once a month we receive and distribute commodity food boxes that contain foods with good sources of the nutrients typically lacking in the diets of the population. We distributed over 300 commodity boxes to our community's seniors.

Success Stories 2020- Patch Center Client

The Patch Center supported several clients through programs such as 100 Neediest Cases. D.W., a long-time participant and volunteer at Patch Center, was able to benefit from the 100 Neediest Cases in 2020. D.W. was having trouble meeting the demands of moving into a new apartment when she enrolled in the 100 Neediest Cases. A generous donor stepped up and helped ease the stress and worry of paying for moving expenses and furnishing her apartment. D.W. is grateful and thanks the Urban League for supporting her.

1,931

We provided 1,931 seniors (ages 60 and up) with supplemental groceries.

850

We provided nearly 850 clients with a discounted bus pass.

300

Once a month we receive and distribute commodity food boxes that contain foods with good sources of the nutrients typically lacking in the diets of the population. We distributed over 300 commodity boxes to our community's seniors.



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Senior Empowerment Series



The Urban League hosted 10 Senior Empowerment Series events in 2020 before COVID-19 restrictions put a stop to our programming. The Urban League goes directly to senior apartment buildings in the City of St. Louis to inform the seniors of the free services available to them and to uplift their spirits. Representatives from various agencies, including The St. Louis Area Agency on Aging, speak to the seniors about programs available to them including free transportation by the City to transport them to doctor's appointments, the grocery store and other errands. A representative from the Police

Department provides updates and answers questions on crime trends and fraud scams aimed at seniors to educate them on what to watch out for. The local alderperson informs them of new developments and exciting improvements to their neighborhood. A representative from Metro also provides discount cards for the bus and Metrolink system. Center management helps select the Male and Female Resident of the Year for a special award. Residents also participate in a special raffle of very generous gifts donated from local restaurants, hotels and grocery stores. Seniors are treated to a hot meal as well. Special thanks to all of our sponsors and donors for supporting our seniors.

In addition to our Senior Empowerment Series, our Grace Hill Campus served 99 additional

seniors including distributing 1,200 Commodity Food Boxes distributed to adults age 60+.

86%

86% of participants age 60+ routinely received food from congregate meals, commodity boxes or food pantry (returned multiple times).

\$60,000

\$60,000 worth of food added to the 63107 and 63111 communities through Commodity Food Boxes and \$3,672 worth of food served to seniors in the 63111 community, free of charge, through our daily Congregate Meals.

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Nicolette S.
MBA Healthcare Management

Community Empowerment Report



Heat-Up/Cool Down and Urban League's Partnership Thrives

Since its inception 21 years ago, Heatupstlouis.org, Heatupmissouri.org and Cooldownstlous.org have impacted the lives of over 1,000,000 Missouri and Illinois neighbors in need including seniors, the disabled, and low-to-moderate income families, and individuals.

The beginning of the COVID-19 pandemic in March, 2020 decimated the community with death and illness. The regional safety net was already stretched thin but was strained even more by individuals and families who live paycheck-to-paycheck being impacted. The Urban League was a great resource referral partner with Heatupstlouis.org. Heat-Up/Cool Down made sure that thousands seeking more than just utilities were able to receive free PPE COVID supplies, food, and rental assistance from our City, County, and St. Clair operations.

Heat-Up/Cool Down now covers nearly 36 Missouri and Illinois countries, including the City of St. Louis. Michael P. McMillian, President/CEO of the Urban League of Metropolitan St. Louis, Inc. is on the Heat-Up/Cool Down Executive Board of Directors. President McMillian continues to provide counsel to this unique partnership.

In 2020, many City and County qualified clients were given an opportunity to have Heat-Up/Cool Down/Ameren Crisis Funds available to them through the Urban League. In many cases, the joint partnership drastically reduces the Ameren Missouri customers' balances; it also gives everyone an opportunity to put the clients on an Ameren budget billing plan.

While Heat-Up St. Louis/Cool Down St. Louis has its corporate office in downtown St. Louis, it is planning in 2021 to open a field outreach office at the new Urban League headquarters in the Victor Roberts Building (old Sears Building) at 1408 North Kingshighway. Clients will be able to use a drop-box, as well as interface with Heat-Up staff through social distance. They will also be closer to the Urban League's LIHEAP office. Our St. Louis County unit benefits greatly from Heat-Up/Cool Down funds through the efforts of HUD block grants and CARES funds, which Heat-Up/Cool Down manages.

In St. Louis City, Heat-Up/Cool Down and the Urban League work hand-in-glove with our LIHEAP program to help stretch limited federal utility dollars as a supplemental resource. The League also works with Heat-Up/Cool Down on other funding pots, i.e., St. Louis Senior Funds, Affordable Housing Trust Fund, Utility Tax Equitable Fund allowing Urban League City to be more flexible in the distribution of many other energy funds, some of which are restricted.



8th Annual Ameren/Heatupstlouis.org Winterizing Utility Forum

The Urban League of Metropolitan St. Louis, in particular its City and County divisions, joined Ameren Missouri for the 8th Annual Heatupstlouis.org/Ameren Winterizing Utility Forum, co-sponsored by Spire, St. Louis City, St. Louis County and the Missouri Public Service Commission.

In the past, about 3,500 clients were pre-scheduled at various sites in the first week of October. Due to the pandemic and restrictions on large crowds with indoor events, Heatupstlous.org officials had to orient clients through webinars scheduled during October and November, 2020.

The webinars included greetings from Dr. Sam Page, St. Louis County Executive, and Mayor Lyda Krewson, St. Louis City; safety winter tips from the Fire Chiefs Association of Greater St. Louis represented by St. Louis Fire Chief Dennis Jenkerson. In addition, Ameren and Spire had video presentations about various energy efficient and budget programs. CAASTLC provided weatherization tips for those County and City residents trying to keep their utility bills affordable. Following the 12-minute presentations, Urban League City and County staff worked with clients to make the appropriate utility agency selections and complete pledge paperwork.

Prior to the COVID-19 pandemic, utility usage was typically lower because people worked during the day and the children were physically attending school. The fact that many working poor and our medium-income neighbors were hit with furloughs, terminations, and job cutbacks resulting in dramatically increased utility use; this included renters and homeowners using electric and natural gas and even water and MSD bills for homeowners.

Winter has the highest incidents of home and apartment fires. Some area households with affordability issues were using upwards of 40% of their income to maintain primary heating. A small portion of the population uses unsafe methods of heating. This includes using space heaters, which are not necessarily energy efficient, placing them near combustible materials or furniture which is dangerous. This dangerous practice was highlighted in the fall virtual seminars which reached more people.



2020 Hardee's Rise and Shine for Heat

Again, our CEO, Michael P. McMillan, participated in this all-volunteer Hardee's Rise and Shine For Heat. The effort took place on February 11, at 50 Missouri and Illinois Hardee's restaurants. Also, Urban League staff in St. Louis County and St. Clair County along with volunteers they solicited served as volunteer greeters. The greeters welcomed customers and the

general public at drive-thrus and menu boards at each Hardee's soliciting additional donations during breakfast hours.

Because of COVID-19 restaurant restrictions, Hardee's accepted pre-orders of Sausage biscuits and Egg Biscuits at a special price of \$1.00 for 30 days out. In addition, they asked clients who were purchasing lunch and dinner orders "to go" if they wished to donate to Rise and Shine for Heat, 30 days prior to the event date.

This was the 21st annual fundraiser and it was critical for our Urban, County and St. Clair County divisions. Utility resources being limited, this event is a strong economic shot in the arm with these Rise & Shine funds being distributed throughout the greater St. Louis region.

16th Annual Cooldownstlouis.org/ Ameren Cooling A/C Give-A-Way

As climate change is drastically heating up the earth's ozone, summer heat has become potentially life-threatening for thousands of area vulnerable residents including seniors and our disabled neighbors.

Cooldownstlouis.org along with the Urban League City and County divisions were joined by 13 other Missouri agencies who helped distribute 1,000 new energy efficient air conditioners, donated to Cool Down by Ameren Missouri. In addition to the value of more than \$150,000 for the A/C purchase, Ameren Missouri donated \$500,000 to Cooldownstlouis.org for utility assistance. They also provided more than 1,000 energy efficient light bulbs which significantly saves money year-around on utility bills. These came in handy for so many Urban League clients, as well.

President McMillan helped launch the Save Our Seniors project created by Cooldownstlouis.org with Missouri Lt. Governor Mike Kehoe, St. Louis County Executive Sam Page; St. Louis Mayor Lyda Krewson and the Reverend Earl E. Nance, Jr., Chair Emeritus and Cool Down St. Louis corporate treasurer.

Also, all three UL divisions joined Cooldownstlouis.org in its public education campaigns: "Turn On The Air," and "Check On Your Neighbors." The Urban League also distributed Cool Down Cooling Cards which provided tips on staying cool as well as information detailing where our most vulnerable clients can obtain energy assistance. Ameren has been generous in the

support of Cool Down St. Louis' public education print materials. Cool Down developed this public education campaign, with Ameren's support, as a lifeline.

The partnership we have with both Cool Down and Ameren ensures that lives are saved during each hot and humid St. Louis summer. When residents turn the air on, they can be assured that the Urban League, Cool Down and Ameren have their health and safety, as a top priority.

Utility Assistance



The Utility Assistance Program is supported through the generosity of the Ameren Dollar More Program, Illinois Energy Foundation, Warm Neighbors/ Cool Friends Program, Heat-Up St. Louis, Cool Down St. Louis, the Emergency Food and Shelter Program and the City of St. Louis. Annually, the program results in the reconnection and/or the prevention of utility shutoffs for more than 1,000 households in the St. Louis Metropolitan area. In 2020 we provided utility assistance to more than 1,500 families including over 300 families that were served in St. Clair County, IL. Our Grace Hill Campus provided 108 families with utility assistance totaling over \$16,500.



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Food Insecurity

Food insecurity, according to Feeding America, is defined as the “lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods.” People who are food insecure may have to choose between paying for nutritionally adequate food and other necessities such as housing and medical payments. Recent statistics indicate that 26.8% or 85,400 in the City of St. Louis. St. Louis residents are food insecure. More than 1 in 5 children in Missouri are food insecure. (Ferguson Report) **The Urban League is combating food insecurity in a number of ways:**



Food Pantry

The Urban League’s food pantry operations in St. Louis City, St. Louis County, and St. Clair County distributed food to over 35,000 residents in 2020. Our Jennings location provided services to 21,688, 695 families were served at our Grace Hill campus, and 3,819 families were served in St. Louis City. Through our continued partnership with Walmart in O’Fallon, Illinois, the St. Clair County Division provided food to over 790 families including premium meats and produce.

Individuals seeking food assistance must be 18 years of age or older and have a picture ID. The Urban League is a member of the St. Louis Area Food Bank and Operation Food Search, which allows the Urban League to purchase food at little or no cost for distribution to families in need. The goal is to give every person looking for food access to the services they need and to make sure that every food recipient is treated with dignity and respect.

Our st. Clair County Division also established a Community Garden providing fresh produce: tomatoes, peppers, jalapenos, collard greens, okra and melons to seniors and residents of East St. Louis.



Home Bound Deliveries

Residents in St. Louis City and St. Louis County who are unable to participate in our large-scale food distributions can contact The Urban League for home delivery on a limited basis through our network of neighborhood churches.

For information, call 314-615-360



Mobile Market

The Mobile Market offers a variety of fresh produce and dry food items in areas where there are high rates of food insecurity. In 2020, the Jennings Division served 3,250 clients through the mobile market partnership.



Senior Deliveries

The Urban League provides boxed meals on a limited basis to seniors unable to participate in our large-scale food distributions and who are not served by a residential senior center.



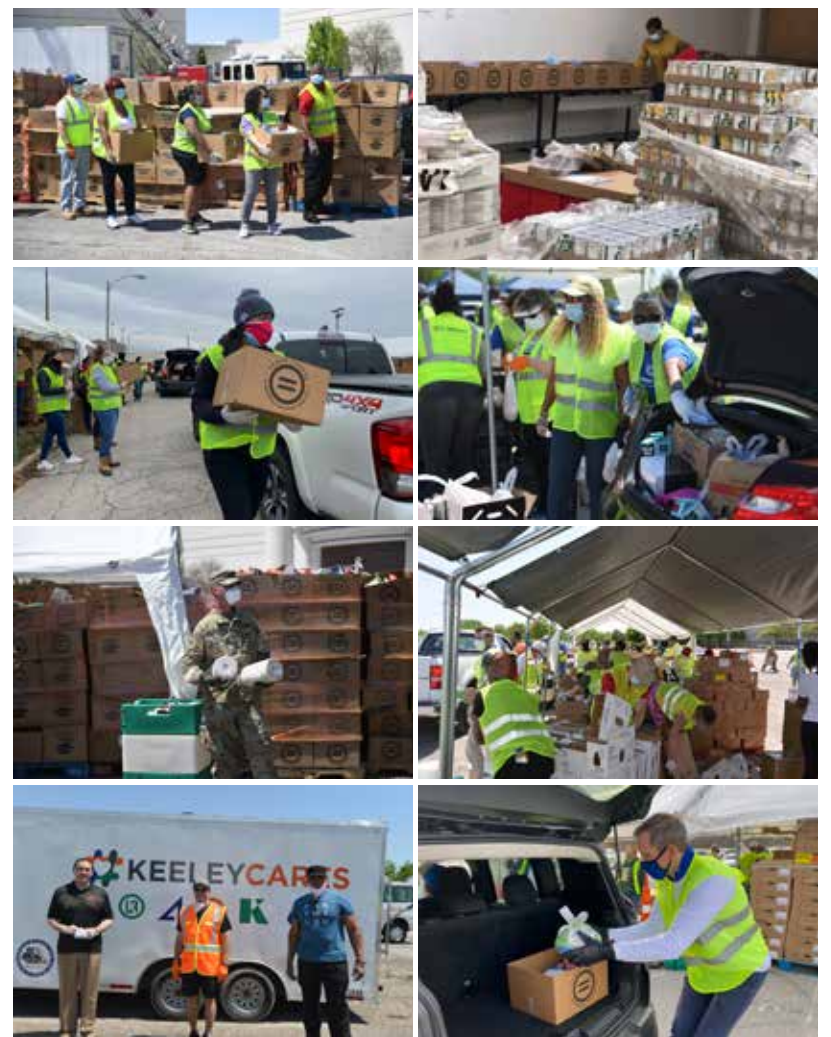
Large-Scale Food Distribution

The Urban League responded to the COVID-19 crisis with one of the most effective and efficient large-scale emergency relief operations in the state. The League provided 92,500 families with food during 28 drive-through operations in St. Louis City and County. The Urban League raised more than \$4.5 million to support the effort in addition to donations from more than 100 major partners. Our St. Clair County Division also hosted a number of large-scale food distributions, serving over 12,019 individuals in St. Clair County and Madison County, IL with a combination of food boxes, PPE kits and cleaning supplies.



Thanksgiving Turkey Distribution

The Urban League hosts an annual thanksgiving meal distribution for the general public. The 23rd Annual Thanksgiving Turkey Distribution was held in three separate locations in 2020: Jamestown Mall, St. Clair County, IL and our new headquarters at 1408 North Kingshighway. Thanks to our sponsors, Schnucks and TIAA, and with the help of more than 100 volunteers, we were able to provide turkeys with all the trimmings along with gloves and masks, to nearly 6,000 families including 1,100 families in St. Clair County, IL.



100 Neediest Families



The Urban League serves over 1,000 low-income families through the United Way/Post-Dispatch 100 Neediest Cases Programs. The Urban League also adopts over 300 families during the holiday season. The majority of adopted families receive numerous boxes containing items such as bed linens, clothing, shoes, appliances, etc. Families also receive gift certificates and financial aid.

One of our Head Start families was selected in 2020 to receive a donation of a Toyota Camry to help with transportation challenges. The donation was made possible by the generosity of Beck Flavors who adopted the family through our 100 Neediest Cases. Paul Tripi, Vice President and partner at Beck Flavors and his family were on hand to make the announcement of the donation. The family picked up the car from Bommarito Automotive Group just before Christmas.

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Economic Opportunity

SECURING ECONOMIC SELF-RELIANCE

The Urban League empowers African Americans and others to achieve economic self-sufficiency and wealth accrual by prioritizing “ladders out of poverty” programming.

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Save Our Sons



Save Our Sons is a Workforce Development Program that specializes in training men between the ages of 17 and 65 in the area of Life Skills and Soft Skills. Our program helps unemployed and underemployed African American men and others in the region find gainful employment and earn livable wages. Since its inception in January 2015, Save Our Sons has assisted over 1,200 men through our Workforce Development Program.

Save Our Sons specializes in what we term, “Direct Target Hiring Fairs”. We identify our clients’ needs and barriers along with the direct needs of our employer partner. This is followed by hosting appointment-only hiring fairs with clients that are in a position to be successful at the job. This allows our clients to build the necessary confidence to obtain the best possible position. To help develop the soft skills needed, our clients go through a 4-week training class. After completion, participants receive a free suit complete with accessories, from our Urban Closet.

Save Our Sons classes include:

How to Get A Job

How to Keep a Job

How to Get Promoted

How to remain Marketable

Partnering with Alltru Credit Union, our clients are eligible to open a second chance banking account to ensure they can receive their checks via direct deposit. Clients also receive financial education to help manage their funds properly.

In June 2018 the SOS program expanded into St. Louis City to become more accessible to city residents with a primary focus to support efforts to decrease crime through active workforce development. Countless studies have shown that a job placement is an effective solution to decreasing crime. Empowering our clients through removing barriers and providing the necessary tools to increase our efforts by assisting our clients in obtaining post-secondary education and hard skills job training for middle skilled jobs. According to the STLCC workforce report 40% of our local workforce is in Middle Skills careers.

COVID-19 presented many challenges for our employer partners

and clients during the program year of 2020, however Save Our Sons answered the call by hosting 50 Hiring Fairs and placing 386 men in permanent employment. Our team's ability to quickly pivot to Open Air Social Distance & Virtual Platforms to host Direct Target Hiring Fairs allowed our clients to continue getting the opportunities they need to support their families. Given the technology barriers of our demographic, our doors have remained opened for clients to visit our office to interview with companies virtually. This not only solved the problem for our clients but for our employer partners as well.

During 2020 SOS graduated our first class from our Prison Program at Algoa State Correctional Facility. Over 80% of the men that participated while in prison are home and working in their new careers.

SAVE OUR SONS-Ferguson

The Ferguson Save Our Sons team developed a new marketing and social media campaign to help showcase the efforts in St. Louis County. The team created the "Empowering Mondays" series that aligned community service with information about the employment opportunities available through Save Our Sons.

Jamie Dennis developed the Open Air Social Distancing Hiring Fairs to adapt to the in-person restrictions placed on the program by the COVID-19 pandemic. The Open Air Social Distancing Hiring events provided a comprehensive, weekly outdoor workforce series where immediate job-offers were made. The objective was to immediately increase job placements during the pandemic.

Several companies participated in the initial hiring fairs and made on the spot hires. The series became popular with employers including Hire Quest who reached out to the team to fill 100 positions.

In an effort to reach the maximum number of applicants, the Ferguson Save Our Sons team reached out to all workforce partners, contacted former Senator Jamillah Nasheed, and heavily promoted

the opportunity on all multiple social media news feeds. As a result, we set a new record of 84 job-seekers in attendance and nearly 50 offers were made! Mike McCormack, President of Hire Quest, was so impressed with the partnership that he donated a 78-passenger school bus to the Urban League to transport entry-level workers to and from the second shift at a Hire Quest partner warehouse.



\$ 7.5M

\$7.5 million dollars generated if all keep their job for a year.

\$100K

Distributed over \$100,000 worth of Suits, Shirts, Shoes and Ties.

300

Placed over 300 in 2020 with employment.

500

Served over 500 men during the pandemic year.

2000

Hosted over 50 Hiring Fairs with over 2000 people in attendance 80% Being Virtual.

22

Partnered with 22 additional employers. Bring our Employer network to 73.





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Wahl Barber Program



Wahl Donates \$75,000

Students with Full Barber College Scholarships

Wahl Clipper Corporation's Professional Division, The Urban League of Metropolitan St. Louis, Antonio's Barber College and St. Charles Barber College surprised six students with full scholarships as part of the Wahl Professional Fade it Forward Scholarship Program.

"The Fade It Forward program is as much about supporting our at-risk youth as it is about helping them become professional barbers," said Garland Fox, barber and Wahl Education and Artistic Team (W.E.A.T.) member. "We're fortunate to partner with Urban League - St. Louis as they help provide the ongoing support."

In total over \$50,000 in scholarships were awarded. Students will receive supportive services from Save Our Sons to ensure they complete their program. Three of the six St. Louis students will be attending barber school at St. Charles Barber College, while the other three students will be attending school at Antonio's Barber College.

Before officially starting their path to becoming a barber, each student was paired with a hand-selected mentor and a barber in the St. Louis area.

Our St. Louis SOS Office will also provide technical support to take the barber program to other Urban League affiliates starting next year with Cleveland Ohio. This initiative is part of our broader Skills & Scholarships in which SOS will continue to offer scholarships to men looking to acquire hard skills.



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The Urban League, in partnership with Area Resources for Community and Human Services (ARCHS) provides hands-on job skills training and job search assistance to SNAP recipients in North County and surrounding regions. We provide personalized services and resource referrals to our clients, which ensures we are able to address their varying circumstances and develop pathways to self-sufficiency.

The SkillUP program boasts a team of dedicated, compassionate specialists who work hard to ensure clients are prepared to become productive members of the workforce.

Participants have a host of supportive services available to them – both during their job search, and after they secure gainful employment – which includes assistance with transportation, utilities, interview attire, work supplies/uniforms, and more! We also rely on our longstanding relationships with regional community partners to “fill the gaps” when our clients have needs that are outside of the scope of our agency’s service delivery model.

The onset of the COVID-19 pandemic posed a unique set of challenges for clients and staff alike. When state and local regulations halted in-person activities, our concerned staff modified our processes to minimize interruptions in the services that are available to SkillUP participants. The Urban League’s SkillUP program has issued over 200 supportive services to clients, to include assistance with job-related transportation (gas cards, bus tickets, etc.) and uniform purchases for newly hired individuals. In an effort to prevent evictions and service

disconnections during this challenging time; we also provided rent and utility assistance to more than 20 SkillUP households. We’ve made it a priority to ensure

SkillUP clients have continual access to PPE supplies and fresh and non-perishable food items – over 60 current (and past) SkillUP enrollees have attended ULSTL food distribution events.

As we continue to adjust to the new normal, we remain steadfast in our efforts to Empower Communities and Change Lives.

Success Stories 2020 - SkillUP

Ms. Dejah Williams joined the SkillUP program in July of last year, after recently relocating from Chicago, IL. The mother of 2 (ages 7 and 11 months) was unemployed at the time, and relied on public assistance to provide for her family. She was eager to land a job in customer service or healthcare, but needed help doing so.

Ms. Williams worked closely with our Job Developer to craft her resume and polish her interview skills, and her Case Manager addressed her barriers to employment (transportation, child care, etc.) She is a certified Phlebotomist, so our Job Developer encouraged her utilize her earned credential and rejoin the healthcare field.

Once Dejah completed Job Readiness Training, we began her job search. Although she’d been out of work since the birth of her youngest child, we knew her skills and experience would make her a great addition to the right team. In a month’s time, Dejah was offered a position with SSM Health Medical Group Cancer Care Center. She’s currently working full time as a Patient Access Representative.

She was very excited about the offer, but was worried because she could not afford to purchase the required hospital uniforms. Her Case Manager stepped right in to purchase 3 sets of SSM-approved scrubs! The SkillUP program provided additional supportive services to address other barriers to success in her new role, to include assistance with transportation to and from work.

Dejah plans to take advantage of the educational assistance offered by her employer, and has hopes of improving her clinical knowledge so she can continue to provide compassionate, professional support to the healthcare community. She also plans to work with the Urban League’s Women’s Business Center to obtain the guidance and resources she needs to fulfill her next goal – to open a shelter for homeless fathers in the St. Louis region.

STL Youth Jobs Online Academy



In 2020, the Urban League of Metropolitan Saint Louis, Inc. initiated a partnership with STL Youth Jobs to help bridge the divide between our region's youth and the growing skills gap in our workforce. Initially, our role in the partnership was to provide paid on-the-job training to area youth, preparing them for the jobs of tomorrow. UL's target service population included youth ages 16-24 who reside in targeted St. Louis City and County municipalities.

At the onset of the COVID-19, it was evident we would have to table the traditional work experience program, and develop a virtual platform that could offer learning experiences for youth that would be just as meaningful for our participants. For several months, we worked diligently with STLYJ's leadership and other subcontractors to craft an online training program, now coined the STL Youth Jobs – Online Workforce Academy (OWA). Utilizing a variety of virtual training platforms, participating youth were able to learn valuable employability skills and earn some cash!

75 OWA enrollees attended a paid 6-week comprehensive job readiness training program – all from the comfort of their electronic devices. Topics included Microsoft Digital Literacy, Career Pathways Exploration, and Soft Skills Attainment. In collaboration with Alltru Credit Union (formerly 1st Financial Federal Credit Union,) youth also completed a 2-part Financial Literacy Training course, which included an opportunity to open free youth checking and savings accounts with the institution. Participants were also able to attend a series of virtual Professional Development Seminars, hosted by companies including Boeing, UMSL, and Safe Connections. ULSTL's Virtual Job Coaches were readily available to offer support, insight, and technical assistance every step of the way. The Urban League looks forward to a renewed partnership with STL Youth Jobs in summer 2021.

HUD EnVision Center Designation



U.S. Department of Housing and Urban Development (HUD) Regional Administrator Jason Mohr joined The Urban League of Metropolitan St. Louis, Inc., city, county, state and federal officials, EnVision Center partners, and community stakeholders on September 29, 2020, for a presentation officially designating the Urban League Ferguson Community Empowerment Center as a HUD EnVision Center.

A national initiative, HUD's EnVision Centers coordinate with federal partners and local organizations to empower all people to fulfill their potential by providing the tools needed to succeed. The objective is for the Urban League to identify gaps in available services at the center and for HUD to assist and support by helping to build program capacity, increase federal and local partnerships, address identified gaps, and engage stakeholders to meet community needs. EnVision Centers collaborate to provide resources under HUD's four pillars of economic empowerment, educational advancement, health and wellness, and character and leadership.

"This designation does not come lightly," said Regional Administrator Mohr. The Urban League has worked tirelessly to launch this EnVision Center to further opportunities for families to become self-sufficient and prosper. This center was designed with input from the local community.



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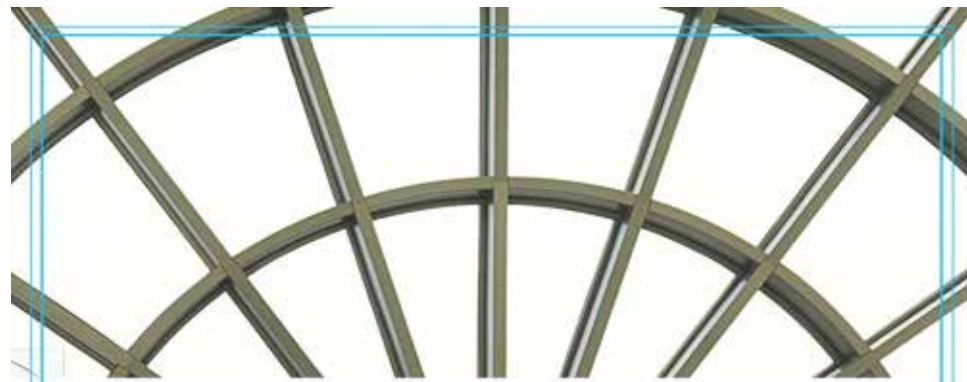
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Eric Madkins | Vice President Community Development
Urban League Board of Directors

Financial Literacy



The Urban League's St. Louis County Division led the Homeownership Session of the Virtual Financial Conference in April of 2020 hosted by our St. Clair County Division. The onset of the coronavirus pandemic had a devastating financial impact in the communities we serve making the Financial Empowerment Conference an absolute necessity. Transitioning to a virtual platform allowed us to reach 1,131 participants who were empowered with 19 class options including Money & Credit Management, Investments, Entrepreneurship, Workforce, Home-ownership, and Youth Centered Financial Empowerment classes. The conference was sponsored by Country Financial, First Bank, Metro East Lenders Group, SIUE- School of Business, Small Business Development Center SIUE & East St. Louis and the Minority Business Development Agency Business Center of St. Louis.

The Urban League was awarded a \$100,000 grant from Wells Fargo to support financial empowerment efforts for those families impacted by COVID-19. We assisted clients with managing household budgets, checking/savings account management, understanding credit reports, improving negative credit ratings, recognizing the signs of predatory lending and managing income and assets. The St. Louis County Division hosted 16 Financial Empowerment Sessions for our 100 neediest clients that received additional stabilizing assistance through the United Way referrals and our rent/mortgage/utility clients that received financial assistance through our CARES funding.

Success Stories 2020 - Financial Literacy

Ms. C a 34 year-old single mother of four children, struggled to make ends meet after her teaching position came to a halt during the COVID-19 pandemic. Ms. C would typically work during the summer months, however, this year she found herself visiting food pantries and local churches to stay afloat. Ms. C was five months delinquent when she applied for the St. Louis County Humanitarian COVID-19 Response program on August 10, 2020 through the Urban League and was able to pay all past due rent amounts and prevent an eviction. Ms. C returned to her teaching position September 2020 with a fresh start.



Virtual Financial Empowerment Conference Feedback:

"The opportunity to actually be able to attend the conference at the comfort of my home was a great experience for me because I learned how to utilize my computer. The budget class was great. I learned a lot in the couponing class. The entrepreneurship session was great also."

"It was virtual, free, and very much accessible. It allowed for personal development and recentering in a time where it's very easy to get discouraged amongst all the uncertainty."

"The speakers were very knowledgeable and it was hands on which made it a little personable although it was a conference which was awesome!"

Save Our Sisters



The Urban League Save Our Sisters program seeks to empower women to INSPIRE-PURPOSE -PLAN-PROGRESS – it is a source of inspiration and support that propels women to harness their power and shift into their most empowered state of self. We work to accomplish this through mind & body health wellness, healthy relationships, life skills education, career re-inspiration /entrepreneurship and finance.

The events of 2020 hit women hard, particularly women of color, working moms, and essential front-line workers. It was critical that we continue to support the professional, financial, and health goals of all women. To do so, Save Our Sisters had to make a slight pivot to a mostly virtual platform focusing more on the health and wealth crisis caused by the global pandemic. The virtual platform allowed for a broad reach.

Save Our Sisters held a virtual Wellness Summit, Pause & Reset. The Wellness Summit was a huge success with nearly 700 women participating and receiving a mixture of information, inspiration and empowerment working toward transformational living.

Women expressed their overwhelming excitement during the first-ever Virtual Wellness Summit. A diverse mix of speakers representing women of many different backgrounds poured invaluable knowledge into the hearts and minds of all those who attended the Wellness Summit. The discussions focused on Resiliency: Bouncing Back & Moving Forward, Stop Stressing/ Start Living, Starting the Conversation – Raising Mentally Fit Kids, Unpacking Anxiety, and Fight for Your Fairytale.

The Inspirational Keynote Speaker & Networking Hour proved to be a big hit that re-energized attendees with inspiration advice from relationship expert, Love McPherson. The event left all those in attendance inspired and empowered



Save Our Sisters continued to focus on empowering women in strengthening their finances; critical to ensuring women are adequately protected from the impacts of the COVID-19 pandemic, so that past gains made toward gender equity are not lost and progress can continue. A series on financial empowerment provided information to expand women's access to financial products and services thereby ensuring that women have the skills and resources they need to save toward long-term goals, borrow to build their businesses, and ensure their families stability.

2020 Save Our Sisters – Pause & Reset was made possible because of the support of:

- Ackerman Toyota
- Toyota
- Legal Services of Eastern Missouri
- National Development Council
- Country Financial
- Edward and Margot Monser
- Country Financial
- AT&T
- Maryville University
- Impact Strategies
- Savvy Coders



Save Our Sisters celebrated local women-owned businesses with the very first Save Our Sisters Pop-Up Shop. In a COVID-19 world, pop-ups (which are now being referred to as the “Air BnB” of the retail world”) have more advantages working in their favor than ever before. This was an opportunity for small business owners to stay afloat during these difficult times. The average sale from the one-day event was equivalent to two-three weeks of business income. The Save Our Sisters Pop-Up Shop was well represented by a multitude of women business owners selling a variety of goods from candles to clothing, beauty and hair products, jewelry, crystals, books, and more. The event was held following social distancing guideline

- 15 local women owned businesses participated
- Nellie Kloset
- Bee Shee Cosmetics
- Glamor Glitzz
- Custom Creations
- Light By Lo.
- Under Ground Queen Custom
- The Ky Effect
- N’Style
- Sugar Doo
- Gannie Bea Designs
- Sparkle and Bling Creation
- Sacred Botanicals
- Priority Skincare, LLC
- Red Bud Ave Publications
- La’Ton Designs
- Nearly 150 attendees

Almost half of the vendors signed up to participate in a virtual legal services clinic with Legal Services of Eastern Missouri

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Women's Business Center



The Urban League of Metropolitan St. Louis, Inc. Women's Business Center (formerly Grace Hill Women's Business Center) was founded in 1999 as an economic development initiative within Grace Hill Settlement House. It is a public/private partnership with the U.S. Small Business Administration and is dedicated to providing micro-business development for aspiring entrepreneurs, with a primary focus on minority women in Saint Louis city and county. Partnering with other institutions and community organizations, the Center is able to offer a variety of programs and services to further individuals' aims of entrepreneurship. Our vision is to provide an opportunity for business owners to learn and grow, by addressing existing gaps and challenges that entrepreneurs may face. Our mission is to empower, engage, and advocate by providing them with tools and resources, including access to capital. We have a team of the right people doing the right things consistently, with core values that include teamwork, integrity, respect, community focus, diversity and inclusion, and the client experience.

In 2020, the WBC provided service to nearly 400 direct clients providing 654 one-on-one counseling sessions with WBC staff. Also, 13 clients gained access to new capital with the assistance of WBC staff. Seven new businesses were created, two businesses expanded services and \$180,415 total of new capital was obtained by clients to start or grow businesses.

The team hosted over 30 workshops in the final quarter of 2020, and continues to drive education to the business owners through expansive partnerships with banks, other business owners, and not for profits who have an interest in supporting entrepreneurs. The 1:1 counseling has extended to include resources such as rebranding, website development, emotional well-being, and so forth. New initiatives on the horizon in 2021 include a partnership to bring innovation to desired business owners in various fields, such as podcast, culinary, and t-shirt businesses, among others. In these and other programs, clients will be equipped with business acumen from us at the WBC but will gain valuable knowledge through partnerships with industry experts and mentors.

In 2021, we are expecting a record-breaking year in the number of businesses we support, as we have seen an influx in numbers since 4Q2020, due to families' desires to create second forms of income or replace income due to the financial strain of the covid19 pandemic. In 4Q2020, we served over 300 business owners in workshops and seminars, and continue to grow our initiatives in meeting the clients we serve where they are to get them to where they desire to be.



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Transition for Change



The Transition for Change Employment Program is designed to serve Non-Custodial Parents dealing with child support issues in the Judicial System. The staff includes a Program Director, Case Manager and Job Developer committed to the mission of the Urban League's to empower African Americans and others throughout the region in securing economic self-reliance, social equality and civil rights.

Prison Release Reentry Prison2Work Program

- Worked with clients from Southeast Missouri who enroll in a 3-6 month program pre- and during post-release. Clients were assigned a caseworker to assist them in preparation of release into the workplace. We provided services to fourteen offenders in which 11 were hired into positions of 12.00-14.00 hr.
- Worked with probation officers to assist with placement in one offender's home plan.
- All offenders returning to Missouri are offered the opportunity to become Urban League clients
- Worked with clients from correctional facilities at Potosi and Bon Terre. All four clients were placed in positions ranging from \$10.00-\$13.00hr.
-

St. Louis County Courts

Transition for Change partnered with St. Louis County Courts to assist those with child support orders to secure sustainable income that would be living wages. We provide job readiness, life skills, and interview and resume writing services. Connecting clients to jobs that can lead to career choices offering great benefits as well as income. Our staff attend child support and paternity court dockets 6-9 times a month in person or zoom to present the program and enroll new clients.

Workforce Development

At the end of 2020, 82 individuals were gainfully employed through the services provided through Transition for Change Employment

62

Services with an average Salary of \$12.50 hourly (Highest reported \$21.00 and lowest \$10.00). We assisted 42 clients with bus tickets, bus passes and/or uniforms required for the position for which they were hired.

Transition for Change also established a new Employer Engagement Panel for our clients to attend increasing their chances for success in the job search.

Success Stories 2020 - Transition for Change

Mrs. McGee came to the Urban League seeking assistance as her nearly 17 year career from a reputable company came to an end as a result of the pandemic. Through this career, Mrs. McGee was able to build a great life for her family and help provide very well. As you can imagine, the pandemic hit this family in the way they did not anticipate and turned to the Urban League for help.

The Urban League was able to help with Mrs. McGee's mortgage payment, provide emergency food for the family and enroll them into the 100 Neediest Cases Program.

Currently, Mrs. McGee is working hard with the Employment Specialist as we continue to assist this family in restoring what the pandemic has stripped away.

"The Urban League has made an impact on the life of myself and family members. The pandemic caused great stress on the family, especially with the increase rate in children in care, I opened my home to help where needed. With us not being able to go out and enjoy the weather, we were in this house together trying to make the best out of a situation that is and was out of our control. During Christmas, Urban League stepped up to provide one of their best Christmas in a long time for the boys, all that to you. I appreciate all you have done for my family." - Tracha McGee



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Weatherization



Eligibility requirements for the Weatherization Assistance Program are based on income and household size. The Urban League Weatherization Assistance Program provides cost-effective energy-efficient home improvements to homeowners and renters of St. Louis City. The goal of the program is to lower utility bills and improve comfort within the home while ensuring health and safety for the elderly, children, and those with physical disadvantages who are hit the hardest by high utility costs. Low-income households spend nearly 14 percent of their total annual income on energy costs while other households spend only 3 percent of their average annual income on energy costs. Many St. Louis residents live in older homes that may not have insulation or may have older, less efficient appliances. Once the home is weatherized a family is at a greater advantage to pay their utility expenses and to reduce their debt. A home that has been weatherized can reduce average annual fuel usage per dwelling by 35 percent.

Meeting the goal of homes serviced in Fiscal Year 2020 was impacted by the COVID-19 pandemic. With a stay-at-home order in place for St. Louis City residents, weatherization crews and contractors were not able to enter homes. As a result, a safety plan for work processes for reentry into the field was developed by Urban League management. Under the plan, CDC guidelines were followed to protect the clients as well as weatherization department staff and contractors. The weatherization department staff, as well as contractors, participated in the Department of Energy (DOE) COVID-19 Workplace Safety 2020 training.

With training certifications earned by weatherization department staff and contractors, over 70 homes were able to be serviced through the use of funding from DOE, LIHEAP, Ameren, Ameren Charitable, Spire, and CDA.

The weatherization department would like to thank all of our community partners for their continued support.

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Public Safety & Community Response

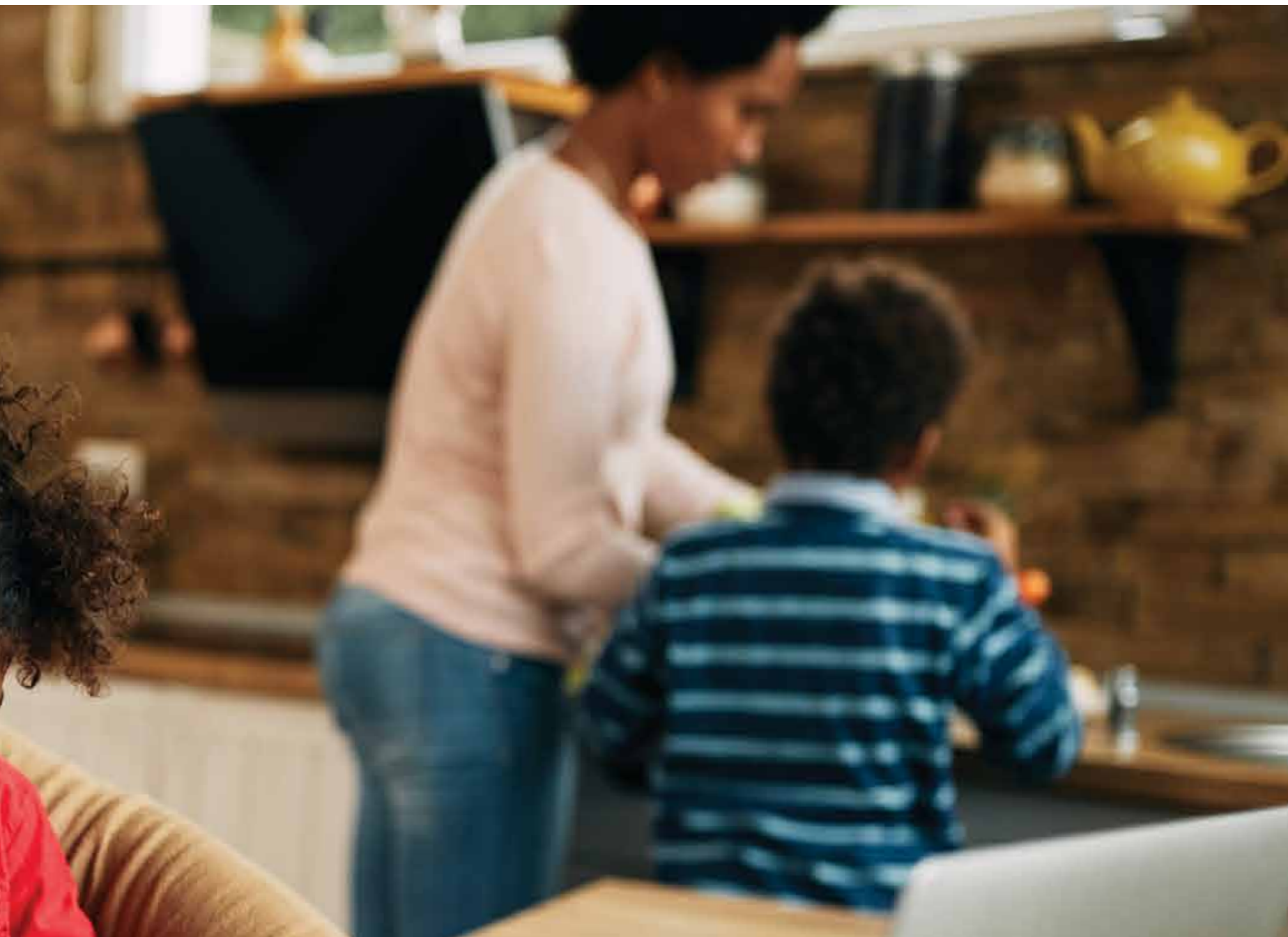
IMPACTING ISSUES TO PREVENT PROGRESSION

The Division of Public Safety and Community Response, is to reduce crime and violence by connecting neighborhood residents with necessary services and viable resources.

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Public Safety and Community Response



The vision of the Urban League of Metropolitan St. Louis' Division of Public Safety and Community Response is to reduce crime and violence by connecting neighborhood residents with necessary services and viable resources. This mission is centered around four pillars: household engagement, household assessment, resource delivery and neighborhood-based case management with a focus on high risk individuals. To address the growing disparities, our social lens is: Neighborhood, Front Porch, Living Room (or the NPL). These pillars directly impact many issues that prevent progression within the most challenged neighborhoods of St. Louis. This model is proven to reduce crime and violence, while making neighborhoods more livable.

Based on deeply-rooted knowledge of the factors plaguing St. Louis' most underserved neighborhoods, the Division created the Serving Our Streets Initiative to address issues of gun violence, opioid addiction, employment, food insecurities, neighborhood empowerment, crime and

violence, by organizing at the neighborhood level. Targeted neighborhoods include; Jeff-Vander-Lou, Hyde Park, and Kingsway. In the Serving Our Streets service area, crime is trending down according to data provided by the St. Louis City Police Department.

Direct engagement initiatives include the Neighborhood Healing Network: a strategic partnership between five organizations to serve individuals who have experienced any event resulting in trauma with free counseling, the Gun Violence De-Escalation Network which provides concerned citizens who have direct knowledge of a gun violence conflict the opportunity to step forward with the goal of de-escalating the conflict from a non-law enforcement approach, the Neighborhood Amnesty Initiative a service offered to residents that assists with the lifting of warrants, at cost to residents. Our Urban Opioid Triage engages the opioid problem by providing compassionate street level outreach to the many suffering from addiction and congregating in open air drugs markets. Open-air drug markets are areas

in neighborhoods, where drug sales and prostitution happen 24-hours a day, 7 days a week. Clean Sweep, a partnership with the Regional Business Council, and major construction companies where construction workers and neighbors in the selected areas volunteer to clean up allies, vacant lots and demolish uninhabitable homes. In 2020 Clean Sweep served two neighborhoods, College Hill, and Kingsway East. Recruitment was limited due to COVID-19 yet over 200 passionate volunteers participated.

In the College Hill effort, 6 vacant properties were demolished. Peace Park was cleared of overgrown trees, tires, and trash. The highlight was the painting of the Grand Water Tower which had not been painted in more than two decades.

In the Kingsway East effort, 9 vacant buildings were demolished, four vacant lots were cleared of overgrown trees and weeds. This effort focused on the immediate area of the Urban League Headquarters.



Neighborhood Opioid Triage

The program served 322 individuals, distributed 2,901 masks, 147 Narcan Kits, 35 health screens and seven rehabilitation referrals with one person completing rehab. The Urban League's Gun Violence De-Escalation Network has successfully de-escalated 51 cases involving 42 people in 2020 with 9 clients being relocated. Urban League's Neighborhood Healing Network has counseled 62 people and delivered 97 referrals to those individuals.



Crisis Response

In 2020, Urban League, through the Division of Public Safety and Community Response organized 28 large scale Food and PPE distributions serving 92,500 families in need. During the large-scale Food and PPE distributions, the Division of Public Safety and Community Response dispensed over 10,000 diapers from donations from St. Louis Area Diaper Bank and dispensed 100,000 masks. Urban Engagement Specialist also established a distribution network in zip codes hardest hit by COVID-19. Through this grassroots effort over 75k PPE masks, gloves and hand sanitizer was distributed.



Engagement Specialists and Case Managers Making a Difference

The "tip" of the spear for the new social service construct is the Urban Engagement Specialist. This street-wise, trained, uniformed, and disciplined individual is central to establishing trust, building relationships and delivering resources to individuals and families residing in challenged, and underserved neighborhoods. Urban Engagement Specialists and Case Managers collaborate to ensure residents in these communities are informed and connected with services they deserve such as job fairs, food drives, trauma counseling, utility assistance and other services.

Case Managers managed a caseload of 145 households in the targeted neighborhoods in 2020; over 245 referrals were made to social service agencies, resulting in 119 residents receiving needed supportive services. 89% of clients gave our efforts a favorable rating.

Urban Engagement Specialists compassionately engaged with 2,948 homes in the target neighborhoods of Hyde Park, Jeff-Vander-Lou and Kingsway East. The Serving Our Streets Initiative registered 91 homes in the "Brighter Lights, Better Nights Program. Through this initiative residents were provided Holiday Lights for the season. This year-round initiative will target high crime blocks in targeted neighborhoods.

The Neighborhood Opioid Triage served 322 individuals, distributed 2,901 masks, 147 Narcan Kits, provided 35 health screens and made 7 rehabilitation referrals with 1 person completing rehab. The Neighborhood Healing Network provided mental health counseling to 62 people and made 97 additional referrals to those individuals.

The Urban League's Gun Violence De-Escalation Network successfully de-escalated 51 cases involving 42 people in 2020 with 9 clients being relocated.



10 Million Masks to Save Lives

The Urban League accepted delivery of 10,000,000 masks for distribution throughout St. Louis and select cities nationwide. The mask donation was made possible through a partnership with Fuse Advertising, Kappa Alpha Psi Fraternity, Inc. and Global Specialty Services. Global Specialty Services is a rapid-response contractor specializing in environmental response and disaster recovery. GSS handled the logistics of shipping the masks to the Urban League and will assist with nationwide distribution. The Division of Public Safety and Community response began distribution in the zip codes hardest hit by COVID-19. Staff is currently working to establish an infrastructure and distribution system that will include churches, restaurants, small businesses, childcare centers, senior living facilities and schools.



Vaccinations with National Guard

At the request of Missouri Governor Mike Parson, the Division of Public Safety partnered with the Missouri National Guard to administer Covid-19 vaccinations starting with senior living facilities in the African American community and other disproportionately impacted areas. More than 5,000 residents have been vaccinated through the partnership. Primary areas included Jeff-Vander-Lou, Midtown, Kingsway East, and Tower Grove neighborhoods. The initiative was opened to educators in March 2021 and the Urban League began vaccinating educators and staff with the St. Louis Public Schools, the Ferguson-Florissant School District and the Urban League Head Start program.

CONGRATULATIONS

Urban League

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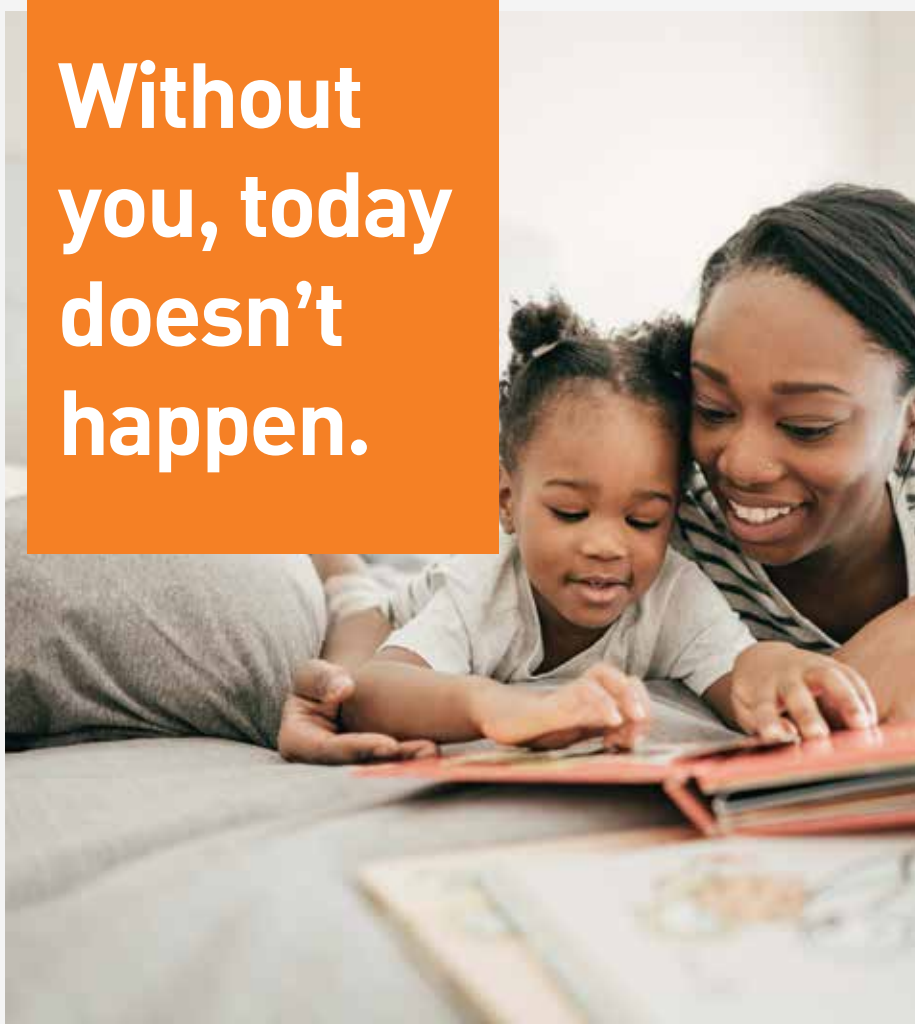
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Cure Violence

In August of 2020 The Urban League of Metropolitan St. Louis was selected to implement the Cure Violence Model in the Walnut Park neighborhood. After receiving the award from the City of St. Louis, Department of Health, we spent several weeks hiring and training the team and moving into the new Cure Violence headquarters in Walnut Park. Cure Violence trains carefully selected members of the community-credible messengers—to anticipate where violence may occur and intervene before it erupts. We focus on engaging those at highest risk to change behavior, recognizing that violence exacerbates conflict. By January of 2021 the Cure Violence team officially began working in the community practicing the Cure Violence model.

What is Cure Violence?

The Core Message is: Violence is contagious; we can treat and, ultimately, cure violence. The Cure Violence Initiative is guided by a clear understanding that violence is a health issue. It also understands that individuals and communities can change for the better, and that community partners and strategic partnerships are the crucial ingredients to success. Cure Violence services include: Outreach services provided for youth and families, Violence Interruption, Conflict Mediation, Employment/Education Resources, Mental Health Resources, Trauma Resources, Mentoring Services, Senior Services, Covid-19 (PPE) Resources, during Community Events and Engagement. Through mentoring, community outreach and violence interruption, we aim to see the violence in the community cease and a return to the prideful, amazing community it once was, a community we were proud to call home.



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URBAN LEAGUE OF METROPOLITAN SAINT LOUIS
SERVING OUR STREETS



Federation of Block Units

The Federation of Block Units is the oldest self-help grassroots organization in the St. Louis area. The Federation is committed to improving and stabilizing neighborhoods through: Education and Youth Services, Senior Services, Housing and Crime Prevention, general support for The Urban League program, and Civic Engagement and Advocacy. An auxiliary of the Urban League of Metropolitan St. Louis since 1932, the Federation of Block Units is dedicated to helping residents in the St. Louis community improve their neighborhoods and is critical to our efforts to strategically engage neighbors and neighborhoods in community-building.

The 2021 goal is to increase block unit participation by 50% by August of 2021. To achieve this, the FBU will focus on a three-part plan: EDUCATE, ENGAGE & EMPOWER. To learn more about the Federation of Block Units or to start a block unit, visit www.ulstl.com

Block Units Join Civic Ambassador Academy - St. Louis (CAASTL)

Neighborhood youth from all area councils studied the seventeen sustainable development goals (SDGs) adopted by the United Nations in September 2015. The Academy provides an eight-week civics course to address global challenges including those related to poverty, inequality, climate change, environmental degradation, peace, and justice. Participants studied four of the seventeen goals: Goal 5 - Gender Equality Goal 6 - Clean Water and Sanitation Goal 9 - Industry, Innovation, and Infrastructure Goal 16 - Peace, Justice and Strong Institutions.

Block Units Respond to Covid-19

The Federation of Block Units has been serving seniors and elderly neighbors since the start of the pandemic. The

[f](#) [t](#) [i](#) [v](#) | @ULSTL

Federation of Block Unit Member List

Deborah Adams
Carol Anderson-Redd
Urana Ballard
Darlene Bell
Corliss Billups
M Annetta Booth
Barbara Bowman
Kenneth R. Boyd
Vivian Brown
Naomi Brown
Cynthia Brown
Dee Brown
Brenda Bugsby
Lois Champion
Sharon Childs
Dennis Clacks
Lillie Clay
Ruth M. Clerkley
Amber Cole
Paulette Crawley
Marlene Davis
Mary Davis
Lovey Davis
Dorothy Dempsey
Jackie Dupree
Ola Fort
Robert Fowler
Jessie Frenchie
Betty J. Frye
Robert Fultz
Jean Gant
Doris J. Gardner
Paulette Gentry
Marcie Gooden
Rose Green
Louise Griffin
Rosalind Guy
Shiron Hagens
Arlene Hayes
Kristina L. Hazley
Clyde Hemphill
Tracy Hill
Ruth Hopkins
Bianca Hopson
Joyce Hughes
Verlynn Isom
Charlie L. Johnson
Gary Johnson
Marvalda Jones
Ashley Langston
Louise LeMelle
Allen Lyles

team delivered non-perishable items, PPE equipment, and toiletries for those who unable to travel to the monthly food distribution events. Areas of service include North St. Louis City, St. Louis County and St. Clair County, Illinois.

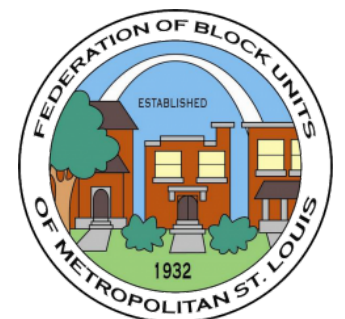
Voter Registration Drives

The Federation of Block Units conducted four Voter Registration Drives in 2020 leading up to the August primary and November general elections. Drives were set up in zip codes of 63113, 63112, 63106, 63133 and 63130.

Michael McMillan
Jeanetta Moore
Karen Morrison
Juanita Norman
Erin O'Reilly
Suzanne Page
Rosie Patterson
Laverne M. Pearson
Toni Pearson
Denise Pearson
Darnella Petty
Andrea Porter
Lee Richardson
William Roach
Una Rodgers
Patricia Rose
Shannon Rufus
Walter Rush
Craig N. Schmid
Fern Scott
Linda Simms
Tommy/Cleatrice G. Simril
Marilyn Sloan
Ronald Smith
Leon Smith
Jasmine Spann
Francine Strain
Vetta Thompson
Glenda Thornton
Ralph Tidwell
Gabrielle Tucker
Judy Tyler
Carolyn Washington
Robin Wheeler
Theresa Wilkins
Owens William
Marsha Williams
Brenda Williams
Kelvin Willis
Wendy Wright

2,550
Face Mask Distributed

456
Deliveries to Seniors



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2020 PUBLIC SAFETY

BY THE NUMBERS

- **89% Favorable Rating**
- **3,000 Homes Engaged**
- **150,000 PPE Masks Distributed**
- **10,000 Diapers Provided**
- **28 Large Scale Food, PPE Distribution Events**
- **92,500 Families Served**
- **147 Narcan Kits Distributed**
- **51 Gun De-Escalations**
- **2100 Seniors Vaccinated**
- **322 Opioid Interventions**

**Some 1st QTR 2021 Data Included*

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Pandemic Relief



The COVID-19 pandemic wreaked havoc in our city and around the world. As our regional leadership searched for partners to support relief and recovery efforts, the Urban League quickly distinguished itself as the “go-to” organization able to quickly mobilize and deploy vital resources directly into the communities in most need.

The Urban League, through its Division of Public Safety and Community Response, quickly developed a strategy to execute large-scale, drive-through food and PPE distributions in St. Louis City and County. Our Development team, working in partnership with the President’s Office, was able to raise more than \$4.5 million in cash and in-kind contributions while assembling more than 100 major corporate donors and over 1,000 volunteers. The relief efforts were boosted with CARES ACT funding from both city and county. Our Public Safety team executed logistics to serve more than 90,000 families over 26 consecutive weeks.

The Public Safety Serving Our Streets Initiative and the Federation of Block Unites coordinated delivery to seniors, disabled families and other homebound families who could not participate in the drive-through events. The team also distributed over 10,000 masks in a grassroots street canvas operation that included delivery to barber shops, salons, grocery stores, at bus stops, and even laundry facilities.

The Urban League was also the recipient of 10,000,000 masks in a partnership organized by Fuse Advertising and Kappa Alpha Psi Fraternity, Inc. The Urban League has developed a distribution strategy that includes working with the fraternity to distribute masks to select cities.

The true leadership in all of our pandemic relief efforts, from coordinating logistics of food transportation and delivery to leading the pre-event instructions and rallying of volunteers at the food distributions, was the inimitable Roy Gillespie. Roy, a former police officer who spent the latter part of his life working with the Red Cross coordinating disaster relief efforts, passed away suddenly on March 16, 2021, was our guiding light. He was without question, the COO of Relief Operations—wherever we were, it was Roy’s house. Roy’s death leaves a tremendous void at the Urban League, in St. Louis and across the country. We will honor his legacy and strive to live up to his expectations.







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Civil Rights & Advocacy

EMPOWERING CIVIC ENGAGEMENT AND SOCIAL JUSTICE

The Urban League engages customers and stakeholders in advocating for improved public policy to achieve social justice, becoming an expert source of information about the factors affecting African Americans. We utilize the advocacy efforts of our auxiliaries to promote civic engagement. Finally, our actions support the voice of the National Urban League and its efforts.

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Civil Rights and Advocacy



Webster Speaks Series

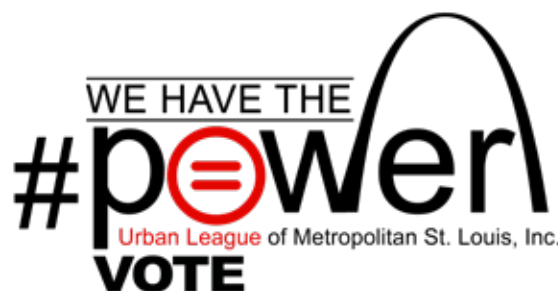
2020 was tumultuous on many fronts. Racial inequalities reached multiple flash-points amidst a pandemic and political upheaval. How can we come together when so much still divides us? In the final Webster Speaks episode of 2020, Webster asked some previous guests to reflect on the year and look ahead to 2021 with host Vincent C. Flewellen, Webster's Chief Diversity Officer. Panelists included Donald M. Suggs, publisher of The St. Louis American; Michael McMillan, President and CEO of the Urban League of Metropolitan St. Louis; Jameca Woody Cooper, Ph.D, MA, counseling psychologist and Webster faculty; Carol Daniel, KMOX news anchor; Brennae Jackson, Webster student and Suggs Scholar; Alisha Sonnier, activist; Cbabi Bayoc, artist; Hannah Verity, 2019 Witnessing Whiteness participant and director of Webster's Global Development office; and Valerie Patton, VP of economic development and executive director of St. Louis Business Diversity Initiative.



Souls to the Polls

The Urban League of Metropolitan St. Louis, Inc. joined the National Urban League's Reclaim Your Vote effort with our local Souls to the Polls voter mobilization and education initiative led by Claire Hay. We held several voter registration drives allowing residents to register to vote, get an absentee ballot application, have forms notarized, and sign up for rides to the polls.

The events were held at our Ferguson Community Empowerment Center, Jennings Community Center, and the headquarters at 1408 North Kingshighway. Notaries were provided for each event. The A. Philip Randolph Institute partnered with Souls to the Polls to provide rides to anyone in need. We launched a social media campaign featuring messaging from the National Urban League's #ReclaimtheVote, video, appeals from celebrities, athletes, former honorees from our Salute to Women, and local community members including Ezekiel Elliott of the Dallas Cowboys, Jack Flaherty of the St. Louis Cardinals, Bradley Beal of the Washington Wizards, and Jayson Tatum of the Boston Celtics and R&B vocalists Regina Bell and Mary Wilson of the Supremes, prior to her untimely death.



JW Terrill Seminar

President and CEO Michael McMillan and James Clark, Vice President of Public Safety and Community Response, partnered with Schnucks and JW Terrill to present a seminar on critical issues related to race relations, crime, and pandemic response.



St. Clair County Voter Education

The St. Clair County Division partnered with a number of organizations to sponsor a Drive Thru Vice President Debate Watch Party. The well-attended event was held in the parking lot of East St. Louis High School. The purpose of this event was to create a fun and informative way to demonstrate the importance of voting and help residents learn more about issues impacting their community.



Centreville, IL Water Crisis Advocacy

The Urban League's St. Clair County Division hosted meetings for Centreville residents to assist with their water crisis which impacts health & housing. As a result of outdated and inadequate water and sewer lines, residents are exposed to unsafe water to drink and cook with. With any type of rainfall, the residents are subjected to flash flood waters which deteriorates the foundation of their homes.

In collaboration with Equity Legal Services and other community partners, the Urban League and other partners purchased and delivered nearly 32,864 bottles of water (4,694 gallons) to ensure residents have safe water for drinking and cooking.

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Urban League Guild



The Urban League of Metropolitan St. Louis Guild is comprised of community volunteers, civic leaders, business and professional men and women committed to improving the quality of life for African-Americans and others. The Guild is an auxiliary that serves as ambassadors for the St. Louis affiliate and the National Council of Urban League Guilds.

The Guild promotes the Urban League's efforts to empower African -Americans and others throughout the region by securing economic self-reliance, social equality and civil rights. The mission of the National Council of Urban League Guilds is to stimulate, develop and promote volunteer participation and leadership within the local Urban League Guild consistent with the goals and objectives of the local affiliates.

Despite the COVID-19 pandemic, the Urban League Guild sponsored a virtual Health Fair with speakers from the St. Louis and Missouri State Health Departments as well as private physicians. In September 2020, the Guild worked with the St. Louis County Board of Elections to promote Get Out the Vote (GOTV) with voter registration and information on voting rights. The Urban League Guild had their own team in the Sista Strut Breast Cancer walk in October to raise awareness concerning breast cancer in black and brown communities. The Guild closed out the year with a membership and toy drive for 100 Neediest Cases.

Members

Shameika Armstead
Urana Ballard
Michelle Brown
Juanita Chambers
Karen Cleveland
Christina Dancy
Marlene Davis
Shadina DeVine
Sharon Ezell
Linda Ford
Linda Frazier-Ford
Dorothy Gray
Marcena Gunter
Flora Rosalind-Guy
Vicki Henderson
Michelle D. Johnson
Rose Johnson
Nakischa Joseph
Donna Joseph
Edmund Lowe
Maria Montgomery
Mattie Moore
Rhonda Moore
Pearlie Morris
Karen Morrison
Eunice Morrison
Barbara Pepper
Loretta Person
Alandon Pitts
Dr. Cheryl Ray
Wendy Right
Linda Robinson
Robert C. Ruffin Jr.
Sonja Sanders
Betty Shackelford
Michelle Sherod
Karen Stuart
Hyland Stuart
Dana Thomas

Tellia Thompson
LaDonna Thurston
Shalana Turley
Rosalind Turner
Ann Turner
Judy A. Tyler
Gail R. Watkins
Shalita Winters



 **GUILD**
URBAN LEAGUE
of Metropolitan St. Louis, Inc.

Urban League Young Professionals



The Urban League Young Professionals of Metropolitan St. Louis (ULYP-STL) is an auxiliary of the Urban League of Metropolitan St. Louis. The ULYP-STL goals are to serve as a base of support for the Urban League of Metropolitan St. Louis and its respective initiatives; to increase community involvement of members through development and programs; to strengthen leadership and professional development of members through organized directives; to promote the Urban League and its mission; and to provide a comprehensive orientation to the Urban League movement for new members. ULYP-STL accomplishes this mission by:

- Developing emerging leaders through professional and leadership development.
- Establishing professional relationships with existing local civic, elected, and business leaders within the Metropolitan St. Louis Community.
- Engaging in community service projects that enhance the “Quality of Life” for local residents.
- Providing a collective source of mentors and role models for local youth.

2020 was a year of rebuilding for ULYP-STL. Electing new officers and participating in the National Urban League Young Professionals Join Week activities were highlights of the year. Join Week is a national effort to recruit young professionals into local chapters. ULYP-STL hosted three virtual Join Week events in February: Join Week Kickoff and two panel

discussions, “HIS-Story,” a discussion featuring influential black men and their commitment to improving the St. Louis community and “It’s More Than a Seat at the Table,” a virtual networking event exploring the benefits of being a member of ULYP-STL.

The Join Week activities were very successful resulting in 9 new memberships and 24 membership renewals bringing the total ULYP-STL 2020-21 membership to 63.



2020-21 OFFICERS

President - Anna Lisa Baguio
Vice President - Kayla Crawford
Secretary - Abrianna Steele
Parliamentarian - Erica Williams
Advisor - Barry Neal



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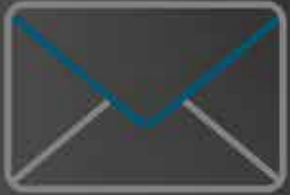
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→ Blog



→ SEO



→ E-mail

URBAN LEAGUE COMMUNICATIONS & SOCIAL MEDIA



→ Website



→ Roi

Communications/Media

In July, 2020 Patricia Washington, an award-winning journalist and veteran communications professional, joined the Urban League as Vice President of Communications. Washington, previously served as the Managing Editor of The St. Louis American Newspaper, Press Secretary to Mayor Freeman Bosley, Jr., and Director of Communications for St. Louis County Executive Charlie Dooley.

The primary goal in communications for 2020 was to improve our storytelling to increase awareness of the Urban League's impact and highlight the professionals who deliver excellent service each day. We developed a comprehensive plan that included both paid and earned media across a variety of channels:

- Weekly public service announcements on all iHeart radio stations in the market and with Radio One. In Illinois, we ran an aggressive schedule with WESL Radio, a black-owned radio station.
- A robust advertising schedule including in-kind with all television media in the market: CBS, Fox, NBC, ABC, KPLR.
- Aggressive social media campaigns and advertising including LinkedIn, Facebook, Twitter, and Instagram
- We cultivated local social media influencers to help improve reach on social media including local brand ambassadors, media personalities, and community leaders.

Highlights:

The Urban League inherited the old Roberts Brothers TV46 television studio in the move to the Victor Roberts Building. Our goal is to use the studio in our communications efforts and provide learning opportunities for students exploring careers in the television industry. KTVI Fox 2/ KPLR 11 debuted a new set and donated their old news and weather set to the Urban League to support our efforts.

- The Urban League, with assistance from Board member Bob Wallace, developed a voter mobilization and education campaign for Souls to the Polls featuring national celebrity artists and athletes who recorded special messages urging voter turnout. The PSAs were featured on local television and radio stations. Participants included Regina Belle, Judge Glenda Hatchett, Melba Moore, Richard Gant, the late Mary Wilson, Jayson Tatum, Bradley Beal, Jack Flaherty, and Ezekiel Elliott.

Additional highlights include:

- The Urban League was featured in two programs that won awards at the STL TV Jewel Awards.
- Keesha Strong, Vice President of Human Resources, was featured on a new national news channel, News Nation WGN America, examining the implementation of the Families First Coronavirus Response Act. The report also featured a staff member that utilized the Act and the impact on her family.
- We developed a marketing plan and social media campaign to highlight career opportunities in our Head Start/Early Head Start program following our merger with Grace Hill.
- We significantly increased our social media footprint with an aggressive digital strategy.
- We developed new internal communications procedures to streamline workflow
- We developed a new social media policy and staff training guide to help improve digital storytelling

The COVID--19 pandemic necessitated a shift in our media strategy making promotion of our life-saving emergency relief operations a priority. Our pandemic relief communications strategy included:

- Weekly advertisements and editorial copy in Black newspapers including The St. Louis American and The St. Louis Argus, in Missouri and The East St. Louis Monitor in Illinois.
- Weekly radio PSA's, interviews and promotions highlighting the drive-through food distribution locations and process
- Aggressive pitching to local media
- Tom Bailey, our Vice President of Development, worked with KTVI Fox News to produce a unique emergency coronavirus appeal campaign featuring NFL greats Kurt Warner, Isaac Bruce, and Torry Holt along with actor/comedian Cedric The Entertainer. The campaign entitled, "The Greatest Show on Turf Supports the Greatest Relief on Earth," ran through the end of the year. Other celebrity supporters include Ozzie Smith and Alex Pietrangelo

*Some images are pre-COVID-19.



James Clark and the Missouri National Guard prepare to execute our pandemic relief efforts.



Representatives from Wahl Clipper Corporation celebrate the new partnership with the Urban League's Save Our Sons program.



National Urban League President Marc Morial visited with participants in our Algoa Save Our Sons program.



The Urban League honored members of the Tom Powell Post #77 of the American Legion on Veteran's Day 2020.



Head Start was awarded \$38 million to expand programs over the next five years.



Members of the Madison County Urban League with President Michael McMillan at our Alto, IL joint relief effort.



We celebrated our healthcare heroes in a special ceremony at Christian Hospital Northeast. Two staff, selected by the hospital, were provided with special awards.



Members of the Heartland St. Louis Black Chamber of Commerce in their new spaces in the North Spring Community Empowerment Center.



Members of the Serving our Streets team distributes PPE in hard-hit areas.

 **URBAN LEAGUE**
of Metropolitan Saint Louis, Inc.
EMPOWERING COMMUNITIES. CHANGING LIVES.



Members of Sigma Gamma Rho Sorority supporting our pandemic relief efforts in East St. Louis, IL.



Urban League host first black and female Mayor of Ferguson Ella M. Jones Swearing-in Ceremony.



Mayor Ella M. Jones celebrates her swearing-in with family at our Ferguson Center.



Panelists and attendees at our 2020 Men's Town Hall at Harris-Stowe State University.

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Community Engagement

Consistently meeting the needs of our community requires collaboration. The Urban League has been aggressive in seeking strategic partnerships to help achieve our mission; this has been especially urgent during this global pandemic. Some of our community engagements in 2020 included:

- Partnered with Lewis Rice to provide free legal services to black-owned businesses applying for PPP loans.
- Partnered with the Bar Association of Metropolitan St. Louis to support the Promote the Vote voter mobilization and education effort.
- Co-hosted a faith and community engagement event at the Ferguson Empowerment Center with the Divine Nine - a consortium of historic Black Greek-lettered fraternities and sororities.
- Partnered with the St. Louis County Department of Health to distribute more than 500,000 masks in high-risk neighborhoods.
- Partnered with Affinia Healthcare to provide free COVID-19 testing with drive-through testing events.

Veterans Salute

The Urban League of Metropolitan St. Louis, Inc. Paid tribute to the American Legion's Tom Powell Post #77 at its weekly Covid-19 emergency relief effort July 25, 2020 Old Jamestown Mall in Florissant, MO. The Tom Powell Post was formed by 15 African American veterans on Sept. 17, 1919, in St. Louis. The post is named for an Army messenger killed in France during World War I. Posthumously, Powell was awarded the Distinguished Service Cross.

Flu Shot Events with BJC

Barnes-Jewish Hospital, The Urban League and The St. Louis Blues teamed to provide free flu shots during two drive through events; one at Jamestown Mall and the other at Aubert. Nearly 2,000 people received flu vaccinations during the events. Special thanks to Steven Player and Karen Morrison for spearheading this first-ever event and to Pamela Morris-Thornton with Panera for providing lunches for all of our volunteers.

PNC Bank Partnered with Head Start

PNC donated 250 Great Kits to Head Start; each kit is worth \$30 and contains various school supplies including a dry erase board,

activity books, and punch cards. The items are designed to increase alphabet knowledge, phonological awareness, vocabulary and multiple school readiness skills. PNC employees also supported Head Start/Early Head Start with a donation of iPads through a PNC program where employees can recognize colleagues for a job well done, and at the same time earn "points" to purchase iPads to provide to early childhood educators. The iPads come with a cleaning cloth, bookmark, postcard, and a \$25.00 iTunes gift card.

Lock it For Love Gun Lock Campaign

In a mutual effort to reduce gun violence in our metropolitan community, Women's Voices Raised for Social Justice (Women's Voices) and the Urban League of Metropolitan St. Louis established a new partnership in 2020. The Women's Voice's "Lock It for Love" program supplies the Urban League with cable gun locks, and gun safety brochures for distribution in select neighborhoods. Urban Engagement Specialists will provide the locks to adults in the community through its Serving Our Streets program. Staff training and guidelines for the dissemination of information and distribution of gun locks was recently provided by Women's Voices for the Serving Our Streets team.

President's Office

Mr. McMillan was a panelist for several virtual sessions with topics ranging from Diversity and Inclusion to Nonprofit Management and Leadership. Some of the virtual seminars included:

- East West Gateway Coordinating Council Inclusion Forum
- ATT's Believe program. ATT announced a gift of \$75,000 for ULSTL during the panel session to support the Women's Business Center, Save Our Sisters and our new virtual fitness program, The Hour of Power, that will debut in 2021.
- Georgetown University on the New Strategies Webinar. The President and CEO was a featured panelist discussing the Grace Hill merger and strategies for non-profits during unstable times. President McMillan is a graduate of the Georgetown leadership program.
- Edward Jones Business Diversity, Equity and Inclusion Task Force
- Edward Jones Community-based Courageous Conversations event with the St. Louis Business Journal



The Division of Public Safety partnered with the RBC to paint the Grand Water Tower as part of the Grand Clean Sweep.



Andreal Hoosman and her team at Haywood Hoosman Realty supported Head Start families with more than \$5,000 in donations for 100 Neediest Families.



The Urban League paid tribute to a fallen UPS employee, Eric Steven Henderson, and his family generously made donation in his honor to support ULSTL programs.



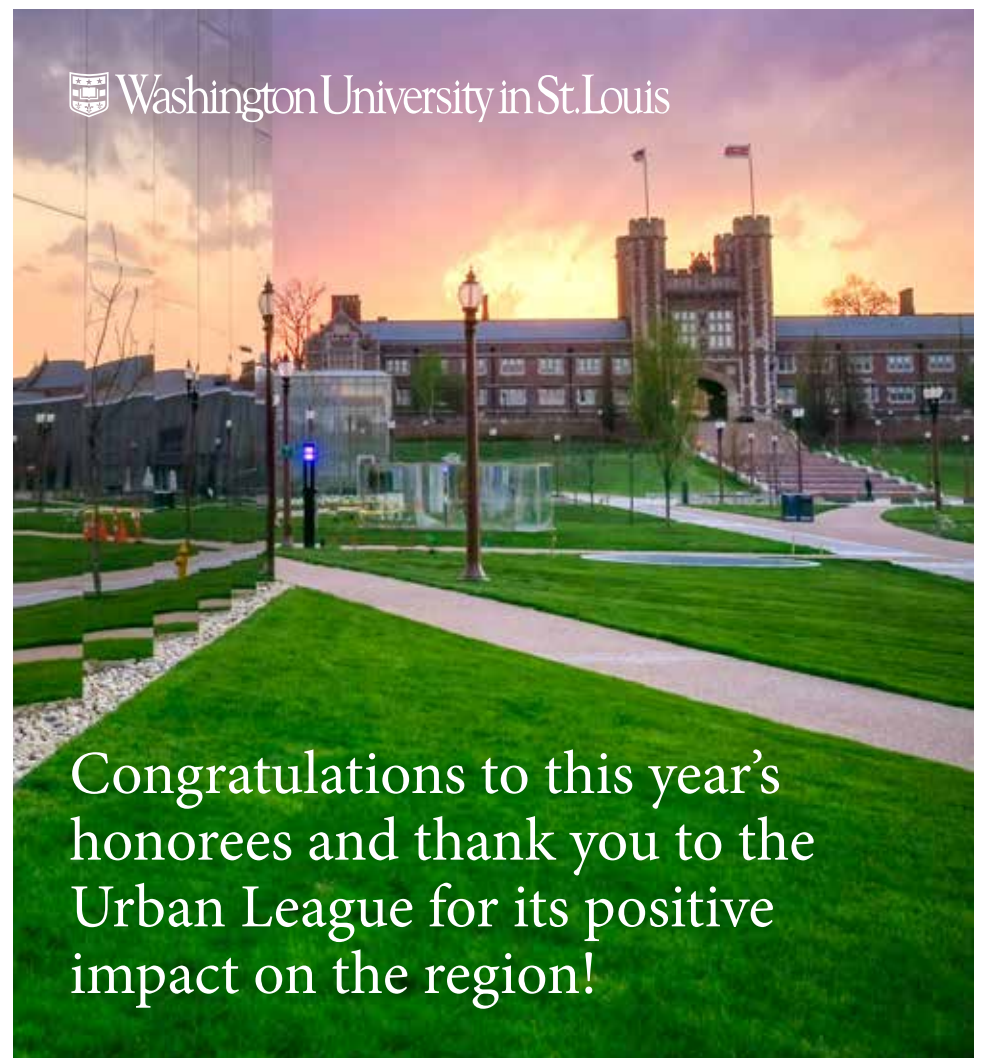
We partnered with Affinia Healthcare to host drive-through testing events to help stem the spread of COVID-19.



The Urban League partnered with the US Census Bureau to help increase Census counting in North County.



The Urban League is proud to partner with the St. Louis City Soccer Club to promote the sport and welcome the new team.



Washington University in St. Louis

Congratulations to this year's honorees and thank you to the Urban League for its positive impact on the region!



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*Some images are pre-COVID-19.



Urban League celebrate Arnisa Samuel retirement of over 18 years.



The Assistance League supported our Back to School book drive.



Community members receiving PPE for the Public Safety & Community Response division.

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URBAN LEAGUE
DEVELOPMENT &
SPECIAL EVENTS

Development & Special Events

The Urban League of Metropolitan Saint Louis' Development & Special Events Department is responsible for identifying and securing the resources and partnerships needed to advance the mission, values, and vision of the agency. The Development Department utilizes corporate and foundation grant writing, individual donor appeals, cash and in-kind sponsorships, and special events to support the work of the Urban League. The Development Department is also responsible for identifying volunteers to help execute over 50 programs that improve the quality of life for the residents of the entire St. Louis region. The priority in Development has been to grow donations and support from our existing partners while securing new corporate revenue and grant funds that align with our strategic program initiatives, focusing most urgently around COVID-19 relief efforts. We also focused intensely on increasing individual donations and growing our individual donor base to increase unrestricted revenue.

2020 was the most successful year in the history of the Urban League. We recruited a record number of volunteers, significantly increased our individual donor base, and added new partners to support our pandemic relief efforts. The Urban League also received a donation of a vacant lot owned by Jack in the Box near the Grace Hill campus after months of negotiations. We now have an opportunity to create a more welcoming entry to our Peter Bunce campus. We anticipate new signage installations by the end of 2021.

In response to the COVID-19 pandemic, administering safety net services to our 125,000 direct and indirect clients was a top priority and St. Louisans responded generously to our appeals resulting in an additional \$9.2 million in revenue to the agency. Building the capacity of the agency's fundraising among city, state and federal organizations plus corporations and community leaders will continue to be a top priority in 2021.

Memberships / Volunteering

The Urban League provides numerous opportunities for those who support our mission, vision and values to become members of the Urban League. Our membership portfolio includes:

- The Whitney M. Young Society
- Urban League Membership (Individual, Corporate or Organizational)
- Urban League Guild
- Urban League Young Professionals
- Federation of Block Units



We sincerely thank all Urban League Members for joining with us in our mission to advocate and empower African Americans and others to create economically self-sufficient lives in the St. Louis Region. All Urban League memberships are tax deductible. To become a member of the Urban League, please contact development@urbanleague-stl.org. For more information about each membership opportunity go to: www.ULSTL.com. When you volunteer with the Urban League, you help the agency in more ways than one. Without volunteers, the Urban League would be far more limited in what it can do for our community.

Board Involvement

The Urban League Board of Directors plays an important role in helping to increase its base of individual, foundation and corporate support. The Urban League of Metropolitan St. Louis Board of Directors is the largest in the National Urban League movement and they unselfishly give their time, expertise, company support, resources, and personal contributions to support the agency's programs and services. In addition to attending regularly scheduled board meetings, the members serve on board committees or as event chairs while sharing their resources.



\$9.2M

Exceeded the 2020 annual budget of \$22.5 million by \$9.2 million dollars.

\$229,450

The Virtual Whitney M. Young Society Reception raised \$229,450.00 which exceeded 2019 results by \$79,450.00.

60%

Increased individual donors by 60%.

Special Events

Special Events play an important role in raising unrestricted funding to support the 55 different programs and services that are administered to 125,000+ direct / indirect clients in the St. Louis Bi-State Region. 2020 brought turbulent times with the COVID-19 pandemic. In response to government mandated safety precautions, the Urban League canceled the following events in 2020:

- 102nd Annual Dinner Meeting - March
- Salute to Women in Leadership Gala - June
- Urban Expo / Back to School Community Empowerment Festival - August

The Urban League responded to the increased needs of our community by implementing COVID-19 Relief Drive thru Food distributions in St. Louis city, St. Louis County, St. Clair County and Madison County Illinois to stabilize families who have been impacted the most by the pandemic. Beginning April 2, to date, 92,5000 families received \$4.5 million dollars worth of Safety Net Services to include food, PPE and health safety materials from the Urban League at 28 Drive-Thru Food distribution Events.



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Whitney M. Young Virtual Reception Raises Record \$229K

The Whitney M. Young Society was created by Michael P. McMillan to honor donors contributing \$500 to \$5,000 or more to the Urban League of Metropolitan St. Louis. Each year, donors to the Whitney M. Young Society are celebrated with a Holiday Reception hosted by Anheuser-Busch and Urban League Board Member Julio F. Suárez, Senior Director, Community Affairs. The annual Whitney M. Young Society Reception went virtual in 2020 due to Covid-19 restrictions. The inaugural virtual event raised \$229,450.00 which exceeded 2019 results by \$79,450.00. The 2019 Reception raised \$150,000. Special thanks to Shirley Washington, FOX 2 News anchor, and BJ “The Radio DJ” at iHeart radio for emceeing. Our guests enjoyed great entertainment by R&B artist Eric Benet and St. Louis Jazz Saxophonist Rhoda G.

Grace Hill Merger Bunce Campus Dedication

In July 2020, The Urban League finalized the historic merger with Grace Hill Settlement House, the largest non-profit merger in the St. Louis region’s recent history. We hosted a public announcement attended by members of the board of directors of both organizations, the newly appointed Episcopal Bishop, the Rev. Deon Johnson, Grace Hill staff, and a host of donors and supporters. Bishop Johnson was welcomed as a new member of the Urban League Board of Directors.

The Urban League hosted a dedication ceremony November 7, 2020 to re-name the Grace Hill Water Tower Campus in honor of St. Louis civic leader Peter H. Bunce. Speakers included Gene Dobbs Bradford of Jazz St. Louis, Michael P. McMillan, and members of the Bunce family. Peter Bunce provided leadership and direction to Grace Hill for more than 25 years as a donor and member of the Board of Directors. Bunce, a graduate of Princeton University, founded the Bunce Corporation and was actively involved in St. Louis civic endeavors including the Repertory Theatre, Grand Center, Inc., Jazz at the Bistro, The Arts and Education Council, and Circus Flora in addition to his support of Grace Hill.



Martin Luther King Memorial Tribute

The Urban League of Metropolitan Saint Louis in partnership with Saint Louis University hosted its annual memorial tribute honoring the life and legacy of the Rev. Dr. Martin Luther King Jr. on Thursday, January 16, 2020 in the Wool Ballroom of Saint Louis University's Busch Student Center. Roland Martin, renowned author, journalist, and commentator provided the keynote address. The MLK Memorial Tribute unites our community in the spirit of Dr. King and issues a call to action to do what we do best to help foster, shape, and develop a better Metropolitan St. Louis Community.

The program also included a welcome by Fred P. Pestello, Ph.D., President of Saint Louis University, prayers by Chris Collins, S.J., special assistant to the president. Dr. Jonathan Smith, Vice President of Diversity and Community Engagement for Saint Louis University, provided greetings and introduced Dr. Kira Hudson Banks, Dr. Keon L. Gilbert, Dr. Amber Johnson and Dr. Ruqaiyah Yearby, the founders of the Institute for Healing, Justice and Racial Equity at Saint Louis University School of Law.

SLU Alumnus Michael P. McMillan, President and CEO of the Urban League of Metropolitan St. Louis, emceed the program and joined Dr. Pestello to present awards to: Roland S. Martin, Lifetime Achievement Award, Michael and Noémi Neidorff, Whitney M. Young Humanitarian Award, The Honorable William Lacy Clay, U.S. Representative, Political Leadership Award, Denise Hooks Anderson, M.D., Assistant Professor in the Department of Family Medicine, Saint Louis University, Donald Brennan Award, Art McCoy, Ph.D.: Superintendent, Jennings School District, Education Leadership Award and Wendell Kimbrough, Chief Executive Officer ARCHS St. Louis, Organization of the Year Award.



929 North Spring

The Urban League hosted a grand opening for the North Spring Community Empowerment Center in November, 2020. The center, located at 929 North Spring Avenue, will house primary offices for The Heartland St. Louis Black Chamber of Commerce and a business incubator operated by the Chamber. The Urban League's Department of Public Safety and Community Response with its 28-member staff will also co-locate in the building. The Public Safety Department will manage the Serving Our Streets outreach initiative, the gun violence de-escalation and conflict resolution programs, and The Neighborhood Healing Network, from the new location. The building renovations were completed as a public-private partnership between the City of St. Louis, The Centene Charitable Foundation, and Home State Health. The entire building is furnished with items donated by the Bryan Cave Leighton Paisner law firm and Warehouse of Fixtures.



STATEMENT OF FINANCIAL POSITION

(UNAUDITED)

PERIOD ENDING 12/31/2020

ASSETS	UL OF METRO STL	FERGUSON FUND	CONSOLIDATED
CASH AND CASH EQUIVALENTS	4,623,856	249,576	4,873,432
ACCOUNTS RECEIVABLE:	—	—	—
GOVERNMENTAL & OTHER AGENCIES	5,237,223	—	5,237,223
PLEDGES RECEIVABLE NET	4,888,461	—	4,888,461
PREPAID EXPENSES	975,462	21,489	996,951
OTHER CURRENT ASSETS	14,937	—	14,937
INVENTORY	(31,625)	—	(31,625)
INVESTMENT IN POB-FERGUSON	2,607,466	—	2,607,466
INVESTMENTS	5,290,102	—	5,290,102
DUE TO/DUE FROM	—	—	—
FEC INTANGIBLES	—	48,077	48,077
FEC OTHER FIXED ASSETS	—	4,005,153	4,005,153
PROPERTY AND EQUIPMENT: NET	8,080,020	639,393	8,719,413
TOTAL ASSETS	\$31,685,897	\$4,963,688	\$36,649,585
LIABILITIES			
ACCOUNTS PAYABLE & ACCRUED EXP	511,298	—	511,298
SHORT TERM NOTES PAYABLE	1,750,000	—	1,750,000
ACCRUED PAYROLL & RELATED TAX	1,523,110	5,050	1,528,160
DEFERRED INCOME	3,298,456	—	3,298,456
LONG TERM LIABILITIES:	—	—	—
LONG TERM NOTE PAYABLE UL PLAZA	152,000	—	152,000
LONG TERM NOTE PAYABLE - PPP	1,984,585	—	1,984,585
MORTGAGE PAYABLE GH	1,658,739	—	1,658,739
LONG TERM NOTES PAYABLE - POB/FEC	—	5,790,000	5,790,000
LESS: UNAMORTIZED DEBT ISSUANCE COSTS	—	(383,436)	(383,436)
TOTAL LONG TERM NOTES PAYABLE	3,795,324	5,406,564	9,201,888
TOTAL LIABILITIES	\$10,878,188	\$5,411,614	\$16,289,802
FUND BALANCE			
POB MEMBER EQUITY	—	(113,276)	(113,276)
UNRESTRICTED	4,531,524	(334,650)	4,196,874
DONOR RESTRICTED	16,276,185	—	16,276,185
TOTAL NET ASSETS	20,807,709	(447,926)	20,359,783
TOTAL LIABILITY AND NET ASSETS	\$31,685,897	\$4,963,688	\$36,649,585

CONSOLIDATED STATEMENT OF ACTIVITIES

(UNAUDITED)

PERIOD ENDING 12/31/2020

SUPPORT AND REVENUE	UNRESTRICTED	RESTRICTED	TOTAL
PUBLIC SUPPORT			
CONTRIBUTIONS	588,228	363,497	951,725
IN KIND CONTRIBUTIONS	1,300,911		1,300,911
CORPORATE & FOUNDATION GRANTS	4,151,343	5,354,531	9,505,874
MEMBERSHIPS	10,561		10,561
SPECIAL EVENTS (NET OF EXPENSE)	499,604	—	499,604
UNITED WAY OF GREATER ST. LOUIS	1,037,578		1,037,578
TOTAL PUBLIC SUPPORT	7,588,225	5,718,028	13,306,253
GOVERNMENTAL GRANTS	\$16,457,237		\$16,457,237
OTHER			
PROGRAM SERVICE FEES	317,930		317,930
INVESTMENTS	81,012		392,670
MISCELLANEOUS	1,198,824	2,500	1,201,324
RELEASES FROM RESTRICTION	3,629,806	(3,629,806)	—
TOTAL SUPPORT AND REVENUE	\$29,273,034	\$2,483,392	\$31,756,426
EXPENSES			
PROGRAM SERVICES			
EDUCATIONAL EXCELLENCE	10,977,061		10,977,061
ECONOMIC OPPORTUNITY	4,612,520	—	4,612,520
COMMUNITY EMPOWERMENT	8,151,802		8,151,802
PUBLIC SAFETY	524,667		524,667
TOTAL PROGRAM SERVICES	\$24,266,050	\$ —	\$24,266,050
SUPPORTIVE SERVICES			
MANAGEMENT AND GENERAL	3,501,907		3,501,907
FUNDRAISING AND COMMUNICATIONS	\$1,202,378		\$1,202,378
TOTAL EXPENSES	\$28,970,335	\$ —	\$28,970,335
TOTAL SUPPORTIVE SERVICES	\$4,704,285	\$ —	\$4,704,285
INCREASE (DECREASE) IN NET ASSETS	\$302,699	\$2,483,392	\$2,786,091

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Contributors \$100,000.00 +

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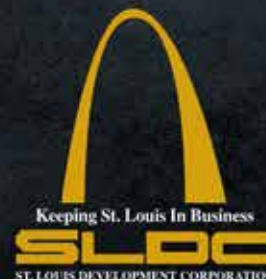
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- Grow the city's population by 30,000 people by 2030
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- Achieve sustainable long-term tax revenue growth for the city.
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Chelsea Thomas, Intake Specialist
Barbara Ziegler, Program Coordinator

HEAD START/EARLY HEAD START

Gwendolyn Diggs, Ed.D., Vice President of Head Start/Early Head Start
Mary Hairston, Ed.D., Assistant Director
Erin Weekes, Assistant Director
Mollie Diggs, Executive Assistant
Angela Henderson-Brown, ERSEA Coordinator
Lashawna Hunter, Child Care Partner Specialist
Darryl Jones II, M. A., Volunteer and In-Kind Coordinator
Tiana Kimbrow, Health Services Coordinator
Suzanne Null, Disability Coordinator
Tatiana Sheffer, Education Coordinator
Ruby Sims, Parent Engagement Coordinator
Kimberly Tolbert, Education Coordinator
Keri Young, Education Coordinator

JENNINGS HEAD START/ EARLY HEAD START

Brenda Montgomery, Center Coordinator
Kellie Kelly, Assistant Center Coordinator
Ronda Bowen-Walter, Master Teacher
Tre'anna Brown, Nutrition Aide
Patricia Buchanan, Head Start Teacher
Toni Burney, Master Teacher
Raniesha Casson, Teacher Assistant
Ebony Conway, Family Service Worker
Victoria Davison, Teacher Assistant
Patricia Douthit, Maintenance
Bianca Foster, Teacher Assistant
Shanay Gregory, Teacher Assistant
Karen Harrington, Head Start Teacher
Monica Holmes, Head Start Teacher
Lavonda Hopkins, Head Start Teacher
Kacey Jones, Teacher Assistant
Selena Love, EHS Teacher
Lashonda March, Maintenance
Ivyonna Morris, EHS Teacher
Brittany Orebiyi, Family Service Worker
Evelyn Pettigrew, Family Service Worker
Tiffany Pettis, Teacher Assistant
Paulette Rogers, Teacher Assistant
Kristin Slaughter, Teacher Assistant
Destinee Weathers, Teacher Assistant
Rhonda Whitfield, EHS Teacher
Cherrelle Wright, Family Service Worker

MT. ZION HEAD START/EARLY HEAD

START CENTER

Stephanie Rhodes, Center Coordinator
Takisha Duncan, Teacher Assistant
Tianna Hopkins, Teacher Assistant
Kavin Kimble, Maintenance
Jacqueline Marshall, EHS Teacher
Taranda Martin, Teacher Assistant
Tracy Murray, Head Start Teacher
Tanika Piffins, EHS Teacher
Devinne Robinson, Family Service Worker
Nakeia White, Data Entry Specialist

MLK HEAD START/EARLY HEAD START CENTER

Yolanda Kemp, Center Coordinator
Kimberly Boyd, Head Start Teacher
Barbara Davis, Teacher Assistant
Larry Greene, Maintenance
Alycia Harlan, EHS Teacher
Brenda Helm, Program Aide
Michelle Lemee', Master Teacher
Roneisha Lindsey, Head Start Teacher
Jeanene McCrary, Teacher Assistant
Teresa Nevitt, Teacher Assistant
Lawanda Powell, Family Service Worker
Carl Smith Jr., Family Service Worker
Rhonda Strong, Family Service Worker
Sharon Thigpen, Nutrition Aide
Stephanie Wright, Teacher Assistant

NORTH SPRING HEAD START

Nichole Pettaway, Center Coordinator
Dellaphine Arrington, Program Aide
Alicia Artis, Head Start Teacher
Pamela Cross, Program Monitor
Alisha Firstlist, Nutrition Aide
Keyunna Ivie, Teacher Assistant
Kenneth Jones III, Maintenance
Evelyn Lee, Teacher Assistant
Shakara McCoy, Teacher Assistant
Rhoda Rice, Family Service Worker
Shannon Sisley, Teacher Assistant
Deatrice Washington, Program Operations Coordinator
Debra Whiteside, Program Monitor
Estella Williams, Head Start Teacher

MAGNOLIA HEAD START/EARLY HEAD START

Miranda Mosby, Center Coordinator
Myra Bell, Program Aide
Patricia Brown, Head Start Teacher
Marsha Caradine, Home Visitor
Myriame Chery, Home Visitor
Alisha Collins, Family Service Worker
Heather Corley, EHS Teacher
Taevon Fisher, Nutrition Aide
Shantana Goodwin-Payne, Master Teacher
Shana Irons, Teacher Assistant
Tracie Lambert, Teacher Assistant
Monica Lewis, Teacher Assistant
Alexandria Marion, Teacher Assistant
Shondrea McLorn, Teacher Assistant
Zoraida Reyes Carrera, EHS Teacher
Jerrie Tucker, Home Visitor

Lisa Turner, EHS Teacher

WATER TOWER HEAD START

Debra McKenzie, Center Coordinator
Adrienne Blakemore, Disability Coordinator
William Brewer, Family Service Worker
Mark Crosby, Maintenance
Marquida Davis, Head Start Teacher
Kimberly Deguire, Nutrition Coordinator
Mayelin Escobar, Home Visitor
Dejanel Freeman, Nutrition Aide
Lisa Henry, Head Start Teacher
Eutishia Mitchell, Teacher Assistant
Jazmin Ortiz, Program Aide

SOUTH BROADWAY HEAD START

Jennifer Rucker, Center Coordinator
Lorraine Blankenship, Family Service Worker
Patricia Curtis, Teacher Assistant
Cassandra Davis, Head Start Teacher
Sydney Hayes, Head Start Teacher
Tremayne Johnson, Maintenance
Dakota Poddig, Head Start Teacher
Carolyn Tisdal, Nutrition Aide

PATCH HEAD START

Shyrha Davis, Center Coordinator
Vickie Evans, Compliance Specialist
Rochelle Furlow, Maintenance
Alicia Lee, EHS Teacher
Serena Mabson, Program Aide
Keaira Macon, Head Start Teacher
Sabrina McAfee, Nutrition Aide
Lea Oker, Teacher Assistant
Stephanie Phillips, Teacher Assistant

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Memorial Tribute

A Legend's Tribute: LOUIS CLARK BROCK, SR.

Hall of Famer Lou Brock, one of baseball's signature leadoff hitters and base stealers who helped the St. Louis Cardinals win three pennants and two World Series titles in the 1960s, died on September 6, 2020 at the age 81.

Brock followed his childhood dream by playing at Southern University in Baton Rouge, Louisiana where he both pitched and played in the outfield. He was signed to a contract by the Chicago Cubs in 1961 where he played on their farm team until moving to the Major Leagues in 1962. Brock, dubbed one of the most dangerous players in baseball because of his speed and daring on the basepaths, retired in 1979 as the single-season and all-time leader in stolen bases, marks since surpassed by Rickey Henderson. Brock was elected into the Hall of Fame in 1985.

Reflections from Urban League President & CEO, Michael P. McMillan

Lou Brock was a Charter Co-Chairman of the Urban League's Whitney M. Young Society. "Lou Brock will always be remembered for his humanity. He captured our attention with his athletic prowess, but he stole our hearts with his kindness, compassion, and love for his fellow man. The outpouring of love and affection for him that we have witnessed since the world learned of his death is reflective of just how deeply he connected with us on a personal level. Lou Brock was my friend and mentor; he really showed us all how to give back, how to be a man of your word, and how to honor commitments. He cared deeply for the advancement of the black community and our community in general. I remember once during a spirited conversation about race relations he told me, "never let someone else's hatred and someone else's ignorance define who you are." I have always carried that with me. Lou Brock lived his life out loud—his values were on full display until the day he died. He was a true, living example of statesmanship, dignity, class and professionalism.

The Urban League of Metropolitan St. Louis Inc. has established the Lou Brock Scholarship in his honor and we are donating \$5,000 to the Lou Brock Foundation in tribute to this great humanitarian.

Reflections by Charlotte Ottley Senior Consultant to the President

The legendary Lou Brock was equally committed to his fellow players and community initiatives, not only as a champion, but as a role model. For the Urban League of Metropolitan St. Louis, he was the Charter Co-Chair of the Whitney M. Young Society. He was a sponsoring partner and attended most of the events and other major fundraisers to inspire participation and growth of the agency. One year as an auction item, Lou and his wife Jacqueline, hosted a couple as guests in Cooperstown for the Hall of Fame Induction which was surely a once in a lifetime experience.

Lou always shared his spotlight with others. Soft spoken with a captivating wit and contagious smile, he mesmerized those who met him around the world. He started his career at Southern University in Baton Rouge, Louisiana, as a major in math and science with baseball as a past time alternative. He never lost those skills to calculate his wins on the field, Brock received a multitude of other honors, awards and recognitions.

Among the most outstanding honors were the prestigious membership in The Horatio Alger Association of Distinguished Americans; his lifelong membership in the National Association of Colored People; four Honorary Doctorate Degrees from Washington University, Saint Louis University, Lindenwood University of St. Charles, MO and Marshall University in Marshall, Missouri; the Jackie Robinson Lifetime Achievement Award; The International Trumpet Awards from Xernona Clayton Foundation; The Roberto Clemente Award and the 25 Year Golden Plate Award of Old News Boys Day. Lou took care of business not only on the field, but also in many entrepreneurial ventures. The first African American Retailer at St. Louis Lambert Airport; a floral business; manufacturer of sports and premium items including tennis shoes and the Broc-a-Brella, Lou was considered an innovative risk taker.

His pride and joy was his wife, Rev Jacqueline Brock. He considered her as his soulmate and best friend who will carry on his legacy.



Memorial Tribute

A Icon's Tribute: Mary Wilson

The Urban League deeply mourns the loss of our beloved Mary Wilson. On June 19, 2016 the Urban League of Metropolitan St. Louis honored Ms. Wilson, a Founding Member of The Supremes, with our Salute to Women Lifetime Achievement award during a sold-out, black-tie gala at the Marriott Grand-St. Louis Hotel. Mary loved the Urban League and our President Michael McMillan, and she enjoyed a close relationship with longtime friend, Charlotte Ottley, Senior Consultant to the President.

Mary enjoyed a long and phenomenal recording career and was inducted, along with Diana Ross and Florence Ballard, into the Rock and Roll Hall of Fame in 1988. Mary performed with the same passion as she did singing with the original Supremes. The world-renowned celebrity also used her fame and flair to promote humanitarian efforts to end hunger, raise AIDS awareness and encourage world peace in her later years. She was always happy to come to St. Louis and was so gracious with her time, even recording a Souls to the Polls voter mobilization video for us in 2020.

“Today everybody wants to be a star, but in the 60s as a black person that wasn’t something that was on your mind,” said Mary Wilson, founding member of the legendary group The Supremes. “You were just really trying to be considered a human being and a citizen.” Indeed. Mary Wilson was a tremendous talent and a supreme human being. We will miss her greatly.





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Your interest in becoming a member or one of our auxiliary members of the Urban League of Metropolitan St. Louis helps us in furthering our mission to advocate and empower African Americans and others to become economically self-sufficient.

When you volunteer you help the agency in more ways than one. Without volunteers, the Urban League would be far more limited in what it can do for our community. Volunteers serve as grandparents in our Head Start program. They are mentors to at-risk youth. They devote their expertise and know-how on program committees, distribute food in food pantries, and answer phones at receptionist desks. Currently, more than 600 individuals contribute to make a tremendous difference in Urban League services. Urban League volunteers do it all, because they want to make a difference.

FOR MORE INFORMATION

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Success Stories 2020 - St. Clair County

“The Urban League received a referral to provide Housing Advocacy services for a client in February, 2020. Ms. Galle is a single mother with two children living place to place; she had no place to call her own. Ms. Galle had old utility bills that she couldn’t afford to pay which made it even more difficult to secure housing. Through our Norman Cash program, we were able to assist the client with a past electric bill allowing her to get utility services in her name. In the midst of this pandemic and transitional time in her family’s life, we provided food baskets and connected her with our employment services. We provided intense budget counseling, housing counseling, life skills and general assistance to help eliminate barriers for client to be successful. After months of searching and case management, Ms. Galle now has a place to call her own. Ms. Galle is working and able to provide a stable life for herself and her children.”

-- **Kesha Chapman**, Division Operating Officer, St. Clair County, Urban League of Metropolitan St. Louis, Inc.



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FERGUSON, MO 63136

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JENNINGS, MO 63136
(314) 867-9100

NORTH SPRING CENTER

(HEAD START)
911 NORTH SPRING
ST. LOUIS, MO 63108
(314) 652-2406

MT. ZION CENTER

(HEAD START/EARLY HEAD START)
1440 S. COMPTON
ST. LOUIS, MO 63104
(314) 773-0733

MARTIN LUTHER KING, JR. CENTER

(HEAD START/EARLY HEAD START)
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(314) 389-8800

MAGNOLIA CENTER

(HEAD START/EARLY HEAD START)
2725 ALHAMBRA CT.
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(314) 584-6363

BROADWAY CENTER

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ST. LOUIS, MO 63118
(314) 317-0264

PATCH CENTER

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Diversity and inclusion are part of Boeing's values at the deepest level, and we proudly celebrate our team coming together to raise the bar for change.

This photo was taken before Boeing implemented COVID-19 pandemic safeguards.





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