

# URBAN LEAGUE

OF METROPOLITAN ST. LOUIS

2019 IN REVIEW



# Building a more diverse and inclusive region. That's our business.

We're the **Regional Business Council**. We're 100 of the area's leading businesses, with over \$65 billion in revenue, staffed by over 120,000 professional associates. And we're targeting those resources and that expertise directly at the St. Louis region. Improving the St. Louis region is a big job. But that's our Business.



The Regional Business Council  
congratulates  
**THE URBAN LEAGUE  
OF METROPOLITAN ST LOUIS**  
on another successful year  
of empowering communities  
and changing lives.



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EDUCATION  
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ENGAGEMENT

# TECHNOLOGY RUNS ON GREAT PEOPLE.



We are honored to support the Urban League of Metropolitan St. Louis and its mission of empowering communities.





# 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.

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# Roadmap To Equality

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 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.

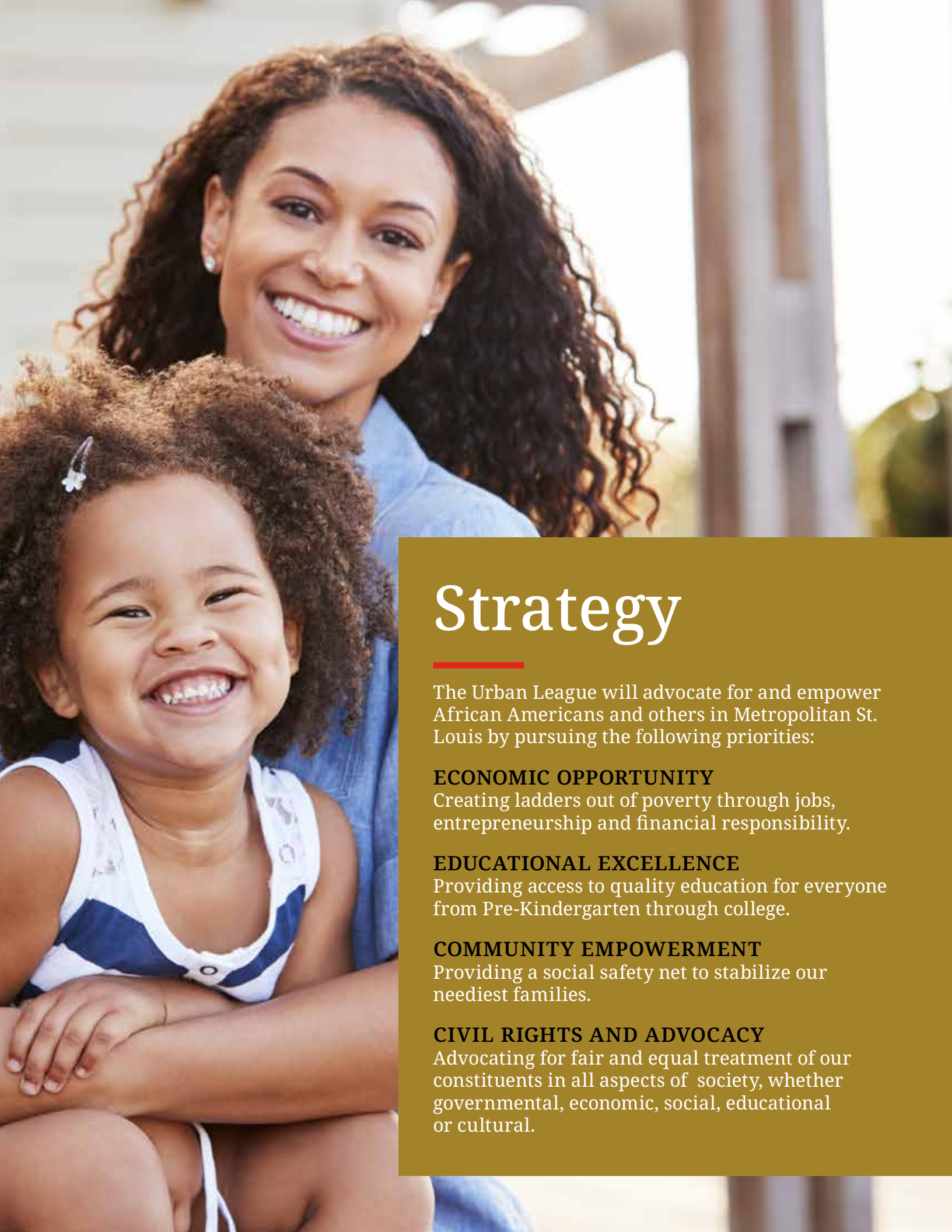
## Funding Diversity & Magnitude

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

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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.

# CHAIRMAN'S MESSAGE

Keith H. Williamson



This past year marked a phenomenal new beginning as the Urban League of Metropolitan St. Louis celebrated its 101st year of service to the community. We announced plans for expansions, added new locations and increased programs and services to our clients.

Throughout 2019, our “Save Our Sons” program attracted new funding from supporters such as the State of Missouri, Ameren, Civic Progress, Regional Business Council, Anheuser-Busch, AT&T, Boeing, St. Louis Community Development Administration, Pershing Foundation, US Bank, Orthwein Foundation, Emerson, Pettus Foundation, Regions Bank, Schnucks, Simmons Bank, Walmart and Macy’s. Founded in Ferguson during the civil unrest, more than 850 African American men have found jobs through SOS.

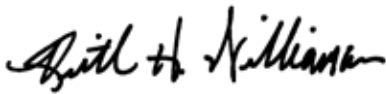
In January 2019, we opened our North Side Community Empowerment Center at 1330 Aubert in St. Louis City in order to increase public safety and employment among African American males living in the high-crime areas of Chief Hayden’s Rectangle. To date, more than 230 men have been helped.

During the summer, SOS launched its inaugural cohort at the Algoa Correctional Center in Jefferson City. This cohort was filmed as part of a national pilot program with National Urban League President Marc H. Morial and was historic in being the first time ever that the NUL and its affiliates have implemented a social service program in the prison system. We are pleased to announce that 11 out of the 12 participants graduated from the program.

Our partnership with ARCHS made major progress in 2019. We received a \$500,000 grant from ARCHS to implement the “Skill UP” program to provide food stamp recipients in North County with a pathway to self-sufficiency by delivering hands-on job training and support services. Since March 2019, over 100 clients have successfully found employment through the program.

In addition, we began the “Transition for Change” program thanks to a \$425,000 grant from ARCHS. This program is designed to help clients who are dealing with child support issues and are unemployed or underemployed. Transition for Change participants are given access to computers for resume preparation, career clothing for job interviews, financial literacy courses and job opportunities to help them obtain jobs at livable wages.

In short, 2019 was a banner year for the League and the 100,000 clients we serve with 50 programs in St. Louis City, St. Louis County and St. Clair County, Illinois. For the past three years, it has been an honor to serve as Board Chair of the largest affiliate of the NUL movement. I would like to thank the Board of Directors, President & CEO Michael P. McMillan, the management team and staff for their leadership, dedication and service to the community. Additionally, I thank all of the donors, community partners, volunteers, corporations, government and civic organizations that have helped us to empower communities and change lives. By working together, we will do even more in the future to transform our region.



**Keith H. Williamson**  
Chairman of the Board  
Urban League of Metropolitan  
Saint Louis, Inc.



# PRESIDENT'S MESSAGE

Michael P. McMillan

As the Urban League of Metropolitan St. Louis embarks upon its 102nd year of empowering communities and changing lives throughout the bi-state region, we reflect upon the progress we have achieved; and challenges we have addressed in the past year of serving 100,000 residents throughout the region with a \$22 million budget.

From expanded programs and workforce development services with Save Our Sons, Skill Up Job Training and Transition for Change to offering new job opportunities with the Head Start Assistant Teacher Apprenticeship Program, the staff and Board of the Urban League have worked hard to bring positive change to the St. Louis Community. To commemorate Dr. Martin Luther King's birthday, we recognized all African American elected officials in St. Louis City and County with Community Service Awards at our Annual Saint Louis University, Urban League Dr. Martin Luther King Memorial Tribute Breakfast. This year, we also hosted the successful grand opening of the Northside Community Empowerment Center on Dr. Martin Luther King Jr.'s Birthday. This center now houses the St. Louis City Division of Save Our Sons, a program which has helped over 850 men find jobs over the past five years and the Transition for Change program which helps justice-involved individuals find employment. Additionally, we have added an expanded Urban Closet to the facility, courtesy of Macy's and others, to provide career-oriented clothing to our clients.

During the Summer of 2019, the Urban League hosted a phenomenal Salute to Women in Leadership Gala honoring Award-Winning Songstress Regina Belle, Renowned Actresses Jenifer Lewis and Bern Nadette Stanis as Lifetime Achievement Honorees along with 13 other accomplished women who are leaders throughout the St. Louis region. In August, we hosted the Urban Expo, Back-to-School and Community Empowerment Festival in partnership with St. Louis Public Schools at America's Center. The Urban League Expo is currently the largest back-to-school giveaway in the St. Louis metropolitan area with nearly 28,000 in attendance. Last year, attendees received more than 10,000 backpacks and 30,000 pairs of shoes and were entertained by Gospel Icons Yolanda Adams and Dorinda Clark-Cole. Various other resources were also distributed at the Expo.

From March through September, the Urban League announced plans for three new developments to uplift and better serve our community including: the Financial Empowerment Center thanks to a donation from PNC Bank in partnership with Grace Hill and the St. Louis Community Credit Union; and a Food Service Training Center. In addition, we recently announced the construction of Urban League Plaza, an expansion of our Ferguson initiatives, a custom-designed strip mall which will house a full-service First Bank branch, Sweetie Pie's Restaurant and Banquet facility, At Home Care, Proficient Chiropractic and minority business incubator in Dellwood.

Looking back on 2019, I would like to thank the Urban League of Metropolitan St. Louis Board of Directors, members, volunteers, staff and donors who have helped us to become the largest Affiliate of the National Urban League movement. As we move into 2020, we, at the Urban League are looking forward to providing a greater diversity of services to a larger client population with increased partnerships to empower communities and change lives throughout the St. Louis metropolitan area.



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

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

# WE CARE

*about a healthy future*





**CENTENE**  
*Charitable Foundation*

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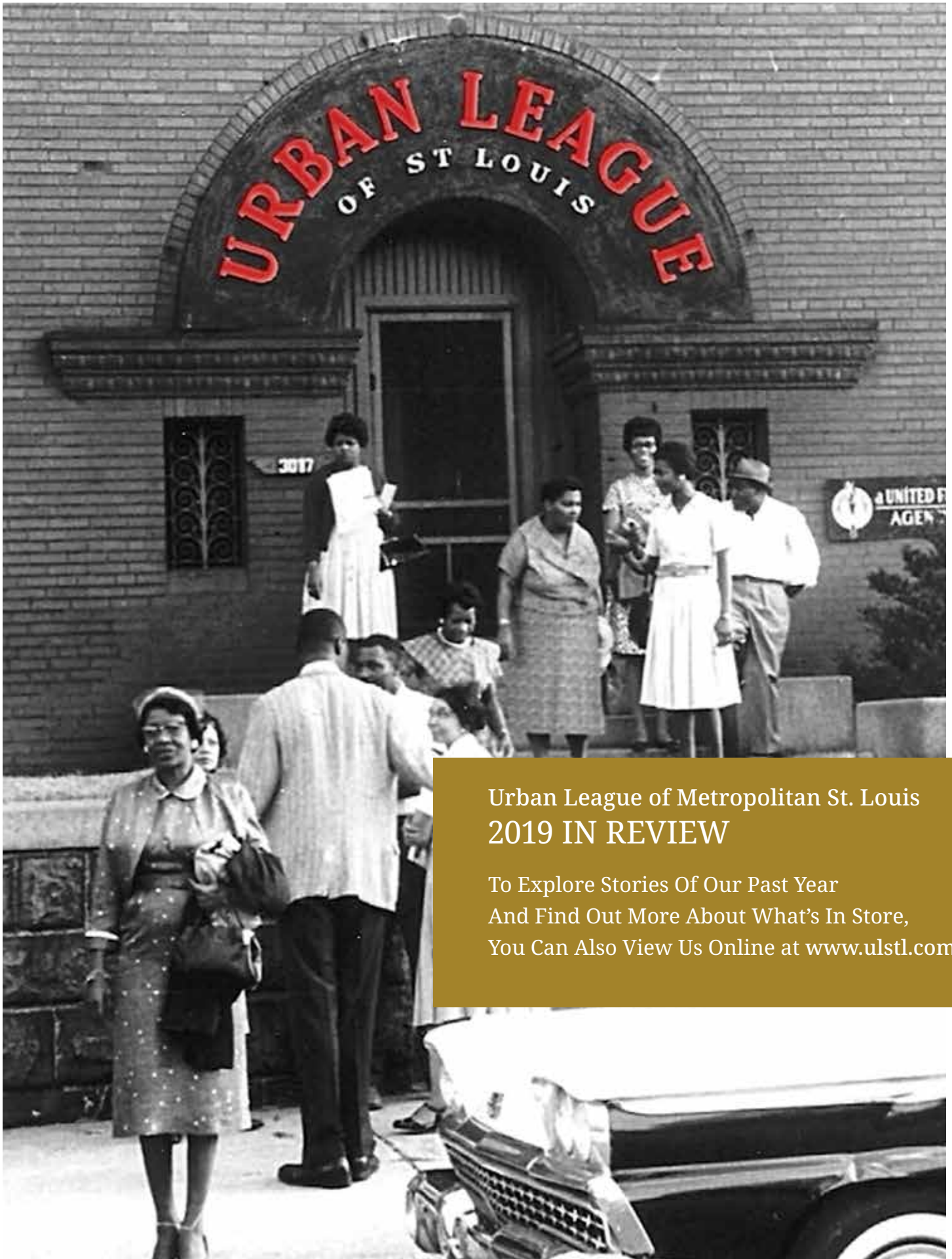


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Urban League of  
Metropolitan St. Louis



## Urban League of Metropolitan St. Louis 2019 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](http://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 one 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, old 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.

Then as today, no activities or projects are done without first conducting research and developing a strategic plan, prior to taking action. Although the League began as a social service organization, it has evolved to include:

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

Today, the Urban League provides a **Roadmap To Equality** 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 100,000 individuals annually, from its 13 facilities and 45 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. Ermalene 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

The Urban League 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 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

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

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

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

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

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

Urban League of Metropolitan St. Louis expands into North St. Louis City to become more accessible to City residents, opening the North Side Community Empowerment Center a new Save Our Sons location in partnership with Better Family Life at 1330 Aubert.



# 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.

# Urban League Headquarters

“

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

- Michael P. McMillan



1918 - 1937



1937 - 1966



1966 - 1972



1972 - Present

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**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](http://Heatupstlouis.org) and [Cooldownstlouis.org](http://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](http://Heatupstlouis.org) or [Cooldownstlouis.org](http://Cooldownstlouis.org)**

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Pamela R. Walker, President Emeritus	Rev. Earl E. Nance, Jr., Corporate Treasurer
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Hon. Lyda Krewson, Honorary Co-Chair	Hon. Dr. Sam Page, Honorary Co-Chair
Hon. Steve Ehlmann, Honorary Vice-Chair	Hon. Mark Kern, Honorary Vice Chair
Atty. Philip Kirkpatrick, Board Secretary	Donna Knight, Second Vice President

Gentry W. Trotter, Founder/Interim Executive Director; Tim Gorline, Administrator

1520 Market Street, Ste. 4038, St. Louis, MO 63103

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

[www.heatupstlouis.org](http://www.heatupstlouis.org) and [info@heatupstlouis.org](mailto:info@heatupstlouis.org)



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# Urban League of Metropolitan Saint Louis' 102<sup>nd</sup> Annual Dinner

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# Educational Excellence

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## 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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# HEAD START & EARLY HEAD START

An investment in  
knowledge pays  
the best interest!

Urban League Head Start/Early Head Start (ULHS) is a comprehensive early childhood education program that provides services for children ages birth-5 years and their families. The three program options are Head Start, Early Head Start and Home-Based. A special focus is placed on school readiness: early childhood education, family and community engagement, and health services. Currently, the program is funded to serve 672 children for the 2018-2019 program year.

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 volunteering in the classroom and serving on Head Start committees. Staff and parents work in partnership to help children succeed. During



the 2018-2019 program year, the following Parent and Community Engagement activities took place: Incredible Years – Twelve-Week Parenting Program, Ready Readers Carnival and the Men Affecting Change Seminar.

On July 1, 2019, the Urban League appointed Dr. Gwendolyn W. Diggs as the new Vice President of Head Start/Early Head Start. Three Urban League Head Start centers (Jennings, North Spring and MLK) and one of its childcare partners (Hilltop Child Development Center) are now accredited by the National Association for the Education of Young Children (NAEYC). Three of ULHS' 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.

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.



Dr. Gwendolyn W. Diggs , Vice President of Head Start/Early Head Start

## Head Start/Early Head Start Combined Program Performance

Indicators for 2018 - 2019 Program Year	
▶ Funded Enrollment	672
▶ Number of Children Served	838
▶ Children with IEPs/IFSPs Served	59
▶ Family Services (Families receiving at least one of the family services offered)	1,144
▶ Attendance	82%
▶ Children With Continuous Access to Dental Care	710
▶ Number of Single Parent Families	786

# 50%

Percentage of Preschool Classroom Teachers that have a BA or Higher Degree in Early Childhood Education or a Related Field



## + Success Story

Karl Smith, Nutrition Aide  
Jennings Head Start/Early Head Start

A parent success story is not just a success story for the parent, but the entire family unit.

Karl Smith, Nutrition Aide-Jennings location serves over 160 meals each day three times a day. Mr. Smith's three-year-old son Graham has attended the Jennings Center since October 2019. When Graham started Head Start, Smith worked for UnitedHealthCare as an Accounts Resolution Specialist. In November, his position was eliminated, and Smith found himself unemployed.

He went through many job searches and applied for other jobs but was not successful. While bringing Graham to Head Start every day, he noticed the staff person serving meals was no longer there. So, he applied and was hired for the position of Nutrition Aide.

Smith is grateful for his employment with Head Start. His shift is 7:30 a.m. until 4:00 p.m. He enjoys being close to Graham and is able to spend some time with him and keep a close watch on how he is doing while trying to provide for his family of four, which consists of himself, his wife, a thirteen year old daughter and Graham.

Smith enjoys being around the kids and considers the Urban League Head Start a fun place to work. Although he is needing more financially, he is appreciative for the opportunity and looks forward to one day starting a business of his own.

Since working for the Jennings Head Start Center, it has had a positive impact on him and Graham's relationship. On the ride to and from school, they play his favorite songs getting him ready to have a great day. They have meaningful conversations about how he is feeling about the food I serve.

Mr. Smith interacts with Graham's teacher to get feedback, ask questions and follow up on the ride home to enhance father/son bonding time.

Smith shared, "I have always thought about nutrition and getting my family to eat healthier, and now I am able to have a positive role in family nutrition for all the children I serve. During the time I was unemployed, I was searching for a job, washing clothes, doing dishes etc. so I guess it prepared for me for this job."



# Honoring Our Past, Securing Our Future

In 1950, Jeannette Mae Jackson and Janet Irene Thomas were the first two African Americans to graduate from Webster University. Jeannette and Janet were the face of Webster's early emphasis on inclusion. Fast forward to today. Over 41,000 African Americans have earned nearly 47,500 undergraduate, graduate and doctoral degrees from Webster University.



Jeannette Mae Jackson



Janet Irene Thomas

This Society enables African American Webster University alumni, friends, and colleagues in the St. Louis region and throughout the Webster University global network to come together to support our students. It is always the right time to give. And now we have a unique and focused opportunity to give to this newly established Leadership Giving Society.

It is time to recognize Jeannette and Janet. It is time to emphasize, again, the importance of diversity, equity and inclusion at Webster University. And so, we are introducing the **Jackson & Thomas Leadership Giving Society** to raise funds to honor their legacy.

Will you please support Webster's students by becoming a member of the Jackson & Thomas Leadership Giving Society? With your gift, we will continue to demonstrate our institutional values and our long-standing commitment to diversity, equity and inclusion by growing from two African American alumni... to 41,000... to many more.

To make a gift, please visit us at: [alumni.webster.edu/JacksonThomasSociety](http://alumni.webster.edu/JacksonThomasSociety)

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# SCHOLARSHIP PROGRAMS

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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.

## GED/HiSet

---



The Urban League of Metropolitan St. Louis, Inc. hosts a high school equivalence certificate (HiSET) program in partnership with St. Louis Public Schools. The program is for anyone seeking to continue and complete their secondary education. This program is comprehensive and provides many courses from grades 1 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 (HiSET). The GED/HiSET program has two scheduling options and is open to the entire community. This year, over three hundred participants were enrolled in the program.



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# 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 and is premised 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 the Every Student Succeeds Act (ESSA), signals a shift in the policy and accountability landscape, but intentionally leaves open as to 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 the last few years, the Urban League of Metropolitan St. Louis has been involved as an advocate of education equity and excellence in all schools representing the voiceless as the state was developing its education plan to submit to the federal government. This work has been very invaluable in many ways but most importantly it

created the communications needed for the League to continue to advocate in a meaningful and proper way. It is also the Urban League's responsibility to follow up ensuring that the public schools in the St. Louis metropolitan area are working effectively as well as efficiently to educate ALL students by holding educators' accountable. Schools belong to the community and the community engages educators to watch over social, emotional, and academic performance of all students. The predicament is - who is to blame for the high number of African American students not being able to meet the social, emotional and academic expectations? The Urban League is addressing the cause and effect of student failures working along with the Department of Elementary and Secondary Education and school districts to influence changes. However, this cannot be accomplished without engagement of parents.

In 2019, the Urban League developed a plan to receive funding from Department of Elementary and Secondary Education 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. This is an illustrious 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. Traditionally, such policy actions were determined solely by the districts and the state department of education.

Another advocacy contrivance, new this year, is the Missouri Higher Education Equity project. The high-level meeting kicked off a multi-year initiative to study the state of equity in higher education in Missouri. The convening brought together key stakeholders from higher education institutions, businesses, and community organizations. Once again, the Urban League of Metropolitan St. Louis participated fully as the work begun to identify using research and resolve with action the persistent inequities among minorities in higher education. An initial research report was released and discussed in-depth at a summit organized by the Missouri Higher Education and Workforce Equity Project on October 29 and 30, 2019 in Columbia, MO.

# 14.5%

of African Americans have less than high school diplomas

# 8%

GED or alternative credential

# 27.5%

Regular high school diploma

# 28%

Some College, no degree

# 9.5%

Associate's Degree

# 16%

Bachelor's Degree

# 7.5%

Graduate or Professional Degree



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# 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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# Community Empowerment Report

## 15th Annual [Cooldownstlouis.org](http://Cooldownstlouis.org)/Ameren Cooling A/C Give-A-Way

As climate change is drastically heating up the earth's ozone, summer has become severely and potentially life-threatening for thousands of area vulnerable residents, even more critically important as a summer safety net for our Urban League seniors and the physical disabled clients.

Cooldownstlouis.org along with the Urban League City and County division were joined by 13 other Missouri agencies who helped distribute about 600 new energy efficient A/Cs, donated by Ameren Missouri. In addition to the value of more than a \$100,000 for the A/C purchase, Ameren Missouri donated to Cooldownstlouis.org more than \$200,000 for utility assistance. They also provided more than 1,000 energy efficient light bulbs, which significantly saves money year-around on utility bills.

In the summer of 2019, Ameren and Cooldownstlouis.org had a distribution event where each local television station's meteorologists participated. They were Channel 4 KMOV's Steve Templeton and Kent Ehrhardt; Channel 5 KSDK's Scott Connell, Tracy Hinson and Chester Lampkin; and FOX2/KPLR11's Glenn Zimmerman

and Chris Higgins. Others who joined the effort were Urban League board member Michael Moehn, then Chairman, President and CEO of Ameren Missouri; CEO Michael P. McMillan; St. Louis Mayor Lyda Krewson (representing all of the regional leaders); Rev. Earl E. Nance, Jr., Cool Down corporate treasurer, and St. Louis Fire Chief Dennis Jenkerson (representing the St. Louis Fire Chief Association of Greater St. Louis) they discussed the importance of using A/Cs, and not fans to keep area clients cool and alive. They also loaded up many of the A/C units into trucks that were hauled away by the Urban League and other social service partners.

The Urban League, being a proud partner of Cooldownstlouis.org and Ameren Missouri appreciates these energy efficient air-conditioners for those who qualified. Also, all three Urban League divisions joined Cooldownstlouis.org in its post public education campaign of “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 regarding where our most vulnerable clients can obtain energy assistance. In addition, Ameren generously supported Cool Down St. Louis’ public education print materials.

Prior to Coodownstlouis.org, 20 years ago, the death rate in the City of St. Louis and the Metro East was out of control as hospitals were overloaded with seniors and others who had heat-related illnesses. Since the involvement of Cool Down in the St. Louis region and the strong support of Ameren, along with other partners such as the area fire departments and the Metropolitan Clergy Coalition of Greater St. Louis, we continue to search for those without A/Cs. For many an A/C is a luxury and not a necessity. 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 see their health and safety as a top priority.

Cool Down developed this public education campaign, and Ameren supports it with what many consider a lifeline and the Urban League along with other social service partners, including the St. Louis Fire Department, are there to make sure that they are distributed and installed. While other major metropolitan urban areas have had an increase in heat-related deaths and illnesses, the St. Louis region has seen a dramatic decrease. So much so that Cooldownstlouis.org was recognized in the summer of 2019 with an NBC “Today Show” feature looking at unique and effective ways organizations are making a difference in protecting the most vulnerable. In addition, due to the outrageous summer heat of 2019, The New York Times, the Weather Channel network and the NPR radio network in Washington, D.C. featured coverage about Cool Down St. Louis and its regional efforts.

### **7th Annual Ameren/Heatupstlouis.org Winterizing Utility Forum**

The Urban League of Metropolitan St. Louis’ City and County divisions joined Ameren Missouri for the 7th Annual Heatupstlouis.org Winterizing Utility Forum, co-sponsored by St. Louis City, St. Louis County and the Missouri Public Service Commission on Friday, October 4, 2019.

Almost \$600,000 was used to impact the lives of more than 3,500 senior, low-income and physically disabled people in St. Louis City and St. Louis County. Heatupstlouis.org paid tribute with a “Good Neighbor” award to long-time Ameren Missouri Credit and Collection Supervisor Christine Terry by honorary Heat-Up co-chair Dr. Sam Page, St. Louis County Executive. Also, KSDK “5 On Your Side” Meteorologist Chester Lampkin was

feted for his outstanding community outreach and support of the Urban League and Heat-Up/Cool Down missions with a “Good Neighbor” award.

In addition to Ameren Missouri educating the rotating classrooms during an 8-hour time frame, Midwest BankCentre provided each class with financial literacy to help St. Louis City and County clients to better manage their household expenses.

Ameren Missouri provided energy efficiency tips and set many clients up on budget billing during the Heat-Up Winterizing Utility Forum. Spire provided information on their Red Tag program (furnace repairs, etc.). The Community Action Agency of St. Louis County also did sessions on the importance of weatherization to keep monthly energy bills lower. Representatives from the Missouri Public Service Commission wanted attendees to realize their rights as utility consumers. Ameren also donated hundreds of energy efficient light bulbs.

More importantly, the winter season has the highest incidents of home and apartment fires. Some area households with affordability issues were using upwards of 35% 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 and placing them near combustible materials or furniture. The most vulnerable victims of deadly fires are often infants, young children and seniors. In this regard, the St. Louis Fire Department provided materials and sessions educating attendees on the importance of avoiding unsafe methods of heating one’s home. They, like Heatupstlouis.org, stress the importance of staying connected to a primary source of heating.

St. Louis County and St. Louis City Urban League staff pre-scheduled many of its clients struggling

with high energy balances. The staff helped qualify and pledge many of their own clients on site and required them to attend mini-educational sessions at the Pavilion At Lemay in Jefferson Barracks Park before they received Heatupstlouis.org pledges. In most cases, Heatupstlouis.org used its primary Ameren Missouri and Spire Dollar-Help funds to significantly pay down those high bills.



### Heat-Up/Cool Down and Urban League Leverage Partnerships

Since its inception, 20 years ago this year, Heatupstlouis.org and Heatupmissouri.org have impacted the lives of more than 675,000 Missouri and Illinois seniors, the physically disabled and families struggling with high economic costs including groceries, medications, transportation, rent, mortgage and utilities.



The organization now covers about 44 Missouri and Illinois counties, including the City of St. Louis thanks to an extended partnership with Ameren. Michael P. McMillan, President and CEO of the Urban League of Metropolitan St. Louis serves on the Heat-Up/Cool Down executive committee. McMillan also provides counsel to the volunteer, advocacy, public education and energy assistance charity.

Heatupstlouis.org and Cooldownstlouis.org provide much needed funds in St. Louis County and St. Clair County where they often are the sole major contributor to energy assistance. Our St. Louis County unit benefits greatly from their funds through the efforts of the St. Louis Community Development/HUD funds, which Heat-Up/Cool Down manages.

In St. Louis City, Heat-Up/Cool Down and the Urban League City Division 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 sources, i.e. St. Louis Senior Fund, Affordable Housing Trust Fund, Utility Tax Equitable Fund and Rise and Shine funds often were available to the League during 2019. These funding pots are critical for many of our clients, and it gives the Urban League a chance to become more flexible in the distribution of many other energy funds, some of which are restricted.

The Ameren/Heatupstlouis.org Crisis Funds have been a godsend to the St. Louis County division of

the Urban League, as well as electric clients who don't qualify for LIHEAP in the City of St. Louis. The \$2 million grant given to HUSTL/HUMO in 2018 was part of Ameren's \$5 million commitment to reducing poverty and giving customers a second chance to dig out of a financial burden.

In 2019, many City and County qualified clients were given an opportunity to have those Heat-Up/Cool Down/Ameren Crisis Funds available to them through the Urban League. In many cases, the partnership drastically reduces the Ameren Missouri customers' balances. It also gives everyone an opportunity to put the clients on an Ameren budget billing plan.

Although Heat-Up St. Louis/Cool Down St. Louis in 2019 accepted a generous offer from St. Louis City's Board of E&A to house its HQ in the 1520 Market Street building, Heat-Up/Cool Down St. Louis in 2019 continued to work with the Urban League in identifying an additional location to open its first regional office. The regional Heat-Up/Cool Down office will be a primary and supplement resource to further assist only qualified clients within the three UL divisions.

### 2019 Hardee's Rise and Shine for Heat

Michael P. McMillan participated in this all-volunteer Rise & Shine effort on February 10, at more than 50 Missouri and Illinois Hardee's restaurants. Also, Urban League staff for St. Louis City, St. Louis County and St. Clair County served as volunteer greeters. Greeters welcomed customers and the general public at drive-through windows, menu board areas and in the dining rooms of each Hardee's, asking for additional donations during breakfast hours.

Hardee's donated its Sausage biscuits and Egg



biscuits and sold them for a special price of \$1.00 with tax included. This 19th annual fundraiser is critical for our Urban County and St. Clair County divisions. With utility resources being limited, this event provides a strong economic shot in the arm with these Rise & Shine funds distributed throughout the greater St. Louis region.

In addition to McMillan volunteering, UL and HUSTL board member Alicia Elsner, president and general manager “KSDK 5 on Your Side,” St. Clair County Chairman Mark Kern and other social service agencies, business and St. Louis media groups joined other members of the board of directors of Heatupstlouis.org. In addition to KSDK doing live reports, KMOV Channel 4 and FOX2 provided live coverage that morning, along with local radio stations, including KMOX radio and Radio One.

Next year, in 2020 as Heat-Up/Cool Down celebrates its 20th anniversary, we also have plans to focus on bulk pre-orders from area corporate and organizational supporters.

In 2019, the Hardee’s Rise and Shine for Heat raised a record \$567,000 in corporate pledges, sales proceeds from Hardee’s Sausage biscuits and Egg biscuits and apron and canister collections from more than 700 Missouri and Illinois volunteers, who contributed greatly to the success of this program.



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# LIHEAP Energy Assistance

The Urban League of Metropolitan St Louis Low Income Home Energy Assistance Program helps residents in St. Louis city to meet their immediate energy needs. Households who are eligible for LIHEAP assistance spend a large amount of their household income on energy bills. LIHEAP aids the family in two ways: Energy Assistance/Regular Heating (EA) and Energy Crisis Intervention Program (ECIP). Energy Assistance (EA) helps the household with a one-time payment on the household's primary heating bills from November through March.

The Energy Crisis Intervention Program (ECIP) helps households pay fuel bills when the energy is shut off or is threatened to be shut off. The amount of help a household receives is based on the amount of money needed to settle the energy crisis with the energy provider.

The ECIP is available during the following months:

- Winter ECIP is available November through May based on funding; the maximum amount a household could receive is \$800
- Summer ECIP is available June through September based on funding; the maximum amount a household could receive is \$300

Eligibility requirements for the Low Income Home Energy Assistance Program (LIHEAP) are based on income, household size, available resources and responsibility for payment of home energy costs.

In 2019 The Urban League assisted through LIHEAP, Dollar Help, Dollar More, and Heat UP St. Louis over 12,000 families. The LIHEAP department, through continuous outreach efforts, strives to equip St. Louis city residents with increased knowledge of how to manage their monthly utility expenses through financial literacy workshops held February – September attended by household receiving utility assistance households.

The LIHEAP department would like to thank the Missouri Department of Social Services, Family Support Division, Ameren, Spire, Delta Sigma Theta Sorority, Inc, Cardinal Ritter College Prep High School, and countless others for their continuous support.

2019 Missouri poverty report indicated that MO has a poverty rate of 13.6%, ranking 32 in the country; the income inequality ratio Of 14.4 %, ranking 22nd in the county.



# Utility Assistance

In 2019, the Urban League assisted nearly 2,000 struggling families in paying their utility bills. Funds were received from the Energy Assistance Foundation's Warm Neighbors Cool Friends Program. Ameren Dollar More Program administered by the United Way of Greater St. Louis; Heat-Up St. Louis, Inc., the Affordable Housing Trust Fund; the City of St. Louis Health; and Human Services Division and the Emergency Food & Shelter Program resulted in the reconnection of gas and electricity and/or prevention of these utility shutoffs.

In 2019, the St. Clair County Division hosted meetings for Centerville 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 Centerville Residents are subjected to flash flood waters, which deteriorates the foundation of their homes. In collaboration with community partners, the Urban League has been able to assist in purchasing and distributing nearly 5,000 bottled waters to ensure that residents have safe water for drinking and cooking.

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The Urban League continues to be a staple in the community. Last year, the majority of the 100,000 clients that the Urban League served benefited mostly from safety net services which are food, clothing, rental and utility assistance programs.

## 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 Save Our Sons / Better Family Life Community Outreach Center.

## Food Pantry

The Urban League's food pantry operations in St. Louis City, St. Louis County and St. Clair County Division distributed food to over 30,000 residents in 2019. We continued to see an increase in large families in need of food with 25% more families of 5 or more being served than in the previous year. The League's ability to provide food baskets is attributed to partnerships with the St. Louis Area Food Bank, Operation Food Search, Schnucks, Aldi and Walmart, where food baskets are available at reduced or no cost to member agencies.

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# Annual Turkey Distribution

On November 26, the Urban League of Metropolitan St. Louis distributed over 2,000 free turkeys to needy area residents thanks to the support of TIAA Bank and Schnuck Markets.

The Urban League hosted the Annual Turkey Distribution in three separate locations, to reach as many communities as possible! St. Louis City - 935 North Vandeventer, St. Louis County - 8960 Jennings Station Rd. and St. Clair County - Clyde C. Jordan Senior Center at 6755 State Street.

“We are very thankful to TIAA Bank for agreeing to support the Turkey Giveaway, which has helped thousands of needy families to have Thanksgiving Dinner over the years,” said Michael P. McMillan, President and CEO of the Urban League of Metropolitan St. Louis.

“TIAA Bank is proud to support the communities in which we work and live,” said Joseph Hernandez, TIAA Bank senior vice president and CRA officer. “The Urban League of Metropolitan St. Louis is making a difference in so many lives and we’re honored to team up to make an even bigger impact.”



# Resident Leadership Training and Development

The Urban League Resident Leadership Training and Development is a community development program to build the capacity of the Federation of Block Units, a unique grassroots volunteer support auxiliary of the Urban League focused on assisting St. Louis residents to improve their neighborhoods and the quality of life through leadership training opportunities and to sustain neighborhood development.

The Resident Leadership and Training program empowers residents in St. Louis City with the knowledge, tools, strategies and commitment to make positive changes at the neighborhood level, increasing the quality of life to all residents that participate in the program. Working with the targeted population which includes the designated NRSA and Promise Zone areas, the Resident Leadership Training and Development program provided training to 186 participants who want to learn how to improve their community. Monthly training sessions focused on topics such as community leadership, crime prevention and safety, active transportation, financial empowerment, and healthy food systems.

Residents learned skills and best practices to address the issues that most affect their communities, and they worked alongside their neighbors to help improve quality of life where they live. This activity is financed (in part)(wholly) through an allocation of Community Development Block Grant funds from the Department of Housing and Urban Development and the City of St. Louis' Community Development Administration.



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## + Success Story

### Housing Assistance

Gerard Pleasant became an Urban League client after taking a First-Time Home Buyers class. After taking the course, Pleasant realized that he had the power to increase his chances of getting a higher pre-approval amount by improving his credit score. As a result, he scheduled and made his first Credit Counseling appointment on January 2, 2019. The staff pulled his credit report and did a thorough review of his financial health. Changes were made to consolidate his student loans. The Urban League helped to get his student loan payment down to an affordable rate. He started making payments to his creditors on time. Since Mr. Pleasant's goal was homeownership, he took the advice he received from class to buckle down on his spending and make temporary sacrifices to reach his goal.

Mr. Pleasant purchased his first home which includes three parcels of land on October 30, 2019.



- Processed 449 Norman Cash payments on behalf of Division of Children and Family Services families to help secure housing and stabilize families.
- Stabilized 30 Housing Advocacy clients to ensure a safe housing environment for their families. Urban League Client Bethany Keck received Housing Advocacy services from Urban League St. Clair County Housing Specialist Brittney Johnson.



## 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 flyers 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.

In addition installation/repair of wheelchair ramps, porches, stairs, minor concrete repair, and installation/repair of exterior/interior doors, storm doors and windows were also available to program clients.

# Housing Assistance

The Urban League Housing Department is a HUD-Approved Agency consisting of Certified Housing Counselors. The Housing Department provides individual and group counseling along with community partners 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. In 2019, the Urban League Housing Department served over 1,541 clients through mortgage services, homeownership, rent and utility assistance, financial planning classes and workshops.

The Urban League conducted bi-monthly homebuyer classes in its St. Clair County Outreach Center for first-time homebuyers.

In April 2019, the Urban League's Housing Department attended the Metropolitan St. Louis Equal Housing and Opportunity Council (EHOC's) Fair Housing Conference on Facing Segregation, Building Strategies in Every Neighborhood. The conference featured both local and national thought leaders on fair housing initiatives and community development. The information shared at the conference allowed us to take valuable information back to the communities we serve. The Urban League Housing Department also hosts the St. Louis Metropolitan Housing Task Force, which is comprised of multiple leaders from lending institutions, governmental agencies, community stakeholders and nonprofits. The Metropolitan St. Louis Equal Housing and Opportunity Council is also in partnership with the Urban League to provide free education on fair housing laws to program participants.

In August 2019 at the Urban Expo, the St. Louis Metropolitan Housing Task Force created a Homeownership Row, a collaboration of reaching out to inform the community about wealth building through homeownership. Additionally, the Homeownership Row provided the community with an interactive experience with community lenders, housing counselors, insurance agents and real estate professionals in a mock home that was constructed by Home Depot, Personal Touches by Jeanetta and McBride Furniture, which gave them a real interaction in a home setting. We also hosted a Financial Family Feud Game which engaged community members to compete against each other using FDIC's financial curriculum. Between the two events, the League provided services to over 300 community members, and awarded attendance prizes and gift cards every hour that weekend.

In addition to partnering with American Eagle Credit Union, Bank of America, Busey Bank, City of East St. Louis, Commerce Bank, Community Forward, Inc., Enterprise Bank & Trust, FCB Bank, FDIC, Haywood-Hoosman Realty, Home Depot, HUD, iHeart Radio, Midwest Bank Centre, Montgomery Bank, Regions Bank, Radio One, Sterling Bank, St. Louis Metro Realtors, US Bank and Wells Fargo, Worth Realty, the Urban League also served as a member of CIBC's Community Advisory Council to advise investments of \$3 billion for housing initiatives in the four Metropolitan areas of Chicago, Detroit, Milwaukee and St. Louis.

The Urban League received funding and grants to sponsor financial education and homebuyer courses from many various community partners.



In 2019, the Housing Department of the St. Clair County Urban League division conducted 12 First-Time Home Buyer Workshops to over 65 participants resulting in the purchase of 35 homes in the St. Clair County Region. The average home price was \$81,500 (highest purchase amount \$146,500 and lowest \$32,000). The economic impact of the new home purchases equal \$2.8 million dollars.



12.1%

Share of the US population that is African American

63.0% White  
4.6% Asian  
17.3% Hispanic



2.9%

Share of all conventional mortgage applications by African Americans

68.6% White  
7.1% Asian  
5.4% Hispanic



2.0%

Share of all successful mortgage applications by African Americans

73.4% White  
7.0% Asian  
4.5% Hispanic

Source: <https://blackdemographics.com/households/housing/>



CARESTL HEALTH SALUTES

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Monday, March 23, 2020



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For every adult and every child that is not counted in the Census, our state will lose \$1,300 in federal dollars each year.



Respond by phone,  
mail, or online at  
**2020Census.gov**

Powered by Missouri Foundation for Health



# 100 Neediest Cases

The Urban League serves nearly 1,000 low-income families through the United Way of Greater St. Louis/Post Dispatch 100 Neediest Cases Program.

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. The 100 Neediest Cases began in 1922 as an annual charitable campaign that selects 100 families and individuals during November and December, and has evolved to include thousands of families each year.

The sponsoring organizations and other charities absorb the administrative cost. Local organizations adopt individual cases, donate food, medications, household necessities, holiday presents, etc.

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# Community Mobile Health Unit

The Community Mobile Health Unit brings medical care to residents lacking basic health insurance coverage rather than waiting for them to seek care which may or may not happen, and if it does, may be dangerously delayed. Over 400 residents received health screenings in 2019.

The free services included blood pressure, diabetes, cholesterol, HIV screenings and flu shots.

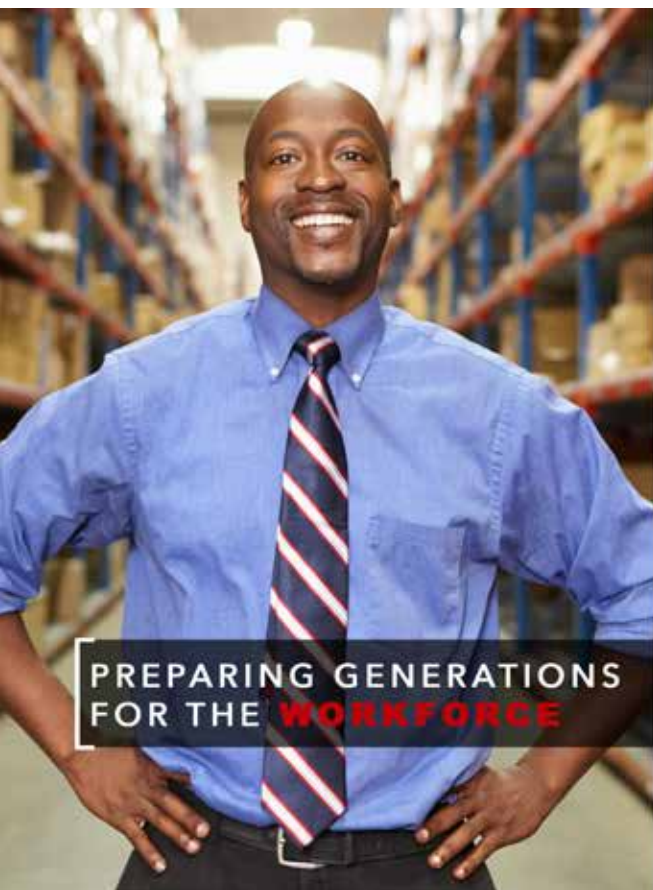


# Summer Electronic Benefit Transfer

# 98.8%

Impacting more than 4,600 children in the Ferguson/Florissant school district

The Urban League partners with the Area Resources for Community and Health Resources to administer the Summer Electronic Benefit Transfer for Children Program (SEBTC) that provides eligible Ferguson families with children access to healthy meals. Last year, the League’s assistance with the SEBTC food program resulted in an official redemption rate of 98.8%, impacting more than 4,600 children in the Ferguson/Florissant school district. It is estimated that eligible families in the Ferguson/Florissant school district redeemed approximately \$417,870 in food purchases with local vendors, including farmer’s markets.



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EMPOWERING COMMUNITIES | CHANGING LIVES

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**SAVE OUR SONS - ST. LOUIS COUNTY**  
Ferguson Community Empowerment Center  
9420 West Florissant Ave. - Ferguson, MO 63136

**314.528.5200**



**SAVE OUR SONS - ST. LOUIS CITY**  
North St. Louis Community Empowerment Center  
1330 Aubert Ave. - St. Louis, MO 63113

**314.626.9977**

# Urban Expo & Back To School Festival



**27,000**

*People attended the Urban Expo & Back to School Community Festival the largest event of its kind in the Region*

**37,000**

*Pairs of new shoes were given away plus free immunizations and health screenings.*

**10,000**

*Families received free backpacks filled with school supplies.*

The Urban Expo & Back to School Community Empowerment Festival is a program designed to educate, inspire, motivate and empower attendees. The Urban Expo was presented at America's Center on the weekend of August 9-11, 2019 by St. Louis Public Schools and The Urban League of Metropolitan St. Louis.

Once again, the event drew over 27,000 to rank as the largest event of its kind in the Region! The Urban Expo began on Friday, August 9 with a Career Fair & Hiring Event that drew hundreds of job seekers in four hours. The

event was presented courtesy of the Urban League Save Our Sons Program, the Regional Business Council and STLWorks.com with over 60 employers in attendance. In addition to jobs, the Save Our Sons program offered free dress shirts and ties to the individuals in attendance at the job fair.

The Urban Expo & Back to School Festival began on Saturday, August 10 with a ribbon-cutting that featured exciting pageantry from the St. Louis Public Schools High School Cheerleaders and the St. Boogie Brass Band leading thousands of attendees into the

Expo's festive atmosphere. Thousands of families attended the Urban Expo to receive 10,000 free backpacks filled with school supplies, free haircuts and manicures and free food, courtesy of St. Louis Public Schools and the Urban League. Over 37,000 pairs of shoes were distributed to students and their families. In addition, the Urban Expo Concert Series featured Dirty Muggs and El DeBarge on Saturday and Grammy Winners Yolanda Adams and Dorinda Clark Cole on Sunday!

The Bayer Health Fair offered Urban Expo Attendees access to FREE Back to School Physicals and Immunizations; free vision, dental, hearing, cholesterol, glucose, A1C, and blood pressure testing, lead paint testing, communicable disease, flu shots plus preventive education that leads to good health. Services were provided by BJC HealthCare, Siteman Cancer Center, Barnes Jewish Hospital, Aetna, Mid-America Transplant Services, Schnucks, Eli Lilly, St. Louis City Department of Health and Affinia Healthcare.

The Urban Expo featured three outstanding Educational Pavilions which included the Urban League Experience, the Homeownership Experience and the Family Feud Financial Literacy Pavilion. These interactive experiences were designed to expose Urban Expo attendees to the many life-changing resources that the Urban League of Metropolitan St. Louis and collaborative partners consistently provide to over 100,000 clients each year.



# Let's continue to shape the future

Lathrop GPM is proud to support the Urban League of Metropolitan St. Louis and its commitment to empower African Americans and others in the community.

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or call 314.333.4170



# Senior Empowerment Series

Empowerment Forums were held at Heritage House, Metropolitan Village and Mt. Zion Apartments, three local senior citizens centers. The forums featured presentations on senior services, transportation, health and wellness. Lunch, gifts and clothing giveaways were also provided to the residents.

The Urban League Senior Empowerment Series Forums are held each year at local senior citizens centers. Target Corporation, Aetna, Charles Lowenhaupt, Don Brown, Dierbergs, Panera Bread, Jim Shaughnessy, Saint Louis University, St. Louis Auto Dealers Association, Marriott St. Louis Grand Hotel, St. Louis Area Agency on Aging, Metro and At Home Care are the sponsors for this year's forums.

In addition to the forums, the Urban League adopted hundreds of the 100 Neediest Cases families in partnership with the United Way of Greater St. Louis and Citi. Their assistance provided food, clothing, toys, toiletries and medication to those who were most in need in the St. Louis community.

“We are excited to partner with our sponsors to provide valuable information and holiday cheer to our local senior citizens and needy residents,” said Michael P. McMillan, President and CEO of the Urban League of Metropolitan St. Louis, Inc.



# We support visions for our future.



We're committed to the programs and organizations that work to enrich the quality of life for everyone in our community. By sharing the goal of molding leaders through education and community support, their vision and energy will create a better future for us all.

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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.

### CONTENT

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# Employment Services



The Employment Services division provides free occupational services to the public. Through the job-readiness program the Urban League provides resume preparation, interview training, online job search and job search assistance, job referrals and placement, case management and post-placement follow-up. Urban League clients are then able to utilize the skills they learn through the program when they attend job fairs and interviews.

## St. Clair County Employment Services

The Urban League's St. Clair County Employment department helped approximately 112 individuals successfully find jobs in 2019. The average hourly starting rate of these clients was \$11.53 per hour.

An additional 786 residents were given the opportunity to find jobs through five hiring events and an Employment Bootcamp for Homeless Individuals hosted by the division. The Employment Bootcamp featured an intense week of career planning, resume writing, team building, leadership development, mock interviews, social media etiquette, communication skills, conflict resolution, internal and external customer service skills and soft skills training. At the end of the boot camp, the participants were dressed for success and presented before employers ready to help restart their work life!

## + Success Story

### Prop S Program

Cheyenne D. is a Virtual student who attends Roosevelt High School. Cheyenne was a very shy student when she entered the program. She would often sit next to Dakota I., another virtual student in the program. In the Job Readiness class, Cheyenne would sit and smile, relying on Dakota to answer for her. After many sessions, Cheyenne began to engage in the discussions. She asked questions and was willing to lead the group in real life scenarios involving situations that might arise on the job. When Cheyenne and Dakota entered the workforce at Harris Stowe AT&T Library and Technology Resource Center, they displayed the confidence needed to be successful. Upon completing their work program, Cheyenne and Dakota's supervisor stated, "They have been exemplary employees. They reported to work on time, performed their duties with intelligence, common sense and efficiency, and were always friendly and helpful to other staff and student assistants. They would be an excellent addition to any staff." The supervisor stated that if there was money in her budget, she would hire Cheyenne and Dakota as full-time employees.

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# Workforce Innovation & Opportunity Act (WIOA)

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Workforce Innovation Opportunity Act (WIOA) In-School Youth program in partnership with St. Louis Community College Plant and Life Science program exposed area youth to biotechnology, chemistry, forensics and plant science during a week long Life Science Summer Camp held at the laboratories at Bio Research and Development Growth (BRDG) Park.

Additional partnerships with St. Louis County Department of Human Services and St. Louis Community College and an additional seven area youth enrolled in the Life Science Laboratory Assistant Program with St. Louis Community College. Students will learn how to master basic lab techniques and methods used in life science research and development laboratories such as pipetting, DNA extraction, polymerase chain reaction, centrifugation and more. These students will complete the program in the Summer of 2020 with a Life Science Laboratory Assistant Certificate of Specialization. Classes are taught at the state-of-art Bio-Research and Development Growth (BEDG) Park at the Danforth Plant Science Center.



# PROP S PROGRAM

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The Urban League in partnership with St. Louis Public School administered the Prop S Program to 20 at-risk students. To decrease the rate of violence, these students were provided with job readiness training in conjunction with completing their high school diploma. Students gained work experience for 100 hours at \$10.00 per hour.

# Project EmPOWER Job-Readiness Training Program / Starbucks



In this era of global employment competition, the Urban League Youth Workforce Development division believes it is paramount that members of our community be aptly equipped to achieve their professional goals. The Café Opportunity grant, which is funded by The Starbucks Foundation, assists us in offering the “Project EmPOWER” Job-Readiness Training Program.

Through this program, teens and young adults in the St. Louis area are afforded the chance to gain extensive job-readiness training, preparing them to enter the workforce and maintain employment. By infusing a Starbucks designed curriculum with the League’s collaborative Workforce Development model, along with a healthy dose of life application, staff delivered quality job-readiness training that guided participants in developing and maintaining the following “power” skills: constructive and effective communication, teamwork and relationship management, quality customer service, problem solving, presentation and company image, cash-handling, workplace attire and grooming, and personal and professional branding.

The program also includes engaging activities focused on life skills necessary for workplace success such as effective and objective listening, empathy, ethics, and a professional social media presence. Participants also receives resume building services and financial literacy information.

In 2019, 66 students matriculated through this program. Classes were held at the Ferguson Starbucks Training Center and the Ferguson Community Empowerment Center. Participants completed career interest surveys to assist them in determining the type of employment most suitable for them according to their needs and skill sets. Graduates of the program are indeed equipped for entry-level employment.



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The Salvation Army offers comprehensive human service programming to help those most in need without discrimination at 38 locations throughout metropolitan St. Louis region and southern Illinois. Among them, the Ferguson Community Empowerment Center is a shared partnership of the mission that stands as a symbol of hope on the front lines of restoration and change in our communities.

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## + Success Story

### SKILLUP

Ms. Dominique Morris joined the SkillUP program in March 2019, with hopes of obtaining assistance with becoming a productive member of the St. Louis region's workforce. At the time, the 23-year-old single mother of 1 was in her senior year at Lindenwood University's Healthcare Management program. Her home life was very unstable, and outside of her SNAP benefits, she had no means of meeting basic needs for herself and her infant daughter. The Urban League's case management and job development teams worked with Dominique to first address her varying barriers, and then to instill in her a greater level of confidence.

As Dominique was prepared for suitable employment, Skill Up staff spent time getting to know her better. She told staff of her hopes of completing nursing school in the future, and that she desires a more stable environment for her daughter.

Dominique has a key trait that has helped her get to where she is today – fortitude. During her initial intake, she was tasked with listing her employment goals. No one held her more accountable for achieving those goals than she did. She was receptive to all of the job-readiness tasks and genuine advice she received as a SkillUP enrollee, and it paid off in a big way. A few days before her graduation from Lindenwood University, Dominique landed her first healthcare position! She was hired as an EKG Technician at Mercy Hospital. A month later, she applied (and was hired) for a 2nd position at the hospital – Patient Care Technician.

As of August 2019, Dominique is a pre-nursing student at Saint Louis Community College! Dominique knew the road wouldn't be easy, but she continues to endure and stay the course. The UL/SkillUP team is extremely proud of her, and we look forward to her future success.



### **Dominique Morris**

ARCHS/Urban  
League SkillUP  
Participant since  
March 2019

Current Employer:  
Mercy Hospital Saint  
Louis

# SkillUp Job Training

The Urban League, in partnership with Area Resources for Community and Human Services (ARCHS) provides job skills training and job search assistance to North County SNAP recipients who have goals to achieve self-sufficiency. The Urban League provides personalized services and resource referrals to clients, which ensures that their various needs are met.

Because it is often difficult for job seekers to land interviews and secure jobs on their own, the Urban League's SkillUP Team works hard to remove this barrier to employment. The League offers a host of supportive services to clients while they are seeking and after they secure gainful employment, which include assistance with transportation, utilities, interview attire, work supplies/uniforms, and more! In addition, SkillUp staff also rely on longstanding relationships with several community partner agencies in the region to "fill the gaps" of services that meet the clients' needs.

Since the program's inception in early 2019, over 100 voluntary SNAP recipients were enrolled in the North County Region.



70% of the average  
households served have more  
than four dependents and  
under 25K annual income.



## SLATE Summer Job League

The Missouri Summer Job League program is a workforce placement program that helps emerging workers (ages 14-24) learn workplace skills and connect with area businesses. Youth gain real-world work experience while earning a paycheck, and supporting businesses access high-quality candidates at NO cost!

The Urban League of Metro St. Louis has partnered with St. Louis Agency on Training and Employment (SLATE) to provide meaningful employment training and experience to low- to moderate-income youth and young adults in St. Louis City. In 2019, we provided 67 participants with a platform to build good work habits and job skills, in order to add to their career success.

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# Financial Literacy

The Urban League Financial Literacy Training program is designed to educate participants to make smart money management decisions. Participants in the program are taught to:

- Manage Household Budgets
- Checking and Savings Account Management
- Understand Credit Reports
- Improve Negative Credit Ratings
- Recognize the Signs of Predatory Lending

Nearly 100 registrants participated in an all-day Metro East Financial Empowerment Conference (MEFEC) where they took classes to prepare for Homeownership, Investments, Insurance and Estate Planning, Entrepreneurship and Financial Goal Setting. The conference was coupled along with a community and banking resource fair where participants could learn about opportunities through First Bank, Commerce Bank, FCB Bank, Central Bank of St. Louis, Prosperity Connection, Farmers Insurance & Financial Services, Haywood Hoosman Realty and Biz By Faith, Inc.

The outcomes from the event were the following:

- There was a 2% increase of knowledge in Financial Planning based on the pre-test class average of 92% to the post-test class average of 94%.
- There was an 18% increase of knowledge in understanding Credit based on the pre-test class average of 79% to the post-test class average of 93%.
- Successfully executed the ASSET matched savings program. Clients engaged in a weekly financial lesson for 5 weeks and opened savings accounts to save towards tuition, car repairs, deposits, childcare, 529 accounts and more. Upon successful completion of the class and regular deposits, their savings were matched 3:1 to help ensure the reaching of their goal.



Urban League Client Rhonda Asset receives a free gift card at the conference.



## + Success Story

### Transition For Change

Jonathan Clark was referred to Transition of Change Employment and soon after his car went down. The car had several mechanical problems that needed repair and being unemployed, he did not have the funds to make the necessary repairs. He lived in St. Peters where Metro bus does not service, so it was difficult for him to get to our offices. Clark made several appointments with the case manager and did not show up. He stated that his transportation would always let him know at the last moment that they had an emergency come up. This went on for quite a while.

It is a policy of the program that after four cancellations or no shows, one is referred to the Project Manager. The Project Manager made several calls before speaking with Clark. Upon speaking with Clark and learning of his barriers with transportation with his car and public transportation, it was decided to work with him virtually.

The intake packet was emailed and returned to the Urban League once completed. Once his resume was received, Transition for Change staff completed the workforce development training over the phone. Clark was then encouraged to apply with UPS for a delivery driver position because UPS will pick up their employees for that position. Mr. Clark also had a lot of furniture delivery experience and was encouraged to apply with U-Haul in St. Peters. Within five days, Clark received both jobs through the Transition for Change program.

# Business Training Center

Computer literacy training is a critically needed resource in low-income communities. The Business Training Center offers courses directly linked to the Employment department and uses software that helps clients assess their computer skills for job-readiness.

Computer access and training help clients become better prepared for preferred employment and/or increased job earnings.

The Urban League Business Training Center provides services at three sites across the bi-state area: St. Louis City, St. Louis County and St. Clair County, Illinois.

#### SERVICES INCLUDE:

- Testing, assessment and training in administrative and computer skills.
- Access to and increased familiarity with computers.

In 2019, the Urban League of Metropolitan St. Louis Business Training Center continued to provide technical, soft skills and other training to our clients in St. Louis and surrounding communities. Classes offered included 14 Basic Computer classes, 3 Advanced Computer classes, and 11 Resume Writing sessions. In keeping with its commitment to take the training out into the community, the Business Training Center provided classes at several remote locations in addition to its in-house centers in St. Louis City, St. Louis County and St. Clair County.



## Save Our Sons

The Urban League Save Our Sons (SOS) program helps unemployed and underemployed African American and other men in the Saint Louis region find gainful employment and earn livable wages. Since its inception in January 2015, the Urban League has assisted over 850 men through the Save Our Sons employment program.

On January 21, 2019, the Urban League opened the North Side Community Empowerment Center in partnership with Better Family Life on 1330 Aubert with hundreds in attendance. Last year, nearly 350 men received jobs through the St. Louis City and St. Louis County Save Our Sons divisions. These jobs have allowed previously disadvantaged men to increase the quality of life for themselves and their families.

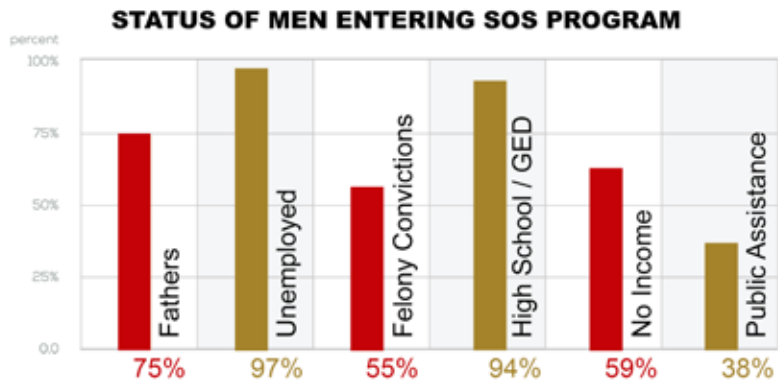
On August 26, SOS launched its inaugural cohort at the Alcoa Correctional Center with 12 participants. National Urban League President Marc Morial and UL CEO Michael McMillan attended the opening session, which will be featured in a documentary film. The Department of Corrections partnered with the Urban League of Metropolitan St. Louis to have inmates participate in the Save Our Sons program. The 12 were nearing release and received two weeks of intensive employment readiness, life skills and cognitive training before re-entering society and accessing Urban League resources and programs in the community afterward to continue to make them successful in their new lives. The Cohort was successfully completed in October.

On October 10, the Save Our Sons City Division increased its office space to expand the Urban Closet, where free career clothing is distributed,

and added an additional classroom for the participants.

SOS specializes in intentional target hiring where client needs are matched to an employer’s qualifications. Specific SOS participants are then invited to targeted hiring fairs that are a perfect fit for their qualifications. This allows for clients to build the necessary confidence to obtain the best possible positions.

Through established relationships with businesses and local companies, over 1,500 men received job-related information and employer access. This goal was accomplished by scheduling direct hiring fairs with St. Louis University Hospital, Barnes-Jewish Hospital, Missouri Department of Transportation, Bi-State, Sysco, Embassy Suites Hotel, Coca-Cola, Vijon, Green Clean, St. Louis Housing Authority, St. Louis Public Schools, etc.



### PARTNERSHIPS

- A pilot project created by Save Our Sons and BJC HealthCare called “Options to Opportunities” which provides applicants the opportunity to obtain employment as a patient transporter to men who have little or no employment history and/or background issues.
- Partnerships with St. Louis Public Schools & Excel Center to help SOS clients have opportunities to obtain their high school diploma.
- A partnership with Cardinal Ritter College Prep a Private High School in which the Urban League will offer a full scholarship to a young male living within the zone.
- SOS has recently been adopted by Brooks Brothers. This adoption allows the League to dress the SOS participants for success.
- Partnership with Job Corps to make available 25 scholarships for students to be dually enrolled in Job Corps and post-secondary education.

853

Men placed in part-time or full-time employment.

386


Men received dress shirts, full suits with dress shoes.

225

Have enrolled in advanced Urban League soft skill training programs.

In 2019, nearly 500 men attended Job-Readiness Workshops and received comprehensive individual job counseling with a Save Our Sons Job Developer. During these workshops, participants were provided with tips on interviewing, researching a company, questions to ask during an interview and knowing your strengths and weaknesses.








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- Yard Signs
- Web Design & Development



## + Success Story

### Save Our Sons

Bradley Cobb is a 35-year-old single father of two daughters from the Vinita Park area of St. Louis County and a recent graduate of the First Cohort of the Save Our Sons which was held at the Algoa Correctional Center. Cobb was an exceptional student with excellent class participation in group activities. He expressed that he would love to give back to the community by making his own personal testimony a means to get others who battle addiction the opportunity to successfully abstain from the self-destructive behavior which led him astray when he was a teenager. He first started using illegal substances at the age of 12.

Although he had a strong family presence and support system, it still wasn't enough to keep the lure of the raw street-life from attracting him and leading him down a path of crime. Even though he was academically sound

enough to graduate from Ladue-Horton Watkins High School; shortly afterwards, he ended up going to prison at the age of 19. Because of his addiction to street drugs he gained 24 felony counts ranging from robbery to possession. In total, he has collectively spent over 13 years of his adult life in prison. He states that his life was changed for the better once he was introduced to the Urban League's SOS program. Today he holds two jobs: one earning \$12 hourly as a banquet chef and \$13 per hour as a line cook at the Post Bar & Grill. He is also working towards getting certified as a peer specialist and from there he plans to become a substance abuse counselor. Cobb wants to be a positive role model for his children and provide a stable lifestyle for his family. He vows to never become incarcerated again, and now believes that the sky is the limit. Save Our Sons salutes Bradley Cobb for his newfound success!

## + Success Story

### Transition For Change

Terrell Bowles came to Transition for Change Employment Services seeking employment. He was working a temporary job and was not able to keep up with child support payments. The amount he owed left him with not enough money to pay rent or purchase food. Bowles often visited the Urban League office after work and while on vacation looking for better opportunities. One afternoon, he came to the office very anxious because he just learned that he was in contempt of court. He'd previously served time for not being able to pay child support and this would be yet another barrier to overcome. He brought in the paperwork for advice on what could be done. He expressed that he very much wanted to pay his child support and did not want to go to jail again.

Urban League staff immediately contacted the Division of Child Support to provide case management services to assist Bowles in avoiding jail time. After his consultation, he agreed to pay the amount requested and was able to avoid going to jail for contempt, due to child support arrears. Bowles left the building out of frustration and

we had to catch him on the parking lot and bring him back into the office so that he could apply for a new opportunity. Bowles agreed, after taking a few deep breaths. Transition for Change staff then called a recruiter from Synergies Staffing to setup an interview for the following day! Bowles interviewed and received a job as a Packaging Operator at \$14.00 hour, with as much overtime as he needs.

Bowles stops by the office periodically just to express his happiness with his new employment.





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# TRANSITION FOR CHANGE

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Transition for Change is designed to serve fathers that have children and individuals that have child support cases. Some of the Urban League's Transition clients are currently incarcerated within the Southeast Missouri Correctional Center. Urban League staff serve these individuals while in prison in order to prepare them for the workplace upon release. Staff also presents video workshops within the prison weekly with trainings that include communication, life skills, job-readiness and financial literacy. This empowers our clients in prison for success and helps in the fight against recidivism. All clients receive training and are assigned a case manager who provides individual assessments and services. The Job Developer establishes partnerships with employers throughout the region that provide sustainable wage employment and good benefits.

Transition for Change staff also help clients with child support cases who have been referred by the St. Louis County Courts with employment and small business training services. Supportive services such as gas cards and bus tickets are also given to assist participants with transportation issues and wrap-around programs to help with food, utility and rental assistance. Our participants have a minimum of 90 days from enrollment to obtain full-time or part-time employment. Transition for Change



provides presentations to other agencies to promote the services within our community.

In 2019, Transition for Change hosted a three-day Ex-Felony Bootcamp, which served 350 people each day providing job-readiness training and on-site hiring. The Urban League thanks Maryville University Nursing School for volunteering for three days to assist with this major life changing event for the participants!

In addition, Transition for Change continues to host hiring events and bootcamps to present participants with great opportunities and personal time with recruiters assisting them with interviewing skills and possibly hiring them right on the spot.

The Urban League Transition for Change Employment staff operates in St. Louis City and County with clients throughout the St. Louis Metropolitan region, including St. Charles.



### **MORE THAN A SPOON. A SYMBOL OF DEDICATION.**

Thank you for joining us for Urban League of Metropolitan St. Louis's Annual Dinner. We are proud to support them as they continue to empower those in our community to secure economic self-reliance, social equality and civil rights



The Urban League Head Start provides **QUALITY EARLY CHILDHOOD EDUCATION** and other services for qualifying families of children six-weeks to five years of age.

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- Children with Disabilities Welcome -



No Transportation Provided | Funding is provided by the U.S. Department of Health and Human Services/Office of Head Start

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diploma. The services include academics through virtual learning, soft skills training, mentorship and Work-Based Learning Experience (paid internships).

This is a year-round program. Students will spend their summer in paid work-based learning experiences to obtain specific skills and credentials while earning a wage. This is especially important for disadvantaged individuals with immediate financial needs but impending plans. During the internship, students will start earning wages on their first day of work and earn better wages as they develop skills.

The dual program between a school district and a nonprofit helps the students to benefit from both ends in order to progress in life at a faster speed. This collaboration will implement the appropriate 21st Century soft skills needed by youth that will make them marketable for today's workforce. The students will develop skills such as work ethics, communication/ interpersonal skills, critical thinking/problem solving skills, team work/collaboration, resume writing & interviewing skills, as well as ability to interact with different cultures, receiving knowledge about various businesses and industries before participating in a work-based learning experience as paid internship. The Youth Development Collaboration will reduce crime in the city of St. Louis by implementing a career readiness pathways program.

## Anti-Crime Initiative

The Safety Net for Youth Initiative is a joint partnership between the Urban League of Metropolitan St. Louis and the St. Louis Public Schools to provide blended services to youth at risk between the ages of 16 – 21. The students participating in the program are recruited from the five St. Louis Public Schools Virtual School Program sites (Vashon, Sumner, Gateway STEM, Roosevelt and Dropout Prevention Site). These students are both males and females who currently meet the guidelines for free and reduced lunch which indicates that they come from families with low socio-economic household incomes.

These students are classified as full-time students who were on the St. Louis Public School District's dropout list and were given the option to return to school to get the required 24 credits to graduate as high school students with a St. Louis Public Schools



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*102<sup>nd</sup>  
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# Save Our Sisters

Urban League Save Our Sisters is a holistic wraparound service which provides inspiration and support that propels women to harness their power and shift into their most empowered state of being. Save Our Sisters holds workshops monthly on Saturdays.

The Saturday workshop sessions provide an opportunity for women to draw from the wisdom and collective experience of professional mentors and their peers. In 2019, 425 women attended the monthly workshops and 6,364 connected virtually. The Urban League understands the importance of women's roles in our community and seeks to strengthen and support this very vital client population. During the workshops, the women are given the opportunity to build relationships and share different opportunities with the group. Last year's workshops included wealth-building, leadership, self-care, self-defense, self-exploration, mental health, stress management, setting boundaries, business plan development, painting, DIY projects and more. The workshops are based on feedback from women expressing areas of interest and desired development. Participants attending the sessions are given the opportunity to give input on the direction of the program. There is also an entrepreneurship track for women interested in becoming business owners.



The Save Our Sisters Empowerment Summit is the ultimate one-day power packed professional and personal development conference for women that features national and local speakers sharing inspirational stories and leading workshops on the issues that matter most to women, including leadership, women's overall health, entrepreneurship and more! The 2019 One-day Save Our Sisters Empowerment Summit - Wake Up Your Dream provided an opportunity for nearly 200 women to draw from the wisdom and collected experience of professional mentors and their peers that they may not normally have the opportunity to experience if not for the Summit. Women in attendance were ready to reach, expand, increase, build and explore the essence of their being. Women were Inspired and equipped by like-minded women who provided them with resources and connected them with mentors.

The Save Our Sisters Empowerment Summit included ten nationally-known and local speakers and nine classes focusing on entrepreneurship, leadership and women's overall health in an atmosphere for women to thrive. Each room was filled to capacity. The speakers provided the experience and expertise to enlighten and empower women to put actions to their dreams. Pam Chatman, of the Coca-Cola 20 by 20 Initiative, Lisa





Price, founder of Carol's Daughter, and Melody Spann Cooper, President of Midway Broadcasting Corporation and author, provided inspiration to "Wake Up Your Dream." Workshop Speakers featured local women business owners, doctors, managers and public safety officials. The day was also a time for pampering and relationship building. Save Our Sisters is a journey to transformation to live your best life.

LaToya Carey, participant from Save Our Sisters stated: "Save Our Sisters has given me an opportunity to network with other ladies. I am a single mother of three and was looking for an outlet for myself.

I needed to find something for myself and really did not know what I was looking for. Save Our Sisters gave me an opportunity to fill up my cup, because I was always operating on fumes and had not realized it."

Save Our Sisters is sponsored by Country Financial, Maryville University, Impact Strategies, Savvy Coders, Regency Enterprises Services, LLC and Officer Funeral Home.



LaToya Carey, participant from Save Our Sisters



# Weatherization

The Urban League of Metropolitan St. Louis Weatherization Assistance Program (WAP) provides cost-effective, energy-savings to St. Louis city residents. Measures installed through the program greatly aid in creating health and safety benefits for many families. Studies conducted by the U.S. Department of Energy concluded, on average, homes that are weatherized save \$283 per year on their utility expenses. Ameren Missouri conducted a study on the utility usage of homes weatherized pre- and post-weatherization. The study showed an average

savings of 12% per weatherized home. The weatherization program not only benefits St. Louis city residents directly through lowered utility expenses but the program also aids in supporting the job infrastructure for the region and provides a stable platform for additional investments in energy efficiency.

Over the last four years, the Urban League Weatherization Program serviced an average of 120 homes annually. There are several benefits to those homeowners as well as countless others serviced through the program. Each year, communities across

the country mark October 30 as National Weatherization Day. Weatherization Day is an opportunity to highlight the impact of the Weatherization Assistance Program. The 2019 Weatherization Day included a post-weatherization workshop for those 120 program participants. It provided education on how to increase their savings post-weatherization. Home energy profiles were created and residents were taught how to operate a programmable thermostat, maintain their heating/cooling systems and other new equipment installed in their homes through the program.

Weatherization Day also included landlord orientation and an open-intake session for the community. The program also included an appearance from Dr. Energy, who educates the youth on how to help their families conserve their energy usages. Guest speakers included presentations from the St. Louis City Fire Department on fire and carbon monoxide safety, Ameren on utility programs and services, Housing Department on home repair, refinance, mortgage/rental assistance opportunities, and other neighborhood and community safety resources.

The Weatherization Department, through continuous outreach efforts, strives to equip St. Louis city residents with increased knowledge of how to manage their energy consumption. The Urban League would like to thank the Division of Natural Resources Division of Energy (Weatherization), Missouri Department of Social Services (LIHEAP), Ameren (Ameren WX Outreach, charitable fund), Spire (Weatherization), City of St. Louis (EEWAP) and countless others for their continuous support.



urban league  
**FEDERATION OF  
BLOCK UNITS**



Founded in 1932, the Federation of Block Units is a non-partisan organization made up of a unified body of Block Units and Area Councils seeking to improve the quality of life of its members.

The Federation of Block Units operates as a cooperative, self-help organization for home and neighborhood improvement projects, promoting communication and cooperation among residents of the block.

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# Civil Rights & Advocacy

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## 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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# Advocacy



Jamie Dennis, Urban League Save Our Sons Director of St. Louis County Operations, and SOS Graduate Bradley Cobb recently testified before the Missouri General Assembly on behalf of State Senator Jamilah Nasheed's Senate Bill 542, also known as the Missouri Restoration of Voting Rights Act to the Senate's Judiciary and Civil and Criminal Jurisprudence Committee. Senate Bill 542 seeks to restore voting rights to individuals convicted of a non-violent felony and who are on probation and parole in Missouri, by removing the barrier on these individuals from voting.

Cobbs is a former inmate of the Algoa Correctional Center who participated in the in-house SOS program in October. Since his release, Cobb has obtained two jobs thanks to the SOS program.



The Honorable Nancy Pelosi, Speaker of the House of Representatives, and Congressman Lacy Clay hosted an official press conference on March 18 at the Urban League Ferguson Community Empowerment Center to introduce the Voting Rights Advancement Act of 2019 to the public.

The Voting Rights Advancement Act of 2019 responds to current conditions in voting today by restoring the full protections of the original bi-partisan Voting Rights Act of 1965, which was last reauthorized by Congress in 2006 and later gutted by the Supreme Court in 2013.



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# Urban League Guild

The Urban League Guild of Metropolitan St. Louis 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 ambassador for the St. Louis affiliate and the National Council of Urban League Guilds. The Guild promotes the Urban League's efforts to empowering African-Americans and others throughout the region securing economic self-reliance, social equality and civil rights.

The mission of the National Council of Urban League Guild is to stimulate, develop and promote volunteer participation and leadership within the local Urban League Guild in consistency with the goals and objective of the local affiliates. The Guild was established to support the local Urban League and its programs through four basic program functions:

- Fundraising
- Community Service
- Public Relations
- Leadership Development for Guild members

In 2019, the Urban League Guild co-sponsored the Salute to Women in Leadership, which honored 16 distinguished women from various professional and civic categories. Jenifer Lewis, Regina Belle and BernNadette Stanis were honored with Lifetime Achievement Awards for their contributions to the national and international community. At the Salute, Guilder Rose Mary Johnson, a retired educator from St. Louis Public Schools and former Master Sergeant from the United Army Reserves, was honored for her many contributions and dedicated service to the Guild.

The Guild Health Fair was held on May 18 at the O'Fallon Rec Center, featuring exhibits and gifts from Total Body Beautiful, the Black Nurses Association, Care STL, St. Louis City and County Department of Health, Kim's Herbs & Detox, My Blooming Health Lab, Proficient Chiropractic and fitness classes.



2019-2020 Urban League Guild of Metropolitan St. Louis, Inc.  
Officers

President – Marlene E. Davis

Vice President – Hyland Stuart

2nd Vice President – Karen Thomas Stuart

Parliamentarian & Recording Secretary – Nakischa Joseph

Treasurer – Donna Joseph

Financial Secretary – Linda Ford

Corresponding Secretary – Judy Tyler

Chaplain – Rev. Edmund Lowe

Historian – Wendy Wright

Members-At-Large – Barbara Pepper, Simone Smith and Shirlyn Myles

Staff Liaison – Kathi Hadley

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SaveOurSisters@UrbanLeague-stl.org

(Participants must be 18yrs or older and a resident of the St. Louis Region)



# Federation of Block Units



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. The Federation is the oldest self-help grassroots organization in the St. Louis area. The Federation is committed to improving & stabilizing neighborhoods through: 1. Education & Youth Services 2. Senior Services 3. Housing & Crime Prevention 4. General support for the Federation of Block Units and the Urban League programs and most importantly, 5. Civic Engagement and Advocacy.

New and existing partnerships were very key in 2019 for the Federation of Block Units (Urban League of Metropolitan St. Louis) in the area of Civil Rights. Community Engagement took an approach that focused on community growth through the uplift and engagement within Chief Hayden's Rectangle. The Federation worked to have direct affect in this high crime area. Now that we have successful engaged that community the Federation would like to assist the Urban League in helping those individuals utilize the 45 different programs to create transformative change in the lives of those in that demographic. The right to life, to success and to opportunity for prosperity should be provided to all.

Federation of Block Units under the leadership of President Kristina Hazley, wants to continue to remain accessible to the growing and developing millennial advocate community. The more that they engage this community and position themselves as allies, the larger the Urban League's reach will be, while being conscious and respectful of internal resources.



## 2019 Federation of Block Units

### Highlights

- The 87th Anniversary and Annual Delegate Assembly Meeting –held at the Sheldon Concert Hall featuring 21st Ward Alderperson John C. Muhammad, several Banking Partners, and the Several Housing and Real Estate Professionals
- Voter Registration Drives
- Celebration of Kwanzaa
- Several Neighborhood Clean Ups
- Improved Relationships with Neighborhoods Re-Establishing presence as change Agents
- Held Neighborhood Leadership Trainings throughout the Year
- Established South City Block Units and a South City Area Council

### 2019 Federation Board of Directors

Ruth Clerkley  
Jessie Frenchie  
Jean Gant  
Louise Griffin  
Patty Hofer  
Erin O’Rally  
Richard Savin  
Craig Schmid  
Linda Simms  
Francine Strain  
Valarie Summers  
Barbara Thompson  
Glenda Thornton  
Brenda Williams  
Theresa Wilkins  
Etta Willams

### 2019 Federation of Block Units Officers

President - Kristina L. Hazley  
1st Vice President - Lovey Davis  
2nd Vice President - Dee Brown  
3rd Vice President - Ralph Tidwell  
Treasurer - Manyika McCoy  
Financial Secretary - Mary Davis  
Correspondence Secretary - Ronn Smith  
Recording Secretary - Vacant  
Parliamentarian - Amanda Davis  
Chaplain - Edmund Lowe



## NULITES / Project Ready

NULITES, or National Urban League Incentives to Excel and Succeed, is a youth advocacy program started by the National Urban League Youth & Education Division in the Fall of 1989. The mission of this program is to strengthen the academic and social development of African-American and other youth of color to reduce disparities in education through awareness, policy and research, advocacy and mobilization. The Urban League of Metropolitan St. Louis began its chapter in 2006.

In 2015, via funding received by the National Urban League, the NULITES added Project Ready, a signature program of the National Urban League, – a set of evidence-based standards plus practical tools specially designed for and unique to the UL movement, for the purpose of getting African American and other urban youth ready for college, work and life.

Project Ready STEM (Science, Technology, Engineering and Mathematics) for high school students designed to ensure that urban students have the necessary supports and opportunities available to them to succeed in STEM-related courses, and exposing students to STEM-related careers.

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- \$0** 2 oral exams, 2 cleanings, 1 dental X-ray, 1 fluoride treatment every year. \$2,600 allowance for comprehensive dental services every year.
- \$0** Up to \$1,440 to spend on health care items every year
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# Urban League Young Professionals (ULYP-STL)

The Urban League Young Professionals of Metropolitan St. Louis (ULYP-STL) is an auxiliary of the Urban League of Metropolitan St. Louis. It has over 100 young diverse leaders who offer their time, energy and talents to improve the quality of life for residents throughout the metropolitan area and help further the local Urban League Movement. ULYP consists primarily of African-Americans ages 21-40 from all walks of life and professions who believe in the mission of the Urban League.

In the wake of the growing needs for our community, the young professionals work diligently to partner with many local organizations to help stabilize our neighborhoods. The Young Professionals empower people to advocate.

The Urban League Young Professionals of Metropolitan St. Louis has been recognized as the Central Region Chapter of Excellence for four years (2009, 2011, 2012 and 2014) at the National Urban League Conference.

Personal/Professional Development Seminars are incorporated into each Young Professional meeting. The Young Professional's signature programs include the Urban Renaissance Gala, the Young Blacks Give Back Community Service Campaign and the Annual Toy Drive and Holiday Party.

For more information about the Young Professionals, please visit [www.ulyp-stl.org](http://www.ulyp-stl.org) or email [membership@ulyp-stl.org](mailto:membership@ulyp-stl.org).



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# URBAN LEAGUE COMMUNICATIONS & SOCIAL MEDIA



→ Website



→ Roi

# Communications Department

Urban League Communications is primarily responsible for directing media relations, marketing, advertising and the promotion of all agency events and services. The Communications Department's advertising, public relations and cause marketing efforts are sponsored by KSDK Channel 5 On Your Side and the Tegna Foundation. The St. Louis American, Post-Dispatch, Town & Style, IHeartMedia, KMOV-TV 4, KTVI-Fox 2, KETC Channel 9, Charter Cable, Radio One, Gazelle, Delux Magazine and the Ladue News also continue to partner with the League.

Last year, KSDK 5 On Your Side continued its long-standing media partnership with the Urban League by promoting the Annual Dinner, producing the Agency video and having TV News Anchor Rene Knott host the event as well as hosting telethons and promoting the Back to School Giveaway. KMOV serves as the League's prime media sponsor for the Urban Expo.

In 2019, Fox 2 was added as a major media partner, providing over \$500,000 of in-kind advertising for the Head Start program. In addition to PSAs, Channel 2 agreed to sponsor and promote the Salute to Women in Leadership with Shirley Washington serving as the Mistress of Ceremonies.

In 2019, the Urban League Communications Department hosted six successful press conferences throughout the past year and launched a new updated website.



On social media, the Urban League's largest digital footprint is on Facebook with over 20,000 followers and likes and a total post reach of more than 670,000 in 2019. On Twitter, the League has nearly 2,000 followers with over 289,000 post impressions.

# 100,000

CLIENTS SERVED IN 2019

IN 2019 **ULSTL.COM** WEBSITE RECEIVED HITS

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**38%**



MOBILE PHONES

**40%**



TABLETS

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### OUR CLIENTS AND MEMBERS DATA

#### HOUSEHOLD INCOME/NET WORTH

**15K**

Average Household Income

CLIENTS

**50K**

Average Household Income

MEMBERS

Including General, Guild, Young Professionals Federation and Whitney M, Young Society

#### EDUCATION

**16%**

College Education

CLIENTS

**73%**

College and Postgraduate

MEMBERS

Including General, Guild, Young Professionals Federation and Whitney M, Young Society



State Senator Brian Williams and Jamilah Nasheed presents the Urban League of Metropolitan Saint Louis - Save Our Sons program with a \$500,000 grant from the State of Missouri.



Julio Suárez Urban League of Metropolitan Saint Louis Board Member and Senior Director of Community Relations for Anheuser-Busch, present Emily Pitts, Urban League Board member and Partner for Diversity and Inclusions at Edward Jones, Urban League President & CEO, Michael P. McMillan, Save Our Sons Directors, Jamie Dennis and Tydrell Stevens with a \$100,000 grant for Save our Sons program.

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



The 2019 steering committee for the Save Our Sisters - "Wake Up Your Dream" Summit.



KSDK 5 on your side, Rene Knott and Urban League CEO, Michael P. McMillan interview for the 101st Annual Dinner.



The Urban League distributes over 200 free suits and prom attire to the young men at Riverview Gardens High School.



Urban League Workforce Development staff and clients attend the STLworks press conference.





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



Urban League announces the Urban League Plaza expansion on West Florissant.



The African American legislators of Missouri and Illinois were honored with the Dr. Martin Luther King, Jr. Community Service Award at the Martin Luther King Memorial Tribute Breakfast, in partnership with Saint Louis University.



Urban League management team and staff pose with National Hockey Leagues Stanley Cup - Blues Champions 2019.



Urban League announces the Head Start and Early Head Start apprenticeship program for assistant teachers.



Urban League Board Member Andreal Hoosman, of Haywood Hoosman Realty, donates toys to the 100 Neediest cases.



Civic Progress and Regional Business Council announces new funding to the Save Our Sons and other community programs.



The Urban League and Grace Hill host a joint management team meeting.



Save Our Sons Program Hiring Event.



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# SIGN UP TO **EMPOWER** COMMUNITIES AND CHANGE LIVES

Become a member or volunteer of the Urban League of Metropolitan Saint Louis, Inc. and support an organization that works to improve the quality of life for the residents of the entire St. Louis region.

Your interest in becoming a member of 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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URBAN LEAGUE  
**DEVELOPMENT &**  
**SPECIAL EVENTS**

The Urban League of Metropolitan St. Louis operates with a board-approved fund development plan designed to identify and secure resources needed to advance the mission, values, vision and strategic goals of the agency. As the League's client base has grown past 100,000 direct/indirect served per year, the continued growth of the Urban League support and volunteer base is very important. The Urban League Development Department along with the Grants Department is responsible for grant writing, foundation requests, special events/sponsorships, identifying and involving potential donors, members and volunteers to support the work of the Urban League. Building the capacity of the agency's fundraising will continue to be a top priority to ensure that all services administered to clients remain of the highest quality.

## Board Involvement

The Urban League Board of Directors play 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 one of the largest in the National Urban League affiliate movement and they unselfishly give their time, expertise, company support 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. Board giving to the agency has continued to increase each year.

## Memberships

The Urban League Development Department and Membership Committee provides supporters who align with our mission, value and vision the opportunity to become members of the Urban League.


A diverse group of individuals join together with the Urban League to empower the community through membership into the Whitney M. Young Society, Urban League Individual/Corporate/Organizational Membership, the Urban League Guild, the Federation of Block Units, the Urban League Young Professionals and NULITES. We sincerely thank all Urban League Members for joining 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](mailto:development@urbanleague-stl.org).

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## Whitney M. Young Society

The Whitney M. Young Society was created to honor donors contributing \$500 to \$5,000 or more to the Urban League of Metropolitan St. Louis. Since inception in 2013, donors have contributed over \$800,000 in unrestricted revenue to the organization. Each year, donors to the Whitney M. Young Society are celebrated with a holiday reception hosted by Anheuser-Busch and Board Member Julio F. Suárez, Senior Director, Community Affairs for Anheuser-Busch. Going forward, Whitney M. Young Society Members will be recognized at all Urban League Special Events for their contributions and support to the agency.



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

Congratulations to  
David and John Kemper  
and all honorees celebrated at the  
102<sup>nd</sup> Annual Urban League Dinner.

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## Special Events

Special Events at the Urban League of Metropolitan St. Louis play an important role in raising unrestricted funding to support the 50 different programs and services that are administered to 100,000+ clients in the St. Louis Bi-State region. The Urban League sponsored four major special events in 2019.

### 101st Annual Dinner Meeting

The Annual Dinner Meeting is the Urban League of Metropolitan St. Louis' signature event that provides a report to the community about the impact the Urban League is having on the lives of area residents. The 101st Annual Dinner Meeting drew a sold-out crowd that included 94% corporate support with \$600,000 of sponsorship and in-kind revenue. In addition to Michael P. McMillan, President & CEO's report to the community, Michael Scully, CEO of PNC Bank announced a historic gift to the Urban League of a \$450,000 PNC Bank Building and announced the new partnership with the St. Louis Community Credit Union, Grace Hill Settlement House, the Small Business Administration and St. Louis Development Corporation.

Lifetime Achievement Awards were presented to Penny Pennington, Managing Partner of Edward Jones and Arnold Donald, Chief Executive Officer of Carnival Corporation & PLC. First Class Entertainment was provided by 14-year-old St. Louis Native Kennedy Holmes, who demonstrated why she was a finalist on NBC'S The Voice! Kennedy received two standing ovations during her electrifying performance at the 101st Annual Dinner! Afterwards, attendees danced the night away to the fabulous sounds of the Dennis Edwards' Temptations Revue!



## The Salute to Women in Leadership Gala

The Urban League of Metropolitan St. Louis honored 16 distinguished women in leadership before an audience of over 1,000 at a black-tie reception, dinner and concert at the Salute to Women in Leadership Gala at the Marriott St. Louis Grand Hotel. World Wide Technology, Wells Fargo and Centene Corporation served as the title sponsors at the event which showered the honorees with several amazing awards, gifts and accolades. The program was emceed by Fox 2 News' Shirley Washington, with Urban League President & CEO Dr. Michael P. McMillan bringing remarks and special presentations from Lion's Choice and Maryville University and Richard Gant, of the Oprah Winfrey Network's "Greenleaf" show, serving as the official announcer of the awardees. Urban League President & CEO Michael P. McMillan announced that the Urban League has received a donation of a restaurant facility from Lion's Choice which will be converted into a community culinary school for residents. In addition, Margaret Onken, Vice President for Development of Maryville University announced a donation of \$30,000 to support the Urban League for the Intel Academy and Save Our Sisters programs.

This year's honored guests included Lifetime Achievement Award Winner **Jenifer Lewis**, a local legend and one of Hollywood's most familiar faces, with more than 300 appearances in film and television including memorable roles in "Blackish", "What's Love Got to Do with It" and "The Preacher's Wife."





At the event, Lewis gave an inspirational acceptance speech where she reminisced about growing up in Kinloch, encouraged millennials to get out to vote, and advocated for physical fitness. **BernNadette Stanis**, star of the groundbreaking, first African American sitcom, “Good Times” was also honored with a Lifetime Achievement Award as well as Academy Award winner and Grammy-winning singer, songwriter and actress **Regina Belle**, who is best known for her performance of “A Whole New World” with Peabo Bryson, rounded off the all-star cast of Salute Lifetime Achievement Award winners.

Following her recognition, Belle entertained the audience with a live concert performance of her greatest hits, which were well-received. The other phenomenal women who were honored at this year’s festivities included: **Yaphett El-Amin**, Executive Director of MOKAN Construction, **Robin Boyce**, Communications Specialist of the Comptroller’s Office at St. Louis Lambert International Airport, **Molly Hyland**, Director of Community Relations for Commerce Bank, **Miranda Jones**, Vice President of Youth, Family and Clinical Services for Better Family Life, **Connie Wilson**, Executive Assistant to the CEO of Better Family Life, **Betty Thompson**, Executive Director of the Kwame Foundation and the Tyrone Thompson Institute for Nonviolence, **Marsha Mockabee**, CEO of the Urban League of Greater Cleveland, **Rose Mary Johnson**, a retired educator from St. Louis Public Schools and retired Master Sergeant from the United States Army Reserves, **Suzy Stone**, Division Vice President of Stores for Macy’s, **Paula E.W. Carey-Moore**, Urban League Director of Housing, **Nancy Kranzberg**, Arts Philanthropist, **Dr. Frances Levine**, President & CEO of the Missouri History Museum and **Maureen Brinkley**, District Director for the Small Business Administration-St. Louis Office.

“The Urban League is truly thankful for the community’s continued support of the Salute to Women in Leadership Gala. We are also very proud of this year’s Honorees for their service,” said Dr. McMillan.



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THIS IS JUNIOR BRIDGEMAN, THE OWNER OF HEARTLAND COCA-COLA BOTTLING COMPANY, WHICH SERVES PARTS OF KANSAS, MISSOURI, AND ILLINOIS. HE AND 67 INDEPENDENT BOTTLERS KEEP THE COCA-COLA COMPANY LOCAL IN ALMOST EVERY CORNER OF THE COUNTRY.

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# NO MATTER WHERE YOU CALL HOME, CHANCES ARE, SO DO WE.

IMAGINE A HUGE BUSINESS — ONE THAT EMPLOYS  
90,000 PEOPLE IN THE U.S. ALONE AND OVER 700 IN MISSOURI.  
ALL OF THEM DEDICATED TO DOING GOOD  
IN THE COMMUNITIES THEY SERVE,  
BECAUSE THEY'RE PART OF THEM, TOO.

IMPOSSIBLE. RIGHT?  
MAYBE THERE IS SUCH A BUSINESS.

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BUT WORKING TO GIVE EVERY DROP WE USE  
BACK TO NATURE THROUGH OVER 100 PROJECTS  
IN COMMUNITIES ACROSS THE COUNTRY.

TO SHIFT THINGS TODAY, COMPANIES NEED TO LEAD.  
SO WE'RE TRYING TO DO JUST THAT.

THANK YOU FOR LISTENING — WE ARE LISTENING, TOO.



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RWN

## URBAN EXPO Back to School & Community Empowerment Festival

The Urban Expo & Back to School Community Empowerment Festival is a program designed to educate, inspire, motivate and empower attendees. The Urban Expo was presented at America's Center on the weekend of August 9-11, 2019 by St. Louis Public Schools and The Urban League of Metropolitan St. Louis. Once again, the event drew over 27,000 to rank as the largest event of its kind in the Region! The Urban Expo began on Friday, August 9 with a Career Fair & Hiring Event that drew hundreds of job seekers in four hours. The event was presented courtesy of the Urban League Save Our Sons Program, the Regional Business Council and STLWorks.com with over 60 employers in attendance. In addition to jobs, the Save Our Sons program offered free dress shirts and ties to the individuals in attendance at the job fair.



The Urban Expo & Back to School Festival began on Saturday, August 10 with a ribbon-cutting that featured exciting pageantry from the St. Louis Public Schools High School Cheerleaders and the St. Boogie Brass Band leading thousands of attendees into the Expo's festive atmosphere. Thousands of families attended the Urban Expo to receive 10,000 free backpacks filled with school supplies, free haircuts and manicures and free food courtesy of St. Louis Public Schools and the Urban League. Over 37,000 pairs of shoes were distributed to students and their families. In addition, the Urban Expo Concert Series featured Dirty Muggs and El DeBarge on Saturday and Grammy Winners Yolanda Adams and Dorinda Clark Cole on Sunday!

The Bayer Health Fair offered Urban Expo Attendees access to FREE Back to School Physicals and Immunizations, free vision, dental, hearing, cholesterol, glucose, A1C, blood pressure, lead paint testing, communicable disease, flu shots plus preventive education that leads to good health. Services were provided by BJC Health Care, Siteman Cancer Center, Barnes Jewish Hospital, Aetna, Mid-America Transplant Services, Schnucks, Eli Lilly, St. Louis City Department of Health and Affinia Healthcare.

The Urban Expo featured three outstanding Educational Pavilions which included the Urban League Experience, the Homeownership Experience and the Family Feud Financial Literacy Pavilion. These interactive experiences were designed to expose Urban Expo attendees to the many life-changing resources that the Urban League of Metropolitan St. Louis and collaborative partners consistently provide to over 100,000 clients each year.



The Homeownership Experience was presented by the following organizations: the Urban League Housing Department, US Bank, Sterling Bank, Montgomery Bank, CIBC Bank, Enterprise Bank, Commerce Bank, Bank of America, Country Financial, Haywood-Hoosman Realty, Regions Bank, St. Louis Metro Realtors, Delmar Financial, Worth Clark Realty, Midwest Bank Centre and HUD.

The Rumble in St. Louis USA Amateur Boxing Tournament sponsored by UPS was presented in partnership with St. Louis Parks & Recreation and OZARK Boxing, the Missouri Local USA Amateur Boxing Commission. This lively tournament attracted a “Standing Room Only” crowd to witness Olympic-caliber boxers in top-level competition from around the United States. Rumble in St. Louis featured over 40 Amateur-Sanctioned bouts over two days with opening rounds and semi-finals on Saturday and championship finals on Sunday. Winners received Rumble in St. Louis Championship Belts with the runner-ups receiving silver medals.

The Grand Finale of the Urban Expo weekend took place on Sunday, August 11 with the presentation of a 2019 Ford Fiesta Sedan SE.





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## MARTIN LUTHER KING JR. - MEMORIAL TRIBUTE CELEBRATION

The MLK Memorial Tribute, produced in partnership with Saint Louis University, unites the community in the spirit of Dr. King and issues a call to action to help foster, shape and develop a better Metropolitan St. Louis Community. In 2019, the MLK Memorial Tribute recognized and celebrated over 180 African American political leaders who have made significant contributions to our communities and who have done so in a way that honors the spirit and principles of Dr. King. We were honored to have his son, Martin Luther King III provide the keynote address at this historic event.



**MLK**  
MARTIN LUTHER KING, JR.  
MEMORIAL TRIBUTE  
2019

Martin Luther King, III  
Lifetime Achievement Awardee  
& Keynote Speaker

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**WOOL BALLROOM**  
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BREAKFAST: 8:00 A.M. | PROGRAM: 9:00 A.M.  
*Parking will be provided by Saint Louis University. Please park in the LaClede Garage located on Grand and LaClede Avenue.*

For more information or to RSVP please contact Rita McMillan, Diversity Consultant Saint Louis University at (314) 977-2254 or by email at [rita.mcmillan@slu.edu](mailto:rita.mcmillan@slu.edu)

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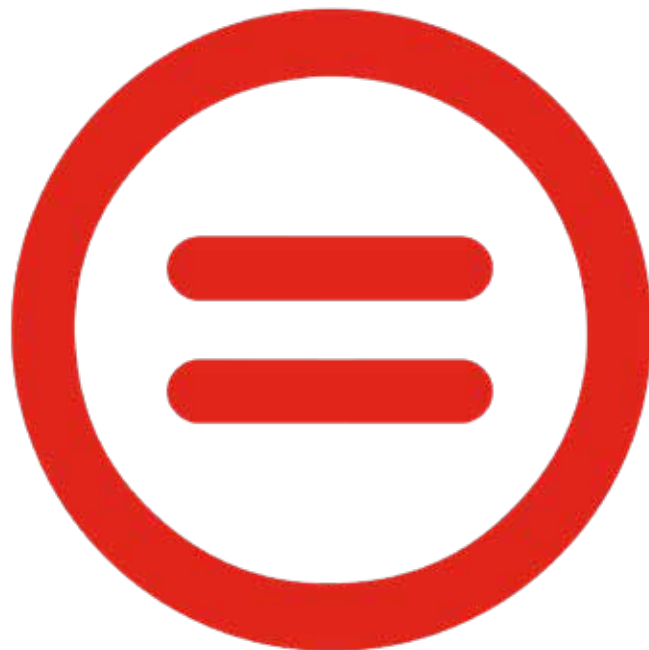
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A close-up photograph of two hands, one darker-skinned and one lighter-skinned, clasped together in a supportive grip. The hands are the central focus against a dark, blurred background.

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Kenneth Kranzberg  
Nathan Landsbaum  
Floyd Lewis  
Lexington Partners, Inc.  
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Eric M. Madkins  
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Management and Training  
Corporation STL Job Corps Center  
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Vance Pearson/UAW  
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Emily Rauh Pulitzer  
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Harry K. Ratliff

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Arnisa Samuel  
Lorenzo Savage  
Alonzo Shaw  
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St. Louis Convention  
& Visitors Commission  
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Tydrell Stevens  
Dr. Monica A. Stewart  
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Andrea Tolden-Hughes  
Nina Turner  
Robert Wallace  
Craig Washington  
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Pamela Williams  
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Monique Williams-Moore  
Cynthia Wilson  
Aundrea Young  
Douglass Petty  
Rev. Carol Scott  
Howard Smith  
James Tatum  
Andrea Tolden Hughes



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Benjamin Granda  
Taulby Roach  
Dr. Lynn Beckwith

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Charli Greene

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Robyn Arnold  
Carmen Austell  
Brandi Burse  
Rodrick Burton / New  
Northside M.B. Church  
Mamie Chase  
The Hon. William Clay  
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Charli Greene  
Claire Hay  
Wilbert Long  
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Shaylah Roundtree  
Michael Slawin  
Jacqueline Taylor  
Eugene M. Wallace  
Chancia Williams

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Timothy Barnes  
Michele E. Brown  
Ryvette L. Brown  
Barbara T. Bryant  
Trice Canady  
Belinda Carter  
Juanita Chambers  
Tamica Coleman  
Lisa Collier  
Ald. Marlene Davis  
Gidget Eaton  
Lorrice Edwards  
Sharon Ezell  
Penney Fields-Burnett  
Linda Ford  
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Terri Hart  
Victor Henderson  
Lelia Hightower

E. Andreal Hoosman  
Star Houze  
Joyce A. Hughes  
Ucechukwu Iheadirdu  
Edwin Jackson  
Michelle D. Johnson  
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Donna F. Joseph  
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Ruth Latchison-Nichols  
Twyla Lee  
Tisha Lee-McBride  
Edmund Lowe  
Nicholas Mayfield  
Bonnie Jean Miller  
Karen J. Miller  
Rhonda Moore  
Pearlie Morris  
Karen Morrison  
Eunice Morrison  
Lois Nowlin  
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Denise Pearson  
Patricia Penelton  
Barbara Pepper  
Loretta Person  
Michael Person  
Dr. Cheryl Ray  
Linda Robinson  
Robert Ruffin  
Sonya Sanders  
Alonzo Shaw  
Robert Spencer  
Candice Steward  
Stephanie Taylor  
Stephanie Thompson  
Shalana Turley  
Judy Tyler  
Gail R. Watkins  
Elaine Williams  
Shanika Nicole Williams

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Anna Lisa Bagulo  
Brandi Burse  
Kayla Crawford  
Julianna M. Fellow  
Jennifer Franklin  
Ted Gatlin  
Lakeisha Gilcrease  
Brittney L. Harris

Amy Haymore  
Adam Hopkins  
Carla Johnson  
Letecia Jones  
Ashley Langston  
Stephanie McCloud  
Gabrial Moore  
Monika Osby  
Nicole Pleasant  
Malissa Shaw  
Nicholas Skinner  
Reina Stovall  
Kira Van Niel  
Frank Williamson

## Federation of Block Units

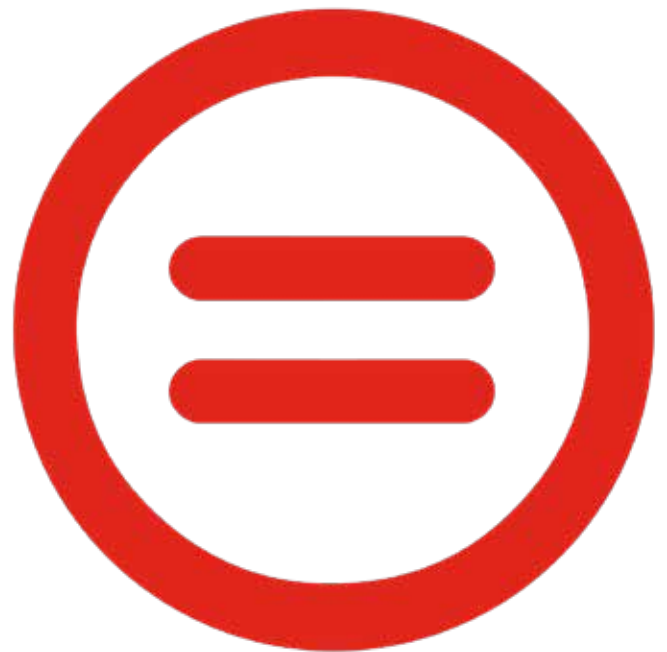
A. Hughes  
Alberta Dillard  
Alberta Murphy  
Allen Lyles  
Almeta Conley  
Amber Cole  
Amos Hampton  
Andre Harris  
Andrea Porter  
Andrew Pruitt  
Aneesah Banks  
Angelia Bills  
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Annette Lyons  
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Arlene Hayes  
Arnisa Samuel  
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Barbara Felton  
Barbara Herrod  
Barbara Jones  
Barbara Martin  
Barbara Scales  
Barbara Thompson  
Beth Wiseman  
Betty Frye  
Bobby Williams  
Boyds Auto Repair and Auto  
Sales  
Brenda Busby  
Brenda Williams  
Burke McCoy  
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Carol Corbett  
Carolyn Tomlin  
Cassandra Owens  
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Corliss Billups  
Cynthia Brown  
Cynthia McCrea  
Cynthia Wilson  
Daisy Lomax  
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Davis Moore  
Deborah Adams  
Deloris Smith  
Dennis Clacks  
Dwinderlin Evans  
Edmund Lowe  
Efrozine Miller  
F and G Store  
Fannie M. Simpson  
Frances Allen  
Francine Strain  
Frank Bell  
George Jones  
Georgia Wilkerson  
Geraldine Jones  
Granville Martin  
Hattie Guyton  
Hazel Mallory  
Helen Bailey  
Irene Langford  
Jackie Dupree  
Jamie Dennis  
Jasmine Spann  
Jean Gant  
Jessie Dickson  
Jessie Frenchie  
Joyce Hall  
Joyce Hughes  
Juanita Norman  
K. Williams  
Karen Morrison  
Kathi Hadley  
Katie Borders



Katrude Palmer  
Keesha Strong  
Kelvin Willis  
Kenneth Boyd  
Kenneth Farwell  
Kenny Alford  
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Kinsella Berry  
Kneely William  
Kristina Hazley  
Laurel Washington  
Laverne Pearson  
Lee Richardson  
Lendell More  
Leon Smith  
Leslie Miller  
Lillie Clay  
Linda F. Harris  
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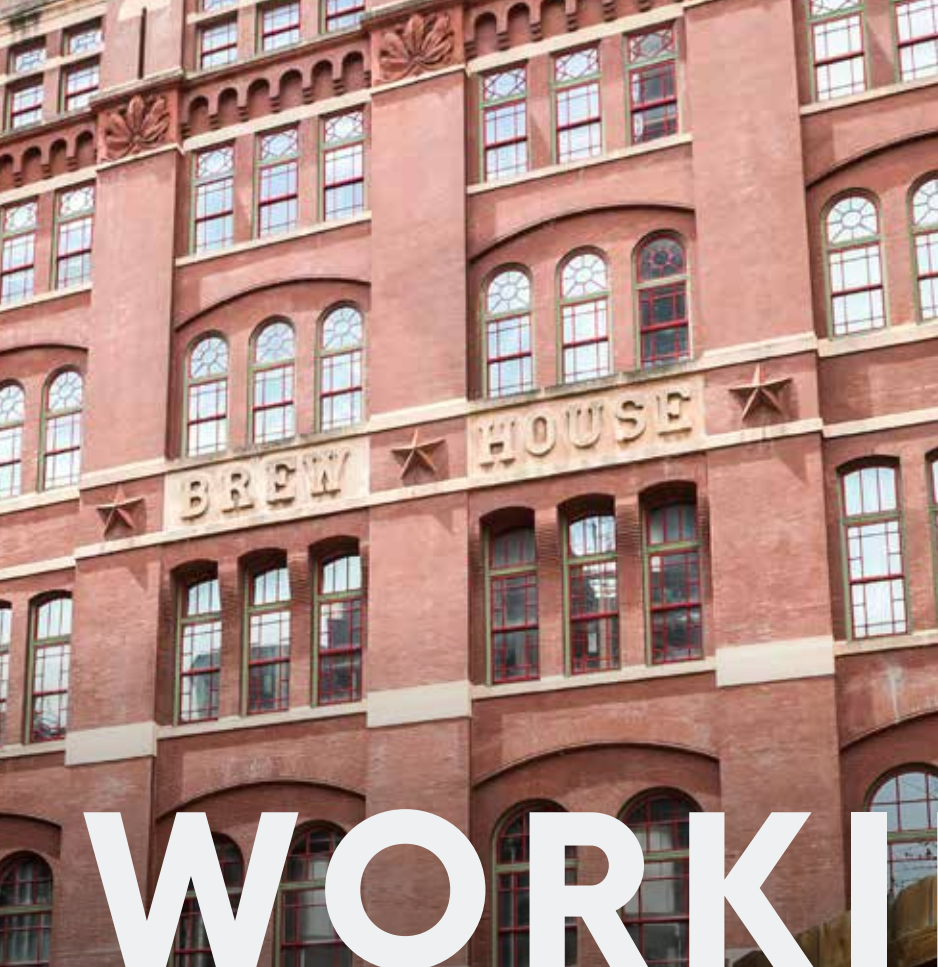
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**Mead Reusing, M.P.A.**

Executive Assistant

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**Kathi Hadley**

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Director of Social & Multimedia Marketing

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Lisa Harrison

Administrative Coordinator

Kevante Boyd

IT Specialist

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Director of Employee Engagement/Training

Aliah Erby

Human Resources Assistant

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Sr. VP / Chief Financial Officer

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Antoinette Newsome, CO Specialist

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Desamonia Anderson, LIHEAP

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Tyiesha Cage, LIHEAP

Curtrell Fort, LIHEAP

Laverne James-Bady, LIHEAP

Ericejah Green King, LIHEAP

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Cynthia Harrison, LIHEAP

Tiera Hollis, LIHEAP

Lotoya Latimore, LIHEAP

Debra Lewis, LIHEAP

Agnes Patton, LIHEAP

Mikal Smith, LIHEAP

Shermaine Whitehorn, LIHEAP

Melissa Davenport, Asst. Program Mgr.

De'Andre Hampton, Audit Supervisor

Cedric Hardin, Sr. Energy Auditor

Rocky Markham, WX Tech

Anthony Johnson, Energy Audit

Rocky Markham, WX Tech

Leonard Perry, WX Tech

Christopher Story, Director of WX

Otha Thompson III, Director of WX

Craig Washington, Energy Auditor

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**Quenesha Catron**

Division Operating Officer

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Paula E.W. Carey-Moore, Housing Director

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Dominique Lark, Case Manager

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### & Employment

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JoAnn Smith, Case Manager  
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Rosemary Batteast, Case Manager  
Crystal Wilson, Case Manager  
Christopher Beckwith, Developer

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Anthony Cage, Recruiter  
Hosea Jackson, Workforce Specialist  
Sterling Higdon, Workforce Specialist  
Charles Jenkins IV, Workforce Specialist  
Morgan Bennett, Receptionist  
Tarkus Ferguson, Custodian

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Farrakhan Shegog, Workforce Specialist  
Geoffrey Dudley, Workforce Specialist  
Stephen Wills, Workforce Specialist  
Marcus Allen, Intake and Multimedia Specialist

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Crystal Wilson, Case Manager

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Joann Smith, Case Manager  
Bradford Tillis, Case Manager  
Linda McClain, Case Mgr

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Vice President, Head Start

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Assistant Director

#### **Pamela Williams**

Assistant Director

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Kimberly Tolbert, EHS Education Coordinator  
Suzanne Null, MH/D/T Services Coordinator  
Tiana Kimbrow, Health Services Coordinator  
Mollie Dees, Executive Assistant  
Carla DeBoe, Nutrition Coordinator  
Isaiah DiLorenzo, Volunteer & In-Kind  
Patsy Mason, Education Coordinator  
LaShawna Hunter, Child Care Partner  
Nadine Williams, Child Plus Specialist

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Kellie Kelly, Asst. Center Coordinator

Bridgette Shanklin, Receptionist  
Shauntel Bardley, Teacher Asst.  
Kimberly Boyd, Teacher Asst.  
Patricia Buchanan, Teacher Asst.  
Toni Burney, Teacher  
Raneisha Casson, Teacher Asst.  
Ebony Conway, FSW  
Victoria Davison, Teacher Asst.  
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Shanay Gregory, Teacher Asst.  
Karen Harrington, Teacher  
Paul Hill, Custodian  
Monica Holmes, Teacher  
Lavonda Hopkins, Teacher  
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Keanna Martin, Teacher  
Ivyonna Morris, EHS Teacher  
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James Richardson, Teacher Asst.  
Paulette Rogers, Teacher Asst.  
Bridgette Shanklin, Data Entry  
Kristin Slaughter, Teacher Asst.  
Ahleigh Smith, Teacher  
Margaret Smith-Porter, Teacher  
Dornesha Tate, Teacher Asst.  
Patricia Douthit, Custodian  
Paul Hill, Custodian  
Lashonda March, Custodian  
Ronda Walter, Master Teacher  
Destine Weathers, Teacher Asst.  
Nicole Whitfield, Teacher Asst.  
Rhonda Whitfield, EHS Teacher  
Cherrell Wright, FSW

### **Magnolia Early Head Start**

Miranda Mosby, Center Coordinator  
Nautica Anderson, Teacher Asst.  
Patricia Brown, Teacher  
Marsha Caradine, Home Visitor  
Myriame Chery, EHS Teacher  
Alisha Collins, FSW  
Taevon Fisher, Nutrition Aide  
Shantana Goodwin-Payne, Master Teacher  
Carolyn Hardy, Teacher Asst.  
Lashawna Hunter, Childcare Spec  
Shana Irons, Teacher Asst.  
Bennie Jackson, Custodian  
Kacey Jones, Teacher Asst.  
Tracie Lambert, Teacher Asst.  
Monica Lewis, Teacher Asst.  
Keanna Martin, FSW  
Victoria McCoy, Childcare Partner  
Jade McDaniels, Nutrition Aide  
Shondrea McLorn, Teacher Asst.  
Brilynn McNeal, EHS Teacher  
Tamera Perkins, EHS Teacher  
Zoraida Reyes Carrera, EHS Teacher

Brenda Tillman, Home Visitor  
Jerrie Tucker, Home Visitor  
Lisa Turner, EHS Teacher  
Tiara Williams, FSW  
Stephanie Wright, Teacher Asst.

### **N. Spring Head Start Center**

Nichole Pettaway, Center Coordinator  
Dellaphine Arrington, Secretary  
Alicia Artis, Teacher  
Pamela Cross, Compliance Monitor  
Alisha Firstlist, Nutrition Aide  
Keyunna Ivie, Teacher Asst.  
Bernadine Ivy, Teacher  
Kenneth Jones III, Custodian  
Judith Kusnierkiewicz,  
Compliance Monitor  
Evelyn Lee, Asst. Teacher  
Shakara McCoy, Teacher Asst.  
Jamaree Player, FSW  
Rhoda Rice, FSW  
Shannon Sisley, Teacher Asst.  
Deatrice Washington, Operations  
Debora Whiteside, Compliance Monitor

### **MLK Head Start Center**

Yolanda Kemp, Center Coordinator  
Mishana Arnold, Teacher  
Kimberly Boyd, Teacher  
Kiara Collins, FSW  
Barbara Davis, Asst. Teacher  
Treana Ford, Teacher Asst.  
Larry Greene, Custodian  
Alycia Harlan, Teacher Asst.  
Brenda Helm, Data Entry  
Marie Johnson, Teacher Asst.  
Michelle Lemee, Master Teacher  
Roneisha Lindsey, Teacher  
Jeanene McCrary, Teacher Asst.  
Teresa Nevitt, Teacher Asst.  
Lawanda Powell, FSW  
Camille Rutledge, Teacher Asst.  
Rhonda Strong, Teacher  
Sharon Thigpen-Harris, Nutrition Aide

### **Mt. Zion Head Start Center**

Takisha Duncan, Teacher Asst.  
Tianna Hopkins, Teacher Asst.  
Kavin Kimble, Custodian  
Jacqueline Marshall, EHS Teacher  
Tracy Murray, Teacher  
Tanika Piffins, EHS Teacher  
Alvena Tolden, Teacher Asst.  
Devinne Robinson, FSW  
Nakia White, Data Entry



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# Memorial

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## James H. Buford Sr.

James H. Buford Sr. was born on June 2, 1944 to James and Myrtle Mary Buford in St. Louis, Missouri. His parents and sister, Carol Jean Buford Johnson, all preceded him in death.

Buford was educated in the Catholic School System and graduated from Laboure High School which later became Cardinal Ritter. He received an Associate of Arts Degree in Business Administration from St. Louis Community College and was later recognized as a Forest Park Success Story in 1987. Buford later received a Bachelor of Arts Degree in Human Services Administration from Elizabeth College in Elizabethtown, Pennsylvania. In addition, Buford received five Honorary Doctorates from Fontbonne University, Eden Theological Seminary, Webster University, University of Missouri-St. Louis and Harris-Stowe State University.

On June 24, 1967, Buford entered Holy Matrimony with Helen Joyce Freeman at St. Matthew the Apostle Catholic Church. He and Helen raised two children, James Henry, Jr. and Jason Christopher. The couple was married for 32 wonderful years before Helen's life ended tragically in 1999.

On February 2, 2002, Buford entered Holy Matrimony with Susan E. Turner at St. Alphonsus Liguori Rock Catholic Church. Their 17-year love story continued until Buford's untimely death on November 29, 2019 at Barnes-Jewish Hospital.

Buford's earlier jobs included program coordinator for St. Louis Community College, regional marketing representative at Smith, Kline & French and senior vice president at International Management and Development Group, Ltd. He was later hired as executive vice president of Jobs for Missouri Graduates, Inc. under the direction of former Missouri Governor Christopher "Kit" Bond.

In 1985, James H. Buford was appointed as President & CEO of the Urban League of Metropolitan St. Louis, Inc. After 28 years of service, Buford grew the agency's modest \$2 million budget to about \$23 million, before retiring in 2013. Under Buford's dynamic leadership, the Urban League of Metropolitan St. Louis would eventually receive a 5-star rating from the National Urban League headquarters. Buford believed that if African Americans and other disadvantaged people had economic empowerment, this would strengthen the quality of life for literally thousands in St. Louis City, St. Louis County and St. Clair County, Illinois.

Buford leaves to cherish his memories, his devoted wife, Mrs. Susan E. Buford, loving sons James H. Buford Jr. and Jason Christopher Buford, daughter-in-law Joeann Boyd Buford, six grandchildren and a host of family members, colleagues and friends.



# Memorial

---

## Norman R. Seay

Mr. Norman R. Seay was the first of three children born to Mary Seay Webb on February 18, 1932 in St. Louis, Missouri. His mother preceded him in death. Seay confessed his hope in Christ and was baptized at a very early age at True Light Missionary Baptist Church, where he later served as a member for over 75 years.

Seay received his secondary through the Saint Louis Public Schools System, graduating with honors from Vashon High School. He received a Bachelor's Degree in Education from Stowe Teachers' College and a Master's Degree in Education from Lincoln University in Jefferson City, Missouri. After college he served two years in the United States Army.

While in high school, Seay developed his vision and dream to begin his fight for equality and justice for African Americans in a city that was highly segregated. He began to dedicate his life toward Racial Equality. This vision led him to become one of the founding members of the St. Louis Chapter of the Congress for Racial Equality (CORE). Through his leadership, CORE began non-violent demonstrations at department stores in St. Louis. The quiet sit-ins and marches were to desegregate the department stores' eating counters. Not long after these demonstrations, the City of St. Louis passed an ordinance to desegregate all public eating establishments and accommodations. In 1970, Seay was instrumental in organizing the Martin Luther King Holiday Committee which resulted in the street, formerly known as Easton Avenue, being renamed Dr. Martin Luther King Drive.

At the time of the Jefferson Bank demonstration, Seay was employed by Saint Louis Public Schools. However, he was arrested for demonstrating and was sentenced to 90 days in jail. While doing his time, Seay observed that several inmates were sitting around with little to nothing to do. He believed that if inmates could be formally educated while in jail, when released they would be more productive citizens for themselves as well as for the community. Therefore, Seay requested and was granted permission to start a school within the facility. This school still operates today.

Norman R. Seay was a member of the Board of Directors of the Urban League of Metropolitan St. Louis, President of the Federation of Block Units, and a member of the NAACP, CORE and Alpha Phi Alpha Fraternity, Inc. Seay was also a fierce advocate for the prevention of Alzheimer's Disease.

Seay leaves to cherish his memories, his brother Kenneth W. Webb (Maggie); a very devoted and loving sister who diligently cared for him during his illness Barbara J. Webb; loving nieces, nephews and a host of dedicated family members, loved ones and friends.



## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS OF 12/31/20

ASSETS	Total
Cash and Cash Equivalents	2,113,054
ACCOUNTS RECEIVABLE:	
Governmental & Other agencies	1,617,784
Pledges Receivable Net	2,820,957
Prepaid Expenses	317,532
Other Current Assets	16,337
Inventory	(33,913)
Investments	7,371,996
Due to/Due From	
FEC Intangibles	71,154
FEC Other Fixed Assets	4,005,153
PROPERTY AND EQUIPMENT: NET	3,577,745
<b>Total Assets</b>	<b>\$21,877,800</b>
<b>LIABILITIES</b>	
Accounts payable & accrued exp	192,464
Current maturities of notes payable	-
Accrued payroll & related tax	946,542
Deferred Income	368,621
LONG TERM LIABILITIES:	
Long Term Note Payable UL	-
Mortgage Payable	6,744
Long Term Notes Payable - FEC	5,790,000
Unamortized Debt Issuance Costs	(394,211)
Total Long Term Notes Payable	5,402,533
<b>Total Liabilities</b>	<b>\$6,910,160</b>
<b>FUND BALANCE</b>	
POB Member Equity	(113,276)
Unrestricted	2,802,237
Board Designated Endowment	1,423,553
Restricted Endowment	2,648,667
Temporarily Restricted	8,206,459
<b>TOTAL NET ASSETS</b>	<b>14,967,640</b>
<b>Total Liability and Net Assets</b>	<b>\$21,877,800</b>

\*Unaudited



## STATEMENT OF ACTIVITIES

PERIOD ENDING 12/31/19

SUPPORT AND REVENUE	UNRESTRICTED	RESTRICTED	TOTAL
<b>PUBLIC SUPPORT</b>			
Contributions	50,218	117,378	167,596
In Kind Contributions	552,892		552,892
Corporate & Foundation Grants	765,816	2,030,972	2,796,788
Memberships	5,830		5,830
Special Events (Net of Expense)	301,748	15,000	316,748
United Way of Greater St. Louis	920,212		920,212
<b>Total Public Support</b>	<b>\$2,596,716</b>	<b>\$2,163,350</b>	<b>\$4,760,066</b>
GOVERNMENTAL GRANTS	\$15,046,950		\$15,046,950
<b>OTHER</b>			
Program Service Fees	504,306		504,306
Investments	167,476	309,278	476,754
Miscellaneous	245,893	23,500	269,393
Releases From Restriction	1,348,622	(1,348,622)	-
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$19,909,963</b>	<b>\$1,147,506</b>	<b>\$21,057,469</b>
<b>EXPENSES</b>			
<b>PROGRAM SERVICES</b>			
Educational Excellence	8,928,728		8,928,728
Economic Opportunity	4,645,138	-	4,645,138
Community Empowerment	4,374,120		4,374,120
<b>TOTAL PROGRAM SERVICES</b>	<b>\$17,947,986</b>	<b>-</b>	<b>\$17,947,986</b>
Management and General	840,168		840,168
Fundraising and Communications	\$1,102,550		\$1,102,550
<b>TOTAL EXPENSES</b>	<b>\$19,890,704</b>	<b>-</b>	<b>\$19,890,704</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$19,259</b>	<b>\$1,147,506</b>	<b>\$1,166,765</b>

\*Unaudited

# LOCATIONS

## URBAN LEAGUE OF METROPOLITAN ST. LOUIS

### AGENCY HEADQUARTERS & VAUGHN CULTURAL CENTER

3701 GRANDEL SQUARE  
ST. LOUIS, MO 63108  
(314) 615-3600  
WWW.ULSTL.ORG

### ST. CLAIR COUNTY OPERATIONS

10220 LINCOLN TRAIL  
FAIRVIEW HEIGHTS, IL 62208  
(618) 274-1150

### ST. LOUIS COUNTY OPERATIONS

8960 JENNINGS STATION RD.  
JENNINGS, MO 63136  
(314) 388-9840

### JAMES H. BUFORD OUTREACH CENTER

935 NORTH VANDEVENTER  
ST. LOUIS, MO 63108  
(314) 615-3690

### WORKFORCE INNOVATION OPPORTUNITY ACT IN-SCHOOL YOUTH PROGRAM

MISSOURI JOB CENTER  
715 NORTHWEST PLAZA  
ST. ANN, MO 63074  
(314) 615-6015

### NORTH ST. LOUIS COMMUNITY EMPOWERMENT CENTER

1330 AUBERT AVE.  
ST. LOUIS, MO 63113  
(314) 626-9977

### FERGUSON COMMUNITY EMPOWERMENT CENTER

9420 WEST FLORISSANT AVE.  
FERGUSON, MO 63136  
(314) 528-5200

### NORTH SPRING COMMUNITY EMPOWERMENT CENTER

929 NORTH SPRING AVE.  
ST. LOUIS, MO 63108



### URBAN LEAGUE RESTAURANT TRAINING CENTER

3407 DUNN ROAD  
FLORISSANT, MO 63033



### URBAN LEAGUE FINANCIAL EMPOWERMENT CENTER

4323 NORTH GRAND BLVD  
ST. LOUIS, MO 63107



### HEAD START HEADQUARTERS

8964 JENNINGS STATION RD.  
JENNINGS, MO 63136  
(314) 867-9100

### NORTH SPRING CENTER

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

### MT. ZION CENTER

1440 SOUTH COMPTON  
ST. LOUIS, MO 63104  
(314) 773-0733

### MARTIN LUTHER KING, JR. CENTER

1437 LAUREL  
ST. LOUIS, MO 63112  
(314) 389-8800

### MAGNOLIA CENTER

2725 ALHAMBRA CT.  
ST. LOUIS, MO 63118  
(314) 589-6298

### HEAD START FAMILY RESOURCE CENTER

3655 PAGE BLVD.  
ST. LOUIS, MO 63113

*\*The agency also has two storage facilities and operates the Great Rivers Greenway facility on the Mary Meachum Trail.*

### Production Staff

#### Angelia D. Bills

Senior Communications Consultant

#### Richard Keith Davis, II

Director of Multimedia Marketing

#### Tom Bailey, Jr.

Vice President of Development & Special Events

#### Monica Patton

Director of Special Events

#### Barbara B. Bowman

Vice President - Controller

#### Dr. Mulugheta Teferi

Vice President of Strategic Planning & Grant Management

#### Marcus Allen

Multimedia Specialist

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