

# URBAN CONNECTION

diversity . inclusion . jobs . community

HEAD START  
receives annual  
**\$7,703,463**



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**CENTENE**  
EMPLOYMENT  
TO FERGUSON

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**\*2017**

NATIONAL  
URBAN LEAGUE  
CONVENTION



**Ameren**  
DIVERSITY  
SPOTLIGHT

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**Starbucks**  
creates local  
**JOBS!**

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13<sup>TH</sup> ANNUAL  
**SALUTE TO WOMEN**

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**URBAN INSPIRE**  
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DAVISPROJECT - ISSUE 2



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MICHAEL P. MCMILLAN  
President & Chief Executive Officer  
Urban League of Metropolitan Saint Louis

Dear Urban League Supporter,

2016 has been a tremendous year for the Urban League of Metropolitan St. Louis, Inc. as we have expanded our programs, sought new opportunities for collaborations with our community partners and are working to create the Community Empowerment Center in Ferguson. In 2017, we look forward to reaching unprecedented levels of service as we seek to serve 100,000 residents in the St. Louis Metropolitan area by our 100th Anniversary in the areas of community empowerment, economic opportunity, educational excellence, civil rights and social justice.

We are grateful to our community, donors, board, staff, volunteers, the National Urban League and all of our partners as we close 2016. In the coming year, we look forward to hosting the National Urban League Conference on July 26-29, 2017 at the America's Center downtown. We also look forward to the grand opening of the Urban League Community Empowerment Center of Ferguson along with our service partners the Salvation Army, Provident, University of Missouri Extension, Better Family Life and the Lutheran Church of Missouri-Synod. We are proud of the 300 men who have found jobs through the Save Our Sons program and look forward to helping hundreds more in the coming year. In this publication, you will find updates on many of the Urban League's programs and community initiatives, if you would like to learn more information about any of our activities, please feel free to contact us at (314) 615-3604 or [www.ulstl.com](http://www.ulstl.com). We are truly thankful for your interest, partnership and support of the Urban League of Metropolitan St. Louis, Inc.

Sincerely,

Michael P. McMillan  
President & CEO

# URBAN CONNECTION

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# URBAN CONNECTION

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# Urban League Partners with TIAA to Distribute 2,000 Free Thanksgiving Turkeys & Meals

On November 22, the Urban League of Metropolitan St. Louis distributed 2,000 free turkeys to needy area residents thanks to a major sponsorship by TIAA, a financial services provider, and Schnucks Supermarkets. For the past 20 years, the Urban League previously partnered with the St. Louis Rams on the Turkey Giveaway before the team moved to Los Angeles earlier this year. However, thanks to a new partnership with TIAA, the League was able to continue the Thanksgiving tradition.

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

The Annual TIAA Turkey Giveaway took place on Tuesday, November 22, 2016 from 1:00 pm. to 3:00 p.m. at the ULSTL Outreach Centers: James H. Buford Center

- 935 Vandeventer Ave., St. Louis, MO 63108; St. Louis County Urban League - 8960 Jennings Station Road, Jennings, MO 63136; and St. Clair County Urban League- 10220 Lincoln Trail, Fairview Heights, IL in St. Clair County.

For more information, please call (314) 615-3642 or go online to [www.ulstl.com](http://www.ulstl.com).





# Testimony

Mr. Sheldon Brown is a 20-year-old young man from Normandy who was unemployed for months and was feeling down about not being enrolled into any school or vocational program, so he decided to give the Save Our Sons program a chance after being referred to us by his mother. The first week he was excited about the prospect of becoming a part of something that would be critical to his future prosperity and he kept this level of intensity until he graduated. He attended the program and was very engaged and participatory

during classroom activities. He had already possessed a sense of determination and had a great self concept about achieving personal & professional goals. He picked up the skill of effectively interviewing and also sharpened his interpersonal and verbal communication skills. This form of empowerment propelled this young man to reach newer heights and immediately after completing the program he landed two positions of employment. One was a full-time position as a retail salesman at Reebok/ Adidas and the other as

a part-time packer at ADECCO warehouse. He was a stand-out participant because he always kept his eyes on the prize and did not let personal problems, that plagued his rate of productivity, keep him stagnated. "This program will inspire you to reach deeper within yourself than you ever could doing it alone and the art of networking will make sure that you can remain marketable in the workforce and always be employable." This young man has a pleasant disposition and in my opinion will be a huge success in the future!

E M P L O Y M E N T . . . . .

**Gertha Smith**, an 84-year old disabled former Accounting/Clerical worker, came to the Urban League initially to seek employment assistance. Ms. Smith enrolled in the Ready-to-Work program and demonstrated an enthusiasm for learning that was exemplary. Given her age, she performed extremely well in the class. She scored relatively high on all quizzes given, comprehended the course material well above her class peers, and completed the program with an "honorable mention" status. With the exception of one missed day for a doctor's appointment, Ms. Smith had perfect attendance! Upon graduation from the program, she interviewed for and accepted a position as a Cataloguing Clerk at the St. Louis Public Library.



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“I wish I could say that racism and prejudice were only distant memories. We must dissent from the indifference. We must dissent from the apathy. We must dissent from the fear, the hatred and the mistrust... We must dissent because America can do better, because America has no choice but to do better.”

Supreme Court Justice Thurgood Marshall

## AMERICA **FACES** A TIME FOR RACIAL HEALING

To Be Equal #39

November 9, 2016

As far back as June of last year, the National Urban League called upon all Presidential candidates to refrain from using racially divisive and disparaging language in their campaigns.

In the ensuing months, we heard an unprecedented call to ban all Muslims from the nation, even United States citizens. That call was followed by more than two dozen anti-Muslim attacks in the United States, ranging from a cabdriver shot in Pittsburgh to the deliberate torching of a Somali restaurant in Grand Forks, N.D. The owner of a food market in Queens was beaten by a customer who vowed to “kill Muslims.”

The level of vitriol against immigrants and racial and ethnic minorities was amped so high during the campaign that the Southern Poverty Law Center, which tracks hate groups, coined the term “The Trump Effect” to describe the alarming level of fear and anxiety among children of color over racial tensions and their fears of being deported.

According to an SPLC survey of teachers:

☹ More than two-thirds of

the teachers reported that students—mainly immigrants, children of immigrants and Muslims—have expressed concerns or fears about what might happen to them or their families after the election.

☹ More than half have seen an increase in uncivil political discourse.

☹ More than one-third have observed an increase in anti-Muslim or anti-immigrant sentiment.

☹ More than 40 percent were hesitant to teach about the election.

Other children have been using the word “Trump” as a taunt or as a chant as they gang up on others.

Over two-thirds (67 percent) of educators reported that young people in their schools—most often immigrants, children of immigrants, Muslims, African Americans and other students of color—had expressed concern about what might happen to them or their families after the election. Close to one-third of the students in American classrooms are children of foreign-born parents. This year, they are scared, stressed and in need of reassurance and support from teachers.

Muslim children are harassed and worried. Even native-born African-American children, whose families arrived here before the American Revolution, ask about being sent back to Africa. Others, especially younger students, have worries that are the stuff of nightmares, like a return to slavery or being rounded up and put into camps. Overall, these vulnerable students are disillusioned and depressed at the hatred they’re hearing from candidates, in the news, from classmates and even, sometimes, from trusted adults.

As we have said throughout this campaign, religious and racial bigotry are not core American values. In fact, such bigotry is more than unpatriotic; it threatens our national security.

**So, where do we go from here?**

We are hopeful now that the heat of the campaign begins to cool, our President-Elect and his supporters will adopt a more sober approach to issues of racial justice. He has called for the country to unite, and we will take him at his word.

Our duty as citizens is to hold him to his word. We have the power to define patriotism in the 21st Century, and there’s no room in that definition for bigotry. Some have mused that this campaign has served as a poultice of sorts, drawing the poisons of hate and intolerance to the surface. This is our opportunity to cleanse them away.



**Marc H. Morial**  
President and CEO  
National Urban League



**National  
Urban League**



## Urban League Receives Annual **\$7,703,463** in New Head Start Grants

In December, the Urban League of Metropolitan St. Louis announced the addition of two new Head Start grants from the U.S. Department of Health and Human Services totaling more than \$7,703,463 at its newest Magnolia Head Start Center grand opening on 2725 Alhambra Ct., St. Louis, MO 63118. With this latest edition, Urban League Head Start/Early Head Start will now serve 672 students from 6 weeks to 5 years of age as well as services to expectant mothers.

Since 2001, Urban League Head Start has worked to educate thousands of St. Louis children as a delegate agency of the YWCA. ULHS has also created vital partnerships with corporations such as Monsanto, Express Scripts and USBank which have helped to enhance Head Start's STEM, mental health and reading initiatives. During this time period, the Urban League worked to provide an



enriching experience to its students through an emphasis on Science, Technology Engineering and Math fields through a grant from Monsanto which provided field trips and experiential learning activities at the Missouri Botanical Garden, St. Louis Butterfly House and the St. Louis Science Center.

"I want to specifically thank Hazel Malory, Vice President of Urban League Head Start, her management team and staff for doing a great job of managing our Head Start program over the years.

Early childhood education plays a direct role in the academic, emotional, social and physical development of young children; which also plays a key role in the overall development of the adult they will become. The Urban League Head Start/ Early Head Start Programs see this, and we have increased our efforts to meet this need. It's simple and cannot be compromised. "We are investing in our youth and empowering families now, we are bridging the gap now, and we are ending the cycle of poverty now for a brighter future", said Michael P.

McMillan, President and CEO of the Urban League of Metropolitan St. Louis, Inc.

The Urban League Head Start/Early Head Start program utilizes a dynamic research based curriculum with lasting results of improving a child's start into education. Enrolling your child into this program ensures that they will be ready to enter kindergarten. The program provides high quality early childhood education services and

CONTINUED>

CONTINUED> opportunities for parent engagement. Families may also take advantage of the many other programs and services offered by the Urban League such as food pantry, job training, housing, utility assistance, continuing adult education and so much more.

Urban League Head Start/ Early Head Start programs are now enrolling. Don't miss the opportunity to enroll your child and family into an enriching educational program and empowering environment. For more information, please call (314) 867-9100 or visit online at [www.ulstl.com](http://www.ulstl.com).

## **FOOD NETWORKS**

### **CHEF JEFF HENDERSON**

## **MEETS WITH THE**

## **SALVATION ARMY AND**

## **THE URBAN LEAGUE OF**

## **METROPOLITAN ST. LOUIS**

## **ON SECOND CHANCES**

## **IN FERGUSON**

.....  
PATHWAY OF HOPE AND RE-ENTRY  
PROGRAMS FOR FORMERLY INCARCERATED  
TO BE DISCUSSED

Award Winning chef, best-selling author, and Food Network star Chef Jeff Henderson was in St. Louis on Thursday, August 18 to meet with leaders of The Salvation Army Midland Division and the Urban League of Metropolitan St. Louis.

The roundtable discussion on second chances in Ferguson took place at **The Salvation Army Midland Division's new Midtown Service and Treatment Center located at 2900 Washington Boulevard, St. Louis, MO 63103.** The new Ferguson Empowerment Center, The Salvation Army's Re-Entry Program at the new center, the Pathway of Hope program and The Urban League's Save Our Sons (SOS) workforce training programs for African American and other men residing in Ferguson and the surrounding North St. Louis County communities were among the topics discussed.

Chef Jeff met with Lt. Colonel Dan Jennings, divisional commander of The Salvation Army Midland Division and Mike McMillan, President and CEO of Urban League of Metropolitan St. Louis and other Salvation Army officers and staff. Chef Jeff was a former imprisoned drug dealer who became a renowned celebrity chef and TV star who now speaks to youth about his life lessons and providing inspiration to help change lives. The Salvation Army's Pathway of Hope program strives to break the cycle of poverty by getting families involved with one-on-one counseling, life skills training and resources specifically designed to help increase stability and self-sufficiency long term.

The Urban League of Metropolitan St. Louis' Save Our Sons program provides job training and assistance with resumes and management services.



The Salvation Army Midland Division and the Urban League of Metropolitan St. Louis shared their partnership and plans for the new Ferguson Empowerment Center with Chef Jeff. Chef Jeff also gave a tour of the new Midtown Service and Treatment Center, a new state of the art, 22,500 square-foot facility providing residential drug and alcohol abuse treatment which opened last fall by The Salvation Army Midland Division.

Chef Jeff was the keynote speaker for The Salvation Army's Doing The Most Good luncheon on Friday, August 19 at 11:30 a.m. at the Chase Park Plaza at 212 N. Kingshighway, St. Louis, MO 63108. The luncheon honors individuals or organizations that have made a difference in improving the quality of life throughout the Bi-State Region.



#### About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide. For more information, go to [www.salvationarmyusa.org](http://www.salvationarmyusa.org).

A heritage of serving our communities  
through *diversity, inclusion*  
and *healing*.



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# URBANInfluence

## Everything Must Change: 21st Century Career Path

By: RichardKeith Davis

In the 21st Century when it comes to modern career development, one thing we can all count on is change. With the advent of technology, telecommuting, and e-commerce, how work is performed is in a state of reinvention. Employment for life, with one company is no longer guaranteed. Most of us can expect to have at least five to ten jobs during our working careers. Here are some strategies for making each move a step forward:



### ASSESS YOURSELF

There's no time like the present for you to take a real pure and objective look at your marketability. You maybe empowered in what you see. Start by looking at your strengths, weaknesses, interests, values, skills and abilities. Using this information you can evaluate different career options and decide whether they will suit you. This self-assessment is a necessary activity for navigating a course through life. A conscious assessment of our goals, our behavior, our relationships, our performance in all domains ultimately enables self-improvement. It allows us to expand our options in life. A primary key to this is being honest with yourself.

### NETWORKING

Networking can be very helpful to your career. The idea is to develop a network of friendly and resourceful people who share information to help each other. Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others. In the 21st Century, "it's not what you know it's who you know."



### BE PREPARED FOR THE INTERVIEW

Most important Show up on time and have everything you need for your job interviews. Outshine your competition with a little interview preparation. A few key prep plans are: Research the company, prepare questions and prepare copies of important documents along with notepad and pen. This is the time to convince a recruiter that you have the skills, knowledge and experience for the job. Show motivation and convince a recruiter that you fit the organization's culture and job description, and you will get that much closer to a career.

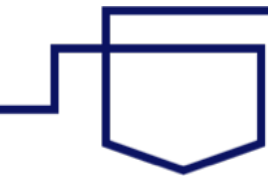
### LOOK THE PART

Researching the company is key on every level including looking the part. This helps you determine their standard dress code. Prospective employers will notice everything from your clothing to your manners and mannerisms within a matter of seconds, and you will be assessed on your ability to present yourself as the most qualified candidate. During the interview, establish confidence but not cockiness. Give the interviewer a strong handshake, good eye contact and speak clearly. "Dress and Act like the job you want, not the job you have."



### Follow-Up

Following-up is critical in showing your continued interest in a job opportunity. This will not only keep you fresh in their mind, but it also demonstrates the kind of follow through that most employers are looking for. Look at your follow-up being your closing statement to your overall career journey.



# U.S. BANK INVESTS \$2 MILLION IN FERGUSON EMPOWERMENT CENTER



To reduce the barriers to equality in the St. Louis region, U.S. Bank is donating \$20,000 and investing \$2 million in the Urban League of Metropolitan St. Louis' new Ferguson Empowerment Center, planned for the site of the former gasoline station that burned during racial unrest.

The \$5.8 million Ferguson Empowerment Center, which is under construction at the former QuikTrip at 9420 W. Florissant Ave., will house multiple nonprofit organizations, providing employment assistance and training, financial literacy and asset building, counseling services and entrepreneurship training.

U.S. Bancorp Community Development Corporation, a division of U.S. Bank, invested the \$2 million in equity raised from New Markets Tax Credits

provided by Heartland Regional Investment Fund. The funding was critical to enable the Urban League to achieve its vision of building a larger, 13,000 square-foot center-triple the size it originally planned.

"Our investment in this project with the Urban League demonstrates U.S. Bank's commitment to providing an avenue for African-Americans, especially young people, to escape poverty and attain financial stability," said Steve Kramer, Senior Vice President of USBCDC. In addition to the Urban League's Save Our Sons program, several other charitable and social service agencies plan to lease space to provide a range of services in the Ferguson Empowerment Center. Tenants include the Lutheran Church of Missouri, Better Family Life,

the University of Missouri Extension, Provident Inc. and the Salvation Army.

**The center will provide 65 construction jobs and 18 permanent jobs.**

"This funding from U.S. Bank was essential for us to reach our goal of a larger building to house more agencies that could meet a greater range of needs not just in Ferguson but in surrounding municipalities and beyond," said Michael P. McMillan, president and CEO of the Urban League.

With this latest \$20,000 donation, U.S. Bank has contributed \$200,000 to the Urban League over the past eight years in support of its important work in the African-American community. Since 2003, the bank also has invested more than \$320 million in New Markets Tax Credit equity in projects in the St. Louis area aimed at

helping impoverished areas or residents.

With \$20 billion in managed assets as of June 30, 2016, U.S. Bancorp Community Development Corporation, a subsidiary of U.S. Bank, provides innovative financing solutions for community development projects across the country using state and federally sponsored tax credit programs. USBCDC's commitments provide capital investment to areas that need it the most and have contributed to the creation of new jobs, the rehabilitation of historic buildings, the construction of needed affordable and market-rate homes, the development of renewable energy facilities, and the generation of commercial economic activity in underserved communities. Visit USBCDC on the web at [www.usbank.com/cdc](http://www.usbank.com/cdc).

"We are grateful to U.S. Bank for this investment in our building and in our young people's futures."





# donors

COMMUNITY EMPOWERMENT CENTER OF FERGUSON



**The Community Empowerment Center of Ferguson is sponsored by:** QuikTrip, the Salvation Army, St. Louis County Government, Jack Taylor & Taylor Family, TIAA-CREF, Centene Corporation, Civic Progress, Ameren, Emerson, Edward Jones, Regional Business Council, Starbucks, Greater St. Louis Community Foundation, Altria Client Services, Ferring Family Foundation, The Centric Group, Lauren Tanner and Michael McMillan.



Explore St. Louis proudly supports the Urban League of Metropolitan St. Louis. On behalf of the entire hospitality community, we look forward to hosting the National Urban League Annual Conference in July of 2017.

[www.explorestlouis.com](http://www.explorestlouis.com)



## Congratulations to

Michael Patrick McMillan and Michael Neidorff on receiving the Saint Louis All Star Award from the Saint Louis Convention & Visitors Commission.





## AMEREN CORPORATION MAKING A DIFFERENCE

Brian Leonard, Director, Corporate Contributions, Ameren Services, presented a \$20,000 donation from Ameren to Michael McMillan, President and CEO, Urban League of Metropolitan St. Louis, at the Salute to Women in Leadership Gala, June 17. The contribution will be used to fund a scholarship for minority women in honor of Ida Woolfolk, a former St. Louis civic icon.

**A**meren's workforce is dedicated to keeping the lights on and the gas flowing - 24 hours a day, 365 days a year.

We focus that same kind of dedication on building a diverse culture where opinions are shared and the best solutions are put into action. Ameren's commitment to diversity and inclusion works to welcome everyone's full participation — allowing space for maximum creativity which drives innovation and keeps our company relevant.

Our customers and communities are

highly diverse, and our workforce commitment reflects that. Diversity Inc CEO Luke Visconti has called ours "a model of an inclusive workplace."

When it comes to our current workforce, we have successfully increased diversity in leadership at the highest levels of the company over the past several years. From our team of senior leaders to Ameren's board of directors, the demographics are shifting to further reflect the communities we serve. To diversify the future talent pipeline, Ameren offers school outreach programs, internship and co-op opportunities, as well as avenues for entry into

the company through non-traditional routes.

Ameren employees also give hands-on support by serving as teachers in the Urban League's Save Our Sons program and by serving as board members/trustees to Concordance Academy of Leadership, the Urban League of Metropolitan St. Louis and the University of Missouri - St. Louis.





## DIVERSITY ROLE MODEL SPOTLIGHT:

# Sharon Harvey Davis

For more than 15 years, Sharon Harvey Davis, Ameren Corporation vice president and chief diversity officer, has been making diversity and inclusion a priority.

To facilitate employee learning, training videos are produced each year to help co-workers feel more comfortable having what can sometimes be difficult discussions involving diversity and inclusion.

“Ameren’s training has been effective in generating productive dialogue inside our organization,” said Harvey Davis. “We felt it was important to provide high quality diversity and inclusion training videos that the community can take advantage of as well. This led to our decision to make the training series available to the community at no cost.”

In January 2016, Ameren introduced “Discussion Across Differences,” a series of videos and discussion guides that explore and encourage honest dialogue

around the issues of diversity and inclusion. Ameren developed the resources to help foster healing and promote inclusion across the St. Louis region.

“Events in our region over the last year demonstrate that successful diversity efforts are essential to community health and economic growth,” said Harvey Davis. “They are important as our community strives to heal and rebuild from the events in Ferguson and beyond, events that remind us that business leaders must make a commitment to promote and encourage diversity and inclusion in the workplace.”

Urban League members can view the videos and materials on [Ameren.com](http://Ameren.com).



DiversityInc  
2016 TOP  
7  
UTILITIES

# Warner Baxter

Warner Baxter is chairman, president and chief executive officer of St. Louis-based Ameren Corporation, parent company of rate-regulated energy companies that serve more than 2.4 million electric and 900,000 natural gas customers in Illinois and Missouri. The company, which also develops regional electric transmission projects, had 2015 revenues in excess of \$6 billion.

During his more than 20-year tenure at Ameren, Baxter has also served in a variety of leadership roles, including chief financial officer and president of Ameren Missouri.

Before joining Ameren in 1995, Baxter served as senior manager in Pricewaterhouse Cooper's LLP national office in New York City, serving as one of the firm's liaisons with the major accounting standard setting bodies in the United States. From 1983 to 1993, Baxter worked in the firm's St. Louis office, where he provided auditing and consulting services to clients in a variety of industries, including the energy industry.

Baxter earned a bachelor of science degree in accounting from the University of Missouri–St. Louis and has made meaningful and long-lasting contributions to higher education through his involvement with the University of Missouri System. He is a member of the University of Missouri–St. Louis Chancellors Council and serves on the University of Missouri 100 Board.

## DIVERSITY ROLE MODEL SPOTLIGHT:

Warner Baxter, Ameren's chairman, president and CEO, knows that promoting diversity and inclusion drives positive change for the St. Louis community. He also knows the results of the incredible partnership Ameren has with the Urban League of Metropolitan St. Louis.

“

**Every day, this organization takes a leadership role in advocating for and empowering our community to take meaningful steps to provide a greater quality of life for individuals and families,**” said Baxter.

This special connection with organizations like the Urban League has led to Ameren's recognition for its commitment to diversity and inclusion. For the second consecutive year, Diversity Inc., has ranked Ameren first in the United States on its 2016 listing of the nation's Top 7 Utilities for creating an inclusive workplace, supporting the diverse communities it serves and developing strong partnerships with diverse suppliers.

“Our commitment to creating a diverse and inclusive workforce, supply chain and region is strong,” said Baxter. “Although great progress continues to be made at Ameren, we recognize additional work remains to be done. With the inspiration of youth, the commitment of business leaders, and the talent of the entire St. Louis community – together we can build stronger, healthier and more inclusive places to live, play and work.”

Today, Baxter sits on several industry boards including the Edison Electric Institute; he serves as vice chair for the Electric Power Research Institute and serves on the management committee of The Edison Foundation's Institute for Electric Innovation. He is board chair of the St. Louis Regional Chamber and sits on the executive committee of Civic Progress St. Louis. Baxter also serves on the board of U.S. Bancorp. Additional boards he serves include Barnes Jewish Hospital and The Muny.

He also is actively involved with several charitable organizations, including serving as council member of the American Cancer Society's Coaches vs. Cancer National Board and as chair of the St. Louis Chapter of CEOs Against Cancer of Missouri.

A native of St. Louis, Warner and his wife, Cindy, have four children.





St. Louis business and community leaders react to Ameren's 2015 announcement of a \$2.5 million community program that supports signature priorities of the Ferguson Commission related to child well-being, education and job readiness. Pictured (left to right), are Earl Nance, Jr., the chairman emeritus of Heat up St. Louis; Mike McMillan, president and CEO of the Urban League of Metropolitan St. Louis; David Hilliard, president and CEO of The Wyman Center; and Rich McClure, co-chair, Ferguson Commission.

At Ameren, we are committed to improving electric reliability in the communities we serve. This is why we are investing millions of dollars in projects throughout our service territory to provide cleaner and more dependable energy for you.

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- New substations are being built and upgraded lines are being installed in virtually every part of our service territory, from Southeast Missouri to St. Louis to Central Missouri.
- We're adding circuits and underground lines to provide additional routes so power will continue to flow in times of emergency. In most cases, you'll never know if a problem has been detected because the power you need will always be there when you flip the switch.
- Each year a portion of our poles, cables, equipment and power lines are inspected as part of our Circuit Inspection Program. Repairs are made to ensure the reliability of our system and prevent outages before they occur.

**Facts:**

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2. Our focus on reliability has placed us in the top 25% among utilities in the U.S.
3. Our electric rates are 18% below the Midwest average and 24% below the national average.





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Michael P. McMillan, President & CEO of the Urban League of Metropolitan St. Louis, congratulates Nicole Colbert-Botchway, Circuit Judge City of St. Louis on winning Southwest Airlines flight gift certificates for two at the 2016 Salute to Women in Leadership Gala. Southwest is the Official Airline of the Urban League of Metropolitan St. Louis and celebrates phenomenal women leaders, through its support of the Annual Salute Gala.

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## Urban League Whitney M. Young Society Achieves New Levels of Growth and Success

On December 7, 2016 the Urban League hosted its 4th Annual Whitney M. Young Society Celebration at the Anheuser-Busch Biergarten located at 1200 Lynch St., St. Louis, MO 63118 from 5:30 p.m. – 7:30 p.m. At the reception, nearly 200 society members gathered to celebrate, honor and give appreciation to the Urban League civil and human rights movement. Guests were treated to a hearty dinner sponsored by Anheuser-Busch and entertainment courtesy of Readus Miller. Whitney Young Society Member Nicole Adewale won two tickets from Southwest Airlines, the official airline of the Urban League of Metropolitan St. Louis. "We are grateful to the members of the Whitney M. Young Society for helping us to effectively serve nearly 100,000 residents in the St. Louis metropolitan area," said Michael P. McMillan, President and CEO of the Urban League.

To join the Whitney M. Young Society, please call (314) 615-3668 or visit our website at [www.ulstl.org](http://www.ulstl.org).



**Congratulations!** <sup>to CEO</sup> **MICHAEL MCMILLAN '89**  
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We also thank Michael and the Urban League for initiating the inaugural Bishop DuBourg Urban League Scholarship recognizing exceptional community service, awarded to students Aaron and Helen (pictured) this year!

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# A Step up for ULSTL HeadStart

By Natasha J. Leonard, M.P.A.

**A** celebration is in order for the Urban League of Metropolitan St. Louis Head Start program. Urban League's Head Start program has added Early Head Start and Early Home-Based to its portfolio of services for children and families. The program will now provide early childhood education services for children aged birth to five and expecting families. Since 2001, Urban League Head Start has made enormous strides in improving its program to support the St. Louis community; addressing the need for early childhood education and engaging families in their children's education.

The Urban League became a grantee July 1, 2015 for two hundred fifty Head Start and Early Head Start slots in St. Louis City and County. Early childhood education program and services include center based classrooms for children 6 weeks to 5 years of age and

As of July 1, 2016, the Urban League Head Start/Early Head Start program was again awarded grantee status for an additional 422 children in St. Louis City and County. This grant will provide center-based services only for children 6 weeks to 5 years of age. Program services for income eligible children and families will be provided in its existing four centers and two child care partners.

The Head Start/Early Head Start program utilizes a dynamic research based curriculum with lasting results of improving a child's start into education. Enrolling your child into this program ensures that they will be ready to enter kindergarten. The program provides high quality early childhood education services and opportunities for parent engagement. Families may also take advantage of the many other programs and services offered by the Urban League such as food pantry, job training, housing, utility assistance, continuing adult education and so much more.

"Early childhood education plays a direct role in the academic, emotional, social and physical development of young children; which also plays a role in the overall development in the adult they will become.

The Urban League Head Start/ Early Head Start Programs see this, and we have increased our efforts to meet this need. It's simple and cannot be compromised, we are investing in our youth and empowering families now, we are bridging the gap now, and we are ending the cycle now for a brighter future, said Michael P. McMillan, president and CEO of the Urban League of Metropolitan St. Louis, Inc. Urban League Head Start/ Early Head Start programs are now enrolling. Don't miss the opportunity to enroll your child and family into an enriching educational program and empowering environment.

For more information, please call (314) 867-9100 or visit online at [www.ulstl.com](http://www.ulstl.com)



*Ribbon cutting of newly renovated Head Start Magnolia Center  
2725 Alhambra Ct. St. Louis, Mo 63116*

Early home-based services including expectant moms. The Magnolia Head Start/Early Head Start Center will open for business in January 2017. Program services for income eligible children and families will be provided through this center along with five child care partners.



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# Reinvest NORTH County: A Celebration of Progress

Two years, three partners, four school districts, 50 businesses and more than \$950,000 later!

The St. Louis Regional Business Council (RBC) is pleased to recognize the progress and impact of the Reinvest North County Fund. To date, there have been 10 rounds of funding, totaling more than \$950,000. Initially organized as an immediate business response to the August 2014 civil unrest in Ferguson and surrounding communities, the Reinvest North County Fund has proved to be a vital vehicle for providing critical support. This final allocation of funds brings the conclusion of a successful effort to make an immediate and impact-full difference when the civil unrest occurred. Not only will the RBC continue to help as part of their ongoing agenda, but a number of other initiatives are also in place to help carry this important work forward.

In partnership with North County Incorporated (NCI), the Fund was created to raise money to help numerous area small businesses and four school districts. The RBC and NCI also partnered with the Greater Saint Louis Community Foundation to provide administrative support for the Fund.



## ABOUT RBC:

In 2000, the Regional Business Council was launched with 50 mid-cap business executives, the first effort in the St. Louis region to bring together the leaders of mid-cap companies. In recent years, the St. Louis region's business community has seen an increase in highly successful mid-cap companies that employ a large percentage of the region's workforce. Thus, this coalition is essential to enhancing the well-being and vitality of the region.

These companies, that are generous with their time and resources, include civic and philanthropic involvement as priorities within their companies. Brought together for the first time, these businesses can now leverage their corporate involvement and investment.

The collective effort of RBC members is dramatically expanding the breadth and depth of involvement and investment in the community. Realizing that it cannot lend its support to every worthy cause, the RBC is committed to putting its considerable talent, resources and determination behind business, civic and philanthropic priorities where RBC members can make a substantive contribution.

Today the RBC is composed of 100 CEOs representing some of the region's largest employers. These companies have a tremendous impact on the economic health of the region, employing over 120,000 people and generating over \$65 billion in revenue annually. Most RBC companies are headquartered in the region and all have a vested interest in the development of the region's 16 counties.



"I could not be more proud of the collective power of the St. Louis business community, as well as individuals and foundations that stepped up to respond to a desperate situation," said Kathy Osborn, Executive Director of the St. Louis Regional Business Council. She added, "Supporting educational opportunities and a diverse business environment are deeply held core values, and we believe in quality of life investments that make our region a better place to live, work and grow. The Reinvest North County Fund exemplifies the kind of impact we can have when everyone understands what's at stake and pitches in to make a difference."

Funding to help the children, families and staff was provided to four school districts: Riverview Gardens School District, Jennings School District, Ferguson-Florissant School District, and the Normandy Schools Collaborative. From food pantries, clothing and transportation, to robotics equipment, science books and supplies, meeting the needs in school has been top priority.

Fifty-five businesses received crisis assistance to repair and rebuild, as well as support for owners to attend capacity building workshops in finance, human resources, law, insurance, marketing and public relations. Fifty businesses remain in operation.





# URBAN Inspire

inspiring change, growth and community

By: Alexa Beattie

**M**arvin Mitchell, president and CEO of Compass Retirement Solutions, was not born to money. In fact, he knows firsthand the impact financial hardship can have on a family. A graduate of Parkway North High School ('02), he attended Southern Illinois University at Edwardsville to study law, but did an about-face when his grandmother became gravely ill and he returned home to look after her. "The stock market crashed; she had no long-term care insurance and ran out of money quickly," he explains. "The family pulled together, but my grandmother felt she was a burden. It ate me up inside." After she died, Mitchell set out to have a career in finance.

After five years at a large Wall Street firm in town, the native St. Louisan formed Compass Retirement Solutions. This summer, his company will be honored at the St. Louis County NAACP's annual Freedom Fund Dinner for its dedication to the community. In the past year, Compass Retirement has given out more than \$50,000 in college scholarships to area youth; such as the Urban League of Metropolitan St. Louis, Inc.

**"And we're just going to keep on giving,"** Mitchell says.

In addition, the 31-year-old recently learned he is among five finalists being considered for Retirement Advisor magazine's Retirement Advisor of the Year award, in recognition of Compass' status as one of the fastest growing retirement advising firms in St. Louis.

He says he started his practice in memory of his grandmother; her end-of-life experiences illustrated to him the importance of protecting the future.

"We understand our clients' pain points," he says, citing primary concerns like turbulent markets, low interest rates for savings accounts and complex industry jargon. "People facing retirement want to increase their assets, reduce risk and protect their hard-earned money, so they don't outlive their income," he says.

In addition to their financial contributions to the St. Louis community, Mitchell reports that he and his staff also give their time, volunteering regularly in nursing homes, homeless shelters and elementary schools. "To whom much is given, much is required ... it is a requirement in my life and in my business that I give back," he says. "I am a firm believer in paying it forward, and it brings me great joy that I am able to do so now."



Marvin Mitchell gives \$10,000 to the Urban League for Scholarship Program. Photo: Donald Suggs, SOS Graduate Cohort 8, Marvin Mitchell, SOS Graduate Cohort 11, Kathy Osborn and Michael McMillan

# We support visions for our future.



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# Melba Moore, Freddie Jackson & Mary Wilson LIGHT UP the Urban League Salute Women Gala

## The

Salute to Women in Leadership Gala is an annual event that was created to recognize the tireless contributions of outstanding women. The Urban League of Metropolitan St. Louis, Inc. takes great pride in giving recognition to outstanding women who embody the mission of our organization to help create opportunity for disadvantaged and overlooked individuals and communities.

Women are selected from various professional and civic categories including community leaders, elected officials, educators, media, corporations, businesses and charities. The Lifetime Achievement Award recipients have included national celebrities, as well as local notables in the Metropolitan area.

Many companies and vendors have made generous gift donations; corporations provide supportive sponsorships, numerous federal, state and city officials have also demonstrated their appreciation for the

contributions our Honorees have made far beyond the call of duty of their professional obligations. Each Honoree receives tributes from dignitaries and celebrities around the world. Every detail is designed to create an evening of appreciation not only to the Honorees, but the hundreds of outstanding women who attend.

On June 19, the Urban League of Metropolitan St. Louis honored 14 distinguished women in leadership with a sold-out, black-tie reception, dinner and concert at the Marriott Grand-St. Louis Hotel.

This year, the Urban League honored National Recording Artist and Tony Award Winner Melba Moore and Founding Member of The Supremes Mary Wilson among other stellar awardees. National Recording Artist Freddie Jackson provided entertainment for the event which also included Trumpet Awards Founder Xernona Clayton and Renowned Actor Richard Gant.

“The Urban League is thankful to the community for its ongoing support of the Salute to Women in Leadership. We are also very proud to recognize the outstanding women who have gone above and beyond the call of duty to serve their communities,” said Michael P. McMillan, president and CEO of the Urban League of Metropolitan St. Louis, Inc.

Urban League of Metropolitan St. Louis congratulates Nicole Colbert-Botchway on winning Southwest Airlines flight gift certificates for two at the 2015 Salute to Women in Leadership Gala. Southwest is the Official Airline of the Urban League of Metropolitan St. Louis and celebrates phenomenal women leaders, through its support of the annual Salute Gala. The League also gives special thanks to Enchanting Embellishments, Vincent’s Jewelers, Camille La Vie Gowns, Designer Everette E. Johnson for Liza B, Artist Claude C. Johnson and Odyssey, Inc., and the Wedding Gown Gallery for donating gifts to the award recipients.





**Women who were honored at this year's festivities include:**

.....  
 Melba Moore, Broadway/Actress/Vocalist; Mary Wilson, founding member of the Supremes; Cheryl Jones, CEO of Girls Inc.; Sharon John, president and CEO of Build-A-Bear; Kathy Walker Steele, central regional coordinator of Alpha Kappa Alpha Sorority Inc.; Michelle Tucker, Senior Vice President of Enterprise Business and Community Engagement; Stacy M. Edwards, manager of the William J. Harris Education Center for St. Louis Community College; Marsha Rusnack, Civic

Leader; Linda Harris, Senior Vice President of Administration and Compliance for the Urban League of Metropolitan St. Louis; Jamala Rogers, founding member of Organization for Black Struggle; Judy Bentley, founder and President/CEO of Community Health-In-Partnership Services (CHIPS Health and Wellness Center); Linda Spradley Dunn, CEO and Founder of Odyssey Media; Brenda Clayton Davis, Urban League Guild Member of the Year; and Tonja Sesley-Baymon, Urban League CEO of the Year.

.....

The Urban League of Metropolitan St. Louis is a social service and advocacy organization that works to fulfill its mission of Empowering Communities and Changing Lives. Programs are offered in the areas of Economic Empowerment, Meeting Families Basic Needs, Educational Quality and Equality and Civic Engagement and Social Justice. Proceeds from the Salute to Women will benefit Urban League programs and services.

# Linda F. Harris

Urban League Employee of the Year



**L**inda F. Harris is Senior Vice President of Administration and Compliance for the Urban League of Metropolitan St. Louis, Inc. She is an accomplished Senior Executive who provides exceptional management and leadership for the administrative and compliance functions of the Urban League. Harris' strong, solid history of performance in organizational development has rendered her a go-to person in her field. She has successfully combined the components of her incomparable management and interpersonal skill with the expertise gained from her stellar accomplishments to create a platform that is designed to ensure that the Urban League's management and senior executives are in compliance with the rules and regulations that relate to more than 27 programs and services.

With over 20 years' experience in Social Services, Linda has been a key figure at the Urban League. She has brought a wealth of knowledge, skills and understanding to every capacity of the corporation in which she has served. She is indubitably an exceptional woman who is frequently lauded for her uncanny ability to supervise, lead and instruct, while simultaneously providing unparalleled levels of motivation, support, and genuine care and concern for those with whom she works. It has been stated that

Harris knew at an early age that she wanted to work in the social services arena. She quickly developed a special interest in working with children and families. One of the most important aspects of her career has always been making a difference in people's lives.

Linda enjoys working with young people. She is constantly creating avenues for growth that foster the establishment and development of their skills and talents that will ultimately benefit our society at large.



She holds a Master of Social Work Degree from Saint Louis University and a Bachelor of Arts degree in Sociology and Social Welfare from Dillard University in New Orleans, Louisiana. She is a graduate of Focus St. Louis - Leadership St. Louis (LSL), one of the most highly-respected leadership development programs in the nation. Linda is also a member of Delta Sigma Theta Sorority, Inc., a Certified Technical Trainer, and a Career Development Facilitator for Workforce Development.

Linda is active in her church and community. She enjoys spending time with her immediate and extended family, practicing Bikram Yoga and teaching Zumba Fitness classes.

“Linda makes every place that she touches a better, brighter, more wonderful place to be. She is so dynamic that she makes coming to work a winsome delight!”



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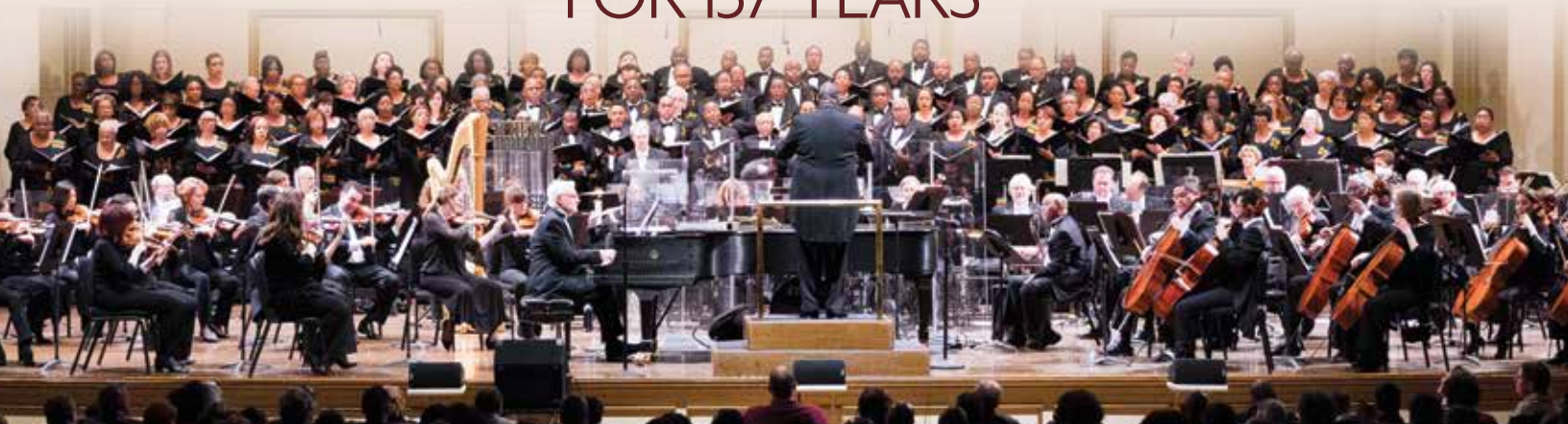
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## Centene Brings Secure Employment to Ferguson

\$25 million investment

**Centene** Corporation celebrated the grand opening in April 2016 of its Ferguson Service Center. The Company's \$25 million investment into this facility will bring over 250 jobs to the Ferguson area.

More than 200 guests attended the celebration, which included remarks from Michael F. Neidorff, chairman, president and CEO of Centene, as well as U.S. Senators Claire McCaskill and Roy Blunt, Governor Jay Nixon and Urban League of Metropolitan St. Louis President and CEO Michael McMillan. Guided tours of the facility were provided, as well as food from local Ferguson

restaurants and entertainment from the Riverview Gardens Student Jazz Ensemble.

"The business sector must be a role model in creating stronger and healthier communities across the nation. One company at a time, one community at a time," said Mr. Neidorff.

"As we open our new facility, we celebrate another step toward the revitalization of Ferguson. Centene is proud to be a part of this exciting opportunity and is committed to being a catalyst for that success."

The 45,000-square-foot facility, located at 2900 Pershall Road, includes a state-of-the-art bistro, fitness center, and on-site early childhood development center, as well as a community center available to the Ferguson community.

Watching the protests following Michael Brown Jr.'s shooting death, Neidorff thought about ways he could help move the community forward, said Michael McMillan, president and CEO of the Urban League of Metropolitan St. Louis.

McMillan said, "Michael Neidorff added more jobs and increased economic stability and security."

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We are proud to announce that Karen Dickson has joined our Community Reinvestment Act team. In this position, Karen will build, participate and maintain relationships with community-based, charitable and non-profit organizations and will oversee First Bank's CRA service activities in the Midwest. Welcome, to First Bank, Karen!

Karen can be reached at (314) 592-6892  
or [Karen.Dickson@fbol.com](mailto:Karen.Dickson@fbol.com).



# Saint Louis University Honors Civil Rights Leaders at Annual Martin Luther King Jr. Tribute



celebrated the life and legacy of Martin Luther King Jr. during its fifth annual memorial tribute on Tuesday, Jan. 12. It was the largest MLK tribute in University history, with 501 guests in attendance.

The event was sponsored by SLU's Office of Diversity and Community Engagement, in partnership with the Urban League of Metropolitan St. Louis, Inc. Jonathan C. Smith, Ph.D., special assistant to the president for Diversity and Community Engagement, introduced the event's master of ceremonies Michael P. McMillan, president and CEO of the Urban League.

Christopher Collins, S.J., assistant to the president for Mission and Identity, then gave the invocation, and University President Fred P. Pestello, Ph.D., welcomed the crowd.

"It is fundamental to our Jesuit mission and values that we be co-workers with God on the issues of poverty, education, economic empowerment and racial equality," Pestello said. "Our Jesuit values have guided our faculty, students and staff, of whom I am so proud, to pursue hundreds of programs in the neighborhood's most disadvantaged communities. ... We will continue to provide that course, with hope and trust in God and our own humanity, just as Dr. King would've expected."

Civil rights leader Diane Nash, who participated in the 1960s Civil Rights Movement alongside Dr. King, gave the keynote address. She spoke about struggling for a term for the movement's philosophy that was more encompassing than "non-violence," as their approach was about more than merely the absence of violence. She eventually coined the term "agapic energy:" using energy produced by "agape" or love, instead of

energy produced by violence."I have not said that using agapic energy would be easy," Nash said. "It was not. It is not. In the 1960s, we did not know if agapic energy would work. Now we know it does."

Nash discussed how the movement was larger than any one person, and how they kept going despite fear because they knew the hardships they faced would create a better world for generations to come. She urged everyone in attendance to continue that legacy and to "keep the dream alive." "We need to realize that there is no one to solve problems but you and me," she said. "It was not Martin Luther King's movement; it was a people's movement." Nash received the 2016 Martin Luther King Jr. Memorial Civil Rights Leader Award.

As a surprise gesture of thanks, Smith presented Rita McMillan with a 2016 Dr. Martin Luther King Jr. Special Award of acknowledgment of and gratitude for her creation and ongoing support of the program.

The event concluded with final remarks from Smith and a benediction given by Collins.



# MLK

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By: Kesha Chatman, Weatherization Director

**O**ctober 30, 2016 marked the 40-year anniversary of the Department of Energy (DOE) years of service in the administration of the Weatherization Assistance Program. The program was first established in 1976 as a response

to offset a nationwide energy crisis by providing cost effective, energy efficient home improvements to low income households. It was found that those low income households consisted of elderly, children, those with physical disadvantages and others were hit the hardest by increasing utility cost with 14 percent of their annual income being used to meet their energy usage. The Weatherization Assistance Program aims to lower utility bills and improve comfort while ensuring improved health and safety of homes serviced through the program. Since its implementation, the Urban League of Metropolitan St. Louis, Inc. has positively impacted thousands of households in the City of St. Louis. This is all made possible in part by passionate seasoned staff including administration, home energy auditors, construction crews and contractors, as well as agency partners such as the Department of Energy, Laclede Gas, and Ameren.

An underlying mission of the staff of the Weatherization Department is to thoroughly educate clients on energy conservation measures that clients can then implement into their daily living routines. Clients are educated every step of the way from the intake and application process, during the home energy audit, through infiltration and HVAC work, concluding with post Weatherization and follow up services. The Urban League believes there is a greater return for clients by taking the time to invest in educating clients coupled with the benefits of the Weatherization Assistance Program.

The Urban League Weatherization Program is continuously looking for innovative ways to enrich the program with educational opportunities to engage the community into thinking about energy conservation and a healthier home. Nelson Mandela said, "Education is the most powerful weapon which you can use to change the world." With that in mind, the weatherization department expanded its vision to find a way to educate children about the importance of energy conservation. From the creative minds of the weatherization staff, Dr. Energy, an energy savings super hero was born. Through the development of a short family friendly animation featuring Dr. Energy, this tool can now be used to aid in educating children on how to help their parents lower the energy being used in their homes.

# 4 YEAR ANNIVERSARY

WEATHERIZATION OF URBAN LEAGUE SAINT LOUIS

On October 28, the Urban League hosted the Weatherization Day Celebration! The day was filled with lots of activities including a contractors and crew meeting which included a guest presenter providing information on how to grow a small business, the reading of the Governors Weatherization Day Proclamation, face painting and coloring for children, energy savings tips and so much more.

The event provided an opportunity to hear client testimonials. Lisa Ross shared, "The weatherization staff was great. They were courteous throughout the entire process. I noticed a huge savings in my energy bill from over \$300 a month to \$120." Erica Reed also gave a testimony as a client who is currently going through the weatherization process. Ms. Reed shared that with only the infiltration work completed on her home, which included insulation and air sealing, she has experienced a tremendous savings on her utility bill already. Ms. Reed has been so impressed with the process that she's now an advocate for Weatherization services. She's passed out applications to her neighbors and friends because she desires for them to experience what she's experiencing in the program. This is a great testament to services that are provided by the Urban League's Weatherization Program.

Clients attending the event who were previously weatherized had an opportunity to go through a Post Weatherization Workshop. Additional training was provided on how to properly operate programmable thermostats, how to maintain HVAC equipment including live demonstrations on changing and cleaning filters as well as learning other energy savings tips for everyday living. Those tips included the best ways and time to operate appliances and understanding your home energy profile.

A host of St. Louis City landlords **CONTINUED>**





CONTINUED> were invited to the Weatherization Day Celebration to participate in a landlord forum. The new initiative of partnering with area landlords will aid in efforts to ensure tenants residing in two and four family units, as well as in single family homes, have the opportunity to learn and benefit from Weatherization Services. This partnership will help landlords increase tenant retention rates while working together to educate residents of the importance of energy conservation.

The day's celebration ended as clients and participants were able to meet Dr. Energy, receive new filters and furnace filter whistles to help maintain the efficiency of their HVAC equipment, LED light bulbs, and hot water gauges. The Urban League of Metropolitan St. Louis, Inc. will continue to think outside the box striving to empower communities and change lives with healthier and green home initiatives, impacting one family at a time for another 40 years!

## URBAN SPOTLIGHT: The Murrells / Weatherization Success



The Murrells came to the Urban League during a very deep hardship. Mr. Murrell was recovering from a major accident and Ms. Murrell was recovering from hip and eye surgery. As a result, their income was decreased drastically from not being able to work during their recovery time. Upon applying for the Weatherization Assistance Program, their utility bills were over \$2,000; the home was very drafty which made the winter season even more unpleasant. After receiving assistance from the Weatherization Assistance Program, the Murrells are extremely excited to report a major decrease in their utility bills; energy usage has decreased as well as they

have implemented energy conservation measures learned from the program. Mrs. Murrell states, **“Throughout our hardship, the Urban League was our guiding light and we’re so appreciative of your service. We were treated with such compassion and kindness; for that, we’re forever grateful.”**

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# 98<sup>TH</sup> ANNUAL DINNER MEETING | URBAN LEAGUE of Metropolitan St. Louis, Inc.

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## URBAN LEAGUE HOSTS LARGEST DINNER EVER

On March 14, the Urban League hosted its largest and most successful Annual Dinner in its 98-year history to a sold out audience of 1,200. Event highlights featured an inspiring keynote speech from Dr. Michael Eric Dyson, President and CEO Michael P. McMillan's announcement of the \$2 million expansion of the Urban League Community Empowerment Center of Ferguson and award presentations to Dr. Donald M. Suggs and Kathleen T. Osborn, of the Regional Business Council. "The Urban League, thanks our attendees, members, sponsors and community leaders who came out to celebrate our 98th anniversary with us, said Michael P. McMillan, President and CEO of the Urban League of Metropolitan St. Louis, Inc.

The Urban League of Metropolitan St. Louis is a social service and civil rights organization that works to fulfill its mission of Empowering Communities and Changing Lives. Programs are offered in the areas of Economic Opportunity, Community Empowerment, Education Excellence, Civil Rights and Advocacy.





URBAN LEAGUE 98TH ANNUAL DINNER MEETING



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# URBAN Fashion

inspiring awareness and community

## CANCER CAN'T BEAT BEAUTIFUL

In July of 2015, Jermell Keys' grandmother was diagnosed with a form of breast cancer called ductal carcinoma in situ (DCIS). Not much later, she went into surgery, and she finished her radiation in late November. Having several years of experience in the fashion community, Keys wanted to create a fashion show to encourage his grandmother through her battle. However, she was still too weak to attend The Aesthetics of Breast Cancer Fashion Show (ABCFS) on January 10, 2016. So he chose to honor three other women who were breast cancer survivors. He originally planned the fashion show for only one year. However, one of the honoree stated to him at the end of the show, "Thank you, Jermell. Thank you for reminding me that I am a queen." So he decided to continue the fashion show annually.

ABCFS is now a federally recognized 509(a)(2) nonprofit organization. Their purpose is to honor survivors who use their experience with breast cancer as motivation to advocate for and inspire others. In 2017, for the first time, ABCFS will offer an enjoyable skill-building trip to the three honored survivors which will inspire them to continue encouraging other breast cancer survivors and their families. The trip will take place in the city of Saint Louis, October 20-22, 2017. All meals will be provided. The trip consists of three days, each with a unique purpose: comradship, boldness, and aesthetics. After finishing the program, honorees will receive a certificate of completion and an award recognizing their service, both of which will be presented at the end of the fashion show. ABCFS's concept also brings together a variety of fashion professionals who provides the perfect bridge between local designers, models and the larger fashion community. ABCFS also raises awareness through local and national media outlets.

Breast cancer survivors of any age are welcome to apply, but anyone can nominate someone deserving of this honor. Honorees will be chosen by the selection committee.

To apply or nominate someone, visit [www.abcfashionshow.org](http://www.abcfashionshow.org) and click on the honoree tab. Then click on the application. If you are interested in making a donation, you may do so by clicking on the donate link. In addition, if you have fashion or beauty talents you would like to contribute, contact ABCFS using the information below. You can obtain more information about the show by following ABCFS on Facebook, Instagram and Twitter @abcfashionshow.

You can also email [info@abcfashionshow.org](mailto:info@abcfashionshow.org) or contact Jermell Keys at 314.761.8440. Your support would be greatly appreciated.



# National Urban League Selects St. Louis for 2017 National Conference

During its Gala in Ft. Lauderdale, Fla. on Aug. 1, the National Urban League announced it has selected St. Louis as the host city for its 2017 Annual Conference. Assembled for the announcement were dignitaries from St. Louis and the National Urban League. (pictured left to right) Michael McMillan, president of the Urban League of Metropolitan St. Louis; Ambassador Andrew Young; Marc Morial, president of the National Urban League; Mayor Francis Slay, City of St. Louis; Kathleen "Kitty" Ratcliffe, president of the St. Louis Convention & Visitors Commission and Michael Neidorff, chairman, Board of Directors of the National Urban League and CEO of Centene Corporation.

"We want to thank the leadership of the National Urban League for selecting St. Louis as the host city for their Annual Conference in July of 2017. This event will bring more than 3,800 attendees to St. Louis, as well as their Youth Leadership Summit that will take place concurrently at Washington University for approximately 350 young people. Overall, it is projected they will use more than 6,000 hotel room nights, generating an economic impact of **\$3.2**



**million in direct spending** for our region.

It takes a team effort to secure a national event like this conference. Key to our successful bid was the steadfast support and hard work of several community leaders, including Michael Neidorff, Chairman, President and CEO of Centene Corporation and the Chairman of the National Urban League; Michael McMillan, President and CEO of the Urban League of Metropolitan St. Louis; Mayor Francis Slay and Washington University for their support of the NULITES Youth Leadership Summit.

Most importantly, we appreciate the Urban League's commitment to address the challenges faced by African American communities across the country, including here in St. Louis. This is a unique opportunity for our region to further participate in these important discussions, and we appreciate the confidence they've shown by selecting us as their convention home in 2017.

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Save Our Sons Program  
is looking for:

**-Mentors-  
-Volunteers-  
-Contributors-  
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(Participants must be 18yrs or older and be a resident of St. Louis County).

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# M E E T M E I N ST. LOUIS

## URBAN LEAGUE NATIONAL CONFERENCE 2017 WEDNESDAY - SATURDAY, JULY 26 - 29



Despite our advances as a country, young men of color continue to face significant challenges. Currently 54% of African American men graduate from high school, compared to more than 75% of their peers.

The Urban League of Metropolitan St. Louis' Save Our Sons program

has helped **300 unemployed and underemployed men** living in North St. Louis County find jobs.

This program completes these objectives by assisting the participants in obtaining post-secondary education and job training and teaching the imperative career skills and work ethic necessary to become successful employees in today's workforce.





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# Starbucks Create Local Jobs

Working with the community leadership of Ferguson, Starbucks launches a long-term effort to create local jobs, provide training opportunities for youth, and invest in local minority-owned businesses. New store marks a key milestone in Starbucks ongoing commitment to open stores in at least 15 diverse, low- to medium-income communities by 2018.

**F**ERGUSON, MO (April 29, 2016) – Starbucks (NASDAQ: SBUX) today unveiled its first store in Ferguson, Missouri as part of a national plan to provide local jobs, create training opportunities for youth, and support efforts to rebuild and revitalize communities. Starbucks plans to open similar stores in at least 15 low- to medium-income communities across the U.S. by 2018. With an estimated 5.5 million young Americans not in school or at work,

the majority of whom live in some of the country's most diverse, yet underserved communities, Starbucks aims to make a long-term impact by opening stores that will help provide a tangible boost to the local economy and bring meaningful jobs. "We've long considered how we can help deliver social impact in ways that drive our business forward," said Rodney Hines, Starbucks director of Community Investments for U.S. Retail Operations. "We have always

seen investments in the communities where Starbucks partners live and serve as investments in our business and brand. As we got to know the Ferguson community over the last year, we heard incredible stories of strength, empathy and understanding. We also heard loud and clear the need for business leadership and investment in the form of new jobs and training opportunities, particularly for young people. That's why we are proud to be here with the

community as we prepare to open our doors. Together, we want to help demonstrate that coming to a city like Ferguson is not just good for the community, but good for business too.” Nationally, 1 in 7 young adults does not work or attend school [1], a challenge that is compounded in low- to medium-income communities like Ferguson, particularly among young people of color. In the St. Louis region, 14% of young people ages 16-24 – an estimated 48,000 young men and women – are disconnected from jobs and educational opportunities[2] and nearly half of all young African American men in the area are unemployed, compared with 16% for young Caucasian men. In addition to creating new local jobs, Starbucks will work with nonprofit partners like the Urban League of Metropolitan St. Louis to provide a robust, multi-week job skills training program for local youth, using a specially-designed classroom space within the store. Starbucks hopes to work alongside community partners like the Urban League to help address some of the systemic barriers facing young people in the Ferguson area.

“Ferguson was an awakening for all of us to really take a hard look in the mirror, and try to turn what was a tragedy into a triumph,” said Michael McMillan, President and CEO of the Urban League of Metropolitan St. Louis, one of Starbucks key community partners in the initiative. “We saw people from all over the country wanting to be involved in our community, and to give back and help. Yet, the number one thing we heard from young people in Ferguson is ‘we need jobs.’ So we need to engage these youth and we need to figure out how we can help them to get what they need to be productive citizens. The work will take years to complete. This is both a sprint and a marathon for our community, and we urgently need other businesses like Starbucks to join us.” “Ferguson is grateful to Starbucks for recognizing the strength and resilience of our community by choosing to invest here,” said Ferguson Mayor James Knowles III. “The City of Ferguson and the greater North County region have both obstacles to overcome, but also great potential. Starbucks has shown their commitment to this region by helping our young people with much needed job training, as well as their commitment to the greater business community by partnering with local entrepreneurs to deliver great services and products to our citizens. We are excited to welcome Starbucks into the community and look forward to a long and lasting community partnership.”



The Starbucks store, featuring both a café and drive-thru at West Florissant & Somerset in Ferguson, has hired 30 partners (employees), many of whom are from the Ferguson or greater St. Louis areas, including store manager Cordell Lewis. Hiring locally is an important part of the company’s strategy to support economic development and build stronger connections with the community. With benefits like full health care coverage and equity in the form of stock for both part-time and full-time partners, as well as the Starbucks College Achievement Plan, which gives partners the opportunity to get a bachelor’s degree from Arizona State University with full tuition reimbursement, Starbucks will provide Ferguson partners with the same opportunities available to partners

across the country. “I was in essence the ‘opportunity

## New Jobs, New Opportunities

youth’ we are trying to help,” said Lewis, who has already enrolled in online classes at Arizona State University through the Starbucks College Achievement Plan. “I come from a single-parent family and was lucky to have a coach who saw a spark in me when I was a high school athlete. That helped me turn my life around. Starbucks opening in this community means the company also sees what Ferguson can become. It has its challenges, and we have to have those conversations, but we also have so many young men and women with a lot to offer, including our new team of

partners. My goal is to be their coach, to listen, and to help drive their passions. That’s the type of leader I want to be – for my team and for our community.”

As part of its commitment to investing in the community, Starbucks is also working with Natalie DuBose, owner of Ferguson bakery Natalie’s Cakes & More which suffered extensive damage following the rioting in 2014. In considering ways to invest in the local community, Starbucks is now selling DuBose’s signature caramel cakes at more than 30 St. Louis-area locations and will feature the product in the new store in Ferguson. As a result, DuBose’s workforce has grown from three to more than 20, double what it was when Starbucks broke ground on the Ferguson location in November 2015. CONTINUED>

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CONTINUED > DuBose is also heavily involved in the community, speaking regularly about entrepreneurship at local high schools, hiring locally, and sourcing ingredients locally whenever possible. Starbucks also worked with Simms Building Group, a minority-owned general contracting and construction management firm in the St. Louis area, to build the site.

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## A Pathway to Jobs for Local Youth

The Ferguson store will work with the Urban League of Metropolitan St. Louis to provide a unique in-store training program where young people in the community will have the opportunity to enroll in a multi-week retail and customer service skills training program. For this purpose, the Urban League was awarded a \$50,000 grant to train the participants. The program meets a critical need for practical job training opportunities for young people, many of whom are eager to start their first job and work collectively to transform the legacy of the Ferguson community.

“We are grateful for this partnership with Starbucks which has also included an additional \$25,000 donation to the Community Empowerment Center of Ferguson,” said McMillan. “An in-store training opportunity with Starbucks will go a long way for a young person preparing for their first job. And that first job is going to set them up for success and help open up a world of opportunity. That’s why we wanted to work with Starbucks and together find a way to use this new space to be so much more than a coffee shop, but a hub for the kind of opportunities that might help a young person get their start.”

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## Community Support

“I am grateful to Howard Schultz for believing and investing in our community. The impact of Starbucks’ commitment to Ferguson is enormous! It creates a ripple effect – jobs, revitalization, economic opportunities, and restores community pride. Starbucks is leading by example,” said The Honorable Hazel Erby, Saint Louis County Council, District 1.

“As a council member for Ward One in Ferguson Missouri I am so excited and proud to welcome Starbucks to our community! The confidence and dedication this company has shown in our residents and town is very encouraging and inspiring. We look forward to a long and strong relationship between the city of Ferguson Missouri and the Starbucks Corporation,” said Ferguson City Councilmember Linda Lipka, Ward 1.



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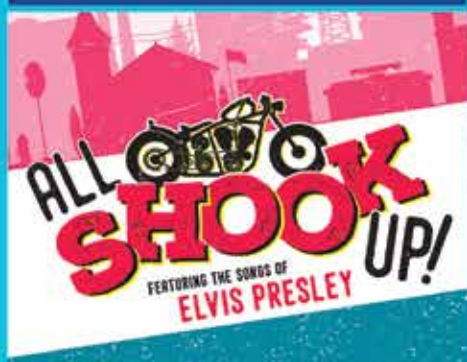
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# NATIONAL AFRICAN-AMERICAN MUSEUM OPENED AFTER CENTURY OF PLANNING



The Smithsonian's National Museum of African American History and Culture was over a century in the making. In 1915, black Civil War veterans collected funds they later put toward creating a museum on the National Mall that would celebrate African-American achievement. In 1929, President Calvin Coolidge signed Public Resolution 107, establishing a commission to plan its construction, but the project went nowhere. It took a renewed effort by lawmakers and African-American leaders beginning in the 1960s, and then decades of planning and proposals, before President George W. Bush signed legislation in 2003 authorizing the museum, which opened September 24, steps from the Washington Monument.

"It's one of those sites and projects that comes about only once in a generation," says the lead designer of the building, David Adjaye. "It's always magical to complete a project, but to complete this one on the National Mall, it's very profound. It's very humbling."

Construction on the exterior of the building, a glass structure wrapped in a three-tiered bronze-colored scrim that's meant to recall a motif in African sculpture (it looks like boxes stacked on a figure's head), was completed in 2015. Curators are now filling the galleries with artifacts from a collection of some 34,000 items spanning centuries or longer. Museum Director Lonnie Bunch says the exhaustive preparation and organizing is "really almost like planning a military exercise." Larger artifacts already in place include a 1944 training plane used by the black military pilots known as the Tuskegee Airmen; a once-segregated railway car and a guard tower from the Louisiana State Penitentiary in Angola, both of which the museum lowered in place with cranes before constructing the roof; a 19th-century slave cabin from South Carolina; and Chuck Berry's red Cadillac. "When I walk through, I feel the weight of my ancestors," Bunch says. "I feel an amazing sense of joy that we are



close to giving to America, giving to the world, a gift. A gift of understanding who we are as a people in ways that we haven't before." The museum's nine floors contain three history galleries covering slavery through present day, including the #BlackLivesMatter movement; a theater named for donor Oprah Winfrey; culture galleries featuring African-American icons of music, theater, film and

television; and a Contemplative Court, where visitors can reflect on what they've seen. Adjaye has said "there's triumph and there's also incredible tragedy" in the history of the African-American experience. Bunch agrees: "You cannot tell stories of celebration and resistance without understanding the trials and travails."

Published: Michael Byers for Newsweek 06/02/16  
By Max Kutner

# ROLLING INTO BETTER HEALTH

by: Hannah Truempi | ULSTL Mobile Health Unit Intern

Prior to her first screening on the Urban League's Mobile Health Van, Laura Johnson was breaking her costly blood pressure pills in half to make them last as long as possible. "I knew it was bad to take just half a pill," states Ms. Johnson, "but I was unemployed, uninsured, and unable to afford all of my medications."

Fortunately, Ms. Johnson is not alone in the battle against rising healthcare costs. Forty-five percent of African American St. Louis residents are uninsured, compared to 18 percent in their white counterparts, and this disparity is on the rise. In addition to having a greater percentage of uninsured individuals, the African American population of St. Louis is plagued with deep health disparities. These disparities are strongly linked to the social determinants of health—the idea that where you live, work, and grow-up has the greatest impact on your health than any other factor. The distribution of money, power, and access to resources like healthy foods and green spaces all play a role in determining the health of a population. These systemic differences, with clear geographic divisions, are exacerbated in St. Louis, the sixth most segregated city in the United States.

In St. Louis City, mere miles determine differences in life expectancy of up to 20 years. A child born in the Jeff-Vander-Lou neighborhood, where 95 percent of residents are African American, can expect to live 18 years less than a child born in Clayton, where 80 percent of residents are white. In this case, five miles is all it takes to separate a life expectancy well above today's national average and one that was the national average in 1950. These low life expectancies in predominantly African American neighborhoods are rooted in governmental and school board policies that have systematically put the interests of White communities over those of Black communities, resulting in large ramifications on the education, income, and health status of African American St. Louis residents. Although individual lifestyle choices and personal responsibility are important in achieving better health, the context in which those choices are made has a great impact on their feasibility. For many African American St. Louis residents, making healthy decisions goes beyond personal choice.

African Americans in St. Louis face several barriers to making healthy decisions. One of these barriers is the lack of primary care and prevention services in predominantly Black communities. In north St. Louis City, there are 25 physicians for every 10,000 residents, a number that is 70 percent less than the rest of St. Louis City. Those without a usual source of care typically utilize emergency rooms at higher rates. As a result, hospital charges for heart disease, cancer, and diabetes in St. Louis come to upwards of \$1.1 billion annually. Reducing the disparities in these three diseases through increased preventive health interventions within African American communities could lead to a savings of \$65 million per year.

While St. Louis has a long way to go to achieving health equity for all, the Urban League of Metropolitan St. Louis' Mobile Health Program is making large strides of progress. After receiving a \$500,000 grant from the Missouri Foundation for Health in 2013, the program's mobile health van, a clinic on wheels, has travelled to 10+ zip codes where documented health disparities persist each month to give free health screenings on blood pressure, blood sugar, and cholesterol levels, as well as flu shot vaccinations. Parked outside of local grocery stores, places of worship, and community centers, the mobile clinic makes preventive services accessible to those who typically go without them.

For Timothy Jones, a St. Louis resident, the mobile clinic has changed his life. Before his first visit to the mobile clinic, Mr. Jones was unaware that he had very high blood pressure. After being advised to visit his primary care physician by one of the van's nurses, Mr. Jones was put on medication for the rest of his life. "If this wasn't caught sooner, I'm sure it would have resulted in a costly trip to the emergency room," he states. Now, Mr. Jones is a regular on the van. "I make sure to get the van schedule each month and visit it at least every two weeks to check my levels," he says. "The convenience and friendliness of the van has made it easy for me to stay on top of my health. In the past 6 months I have seen my blood pressure, blood sugar, and cholesterol levels decrease and I have more energy than I've had in years," he adds.

In addition to offering free health screenings, case managers within the Mobile Health Program follow up with clients with elevated levels and those who report experiencing barriers to healthcare in an effort to connect them to the services they need. This "bridge to care" ensures that not only are clients aware of their health, but that they make appointments with their primary care physicians if their levels are high. The program provides financial assistance to those who need help covering the costs of co-payments, medications, or transportation to and from appointments. Case managers also connect clients to other safety-net programs and make referrals to free or reduced services offered by healthcare organizations in metropolitan St. Louis.

For St. Louis resident Cornelia Jackson, this assistance allowed her to get the care that she needed, but could not afford. Earlier in 2016, Ms. Jackson was struggling to pay for high health-care bills that were not covered by her insurance program. "I was in debt to my doctor," explains Ms. Jackson, "And because of this, I was not able to go to appointments as necessary or cover my medication costs." Since stepping on the van in July of 2016, Ms. Jackson has been assisted with both co-payment and prescription costs, both of which have allowed her to live a happier, healthier life. "Health is important to me because I want to live independently and help other people for as long as I can," states Ms. Jackson. CONTINUED>

## Not Alms But Opportunity

Employment & Training



CONTINUED> When asked about the biggest impact of the Mobile Health Program on her community, Ms. Jackson replied, “A lot of people are sick and they just don’t know it. I’ve told friends of mine to get on that van and they come off with a list of things that they need to take care of. I know people who have been going without their medications for long periods of time. This program has allowed people in my community to be connected to the care that they need, regardless of the cost.”

Whether clients receive assistance or not, 10 out of 10 report that their screening has empowered them to make positive lifestyle changes and work towards better health. Since her first visit to the van in June of 2016, Laura Johnson has seen her blood sugar lower so much that she no longer needs to be on her diabetic medications. “This is simply amazing,” Ms. Johnson affirms, “my quality of life has improved, and I feel more confident in my ability to make changes in other areas of my life as well.”

In addition to providing screenings and case management services, the Mobile Health Program works to increase health education in communities with high health disparities through a series of Healthy Neighbors and Ask the Doctor workshops. These workshops range from topics like chronic disease prevention to healthy cooking demonstrations, and there are typically 15 to 30 community members in attendance. In 2016, 16 workshops

were held and 20 Health Ambassadors from the Federation of Block Units were identified. These ambassadors, who have attended five or more workshops, are responsible for relaying the material to their community members and encouraging future participation in the workshops. One ambassador, Ralph Tidwell, has been to 18 workshops in the past two years. For Mr. Tidwell, the workshops have changed his health behaviors through increased knowledge: “I now am much more conscious of what I eat and how it is going to affect



my health,” he states, “I’ve even switched to almond milk because of the health benefits and have seen my friends make similar choices.” Mr. Tidwell always invites his neighbors to the workshops, and sees a recurring trend: “Once they come the first time, they keep coming back,” he confirms.

The Mobile Health Program’s efforts have been shown to be extremely impactful. Using a return on investment (ROI) calculator formulated by researchers from Harvard Medical School, the screenings and follow up services from the Urban League’s Mobile Health Program have a bottom line impact of \$95 saved for every \$1 invested. This value takes into account the quality-adjusted life years (QALYs) saved from the long-term impact of preventive services on longevity, in addition to the costs of estimated emergency department visits avoided. To put this number into perspective, the average ROI for mobile health clinics in the United States is \$12 saved for every \$1 invested. What makes this program’s ROI so large? An annual operating cost of \$163k-- \$266k less than the average operating cost of \$429k per year. With 1,400 new visitors in 2016, the Urban League’s Mobile Health Program saw a total cost savings of \$15,471,445 in 2016 alone.

Not only is the program extremely efficient financially, but its impact on individuals health are substantial. After an average of three months, 87 percent of clients who returned to the van for a second screening saw a reduction in one or more of their health levels. On average, there was an 11 percent reduction in clients’ blood pressure levels, a 29 percent reduction in blood sugar levels, and an 11 percent reduction in total cholesterol levels. The program is also reaching the community members who need it the most. Over 50 percent of assisted clients report that they have not had a health screening in the 12 months prior to visiting the van, and 7 out of 10 clients report that they were unaware of their elevated levels before their screening. These data suggest that the majority of clients have no usual source of primary care. Of the clients that reported a recent visit to the emergency room prior to their screening, 9 out of 10 said that they have seen their emergency visits decrease in the three months after their screening and follow-up assistance.

While the Mobile Health Program’s measurable impact on the communities it serves are considerable, there is still much to be accomplished in the fight for health equity for all St. Louis residents regardless of race, socioeconomic status, or geographic location. In the future, the program hopes to secure increased funding to expand its services, reach more people, and continue to roll its wheels towards better health in the communities of greatest need.





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- To learn more about MSD's multi-billion dollar capital program and opportunities for minority- and women-owned businesses, visit [www.stlmsd.com/diversity](http://www.stlmsd.com/diversity) or contact Shonnah Paredes, Manager of Diversity Programs, [sparedes@stlmsd.com](mailto:sparedes@stlmsd.com) or (314) 768-6395
- If you are seeking information on Certified Minority and Women Business Enterprises (MWBE) contractors, suppliers, or consultants, visit [www.stlmsd.com/msd-work/supplier-diversity](http://www.stlmsd.com/msd-work/supplier-diversity).
- MSD is seeking small contractors to participate in its Small Contractor Program, offering bid opportunities under \$25,000 with minimum requirements. For more details visit [www.stlmsd.com/smallcontractor](http://www.stlmsd.com/smallcontractor).



## SAVE THE DATES

**URBAN LEAGUE** Empowering Communities.  
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### 99th Annual Dinner Meeting

HYATT REGENCY HOTEL AT THE ARCH  
315 CHESTNUT ST, ST. LOUIS, MO 63102  
RECEPTION 5:00PM | DINNER 7:00PM  
**MONDAY, MARCH 27, 2017**

### Salute to Women in Leadership Gala

MARRIOTT ST. LOUIS GRAND HOTEL  
800 WASHINGTON AVE., ST. LOUIS, MO 63101  
RECEPTION 5:30PM | DINNER 7:00PM  
**FRIDAY, JUNE 9, 2017**

### National Urban League Conference

ST. LOUIS AMERICA'S CONVENTION CENTER  
701 CONVENTION PLAZA, ST. LOUIS, MO 63101  
**WEDNESDAY - SATURDAY, JULY 26 - 29, 2017**





Where there is HOPE,  
there is POSSIBILITY.

*The Single Woman Conundrum: Wanda Durant* St. Louis, MO

The Urban League welcomed Odyssey Media's "A Single Woman Conundrum" Women's Entrepreneurship Seminar to St. Louis Community College-Florissant Valley campus on October 12, 2016. Nearly 200 women were in attendance at the free event which taught entrepreneurial skills to female business owners. The seminar also featured philanthropist and motivational speaker Wanda Durant, mother of NBA star Kevin Durant of the Golden State Warriors. Known lovingly as "The Real MVP" Durant was shared her personal story of triumph to empower women to overcome the

challenges of starting a business as a woman of color. Additionally, registered attendees were entered in a pitch contest for a chance to win \$1,000 to jumpstart or expand their business. Yashica McKinney, owner of Desserts Out the Jar, won the contest and will use her winnings to replace a broken refrigerator at her business. "Wanda is a model of strength and resilience and will be such an inspiration to our guests. This is what Impact Odyssey is all about – sowing into our community of women to create economic em-

powerment and leadership in our society." Launched in 2016, Impact Odyssey offers expert information and training to help multicultural women start and expand small businesses. Through local workshops, online instruction, resource guides and partner organizations, Impact Odyssey helps women understand the challenges and rewards of being a female business owner. This event was sponsored by The Coca-Cola Company 5by20, a global initiative

that aims to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020. 5by20 and The Coca-Cola Company are proud to be giving millions of women opportunities to build their businesses, support

their families and build their communities, while inspiring more to do the same. At the end of 2015, 5by20 had enabled the economic empowerment of 1.2 million women entrepreneurs across 60 countries.



*"I am thrilled to have Wanda Durant join us for 'The Single Woman Conundrum' in St. Louis,"*  
says Odyssey Media founder Linda Spradley Dunn.



## Civic Progress Donates more than \$600,000 to Programs Making a Difference in the Lives of St. Louis Area Residents

Civic Progress, an organization of top executives from the largest companies in the St. Louis area, recently recognized the efforts of four community programs making a difference in the lives of St. Louis area residents with donations totaling \$614,000.

The donations are part of a larger commitment by Civic Progress to contribute \$2 million over the next four years to improve the quality of life and economic opportunities for young people in the St. Louis region, particularly in North County areas. This is in addition to the tens of millions of dollars Civic Progress members, their companies and families are donating to Forward Through Ferguson.

During a press conference Monday, George Paz, president of Civic Progress and chairman of Express Scripts, presented checks to representatives from each of the local organizations being honored for their accomplishments: \$100,000 — Urban League of Metropolitan St. Louis for its Community Empowerment Center, currently under construction at the former QuikTrip site in Ferguson. This donation brings Civic Progress'

total investment in this Urban League project to \$245,000. • \$100,000 — Better Family Life for its community outreach efforts to transform at-risk individuals and reclaim high-crime neighborhoods. \$164,000 — UM-St. Louis for its School Leadership for Innovation and Design Master's degree and certification program, helping to not only transform schools by improving teaching and student learning, but also supporting growth in our educational systems, communities and the region as a whole. In addition: • \$100,000 — Riverview Gardens School District to fund fellowships in this master's degree and certification program— \$50,000 — Ferguson-Florissant School District to fund fellowships in this master's degree and certification program \$100,000 — STL Youth Jobs to fund employment for 40 at-risk youth this summer.

"These organizations typify the commitment and vision our community needs to advance the priorities identified by the Ferguson Commission to drive economic growth and collaboration in the St. Louis region and make a tangible difference in people's lives," Paz said. "Civic Progress is proud to support their efforts and will continue to evaluate more opportunities to

partner in inspiring programs like these.”

“I would like to thank Civic Progress for their historic donation of \$245,000 toward the construction of the Community Empowerment Center of Ferguson. This building, like a phoenix rising out of the ashes, will serve as a beacon of hope to Ferguson residents in the aftermath of the crisis,” said Linda Harris, senior vice president of administration and compliance, Urban League of Metropolitan St. Louis. “We are proud to say that this building will house Save Our Sons, an employment program that has already helped over 200 men find jobs. In addition, the Community Empowerment Center will also offer services from the Salvation Army, Provident, Better Family Life, the University of Missouri Extension and the Lutheran Church of Missouri-Synod.”

“This contribution from Civic Progress is an investment in a model that embodies the paradigm shift in social service resource delivery. This model will bring immediate and long-term stability in our more challenged neighborhoods,” said James Clark, vice president of community outreach, Better Family Life. “The Better Family Life Neighborhood Alliance, when brought to scale, will place 50 Outreach Workers and 25 Case Managers in position to serve individuals and families residing in neighborhoods under social distress. It will address the most pressing need for resolve in the St. Louis metropolitan area, which is the escalating culture of crime and violence.”

“Over the past few years, UMSL faculty have worked with community members and a number of school administrators to develop a new leadership program. With a consortium of school districts, including Riverview Gardens and Ferguson-Florissant,

we envisioned a program that would offer authentic learning opportunities for school leaders,” said Dr. James Shuls, assistant professor educational leadership and policy studies, University of Missouri – St. Louis. “The goal has always been to help build a bench of school leaders who will be change-agents in their schools and the community. We thank Civic Progress for joining us in this mission.”



“As youth unemployment is higher than any other working-age group, this lack of connectedness to employment has dire consequences for our region’s young people and our economy. It is critical that the business community play a leading role in the investment of our future workforce,” said Hillary Frey, executive director, STL Youth Jobs. “The generosity of Civic Progress and its member

corporations will not only provide immediate summer employment to our city’s at-risk youth, but it also will enable these young people to learn the skills that are needed to fill critical workforce gaps. This investment signifies a strong commitment from the business community to improving opportunities for our at-risk youth while also increasing economic growth for our region.”

Civic Progress will be investing in organizations that are working on recommendations from the Ferguson Commission’s Forward Through Ferguson report as part of its mission to create a stronger region. The organization’s four-year, \$2 million commitment is in addition to the volunteer efforts and employee support that its respective companies have already provided to help revive and strengthen the St. Louis community.



The Urban League thanks the Boeing Company for its sponsorship of the St. Clair County Employment Program! The Urban League Employment Services program provides free job skills training, resume building, mock interviews, employment referral and career fairs to local residents. #ULSTL hosts job fairs that reaches over 5,000. The fair promotes jobs from over 90 employers in the St. Louis and St. Clair County region.

## WIOA Success Story: Lynn Columbus



Lynn Columbus joined the WIOA Youth Program in January 2011. She enjoyed working with her fellow classmates and receiving career development and life skills. Since her first summer job with the Urban League, Lynn has worked each summer that the program was made available. In 2011, Lynn worked at Kirkwood City Hall as an Administrative Assistant to the Finance Department. The supervisor at Kirkwood City Hall praised Lynn for her promptness and ability to work hard. In 2013, she worked at the YWCA Headstart in Kirkwood where she worked very well with the children. In 2014, Lynn worked for Laumeier Sculpture Park in Sunset Hills, MO where she enjoyed working outside and participating in sports with the students at the day camp. Lynn has stated that she has enjoyed each experience that she has had during her summer employment with the Urban League.

When Lynn first joined the program, she was being

raised by her father in a home that consisted of four siblings. In August 2010, Lynn and her siblings lost their father, the only parent they had to heart failure. Lynn was devastated by this loss but continued to remain strong.

Lynn continued with school and sports, attending the first School-to-Business program for Kirkwood School District students in 2011 at Monsanto. Lynn stated that the most important thing that she learned was to work harder, do her best, and push herself beyond her comfort zone. Lynn went on to attend the School-to-Business partnership programs held at the Four Seasons and Boeing. She graduated from Kirkwood High School in 2014. During her high school years she was a member of various clubs and played basketball, track and soccer. Lynn is currently a sophomore at the University of Central Missouri in Warrensburg, MO, majoring in Business Administration. Lynn is on her way to a bright and promising future.



**#ULSTL** (Urban League St. Louis) thanks Donnell Reid and Farmers Insurance Co. for their donation of \$10,000 to support our programs and services! Farmers not only prides itself on helping you plan wisely for the unexpected, but also on helping restore order when it occurs, so you can keep moving along the road of your life's plans.

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## **URBAN SPOTLIGHT:** Brendan Underwood

### **Brendan Underwood**

Freshman | Saint Louis University High



Brendan Underwood is currently a member of the Urban League of Metropolitan St. Louis' NULITES chapter and is also a freshman at Saint Louis University. Brendan has participated in many NULITES activities this year through the Project Ready Program, including the "Your Voice Matters Video Project," and the 2015 National Urban League Youth Leadership Summit. Besides his active engagement with the Urban League, he is very interested in helping cultivate a better community.

Recently, Brendan hosted a leadership summit at his school. The summit called for students in attendance to look within themselves and identify what kind of leader they were. This was a very successful event as students from 8 different schools in the Saint Louis area were in attendance. Brendan was a speaker during this summit, but played a key role in inviting, Dr. Jason Purnell, to be the keynote speaker to discuss the adult perspective of what a leader looked like in these times.

Saint Louis University High School his former school was impressed with Brendan so much that they nominated him to speak at the Ignatian Family Teach-In for Justice in Washington D.C. After being selected to be a speaker for this event, he had the opportunity to deliver his remarks in front of 1,300 students. His speech, entitled "My Awakening to Racial Issues and Racial Justice," addressed racial issues and how the formation of community is a key solution to many of the world's issues including racism. At the end of this school year, Brendan is looking forward to transitioning into college.





# URBANReflection

Relieving the Plight of Black Male Unemployment

By: Michael McMillan

Despite our advances as a country, young men of color continue to face significant challenges. According to the Bureau of Labor Statistics in 2014, Black men over the age of 20 had an unemployment rate of 10.9% compared to 4.4% for white males. In urban metropolitan areas, the rates were even higher: 16.6% for black males in St. Louis, 17.2% in Chicago and 19.1% in Birmingham. Compounded with the fact that black men often face higher mortality, incarceration rates and lower household income, we have a continuing crisis in the African American Community.

At the time of Michael Brown's killing, unemployment was at crisis levels. In Missouri, in the fall of 2014 - triple the state's 4.5% white unemployment at the time. The 2014 State of Black America One Nation Underemployed Jobs Rebuild America featured the St. Louis area as having a 7% equality index in terms of Social Justice compared to the national index of 18%. According to the East West Gateway Council of Governments September 2014, St. Louis was listed as the 6th most segregated city in the United States amongst its peer cities in terms of education, health, labor market and wealth. With these factors in mind there is little wonder why Ferguson became the powder keg that sparked demonstrations against police brutality nationwide.

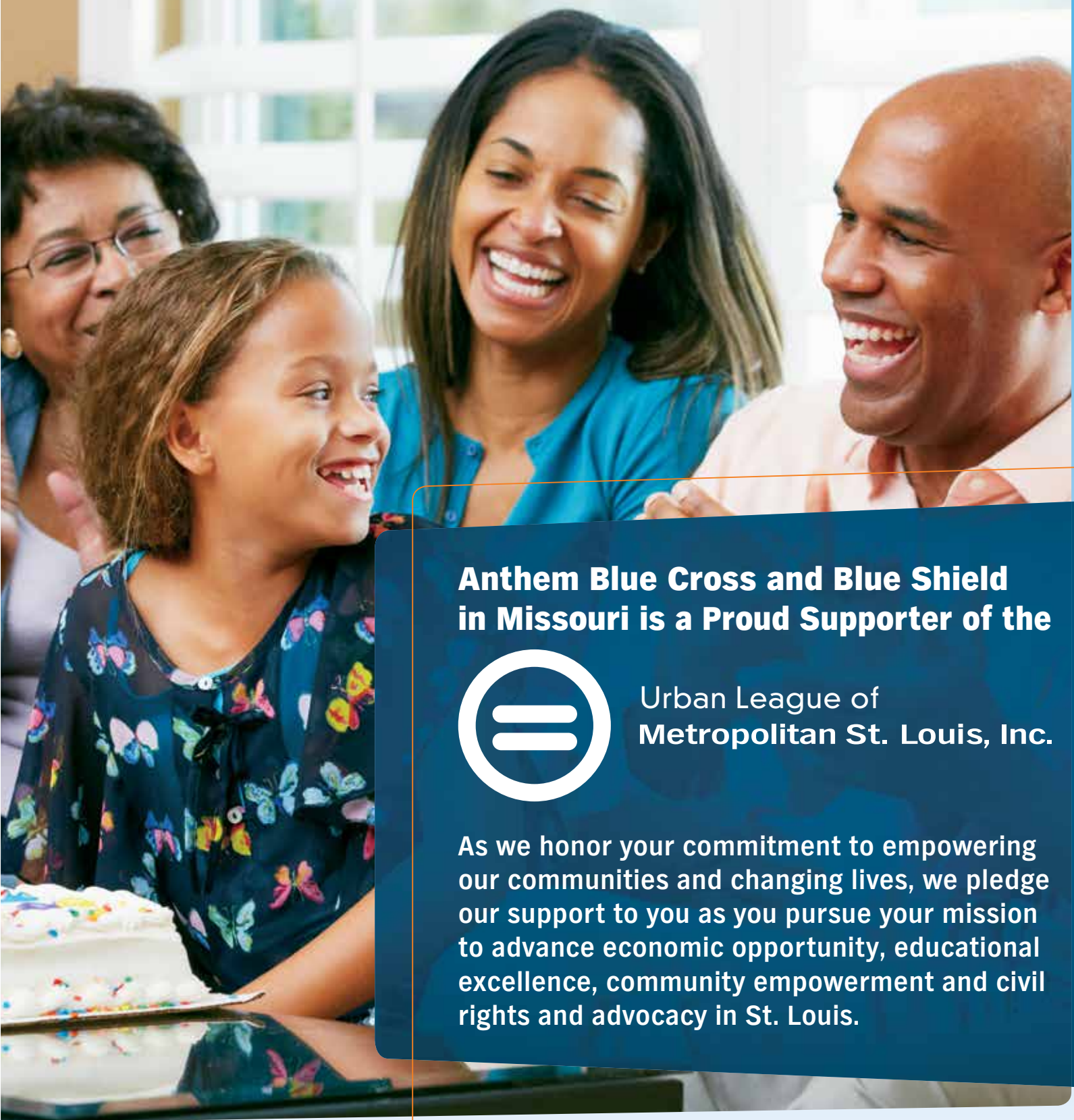
Nationwide, the Urban League is often viewed as the first responders to any crisis in the black community. In Ferguson, the St. Louis affiliate immediately began to operate in this role, to meet the needs of the Ferguson population and its surrounding counties. While we distributed food, toiletries and utility assistance, we also focused on the prevailing needs of the people for jobs. Hence, from the civil unrest the Save Our Sons Workforce Development Program (SOS) was born.

**Entirely funded by private and corporate dollars, the SOS program focused on helping African American men living in Ferguson and St. Louis County to find viable employment.**

In January 2015, the program began and since that date we have helped 250 men find and maintain jobs. SOS offers four major tenets of its four-week workforce education: How to find a job; How to keep a job; How to get Promoted; and, How to remain marketable in the workplace. We are proud to report that the program had a 99% success rate in 2015 amongst men who were previously unemployed or underemployed. It is also important to note that 55% of our SOS participants had prior felony convictions. Additionally, the Urban League will soon open a Community Empowerment Center of Ferguson to house the Save Our Sons program and four social service organizations that will offer empowering services to the St. Louis area. While we are thrilled with the success of SOS and other upcoming programs, we believe that programs such as SOS should be spread to other National Urban League affiliates in order to significantly lower the unemployment rates of black men in our communities and strengthen African American families as a whole.







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(314) 867-9100

#### NORTH SPRING CENTER

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

#### MT. ZION CENTER

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

#### MARTIN LUTHER KING, JR. CENTER

1437 LAUREL  
ST. LOUIS, MO 63112  
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## URBAN SPOTLIGHT: Marissa Price Scholarship Success

My name is Marissa Price, and I am a first-generation college student from St. Peters, MO who will be joining the 2016 Teach for America-St. Louis Corps this summer. I originally applied for the Urban League scholarship during my freshman year at Saint Louis University after realizing how expensive textbooks could be! I was elated when I was chosen to receive the scholarship during my junior year because it lifted the burden of paying \$500 for textbooks each semester from my shoulders, and allowed me to focus primarily on the excitement that a new semester should always bring. Now as a senior at Saint Louis University, double majoring in Finance and African American Studies, I am incredibly grateful to the Urban League for providing me with this scholarship because it has made my time as a college student just a little bit easier and a lot more manageable.



# CITI EMPLOYEES DONATE TO 100 NEEDIEST



For more than a decade, Citi employees have participated in the 100 Neediest Cases campaign, in which 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. The sponsoring organizations and other charities absorb the administrative cost. Local organizations adopt individual cases; donate food, medications, household necessities, holiday presents, etc.

This year, those working at the Citi financial services company in O'Fallon, Mo., adopted 57 families who participate in Head Start and other programs through the Urban League of Metropolitan St. Louis. The result? More than 500 boxes of items including clothes, bedding, kitchenware, toys and games; 25 new bicycles and 16 boxes for the food pantry.

**“When you are needy, you feel it the most during the holidays,”** said Angelia Bills, vice president of communications for the Urban League, which serves St. Louis City, St. Louis County and St. Clair counties. **“This really stabilizes families.”** This is the 95th year for the campaign, a collaboration of the United Way of Greater St. Louis and the Post-Dispatch. The 100 Neediest Cases name comes from the 100 cases profiled in the Post-Dispatch. But the campaign includes more than 12,000 cases, representing people from seven counties including St. Louis city.



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Citi currently operates, for management reporting purposes, via two primary business segments: Citicorp, representing Citi's core growth franchises and Citi Holdings, which contains businesses and assets that are not core to Citi's future. Citicorp is focused on providing best-in-class products and services to customers and leveraging Citi's unparalleled global network, including many of the world's emerging economies.





# BACK TO SCHOOL & COMMUNITY EMPOWERMENT FESTIVAL



## Community Empowerment Festival





# URBAN LEAGUE, SLPS HOST BACK TO SCHOOL GIVEAWAY FOR 10,000

More than 10,000 students and their families attended the Saint Louis Public Schools and Urban League of Metropolitan St. Louis' Annual Back to School and Community Empowerment Festival on Saturday, August 13, 2016, from 9:00 a.m. to 12 noon at Chaifetz Arena on the campus of Saint Louis University.

Walmart and the St. Louis Community Credit Union served as title sponsors for this event along with Anthem Blue Cross Blue Shield, Microsoft, MODOT, SSM Health, Emerson, Home State Health, Maxine Clark and Robert Fox Family Foundation, Southwest Food Service Enterprise, Armstrong Teasdale and Aetna. Fair participants received

free school supplies, eye examinations and immunization appointments courtesy of the above-listed sponsors.

"We are excited to offer a variety of programs and services to benefit the entire family at this year's Back to School and Community Empowerment Festival," said Michael P. McMillan, president and CEO of the Urban League of Metropolitan St. Louis, Inc.

"We will have a renewed effort this school year on providing expanded opportunities to our students and staff. The Back to School Community Empowerment Festival and Giveaway was one of the efforts we use to empower the students and their families towards academic success."

Inside the Chaifetz Arena, SLPS officials were on hand to assist with transportation, enrollment and other school-related questions and concerns. More than 50 vendors and exhibitors offered important school-related information for parents and students.

"Our District is making advances and progress as we continue to create excellent schools," said Superintendent Dr. Kelvin R. Adams.

Express Scripts employees volunteering services for the SLPS & ULSTL Back to School Community Festival.



# LOCATIONS

## URBAN LEAGUE SITE LOCATIONS

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**HEAD START HEADQUARTERS**  
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**MT. ZION CENTER**  
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I AM THE URBAN LEAGUE OF METROPOLITAN ST. LOUIS

# INNOVATION *through* INCLUSION

From its inception, Webster University has been an institution meeting unmet needs and opening worlds previously closed to students. Our student body is diverse in every way. Across the Webster worldwide campus network, we are a microcosm of the world itself.

Webster's strategic plan focuses on innovation through inclusive leadership, to assure global mobility, action-oriented learning, and world-changing graduates.

For a quarter century, Webster has received consistent recognition for the diversity of its student body. Webster's graduate programs award degrees to the most diverse degree-seeking student population in the United States among all non-profit private and public colleges and universities. This past year, nearly fifty-one percent of all Webster students completing a graduate degree self-identified as an ethnic minority.

When we resist disrespect, devaluing and disunity; when we affirm we are all in this together, we open worlds for all.



# CORE CLASSES BECOME CORE VALUES.

A SLU education builds more than knowledge. It builds character. While we have core classes like other institutions, and nearly 100 distinct majors, our courses also emphasize ethics-based learning. That guides the leaders of tomorrow toward smart decisions and sound judgments. Some arrive at SLU to study the sciences. Others, the arts. They'll all leave here with an emphasis in integrity.



**SAINT LOUIS  
UNIVERSITY™**

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Higher purpose.  
Greater good.