

EMPOWERING COMMUNITIES. CHANGING LIVES.



URBAN LEAGUE

OF METROPOLITAN SAINT LOUIS, INC.

ANNUAL REPORT RT

2021 IN REVIEW

PROGRAMS & SERVICES



SERVING THE ST. LOUIS COMMUNITY FOR 104 YEARS!

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

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

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



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There is a well-known African proverb that states if you want to go fast, go alone. If you want to go far, go together. This proverb aptly illustrates the collaborative effort that defined the work of the Urban League of Metropolitan St. Louis, Incorporated in the year 2021. As the pandemic continued its relentless assault on our community, especially the vulnerable families we serve, The Urban League efficiently delivered lifesaving COVID-19 resources while continuing to provide our core empowerment programming.

We were able to serve nearly 200,000 families in 2021 thanks to the tremendous support of our partners, many dedicated volunteers, and valued donors. Throughout this report you will see a recurring theme of partnership and collaboration. We could not have the impact outlined briefly in this report without the unwavering support of so many. We were able to go far beyond expectations because we did not go alone.

From vaccinations and COVID-19 testing to jobs, education, and housing, we collaborated with numerous partners and delivered quality programs and services for our community and our clients. We partnered with the City of St. Louis to quickly and efficiently administer over \$1.3 million in funding for rent and mortgage assistance preventing thousands of evictions. Our staff worked tirelessly to process 11,537 applications for utility assistance payments with funding from a variety of partners including Heat Up/Cool Down St. Louis. Our newly opened Panera Pantry served more than 13,000 people seeking nutritious food to supplement their meals and reduce grocery costs. Many of the area's top companies chose the Save Our Sons program as their partner of choice for hiring and training and as a result we placed more than 450 African-American men in quality jobs.

The Urban League continues to earn the respect of our partners and the trust of our clients and donors because we have proven that we consistently deliver—especially in times of crisis. We have 104 years of experience and history to rely on and trusted partners we can count on.

In 2020, The Urban League launched a \$25 million capital campaign and moved its headquarters for the first time in 48 years. Over the past year, we have invested millions in renovations creating a new, more efficient hub allowing us to better serve the community and our clients. In 2021, as building renovations continued, we began to see the benefits of establishing the new Regional Headquarters. The Panera Pantry continues to grow. We announced a historic partnership with Simmons Bank for a new, full-service bank to anchor our main level—the first bank to open in North St. Louis in decades. Edward Jones is opening a new financial education/outreach office and our partners NDC (National Development Council) and Thrivent have already begun to move into new spaces to serve clients. Physically, the new headquarters is truly a beacon and anchor in the historic Kingsway/Academy corridor.

As we move into 2022, we continue to be strategic about our growth: we are expanding Save Our Sons with new offices in North County, South City, and East St. Louis, IL. We are strengthening our Save Our Sisters program and opening a dedicated office in our headquarters to better meet the needs of women, and we are honoring our commitment in the Ferguson/Dellwood area by developing the Urban League Plaza on West Florissant and opening our new senior citizen apartments and community center.

The mission of the Urban League is to empower African-Americans and others throughout the region in securing economic self-reliance, social equality, and civil rights. We could not do this work without our phenomenal Board of Directors, a tremendous staff and leadership team, and our partners. We are deeply appreciative.

And finally, I want to honor the memory of a true Urban Leaguer. Sadly, the Urban League lost a giant in the passing of Roy E. Gillespie who served in extraordinary fashion as the Director of Logistics for our relief efforts. We renamed the distributions in his honor and Dot Foods donated a commercial trailer that has been specially wrapped with Roy's image. We miss him greatly.

Thank you for your support of the Urban League and we look forward to continued service and partnership in 2022.



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



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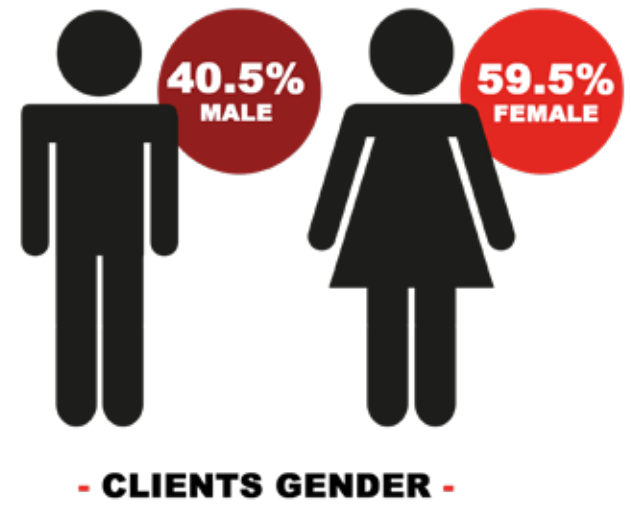
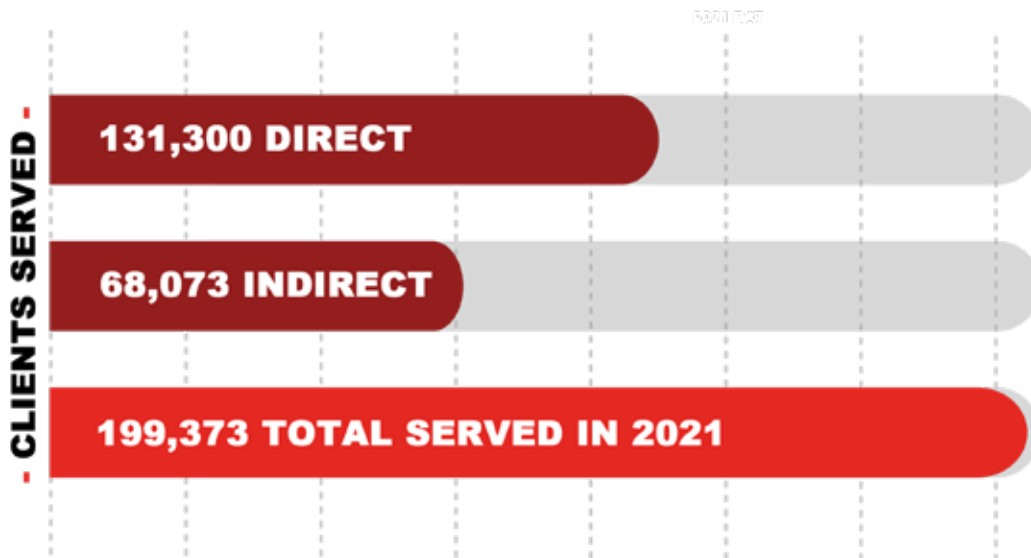
**Urban League of Metropolitan
St. Louis**

URBAN LEAGUE

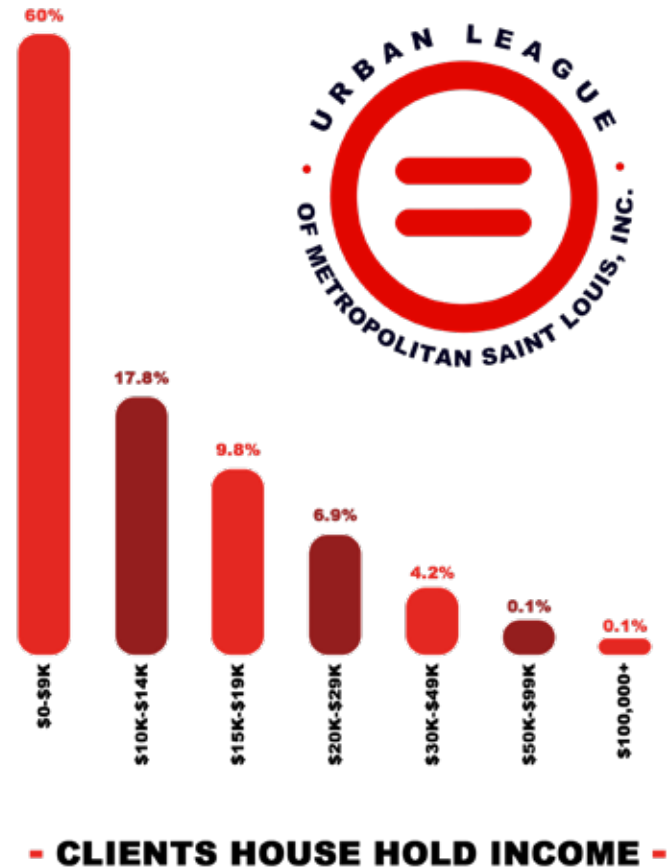
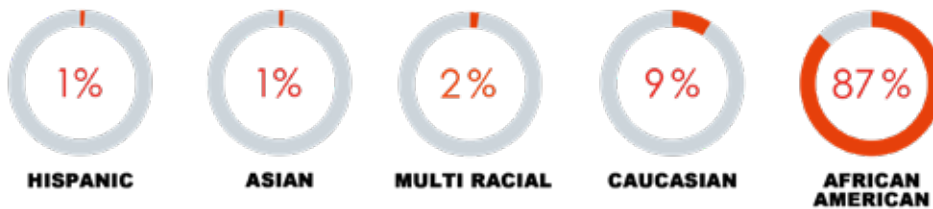
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EMPOWERING COMMUNITIES. CHANGING LIVES.

2021 DATA SUMMARY



- CLIENTS RACE -



2021 DATA SUMMARY

WORKFORCE SUMMARY

WOMEN'S BUSINESS CENTER



206 clients received 1on1 business counseling
Totaling over **608 hours** of 1on1 counseling



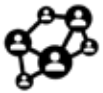
156 Training Events
2,667 Training Attendees

SKILL UP



All 75 clients gained employment and eliminated their reliance on SNAP benefits

TRANSITION FOR CHANGE



36 parents gained employment within 90 days of enrollment, allowing them to keep up with child support responsibility

SAVE OUR SONS



Served 892 Men
56% increase from last year.



467 clients successfully placed in jobs.
63% increase from last year



\$13.8 Million in wages generated from clients' job placement, nearly double the amount generated last year



74 Hiring Fairs hosted

STL YOUTH JOBS



Youth ages 16-24 received internships with Bank of America, earning **\$20 per hour**

EDUCATION SUMMARY

COMMUNITY SCHOOL PARTNERSHIP



571 emergency/crisis situations successfully managed by our Family Mentors in SLPS elementary schools.
Over 1,400 referrals made to community resources



6,992 phone calls made to students' homes to follow up about the importance of attendance when a child is tardy or absent.

HEAD START & EARLY HEAD START



931 Funded Enrollment



786 Children Served



50 Children with IEPs/EFSPs Served



455 Children with continuous access to dental care



Over 1,000 cases managed for family services



Over 73% of parents were employed

2021 DATA SUMMARY

COMMUNITY OUTREACH CENTERS SUMMARY

ST. LOUIS CITY



2,957 families received food from our St. Louis City food pantry.



1,225 clients attended our St. Louis City holiday food giveaways.



60 Families from the St. Louis City Outreach Center received gifts/checks during the holiday season through United Way's 100 Neediest program.

\$25,964 total in checks went to help these families during the holidays.



5 screening events held by our Mobile Health Van.
285 health screenings completed free of charge.

ST. LOUIS COUNTY



750 families received food from our St. Louis County food pantry.



Over 12,000 families received food from our Mobile Food Market.



312 families received utility assistance through Keeping Current, Dollar More and Heat Up STL.



120 Families from the St. Louis County Outreach Center received gifts/checks during the holiday season through United Way's 100 Neediest program. **\$48,810 total** in checks went to help these families during the holidays.

PATCH NEIGHBORHOOD CENTER



216 Clients ages 60+ served through the Patch Senior Services program.



551 families received food from our Patch Neighborhood Center food pantry. **Over 3,000 total visits.**
181,125 lbs. of food donated from Aldi and St. Louis Area Foodbank.
\$552,431 worth of groceries dispersed to the community.

PETER BUNCE CAMPUS



551 hours of pro bono legal services provided by Hush-Blackwell Law Firm.

22 cases handled by Hush-Blackwell attorneys.
\$165,300 worth of legal service provided for free!



70 Families from the Peter Bunce Campus received gifts and checks during the holiday season through United Way's 100 Neediest program.

\$31,314 total in checks went to help these families during the holidays.



In May 2021 St. Louis Community Credit Union re-opened with limited hours after being closed during the pandemic.

The bank processed over 600 transactions and dispersed over \$20,000 in loans.

ST. CLAIR COUNTY



587 Norman Cash payments totaling \$395,542 to help stabilize St. Clair County families with secure housing.



109 clients successfully placed in jobs through St. Clair County Employment Services.



\$3.7 Million in annual wages generated from client's job placement.



12 First Time Home Buyer Workshops resulting in, **38 families** buying homes.

\$4.4 Million worth of real estate purchased.



54 Families from the St. Clair Outreach Center received gifts/checks during the holiday season through United Way's 100 Neediest program.

\$22,312 total in checks went to help these families during the holidays.

2021 DATA SUMMARY

PUBLIC SAFETY SUMMARY

NEIGHBORHOOD CASE MANAGEMENT



Over 600 clients received individual case management.
Over 1,000 referrals made to community resources

URBAN OPIOID TRIAGE



2,366 clients served by Urban Opioid Triage with services for rehab, food, clothing, health screenings, transportation and more.

GUN VIOLENCE DE-ESCALATION NETWORK



74 successful de-escalations involving 150 individuals throughout the community to help stop gun violence.

CLEAN SWEEP



1,523 volunteers helped clean and beautify St. Louis City neighborhoods.
Over 12 Miles of streets and alleyways cleared.



24 Dilapidated Buildings Removed
74 Vacant Lots Cleared

COVID-19 RESPONSE



Over 38,000 vaccinations and booster shots administered



Over 4.6 Million masks distributed to the community.

LARGE SCALE FOOD DISTRIBUTIONS



9 Large Scale Food Distribution Events
Over 56,000 total people received food from these events.

NEIGHBORHOOD HEALING



Over 200 clients assisted with mental health therapy.

COMMUNITY ENGAGEMENT



16,252 face to face at home engagements through canvassing neighborhoods throughout St. Louis City

HOUSING SUMMARY



\$1,381,978.51 spent to prevent evictions
\$15,493.03 spent to prevent home foreclosures
\$58,243.97 spent to move homeless into stable housing
\$130,000 spent to assist first time home buyers
=
\$1,585,715. Total in Housing Assistance across the St. Louis Metro Area! Serving over 1,300 clients.

COMMUNITY DEVELOPMENT SUMMARY

LIHEAP



11,537 applications processed for winter and summer assistance
\$1,807,378.71 in utility assistance provided with LIHEAP funding
\$129,398 in utility assistance provided with funding from Dollar Help, Dollar More, Clean Slate, Heat Up St. Louis
\$1,936,776.89 total utility assistance





Urban League Peter Bunce Water Tower Garden

In partnership with the Sustainability Exchange at Washington University in St. Louis, the Urban League is redesigning this lot at the Peter Bunce Water Tower campus. At the corner of Grand Blvd. and Florissant Ave., the Urban League is creating a green space with the College Hill community.



Want to learn more or share your thoughts? Please scan this QR code or stop by the Urban League Peter Bunce Water Tower office for more information.





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Good evening, friends,
It's really good to see all of you here in person. During these past two years, it has been an honor to serve as Chairman of the Board of Directors for the Urban League of Metropolitan St. Louis. You know, it has not been the best of times, but it has not been the worst of times. The Board, management, staff, volunteers, donors and, of course my old friend, President and CEO, Mike McMillan, rose to the challenge to deliver enhanced programs and increased services during the dark days of the pandemic waves.

The Board is especially grateful to our donors, community partners, volunteers, and civic and governmental organizations for their support during two years of an unprecedented challenge.

But then the Urban League was created out of challenge and one of the most heartbreaking and destructive times in our region's history—the East St. Louis Race Riots of 1917. Out of that destruction and ashes came a determined new movement of blacks and whites working together to create opportunities for all people. Nearly 100 years later, in 2014 racial conflict again focused the spotlight of the world upon our City. From the ruins of the Ferguson QuikTrip, like a Phoenix rising from the ashes, the Urban League then built its new Community Empowerment Center which now houses our county workforce programs and is home to several community partners.

Furthermore, the expansion of good programs and good work continues in that area even as we speak. We responded in 2014, and we continue to respond today with over 55 empowering programs and services that profoundly change lives. Of that there is no doubt.

As you read this report and see the impact of the work of the Urban League, the numbers speak for themselves, but the real stories are found in the lives of the families we have served. The hundreds of children getting quality education in our Head Start/Early Head Start program. The thousands of individuals who now have a job paying a wage that allows them to take care of their families. The neighborhoods that are safer because of Clean Sweep, the work of our Cure

Violence team and the incomparable work of James Clark and our Division of Public Safety and Community Response. We helped women start or grow their businesses with support and coaching from our Women's Business Center. We efficiently and quickly processed millions of dollars in utility and mortgage assistance. When the people needed it most, we fed the hungry and vaccinated the vulnerable. We served our metropolitan community with 40 large-scale food and supply distributions!

The pandemic stopped a lot of things. Many small businesses folded. Schools shut down. We could not even visit our loved ones. But the Urban League kept going. As I've said before: when the world took shelter, the Urban League took action. We still remain on the front lines, and we still deliver every day.

Thank you for trusting us. Thank you for believing in us. Thank you for volunteering with us and supporting us with your financial gifts. We could not have had such a tremendous impact without your support. The Board and I salute all of you.

Sincerely,



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

Congratulations to
The Urban League
of Metropolitan Saint Louis
on 104 years of empowering communities
and helping to change lives.

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A historical black and white photograph of the Urban League of St. Louis building. The entrance is a large archway with the words "URBAN LEAGUE" in large red letters and "OF ST LOUIS" in smaller white letters below it. A group of people, including men and women in mid-20th-century attire, are gathered on the steps and in front of the entrance. To the left of the entrance, the number "3017" is visible on the brick wall. To the right, there is a sign for a "UNITED FUND AGENCY" with a logo. In the foreground, the front of a vintage car is partially visible.

URBAN LEAGUE OF ST LOUIS

Urban League of Metropolitan St. Louis

2021 IN REVIEW

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

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

One hundred and three years ago, in 1918, a small group of black and white St. Louisans came together and founded the Urban League of St. Louis in reaction to the East St. Louis race riot. Many who were impacted by the riot had fled to St. Louis. Their numbers added to the hundreds of others who were part of the great black migration from the South to northern cities



in search of a better life and jobs at companies with federal contracts. This placed a taxing burden on the black community which already had a contained living area with the worst conditions, limited health services, outdated school facilities, and limited job opportunities along with a high illness and death rate. This was also a time when racial tensions were high in the nation and city. The year before, in 1917, St. Louisans passed a segregation ordinance three to one, which was later ruled unconstitutional by the U.S. Supreme Court.

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

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

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

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

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

Urban League serves over 199,000 individuals annually, from its 20 facilities and 60 different programs and services.



1910

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

1917

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



1918

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

1918

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

1922

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

1932

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



1937

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



1950

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

1951

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

1964

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

1964

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

1968

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

1968

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

1971

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

1972

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



1977

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

1977

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

1979

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

1985

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

1986

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



1987

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

1992

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

1994

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

1998

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

2000

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



2000

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



2001

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

2002

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



2003

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

2004

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

2007

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



Strong communities: *Realized*

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

We're proud to support the Urban League of Metropolitan St. Louis - 104th Annual Dinner!

Dreams: *Realized*



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BI-STATE DEVELOPMENT



A THRIVING REGION STARTS WITH STRONG ROOTS AND RESULTS IN BRIGHT FUTURES.

Bi-State Development has been here for over 65 years, working alongside the region's top minds and voices to further our city's goals. And we'll be there for decades to come, partnering with public and private organizations to create jobs, pursue new opportunities, and help the St. Louis region flourish and grow in the future.

BiStateDev.org

2009

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

2012

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

2013

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

2013

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



2014

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



2015

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



2016

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

2016

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

2017

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



2017

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



2018

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

2018

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



2018

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

2018

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



2018

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



2018

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



2018

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



2018

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

2019

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



2019

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

2019

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



2019

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



2019

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

2020

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



2020

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



2020

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

2020

Urban League partners with Sysco to Salute our front-line workers during the pandemic with a Healthcare Heroes Award.

2020

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



2020

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



2020

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



2021

Urban League officially broke ground on a new \$10 million senior apartment complex and community center in Dellwood.



2021

The Urban League and Centene Corp. present ALL IN: Closing the COVID-19 Vaccine Gap vaccination winner with 2021 Ford Escort.

2021

FUSE, Global Specialty Services secure 10 million masks for St. Louis Urban League with Kappa Alpha Psi partner to distribute locally and nationwide.



2021

The Regions Foundation, a nonprofit funded primarily by Regions Bank, announces \$100,000 grant for partnership with the Urban League of Metro St. Louis and Dream Builders 4 Equity.

2021

The Urban League's Division of Public Safety & Community Response was selected by the Governors office to partner with the Missouri National Guard to provide over 10,000 Covid-19 Vaccinations to Seniors, Teachers to and local residents in disproportionately impacted communities and high-risk populations following the CDC eligibility guidelines.

The Urban League's strategic plan will transform our affiliate into a national model for urban revitalization and community empowerment to impact the lives of over 199,000 St. Louisans.



Community Agenda-Setting & Advocacy

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

Marketing & Communications

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

Program Portfolio & Partnerships

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

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

Funding Diversity & Magnitude

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

Organizational Culture & Structure

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



1918 - 1937



1937 - 1966



1966 - 1972



1972 - 2019

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

- Michael P. McMillan



2020 - Present

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POWER

WE STAND TOGETHER
AGAINST RACISM.

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URBAN LEAGUE

[SCHNUCKS.COM/UNITY](https://www.schnucks.com/unity)



\$25,000,000

Capital Campaign Goal

Nostalgically known as the Old Sears Building, the massive 205,000-square foot facility on North Kingshighway has long been integral to the social and commercial lives of the African American community. Built in 1928, Sears was the only major department store accessible to the increasing concentration of African Americans in North St. Louis.

The Urban League's Restoring Hope Capital Campaign is making tomorrow possible for people determined to improve their lives. The \$25 million capital campaign supporting our new Regional Headquarters at 1408 North Kingshighway launched in 2020 and as of February 2021, nearly \$16 million has been raised. The strategic move to the old Sears Building allows us to create a one-stop service delivery hub while anchoring a neighborhood that has been too-long neglected. In 2021, ULSTL served **over 199,000 clients**, an increase of 40% over 2019 thanks to the additional space.

The redevelopment of the total headquarters campus is being completed in two phases: Phase 1 is renovation of the headquarters building including the Vaughn Cultural Center and Phase 2 is construction of the Urban Farm and development of the Aubert Plaza across from the headquarters building. Phase 1 of our renovation is nearly complete, and it couldn't have come at a better time. The COVID-19 pandemic introduced challenges to our community that required an unprecedented, large-scale response. Because of the Urban League's recent expansion, we were ready to meet the need throughout 2021. None of these relief activities, which impacted the lives of over 300,000 St. Louisans in 2020 and 2021, would have been possible given the space constraints at our old Grandel Square location.

Campaign Cabinet

Dave Peacock
Continental Grain Chair

Emily Burch
Community Advocate Co-Chair

Cindy Brinkley
Formerly Centene

Vanessa Foster Cooksey
Regional Arts Commission

Michael Holmes
Rx Outreach

Kristin Johnson
Edward Jones

Rusty Keeley
Keeley Companies

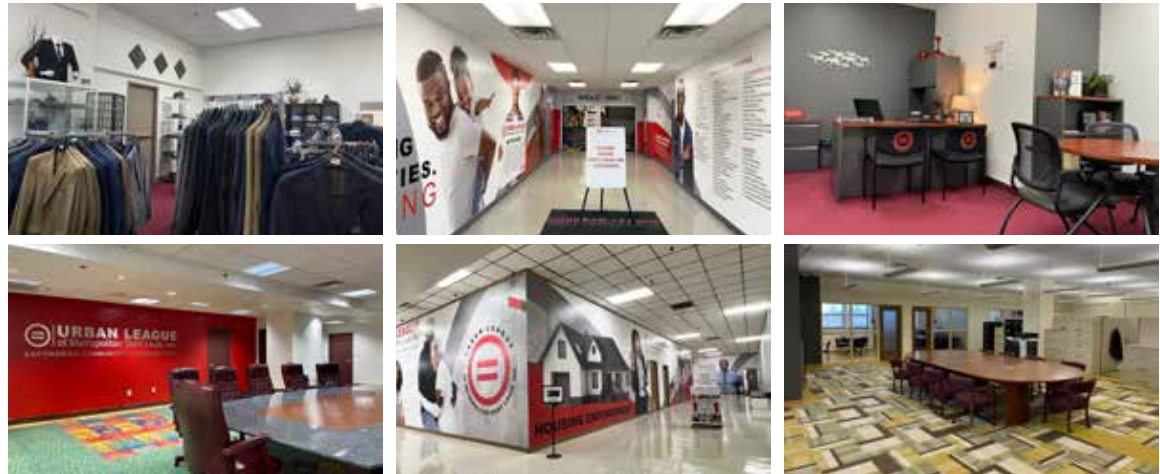
Daniel Marsh
National Development Council

Mary Sly
Keeley Companies

Tony Thompson
Kwame Building Group

Pamela Morris-Thornton
Panera, LLC

Keith Williamson
Centene



\$15,483,048

Capital Campaign Secured Gifts

Type	Secured	Cash Pledges
Corporation	29	\$ 6,551,800.00
Foundation	8	\$ 3,480,000.00
Individual	72	\$ 436,248.00
Board	6	\$ 705,000.00
Other	9	\$ 4,310,000.00

*as pf 2/11/2022



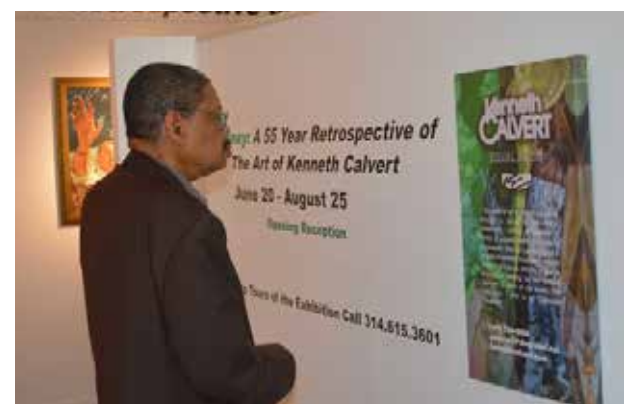
Simmons Bank Project:

Simmons Bank and the Urban League of Metropolitan Saint Louis, Inc. (ULSTL) are partnering to establish a new full-service Simmons Bank branch on the first floor at the ULSTL headquarters. Construction on the branch has begun with completion slated by summer of 2022. The new 2,567 square-foot branch will provide customers access to a full-range of banking products and services designed to help them meet their evolving financial needs and will also include a drive thru banking lane and ATM with after-hours deposit capabilities. This project is a significant step in helping serve the under-banked residents and small businesses of North St. Louis City, especially those along the Kingshighway corridor. The new branch will be designed and built by minority-owned businesses Grice Group Architects and KWAME Building Group.

**Vaughn Cultural Center:**

The Vaughn Cultural Center project will anchor a newly created African-American cultural district. A new and expanded Vaughn will be housed on the first floor of the new Regional Headquarters occupying more than 15,000 square feet of space. The Urban League is currently planning the space and programming with our partners at the Missouri Historical Society.

The Vaughn was founded in 1979 with funds donated by Mrs. Ermaline Vaughn in memory of her husband, Dr. Arthur Vaughn, a prominent local physician who served on the faculty of the St. Louis University Medical School for over 25 years. Since its founding, the Vaughn Cultural Center has been lauded for its exhibitions of works by influential black artists from across the United States and the world. It also serves as a venue for performances by black actors, dancers, and poets with rotating exhibits allowing patrons to discover upcoming and exciting new artists regularly. The St. Louis Convention and Visitor's Bureau is currently invested in the growth of this area and has placed one of its state-of-the-art visitor kiosks at the intersection of Dr. Martin Luther King, Jr. Drive and North Kingshighway—steps from our front door.



At BJC, we are united in making medicine better.

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Learn more at [BJC.org](https://www.bjc.org).

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Urban Farm Project:

The Urban League is partnering with the State of Missouri and Vested Urban Farms to establish a hydroponic farming operation on the new Regional Headquarters campus. As urban density increases—the U.S. Department of Agriculture expects 66 percent of the population to be living in urban areas by 2050—delivering fresh produce to major cities figures to be an even greater challenge. According to the USDA, St. Louis is the 24th worst city in the country in terms of access to healthy food options. A little more than 6.1% of the city's population lives in a low-income census tract at least a mile away from a grocery store.

The national average is 6.5%. The disparity is even larger for St. Louis' Black population. In the St. Louis Metro Area, 13.9% of Black residents live in a low-income census tract and at least a mile from a grocery store. Vested Urban Farms is providing the aeroponic farming technology and talent. The project utilizes a scalable model that can be replicated in communities and residences across the region. Vested Urban Farms has developed a comprehensive education/outreach program that includes a nutrition education program. This component also provides small group/Cohort learning experiences. There will be Tower Garden workshops for the general community, school field trips and tailored STEM activities in addition to Tower-to-Table special events. The farm project will be a major component of Phase 2 of campus development.



St. Louis City Outreach Center:

COVID-19 greatly impacted the ability of our St. Louis Outreach Center to serve clients in person however, the move to the new Regional Headquarters made it easier to provide alternatives. Clients were able to drop off rental and utility assistance applications at our drive-through/walk up area. They were also able to easily access other programs and services in the new location including the Panera Pantry and the Save Our Sons program for those in need of assistance with employment. The center re-opened to the public in the fall with more than 1,500 clients visiting the center within the first 30 days. Since re-opening, the center has served **over 8,500** clients.

Panera Pantry:

2021 marked the opening of the Panera Pantry at the new Regional Headquarters. The pantry was made possible with a **\$500,000 gift** from Panera marking the latest venture in the longstanding relationship. The Panera Pantry operates four days a week and welcomes anyone in need of food assistance. Panera's Vice President of Diversity, Equity, and Inclusion Pamela Morris-Thornton, who also serves on the Urban League Board, has been instrumental in expanding the partnership including facilitating volunteer support from hundreds of Panera employees who helped prepare food boxes and distribute food curbside during the Urban League's pandemic relief operations.

**National Development Council:**

National Development Council (NDC) is partnering with the Urban League to create a St. Louis Metro-Area Entrepreneurship & Development Center at the new Regional Headquarters. The EDC will serve as a hub for minority entrepreneurs and real estate developers in the St. Louis Metropolitan Area. Programs and services include entrepreneurship and small business training classes, real estate development training, mentoring, and technical support.

Founded as a national nonprofit in 1969, NDC has worked for over 50 years fulfilling its mission to increase the flow of capital for investment in low-income communities. NDC directs capital to support the development and preservation of affordable housing, the creation of jobs through training and small business lending and the advancement of livable communities through investment in social infrastructure.

**Thrivent Partnership:**

The Urban League of Metropolitan St. Louis and Thrivent are partnering to help the communities we serve navigate the transfer and building of generational wealth. By joining together, we are working to help one generation leave a legacy for the next – passing along wealth, values and growing communities. This partnership focuses on closing the generational wealth gap that exists in the African-American community through financial empowerment workshops, individual advising, financial planning support for the Urban League's small business and entrepreneurial program, charitable giving initiatives and opportunities to serve. Thrivent and The Urban League have a shared goal of economic empowerment.

Thrivent, a Christian values-based, Fortune 300 diversified financial services company, helps people achieve financial clarity, enabling lives of meaning and gratitude – believing that money is a tool, not the ultimate goal. The Urban League advocates for empowering all people in attaining economic self-sufficiency through a variety of opportunities including entrepreneurship, home ownership and wealth accumulation. We know that by working together, we will make a lasting impact together. To learn more about how you can engage, please call 1-314-783-4210 or visit our Thrivent offices at: Suite 202 in the ULSTL Headquarters; Offices at the Small Business Incubator, 929 Spring; or, Regional Financial Office, 1515 Des Peres Road.

Testimonial

I recently had the opportunity to tour the Urban League's new St. Louis headquarters in north city. Their new headquarters was once home to Sears, Roebuck & Co., by the 1960s, was one of the region's major department stores – an iconic beacon and great equalizer in many ways, providing residents in the active and dynamic neighborhoods of North St. Louis access to goods and services through the Sears catalog.

Today, the Urban League of Metropolitan St. Louis offers opportunity and hope at this same location, this time, of a more sustainable nature. From providing COVID vaccines, housing assistance and lifesaving PPE to offering neighborhood safety programs and food, the Urban League makes an investment in human beings, in families, in neighborhoods and in our St. Louis community.

One such investment is the Urban League's Save Our Sons program, which provides job training, career opportunities and ongoing skill building for African American men in our community. During the pandemic alone, Save Our Sons has helped 300 men find local jobs and careers.

Michael McMillan, Urban League of Metropolitan St. Louis President & CEO, shared with me the difference wrap-around services including skill building and job placement can make for men in this program. And with a professional look, the Save Our Sons program is helping to restore someone's dignity – another great equalizer.

Partnering for positive impact is about more than programs, it's about investing in people, and making a difference in their lives for the long term. Our relationship with the Urban League of Metropolitan St. Louis dates back more than 40 years, and I look forward to our continued partnership in service of making a difference for years to come.

- Penny Pennington, Managing Partner of Edward Jones

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the minds
and changing
the lives of
our students.



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URBAN LEAGUE GROWTH:

Strategic growth to meet the more complex and evolving needs of Urban League clients remains a top priority. In 2021 the Urban League initiated or completed real estate transactions for properties that will help us start or expand services. Major projects included:

Urban League Senior Apartments:

The Urban League of Metropolitan St. Louis, Inc. officially broke ground in August 2021 on a new **\$10 million** senior apartment complex and community center in Dellwood, Missouri for seniors 62 years old and older. The project features 44 units of low-income senior housing boasting 40 one-bedroom and 4 two-bedroom units. The modern three-story brick and fiber cement building will have a convenient community space on the first floor. The community space offers a convenient area for programming including the Urban League of Metropolitan St. Louis' popular Senior Empowerment Series. The Urban League worked with Centene and Home State Health to acquire the land and lined up financing through Great Southern Bank. The Missouri Housing Development Commission (MHDC) gave approval to the project and provided tax credits (in 2019). Additional partners include Gardner Capital, KAI Design Build and The National Development Council (NDC).



Urban League Plaza:

The Urban League is re-developing two properties along West Florissant Avenue that were destroyed during the unrest in Ferguson after the death of Mike Brown.

The new Urban League Plaza redevelopment will provide convenient access to necessary services for residents living in Dellwood, Ferguson and the surrounding North County communities. The new 13,500 square foot commercial center will promote economic growth, create new jobs and foster entrepreneurial endeavors and community wellness. The multi-use center will be an incubator for new businesses, have space for strategic partners and community meeting spaces.



Dr. Taylor Apartments:

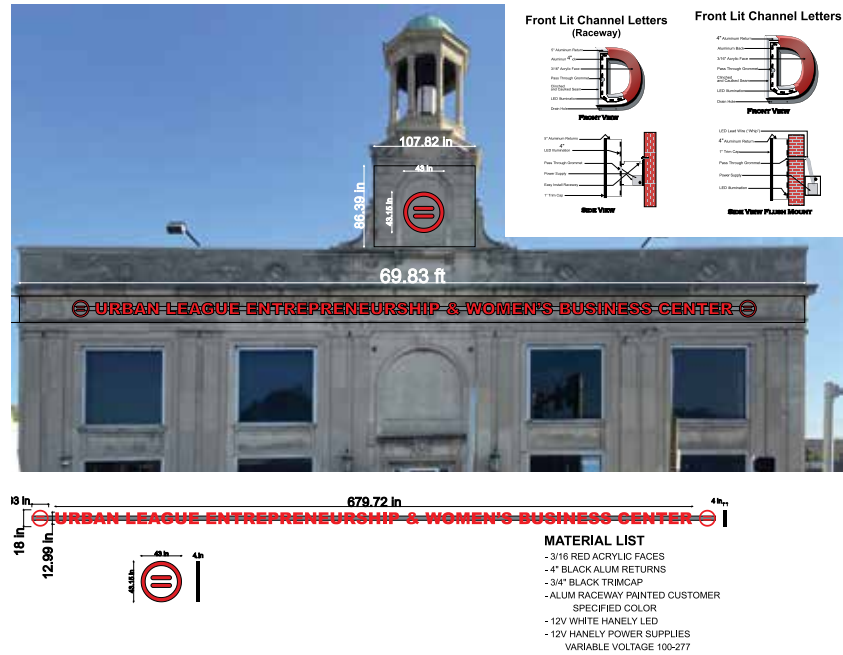
The Urban League acquired the Dr. Taylor Apartments to support our goal of creating and sustaining affordable housing in St. Louis. The apartments are located at 374 West Bell Place.

These renovated 2 bedroom, 1 bath apartments have fully-equipped kitchens, open living areas, great closet space and large bedrooms. The apartments are funded in part through the Low-Income Housing Tax Credit (LIHTC) program; a certain number of units are set aside for lower income households. Households must earn either less than 50% or 60% of the area median income (depending on the set-aside option chosen by the property owner) to qualify for these units. Rents in these units are capped at a maximum of 30% of the set-aside area median income (adjusted for unit size).



Commerce Bank Project at Natural Bridge:

The Urban League moved forward in 2021 with plans to open an expanded Women’s Business Center and an Entrepreneurship Center at 4401 Natural Bridge. The new facility will provide classes and seminars for current business owners and residents interested in exploring options as a small business owner. This location will become a hub for all small business activities. The Women Business Center is sponsored by the Small Business Administration.



PNC Bank Project:

The Urban League is partnering with PNC Bank to restore their former Grace Hill/Water Tower branch at 4323 N. Grand. Programs & Services include a Credit Union, spaces for community Financial Literacy Workshops, Entrepreneurship Workshops, Money Smart Workshops, and a Small Business Incubator.

Partners: PNC Bank, St. Louis Community Credit Union, Grace Hill, St. Louis Promise Zone, SBA - U.S. Small Business Administration and SLDC- St. Louis Development Corporation





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Community Empowerment

EMPOWERING FAMILIES THROUGH IMPACTFUL PROGRAMS

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

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PETER BUNCE OUTREACH CENTER & CAMPUS

Financial Empowerment:

The Access Savings Support Education Training (ASSET) program is a financial empowerment program for families with young children, provided through the United Way. The Access Savings Support Education Training program requires a 5-to-8-month commitment, which includes attending a two-hour class weekly for six weeks. The program is designed to help families improve their financial situation by setting goals, financial education, credit building and financial counseling. Participants who complete the program and save \$100 will receive a \$300 match to be used to pay down debt, or to save for education. 18 participants were recruited for the fall 2021 ASSET program. 5 participants are on the course to complete the program and receive a matched savings of \$300.



Legal Services:

The Urban League and Husch-Blackwell have partnered to provide free legal assistance to the Saint Louis community. Appointments are scheduled for thirty minutes, confidential, and via telephone conference lines (due to COVID 19 health guidelines). Some of the issues covered may include, landlord dispute, creating a will/trust, power of attorney/medical directive, defending small claims lawsuits, uncontested guardianship, and many others. Husch-Blackwell attorneys provided **600 pro bono hours** at the legal intake clinic in 2021. In January 2022, the Husch-Blackwell attorneys scheduled 12 hours for the intake clinic appointments and spent 35 hours for each individual matter.



100 Neediest Cases:

The 100 Neediest Cases Program is designed to support families in need during the holiday season. The Peter Bunce campus worked with the United Way and donors to ensure over **70 families** had an enjoyable holiday.

The families that were adopted received most, if not, all the gifts from their individual wish lists. The gifts included major household appliances, home repairs, clothing, food, and toys for their children. The average check donation was \$400.

The total estimated dollar amount that the families received as a result of this year's program was **\$31,314.34**.



\$31K

The average check donation for 100 Neediest Cases was \$400. The total estimated dollar amount that the families received as a result of this year's program was \$31,314.34

Community Engagement:

The North Corridor Collaborative supports a network of over 300 partners serving North St. Louis City. The NCC network is composed of residents, non-profit organizations, political figures, and key stakeholders that live or work in North St. Louis City. The seven neighborhoods included in the NCC are Old North, St. Louis Place, Jeff Vander Lou, Fairground, O'Fallon, College Hill, and Hyde Park. The Collaborative meets bi-monthly. The goal of the meetings is to increase awareness about resources, events, collaboratives, and developments that impact North city residents.

Green City Coalition, in partnership with the Urban League, established the Peace Park project for College Hill neighbors to create a more inviting green space in the neighborhood. The Community Advisory Committee is comprised of neighbors and friends of Peace Park, encouraging their feedback about the potential park features. Monthly committee meetings serve as a mechanism for maintaining communication between the projects' organizational partners and community members. The topic areas are: Environmental Justice and Equitable Development, including quality monitoring and storm-water absorption, and planning for development without displacement around the Peter Bunce Center.

In 2021, Affinia Health Care, in partnership with the Urban League, established a Monoclonal Antibody Infusion Treatment Center in the gym at the Peter Bunce campus. Patients are able to receive treatment for Covid-19 related symptoms on Mondays, Wednesdays, and Fridays. Covid-19 testing is performed on Tuesdays and Thursdays.

The St. Louis Community Credit Union re-opened their location at the Peter Bunce Campus in May of 2021, after being closed due to the pandemic. Over 600 transactions occurred from May – December, as well as over 20k in bank loans were dispersed.

300

The North Corridor Collaborative supports a network of over 300 partners serving North St. Louis City. The NCC network is composed of residents, non-profit organizations, political figures, and key stakeholders that live or work in North St. Louis City.

Testimonial

As a result of the ASSET program, Mrs. H. was successful in paying off a \$200 debt that was negatively affecting her credit. She provided verification from the debt collector that her payment was received, and the debt was settled. Mrs. H was elated and motivated to continue repairing her credit score and pay down other debts.



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Scott Anderson | President - St. Louis
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Washington U Partnership at Bunce Campus:

The old Jack-in-the-Box site, gifted to the Urban League, is being transformed on the corner of North Grand and North Florissant. The Sustainability Exchange project with WUSTL will envision and guide the future implementation of a new landscape design for the site left vacant for over 20 years in the College Hill/Hyde Park neighborhood at the Bunce Campus front door.

**BJC Partnership:**

The Jennings Center extended its strong partnership with BJC in 2021 to create a new initiative led by BJC social workers to evaluate food needs and provide food boxes for patients and those not able to travel to our pantry. We were able to indirectly serve an additional **1,800 families** with our food boxes. BJC helped us to reach a population of people that were in the hospital and could not get to us because of their illness or lack of transportation. The social workers picked up the food boxes directly from the Jennings Center to ensure that patients being released from the hospital who had indicated that they did not have food waiting for them at home, went home with food.



Staying true to making a difference.

There are a great many ways and words to recognize outstanding achievement and exceptional accomplishment. Enterprise proudly salutes all those with the drive to make a difference – in the workplace, in the community and in the lives of others.

Proud Supporter of the Urban League of Metropolitan St. Louis.



Maryville University is proud to support the Urban League of Saint Louis and congratulates this year's honorees:

James G. Berges

Lifetime Achievement Award

Elizabeth Mannen-Berges

Lifetime Achievement Award

Marc Morial

Whitney M. Young Humanitarian Award

M150

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JENNINGS OUTREACH CENTER

Program Summary:

The Urban League is doing all that we can to close the digital divide. The Business Training Center helps those that need basic computer skills of all ages and backgrounds. Through the pandemic we were able to serve 151 indirect and 41 direct. The indirect number was so high because some were more interested in simply learning how to log on to be part of the virtual community and once they figured that out, they were on their way.

Dr. Jacqueline Carter, program facilitator, was challenged with teaching basic computer skills in the middle of a pandemic. Not only did we have to teach basic skills, but we also had to teach and learn how to be present in a virtual society. We were intentional with meeting clients where they were. Most of the classes started with teaching them basic skills on how to operate their smart phones to be able to attend class or a doctor's appointment via zoom. Through all the challenges of being virtual, we still did not miss a beat. The virtual world was new to a lot of us and foreign to many that were already behind on their computer skills before the pandemic.

Food Pantry:

Clients that benefited from the food pantry were from all diverse backgrounds. The common denominator was that they needed or did not have access to the amount of food that they had prior to the pandemic. During the year of 2021, the **St. Louis County food pantry served 7,759 families** directly. There were **over 12,000 families served** indirectly through our weekly mobile market.

Food prices were on the rise and people were having to choose between buying medicine, paying rent, and eating a full meal. There were quite a few families that lost employment and had kids that were home being schooled virtually. There was less money coming into the home and children being home more often to eat. The Urban League was able to ensure that families had access to food weekly. There was fresh food, canned food, and frozen food available. We ensured that families had enough food to feed their families for a few days and could return the next week for any staple food items that they needed to supplement their pantries and fridges at home.



Utility Assistance:

The St. Louis County division of the Urban League partnered with programs like Dollar More through United Way and Keeping Current through Ameren to assist families with their utility needs. We were able to directly assist **312 families** with utility assistance. The Urban League was able to help keep families warm in the winter, cool in the summer, and avoid the eviction process because of the assistance that was provided for utilities. We were able to create great partnerships with organizations like Heat Up St. Louis as well, to assist additional families in need.



Volunteers:

The Urban League was able to continue to serve the community with the help of volunteers. We had volunteers from many organizations to come out and help during their down time at work, in the evenings and on some weekends. AARP provided us with 5 participants that worked 18 hours per week for a total of **3,960 hours**. For the large-scale food distributions, we had over 668 volunteers to pack food boxes and distribute food totaling **2,675 hours**. We could not have served as many people as we did if it had not been for all of the dedicated volunteers.



Coding Camp:

Coding was offered as a camp at the Urban League for six weeks in the summer. We were able to have 6-8 students in each class (cohort) each week. The camp taught the students basic coding skills and introduced them into the world of tech. It was an absolute success. The students were able to attend all day for one week and while they were there, they received breakfast, a hot lunch, and a snack for FREE. By the end of their session, they were all able to build their own video game, build a website and write **over 1,000 lines of code**. Every week there was a guest speaker that would come in and talk to them about finances, budgeting and saving as well.



GED-HiSET:

The partnership with St. Louis Public Schools continued through the pandemic, while they were not having classes in person. The Urban League St. Louis County division was a host virtual site for those that were interested in furthering their education. We had a staff person on site for participants to reach out to daily for assistance with preparing for the test. There was a session held Monday – Friday from 8:00am –12:00pm for students to virtually stop in for assistance or to call for help. There was a curriculum in place for each core subject that coincided with the test. There were 41 students that were registered in and attended the class.



HOUSING

Program Summary:

The Urban League of Metropolitan St. Louis is a HUD Approved Housing Counseling Agency, and the Housing Division has HUD Certified Counselors, Housing Specialists, Housing Advocates, and a Senior Case Manager. In July 2021 the Housing Department was restructured as a single Division. Our primary goal is to help individuals and families stabilize in housing through financial education, housing assistance, and resources.

The Housing Division programs in 2021 included Affordable Housing Trust Fund with the Alliance and the Commission for rent, mortgage and utility assistance; Citi Affordable Access Banking; Edward Jones Financial Education; Emergency Food and Shelter Program for rental and mortgage assistance; Emergency Rental Assistance Program with the City of St. Louis; FRAMEWORK online homebuyer class; Freddie Mac/Easter Seals of Midwest; HESG-CV homeless services (Rapid Rehousing); Pathways ship-Fair Housing workshops; and Virtual Homebuyer Workshops.

The Housing Division program **served over 1,200 clients** in 2021. Outreach and community engagement was a priority to ensure the needs of the community are being met and resources are being allocated strategically. Division staff worked with several community partners to host outreach events including the successful Pathways to Homeownership-Fair Housing and Freddie Mac/Easter Seals Financial Classes.

The Division provided the following services:

- Financial Wellness Education
- Mortgage Assistance* and Counseling
- Pre/Post Purchase Assistance, Counseling, and Down payment assistance*
- Rental Assistance* and Counseling
- Virtual Financial and Home-buyer Workshops

In addition we participated in the Metropolitan St. Louis Equal Housing Opportunity Council (EHOC) Rental Assistance Event at St. Louis Community College at Forest Park to assist City clients impacted by COVID-19 with registering for rental assistance. Residents at local senior living facilities who needed emergency rental assistance were assisted with completing on-line applications for the ERAP City program.

We supported The St. Louis Housing Authority at their Headquarters for COVID-19 rental outreach efforts and partnered with Heat Up St. Louis with client utility assistance. The Conflict Resolution Center STL reached out to the Housing Division to assist their clients in an eviction status. Approval was granted by the City of St. Louis for us to assist those that were COVID-19 impacted to place them in our service portal; cases were resolved within 72-hours.

Edward Jones hosted two Pilot Family Financial Empowerment Series for families being supported in the Housing Division. The Edward Jones Team taught the adults and teenagers the basics of financial wellness both in person and virtually.

Our Regional Director of Housing was chosen to serve on the Community Information Exchange (CIE) led by the United Way, CIE Steering Committee where key CIE responsibilities includes providing overall direction, evaluating the backbone of organizations, confirming an equity framework and promoting continuous improvement. The Regional Director of Housing received the Whitney M. Young Excellence in Housing Counseling Award.



\$1.3M

The Housing Division efficiently processed \$1.3 million of Emergency Rental Assistance Program (ERAP) funding in the City of St. Louis helping over 250 individuals and families impacted by COVID.



1,200

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Dream Builders for Equity/Regions Partnership:

The Regions Foundation, a nonprofit funded primarily by Regions Bank, awarded the Urban League a **\$100,000 grant to partner with Dream Builders for Equity** to support homeownership in the Hyde Park neighborhood while also empowering more youth through workplace and skills training. Specifically, the grant supports down payment assistance for first-time homebuyers to purchase properties renovated by participants in Dream Builders 4 Equity's Real Estate Program. The Real Estate Program provides youth with an opportunity to earn funds for their future and learn new skills as they work alongside minority contractors to rehabilitate vacant houses. Youth retain equity in the renovated properties, earning wages for their work, as well as receiving a portion of the proceeds in scholarship form when the home sells.



ULSTL Helps Woman Living in Storage Unit Find A New Home:

Shaulawn Bell now has a new home thanks to the diligent efforts of Urban League staff and help from Michael Kennedy (developer of Cambridge Heights) and the complex management staff. President McMillan heard about Ms. Bell's plight from a KMOV report and has been working to help her find new living quarters and connect her with other support services. ULSTL helped locate an apartment, provided payment of her security deposit, assisted with utilities that were in arrears, and just recently, delivered new donated furniture. Thank you to all the staff that supported this effort!



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LIHEAP

Program Summary:

The Low Income Home Energy Assistance Program (LIHEAP) program experienced a continued challenge in service delivery due to the COVID -19 pandemic which created a unique set of circumstances in administering the program to vulnerable populations and households newly affected by the pandemic. As a result, FSD issued multiple LIHEAP policy revisions to the agencies to address challenges during the COVID-19 crisis.

Despite limitations, The LIHEAP department **processed 11,537 applications** for winter and summer assistance **313 households** received assistance through Dollar Help, Dollar More, Heat-Up/Cool Down St. Louis, and Clean Slate funding. Since the opening of the Urban League Community Outreach Center in the new headquarters in 2021, there has over **8,399 clients** have visited for LIHEAP services. Although in-person outreach activity was limited due to the pandemic, the LIHEAP team participated in virtual LIHEAP informational sessions hosted by Spire and the Ameren Heat Up St. Louis Winterizing Utility Winter Forums co-sponsored by Spire.

November 16, 2021, marked an increase in the amount of benefits households could receive. Any household that received EA benefits beginning Oct 1, 2021, received a supplemental payment to increase the total EA benefit by \$318. St. Louis city residents now receive EA grants for natural gas at \$652 and electric at \$636. Winter Crisis funds increased from \$800 to \$1600. With crisis funding increasing to \$1200 from \$600 for the upcoming summer. Households now qualify under crisis and self-attestation of their household crisis, be it medical, financial, or resources.



WEATHERIZATION

Program Summary:

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

Meeting the goal of homes serviced in Fiscal Year 2021 was impacted by the novel COVID-19 pandemic. Although stay-at-home orders for St. Louis City residents had been lifted, weatherization crews and contractors experienced delays in production due to shortages in experienced staff, shortages in available lumber and backordered materials used to insulate and heat homes, windows, and doors. Through continuous training certifications earned by weatherization department staff and contractors, over 55 homes were able to be serviced using funding from DOE, LIHEAP, Ameren, Ameren Charitable, Spire, and CDA.

ST. CLAIR COUNTY OUTREACH CENTER

First Time Home Buyers Workshop:

First Time Home Buyers is a workshop offered by the Urban League to provide an extensive 8 hour course to cover all aspects of homeownership. Classes cover Preparing for Homeownership, Money Management and Understanding Credit.

Significant Highlights:

Conducted **12 First Time Home Buyer Workshops** resulting in the purchase of 38 homes in the St. Clair County & Madison County Regions. The average home price: \$115,890 (highest purchase amount \$210,000 and lowest \$22,700).

The **economic impact** of the new home purchases equates to **\$4.4 million dollars**.



\$4.4M

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\$1.3M

The Housing Division efficiently processed \$1.3 million of Emergency Rental Assistance Program (ERAP) funding in the City of St. Louis helping over 250 individuals and families impacted by COVID.



Computer Basics

21

successful completions



Entrepreneurship

40

successful completions



Google & Microsoft

26

successful completions

Business Training Center:

Our Bridging the Digital Divide Program works to increase access to computers and other technology for St. Clair County, IL residents, provide basic computer skills and office suite applications and successfully help transition participants into workforce training programs. There was also an emphasis to increase entrepreneurship support.

Significant Highlights:

July 26, 2021, we hosted the Camanche Career & Certification Day at the Terron Armstead Foundation Center. The Urban League worked with Career & Technical Education Program through District 187 (Cahokia) to help students gain technical skills through on-the-job training, certifications and more. While all students were not interested in the technology field, we established a day where the Career and Technical students could get hands-on training and certificates in the fields, they were most interested in. As a result, **31 students were certified** and/or received hands on training in the following areas:

- Business Administration (3 students)
- Computer Technician (4 students)
- Hair Braiding (5 students)
- Lash Technician (5 students)
- Nail Technician (5 students)
- Barber (8 students)

All students received a gift certificate to purchase equipment from PCS for People to help in their educational as well as entrepreneurship journey in continued pursuit of the certification opportunities from this event.

Testimonial

“I completed the First Time Homeowners workshop almost a year ago to the date. The presenter made the sessions fun. I learned so much about what home ownership would look like and gained a sense of confidence once the course was over. The workshop helped me to get all my ducks in a row so that I could make my dream of becoming a homeowner a reality.

I purchased my first home in November of last year! Not only did the workshop satisfy a requirement for my home loan but it truly prepared me for what was to come with the process of buying a home. I knew what questions to ask and what things to look out for during the home inspections leading up to closing on my house. I am using tips that the presenter gave to me during our sessions. It feels great to own my own home and also be well informed of what all this great responsibility entails. I would not have been prepared had I not taken this workshop. Thank you, Urban League, for your assistance! It has been life changing for my children and I!”

Submitted by **Joy Grundy**

Cloud Storage:

In partnership with PCS for People, we distributed 786 desktop computers to St. Clair County residents to help decrease the digital divide in this region. Residents now had access to search for employment, do schoolwork, work from home and open means of communicating just having the desktop in the home. We also distributed an additional **49 desktop computers to families** for Christmas.

“ I liked how the people were dedicated to helping us learn how to do good for our future. ”

- Cahokia Student #1

“ What I learned that was MOST helpful in the Comanche Career & Certification Day was learning about the trade. The advice was great. It’s something I won’t ever forget. ”

- Cahokia Student #2



Veteran's Food Distribution:
St. Clair County hosted a drive thru food distribution Saturday, November 6th in partnership with The Kaufman Fund.

We served 135 veterans and provided St. Patrick Center an additional 50 food boxes to homeless veterans. The Kaufman Fund donated \$500.00 to St. Clair County to help continue serving families in this area.



Turkey Distribution:
St. Clair County held a drive thru turkey distribution Tuesday November, 23rd. We distributed 850 turkeys. In partnership with PCS for People, we also distributed a total of 786 desktop computers.

This was a record distribution for their organization. Individuals receiving the PCS needed them for work, finding employment, school and communicating.



Centreville Water Crisis:

We host monthly food and water distributions for the Centreville residents. YTD, we have distributed over 3,000 cases of water. We have distributed nearly **725 gallons of water** using the Water Box. As a result of outdated and inadequate water and sewer lines, residents are exposed to unsafe water to drink and cook with. With any type of rainfall, the Centreville Residents are subjected to flash flood waters which deteriorates the foundation of their homes. In collaboration with Equity Legal Services, Metropolitan St. Louis Equal Housing Opportunity Council and many other community partners, the Urban League has been able to assist in purchasing and distributing bottles of water. The Urban League's involvement began in 2019 where we distributed nearly 5,000 bottles of water. In 2020, the amount increased by 557% as we distributed nearly **32,864 bottles** of waters (4,694 Gallons) to help make sure residents have safe water for drinking and cooking. This would not have been possible without the support of many community partners.



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COMMUNITY HEALTH MOBILE VAN OUTREACH

Program Summary:

Neighborhood residents have to go no further than their local grocery store or place of worship to receive free health screenings and counseling services.

The Urban League's Mobile Health Van operated in partnership with BJC HealthCare, is a trusted and highly accessible health resource that reaches urban African American populations with limited or no regular source of primary care.

The Community Health Mobile Health Van reaches those who desperately want to be more educated about their health; however, barriers to transportation, distrust of traditional health care facilities and lack of health insurance often preclude them from seeking the medical attention they need. This program helps increase the number of health screenings for hypertension, diabetes and cholesterol.

The Community Mobile Health Van Program, operates in St. Louis County and City where documented, African American health disparities persist. BJC HealthCare Clinicians, conduct health screenings, as well as case management services to help coach clients and residents to become better health advocates for themselves.



285

Total Screenings

95

Total Visitors

53

Average Age
of Participant

43

Zip Codes
Represented

5

Total Events/
Locations

“ We value and appreciate our longstanding relationship with the Urban League of Metropolitan St. Louis and thank them for their commitment to this much needed program in the communities we service.”

- Karen Morrison

Sr. Manager of Advocacy, Outreach, and Workforce Diversity | BJC HealthCare

PATCH SENIOR CENTER

Program Summary:

The Patch Senior Center hours of operation (to the public) are Monday, Wednesday and Friday 10 A.M. to 1:30 P.M.

The center offers supplemental foods such as produce, commodity /senior food boxes and food orders. Produce from our retail partner, Aldi's, is picked up daily. On Tuesdays, the center has a bakery delivery from Caritas Connections, as well as bread, dry goods, and toiletries on Fridays.

Patch has a secret shopper who received our pantry needs to on a monthly basis. The personal shopper makes the purchases and then delivers the items to the center. The center receive donations from the Affton Christian Food Ministry at least 2-3 times a week consisting of bread/bakery, can goods, fruit and vegetables and other nonperishable items that they may have available.

In addition the center receive fresh bakery bread from St. Louis Bread Company at least 1-2 times a week. In 2021 the center receiving 26 Commodity/Senior Boxes on a monthly basis from St. Louis Area Food Bank. Additional food items are picked up at Operation Food Search for distribution on a bi-monthly basis.

We receive monthly donations from St. Vincent DePaul of clothing and household items for the clothing room. Patch Senior Center offers referrals for utility/rental assistance, free Legal Assistance through Husch-Blackwell, as well as referrals for employment and training through the Urban League. Patch Center held weekly community conference calls with education on Healthy Living, Mental Health, Healthcare resources and more.

The Food Mart operates monthly from April to October of each year. Total Food Mart **clients served in 2021 was nearly 1,200.**

Patch Senior Center gave away **100 Turkeys and boxes for Christmas**, as well as toys to nearly **70 families** and **130 children**.



157

Public Education
Sessions

759

Metro Bus Passes

139

Food Orders

24

Outreach

204

Recreation
(Started 11/08/21)

202

Physical Fitness
(Started 11/08/21)

2,017

Supplemental Food
(Seniors)

141

Frozen Meals
(Started 11/08/21)

2,033

Volunteer Hours

1,170

Food Mart

FOOD INSECURITY

Program Summary:

Food insecurity, according to Feeding America, is defined as the “lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods.” People who are food insecure may have to choose between paying for nutritionally adequate food and other necessities such as housing and medical payments. .

Dot Foods Donates:

Dot Foods, a longtime partner with the Urban League, has donated a 53-foot, multi temp trailer fully loaded with over \$65,000 in food for the distribution event. Later, the trailer will be specially branded and wrapped in memory of the late Roy E. Gillespie, who served as the Director of Logistics for the Urban League’s relief operations. A rendering was unveiled during a special ceremony at a prior food distribution. Gillespie, a member of Teamsters Local 600, passed away suddenly on March 16 at age 63. Gillespie, was a Human Rights Commissioner for the Teamsters International Union and Teamsters Joint Council 13. Dot Foods has **donated more than \$165,000** in food items to the Urban League for the relief operations that have provided food, PPE and other items to more than **130,000 families** since the height of the coronavirus crisis.



Home Bound Deliveries:

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

For information, call 314-615-3600



Panera Pantry:

Over **13,200 families and individuals** visited the pantry in 2021 to pick up fully stocked boxes of nutritious food items. Additionally, **over 200 households** in area neighborhoods received boxes via the Urban League’s Federation of Block Units, 200 boxes were shared with families participating in the 100 Neediest Cases program, and 60 senior households received monthly food box deliveries.

The Panera Pantry operates four days a week and welcomes anyone in need of food assistance. All that is required is a photo ID that shows the recipient is at least 18 years of age. Urban League clients who avail themselves to other agency programs are comforted in knowing that the Panera Pantry is also at their disposal should they need food for themselves or their families.

Families



2,957 WALK IN FOOD PANTRY
105 FEDERATION OF BLOCK UNITS
753 NOVEMBER FOOD GIVE AWAY
472 NOVEMBER FOOD GIVE AWAY

Individuals



10,280 WALK IN FOOD PANTRY
105 FEDERATION OF BLOCK UNITS
1,654 NOVEMBER FOOD GIVE AWAY
950 NOVEMBER FOOD GIVE AWAY

URBAN LEAGUE CLOTHING CLOSET

Program Summary:

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



SENIOR EMPOWERMENT SERIES

Program Summary:

The Urban League goes directly to senior apartment buildings in the City of St. Louis to inform the seniors of the free services available to them and to uplift their spirits. Representatives from various agencies, including The St. Louis Area Agency on Aging, speak to the seniors about programs available to them including free transportation by the City to transport them to doctor's appointments, the grocery store and other errands.

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





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COMMUNITY EMPOWERMENT REPORT

An Effective Collaboration for 22 Years Heat-Up St. Louis & Cool Down St. Louis:

Gentry W. Trotter, founder of Heat-Up St. Louis & Cool Down St. Louis, had a dream 23 years ago to have a regional energy assistance public service agency that would address public health and safety crisis issues, change utility companies' policies, and help educate the public about how energy efficiency and other offering and funding programs could help them. Helping the public avoid unsafe methods of heating their homes during the winter months and fulfilling cooling needs during the dangerously hot and humid summer months was also a priority as well as developing a consortium of partners to aid in the clarion call of public safety and to eradicate poverty by bundling other funding pots to

help drive utility bills down to the lowest manageable level. The Urban League of Metropolitan St. Louis was the first partnering agency in 2000, which is the first year Heat-Up St. Louis, Inc., operated. Throughout the years, we both have worked toward ensuring the financial stability of the clients often by bundling resources.

The COVID-19 pandemic continues to decimate wallets, and the community with deaths, illnesses, and the inability to have a job, or at best a steady income, especially in the service and health care sectors. The working poor, seniors and residents with disabilities are often the highest at risk for disconnections. Many clients have experienced some emotional and physical issues relating to being without an energy source, according to our partner, Heat-Up St. Louis, Inc.

Heat-Up/Cool Down has been an excellent feeder for the Urban League's operations, especially for



referrals for rental and grocery assistance, job opportunities and training. Heat-Up continues to be a significant and dominate advocacy and social service partner. Heat-Up/Cool Down now covers nearly about 40 Missouri and Illinois countries, including the City of St. Louis. Michael P. McMillian, President/CEO of the Urban League of Metropolitan St. Louis, Inc. is on the Heat-Up/Cool Down Executive Board. McMillian continues to provide counsel to this unique grassroots partnership.

While Heat-Up St. Louis/Cool Down St. Louis has its business offices in downtown St. Louis, it planned in 2021 to open a regional outreach office at the new Urban League headquarters in the Victor Roberts Building at 1408 North

Kingshighway. A full opening is planned for March 2022. Clients will be able to use a drop-slot, as well as interface with Heat-Up staff through social distance in their new center. They will also be few steps away from the Urban League's LIHEAP office. The Urban League, Ameren and several others are donating much of the office furniture and fixtures to Suite 111 on the ground floor, here HUSTL shall be housed.

Our St. Louis County unit benefits greatly from Heat-Up/Cool Down funds through the efforts of HUD block grants and CARES funds, which Heat-Up/Cool Down manages. In 2021 Heat-Up St. Louis now has office space at our Urban League Jennings Road location for County and City residents, where they are accepting applications.

In St. Louis City, The League also works with Heat-Up/Cool Down on other funding pots, i.e. Affordable Housing Trust Fund, Utility Tax Equitable Relief Fund, Rise and Shine and HUD COVID funds on an as needed basis. This allows the Urban League City to be more flexible in the distribution of many other energy assistance funds, some of which have income restrictions.



2021 Hardee's Rise and Shine for Heat:

Urban League's President and CEO Michael P. McMillan once again served as an honorary chair of 2021 Hardee's Rise and Shine For Heat benefit. The effort took place in February at more than 50 Missouri and Illinois Hardee's restaurants. Division Operating Officers Kesha Chapman (IL) and Quenesha Catron (MO) worked to obtain additional volunteers. Kesha's efforts for Illinois are to be commended.

Once again, Hardee's decided to accept pre-orders of Sausage biscuits and Egg Biscuits at a special price of \$1.00 for 30 days out from the Rise and Shine event. Some Urban League volunteers were among those serving as official greeters collecting additional "dough" from the public in the menu board.

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

Annual Ameren/Heatupstlouis.org Winterizing Utility Forum:

The Urban League of Metropolitan St. Louis, in particular its City and County divisions, joined Ameren Missouri for a series of 2021 Annual Heatupstlouis.org/Ameren Winterizing Utility Forums, co-sponsored by Spire, St. Louis City and the Missouri Public Service Commission. Ameren donated to Heat-Up \$200,000 to help cease disconnections during these forums. Both City and County Urban League offices were chosen by Heat-Up St. Louis to further assist their clients in need. Spire used its Dollar-Help credits of \$200,000 during the series of webinars.

This 2021 Fall series of webinars impacted the lives of more than 10,500 individuals and families. The webinars included greetings from Mayor Tishaura O. Jones, St. Louis City and Dr. Mati Hlatshwayo Davis, City of St Louis Health Director; Fire Chiefs Association of Greater St. Louis represented by St. Louis Fire Chief Dennis Jenkerson. In addition, Ameren and Spire had video presentations about various energy efficient and budget opportunities. CAASTLC provided weatherization tips for those County and City residents trying to keep their utility bills affordable. Following the 8-minute presentation, the Urban League City and County worked with clients, who also had the opportunity to select them.



17th annual Cooldownstlouis.org/Ameren Cooling A/C Give-A-Way:

Cooldownstlouis.org along with the Urban League City and County divisions were joined by 10 other Missouri agencies who helped distribute 800 new energy efficient air conditioners, donated to Cool Down by Ameren Missouri. In addition to the value of more than \$125,000 for the A/C purchase, Ameren Missouri donated to Cooldownstlouis.org \$500,000 for utility assistance.

They also provided more than 800 energy efficient light bulbs which significantly saves money year-around on utility bills. These came in handy for so many Urban League clients, as well.

Michael McMillan helped launched the Save our Seniors Cool Down Missouri project created by Cooldownstlouis.org with St. Louis City Mayor Tishaura Jones; Reverend Earl E. Nance, Jr., Chair Emeritus and Cool Down St. Louis corporate treasurer; Fire Chief Dennis Jenkerson, representing the Fire Chiefs Association of Greater St. Louis and Cooldownstlouis.org, as public safety and health co-chair; Marty Lyons, chairman, president and CEO, Ameren Missouri in 2021, (Marty has since been promoted to Ameren Corporation as its new president and CEO); and Cora Faith Walker, St. Louis County Chief Policy Officer; and St. Louis area meteorologists KSDK's News On Your Side Scott Connell; Steve Templeton of KMOV, Channel 4; KPLR-TV's John Fuller and FOX2's Chris Higgins.

Despite the complexities of COVID-19 and social distancing Cooldownstlouis.org continue with our Urban League partnership in the public education campaign of "Turn On The Air," and "Check On Your Neighbors."

The Urban League also distributed Cool Down Cooling Cards during their countless food and PPE distributions throughout the St. Louis region. Ameren Charitable Trust has been generous in the support of Cool Down St. Louis' public education print materials. The partnership we have with both Cool Down and Ameren ensures that lives are saved during each hot and humid dangerous St. Louis summer. When residents turn the air on, they can be assured that the Urban League, Cool Down and Ameren have their health and safety, as a top priority.

22 Years of Compassionate Public Service in Illinois and Missouri

1,000,000

LIVES IMPACTED



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

Brian, South County

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

Rita, North City

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

Sandy, St. Charles

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

Belinda, Metro East

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

Mary Beth, North County

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

Monica, South City

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

Nancy, Franklin County

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

Eddie, Jefferson County

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

For 22 years, we've used compassion and partnerships to help needy families, the disabled and seniors avoid unsafe methods of heating in the winter and avoid becoming fatalities during the deadly summers. In addition to providing energy assistance, our mission of public education and advocacy is a commitment to efficient, affordable and safe energy for our communities.

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

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Educational Excellence

EMPOWERING TOMORROW'S LEADERS

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

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BUNZL SCHOLARSHIP

Program Summary:

Bunzl Distribution partnered with the Urban League of Metropolitan St. Louis, Inc. in 2021 to provide African-American students with a scholarship and internship opportunity. Bunzl presented the Urban League with a \$75,000 donation to establish the Bunzl Urban League Scholarship fund. Two scholarships will be awarded each year and each Scholarship is \$3,750 per school year for a maximum of four consecutive years totaling \$15,000 per scholarship. Scholars must maintain a cumulative Grade Point Average of 2.75 or above for four years. Scholar must commit to Internship at a Bunzl office in the United States for the summer between the first and second year of undergraduate education. Scholar will have the opportunity to participate in a Bunzl Internship program each summer and will also have the opportunity to apply for a 12-month graduate development program upon graduation from college or university.



Bunzl Distribution USA, LLC supplies a range of products including outsourced food packaging, disposable supplies, and cleaning and safety products to food processors, supermarkets, non-food retailers, convenience stores and other users. Based in St. Louis, Missouri, Bunzl Distribution is the largest division of Bunzl pc, an international distribution and outsourcing group headquartered in London. Bunzl Distribution owns and operates more than 190 warehouses that serve all 50 states and Puerto Rico, as well as Canada, the Caribbean and parts of Mexico. With more than 8,000 employees and 400,000-plus supply items, Bunzl is regarded as a leading supplier in North America.





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HEAD START & EARLY HEAD START

Program Summary:

The Urban League Head Start/Early Head Start (ULHS) program is a comprehensive early childhood education initiative that provides services to children ages six weeks – 5 years and their families. The three program options are Head Start, Early Head Start, and Home-Based. A keen focus on school readiness: early childhood education, family and community engagement, and health services are paramount for creating lifelong learners, implementing a quality program, and supporting the Urban League mission and vision.

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

2020 -2021 Recap:

During the 2020-2021 program year, the Urban League Head Start and Early Head Start continued to provide services to children and families during unprecedented times caused by COVID-19. The Head Start/Early Head Start staff adapted program delivery and supportive services to ensure continued opportunities for families and children are align with the mission of the Urban League of Metropolitan St. Louis. Staff received laptops and the children all received HATCH Technology Tablets to use as the program continued to provide Head Start service while unable to meet for in-person learning. Virtual classes were held until the Head Start centers could safely reopen.

The Parent and Community Engagement activities for the program year included: Policy Council Training, Male Involvement, Trauma Smart Parent Training, Eat Healthy-Stay Active, 24/7 Dad Training, Financial Literacy, Swim Safe Training, Smart Parents Do This, and Cooking Matters Workshop.

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

The Urban League of Metropolitan St. Louis's Head Start children continue to have access to high-quality learning in science. The generous support of **over \$250,000.00** from PNC Bank, Tufts University, and the McDonnell Family Foundation contributes to the success of engaging early learners in critical thinking and problem-solving skills.



81%
Children
Attendance

572
Number of Single
Parent Families

931
Funded
Enrollment

599
Number of
Children Served

Quik Trip Tours Head Start:

President McMillan and Dr. Gwendolyn Diggs, Vice President of Head Start, hosted Quik Trip representatives from Tulsa, OK for a tour of Head Start facilities.

Quik Trip funds early childhood education programs and has expressed a strong desire to support the Urban League. The productive meetings resulted in a donation of more than **42,000 bottles of sanitizer** (three truckloads of **129 pallets**) for our Head Start centers, a commitment to support workforce development through Save Our Sons and participate in volunteer opportunities with The Urban League.



417

Children Access
to Dental Care

261

Family Services

46

Children with
IEPs/IFSPs Served



Head Start Vice President Honored:

Dr. Gwendolyn Diggs received the 2021 Stellar Performer in Education Award at the St. Louis American Foundation's 34th Annual Salute to Excellence in Education Scholarship & Awards Virtual Gala. Dr. Diggs was recognized for her achievements, leadership, and commitment to the community.



UL Head Start, Bunce Campus Showcase Event:

In June, KTVI celebrated its corporate Founder's Day by helping our Jennings team prepare food boxes for a relief operation. The founder of Nexstar Media Group came up with the Day of Caring idea as a way to celebrate the company's 25th anniversary. Teams from FOX2/KPLR 11, including Kurt Krueger, worked over several shifts to prepare boxes of food, sanitizer, and PPE. **Jessica Wilson**, 21, High Point University (Senior). Major: Sociology w/ Minor in Education.



John Sant Tours Head Start and Learns New STEAM Programming Lesson:

John Sant, Urban League Board Member, recently visited our Head Start/Early Head Start Centers. While visiting the Mt. Zion Center, Mr. Sant witnessed 3-5-year-old students using their problem-solving skills and STEAM vocabulary to programming KIBO Robots. Ms. Tracy Murry taught Mr. Sant how to program a KIBO to move; Mr. Sant got a kick out of not only observing but participating in the learning process. Mr. Sant is responsible for securing a \$50,000.00 contribution for STEAM initiatives from McDonnell Family. After visiting Mt. Zion, the group traveled to the Peter Bunce Center where he toured the facility with Erin Weekes, Assistant Director, and Dr. Gwendolyn Diggs and spoke with several Family Service Workers and staff members before visiting a Head Start classroom. While at the center, Mr. Sant listened to the book, *The Water Princess*, during storytime in one of the classrooms and actively participated with the children and teacher during their mediation/breathing exercises.





URBAN LEAGUE

of Metropolitan Saint Louis, Inc.

HEAD START

& EARLY HEAD START



-NOW ENROLLING-

The Urban League Head Start provides quality early childhood education and other services for qualifying families of children six-weeks to five years of age.

-NOW HIRING-

The Urban League Head Start is a great place to work. We are now hiring for the following positions:

WWW.ULSTL.COM/CAREERS

GED/HiSet

Program Summary:

The Urban League of Metropolitan St. Louis, Inc. hosts a General Education Diploma (GED) program in partnership with St. Louis Public Schools.

The program is for anyone seeking to continue their primary and secondary education. This program is comprehensive and provides many courses from grades 1 through 12.

Basic educational coursework is offered in reading, writing, mathematics, oral communications, natural sciences and social studies with an emphasis in the development of critical thinking, problem-solving skills and career planning. Students work closely with the instructor to establish short and long-term educational goals; including the attainment of a High School Equivalency Certificate (HiSet) or General Education Diploma (GED). The program has two scheduling options and is open to the entire community.

By design, this program is (Open entry & Open exit) for flexibility in meeting as many individual needs as possible.

Ages 16 - 21 meet:

Monday - Friday from 9:00 a.m. - 1:00 p.m.

Ages 21+ meet:

Tuesday & Thursday evenings from 4:00 p.m. - 7:00 p.m.



SCHOLARSHIP PROGRAM

Program Summary:

The Urban League understands that education is one of the most important investments a person can make as it is critical to reducing many inequities within our society.

The Urban League awards scholarships to students from the St. Louis metropolitan area to support their college education and career goals. Currently the agency offers three scholarship programs: the Leslie Scholarship, the Ida Goodwin Woolfolk Scholarship, and the Frankie Muse Freeman Scholarship. These scholarships provide financial assistance to students pursuing their post-secondary education. Scholarship recipients major in subjects such as mechanical, electrical, and aerospace engineering, biology, chemistry, business, accounting, law and pre-med.

Scholarship awardees are selected based on their academic achievement, community service, character, and financial need.

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

We are eliminating underlying causes of health inequities, transforming systems, and enabling individuals and communities to thrive.



Mastercard is proud to partner with **The Urban League of Metropolitan St. Louis, Inc.** to help close the racial wealth and opportunity gap and create equal access to prosperity for all.



ADVANCING EDUCATION EQUITY THROUGH ESSA

Program Summary:

A Civil Rights Imperative”Every Student Succeeds Act (ESSA) signals a shift in the policy and accountability landscape, but intentionally leaves open the precise manner by which districts and states will ensure better student outcomes. The revised law provides states and districts with more discretionary authority, but no additional capacity or resources to manage this authority, while explicitly restricting the federal role. States and districts now could prove their explicit commitment to an equitable and excellent education for all children, and the Urban League Movement will hold states and local districts to this renewed promise from the planning through implementation stages.

In Missouri, the plan is being implemented with the collaboration and partnership of a primary team which is made up of the Department of Elementary and Secondary Education (DESE), Public Schools from St. Louis, Kansas City, and Springfield; Urban League of Metropolitan St. Louis, representing the community; and higher education from Maryville University and University of Kansas as well as the Missouri School Boards’ Association. Deciding together eliminates the blame contest and encourages sharing responsibilities in creating systems that advance student success. However, in 2021, the pandemic has changed the landscape of education because it exposed the equity issues in schools. Virtual Teaching and Learning was not the same for all students, staff, schools, and/or districts. Some districts were able to repurpose their programs with minor disruption, others took them several months to get started and students lost time. The experience is an opportunity for schools, districts, and community leaders to take action to create equitable outcomes for all students as stated in the ESSA plan. Together we can experience significant, positive results. The Urban League is addressing the cause and effect of student failures working with the DESE to impact policy changes for the future.



The Urban League of Metropolitan St. Louis has been involved as an advocate of education equity and excellence in all schools representing the voiceless as the State was developing its education plan to submit to the federal government. This work has been very invaluable in many ways but most importantly it created the communications needed for us to continue to advocate in a meaningful and proper way. It’s our responsibility to follow up that our schools are educating ALL our students and the ESSA plan is a great start to hold everyone involved accountable. In addition, it prepared the agency with specific agenda to share with the community. The Urban League plans to follow up by mobilizing and organizing Parents and other Community allies and by providing a platform for parents to share information, learn together and collectively demand accountability from their schools to ensure all students succeed.

Schools belong to the community and the community engages educators to watch over social, emotional, and academic performance of all students. The dilemma is - who is responsible for the high number of African American students not being able to meet the social, emotional, and academic expectations? The Urban League is working to Mobilize and Organize Parents and other Community allies to demand accountability for their schools as well as addressing the cause and effect of student failures working along with the Department of Elementary and Secondary Education to influence changes. In the past such actions were determined solely by the districts and the state department of education. However, the changes in law provided us the opportunity to advocate from within to impact policy and funding.

The vision that all students must learn at high levels, equipped with the skills and knowledge to successfully compete in today’s global competition can be realized and is premised if they are afforded a rich and demanding instructional environment equipped with technology in which priority is assigned to strong and well-prepared teachers and school leaders at each school.

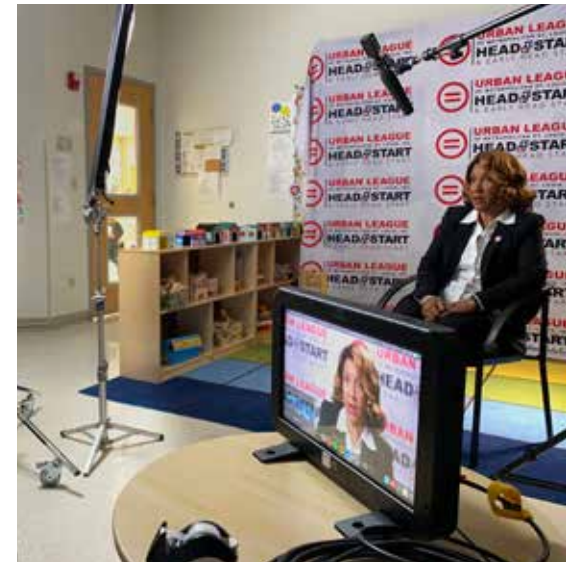
COMMUNITY SCHOOL PARTNERSHIPS

Program Summary:

Our Community School Partnership (CSP) program seeks to impact children, families, and communities in a comprehensive way – moving the needle in education and family stability outcomes through a two generational approach within the St. Louis Public Schools community. This program aims to reduce disparities in quality continuity of education, mental health, employment, health, and safety services for both children and their families. The Urban League of Metropolitan St. Louis embeds full-time Student & Family Mentors in seven elementary schools to provide wrap-around resources to families and students. By ensuring students are attending school and ready to learn, our professional team supports school administrators in building sustainable systems of response. The Urban League helps those students and families advance in a myriad of ways. The Community School Partnership program has continued to operate since 2014 within the St. Louis Public Schools district. This program originally started in Clay Academy of Civics and Exploration Elementary and expanded to Bryan Hill Elementary after two years of service with Clay. During the 2019-2020 school year, the CSP program expanded to five additional schools to serve and support students and families.

Significant CSP Highlights 2021 :

The CSP program currently serves over 1,600 students annually in the St. Louis Metropolitan area. Our Student & Family Mentors continue to play an instrumental role supporting families during this pandemic as students made the transition from the virtual learning to in-person learning in the classroom again. Mentors worked in an innovative fashion to build parent engagement, facilitate home visits, drop off food and basic need items to support family stability and promote students with technology to attend classes virtually when students worked virtually during quarantine. The Mentors also participated in promotion parades at each school to celebrate students' academic achievements. During the 2021- 2022 school year our program expanded two additional schools serving a grand total of nine support sites for families and students in St. Louis Public Schools. Our mentors enjoy serving the community in a way that inspires our students' greatest potential to still achieve against numerous obstacles and challenges.





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should not be based solely upon advertisements.

Testimonial

Ms. B is the parent of a student attending one of our CSP schools. The parent and her family were recently in transitional living at the Gateway 180 Shelter. Mom has been a client in the shelter multiple times and did not complete the program.

Gateway 180 has a program that helps assist families in regaining stable living called the Rapid Re-housing program. Ms. B was experiencing stressful situations while living in the shelter surrounding her children's behavior. Ms. B enrolled her children in Marygrove's group home to support their mental and emotional well-being.

The group home provided transportation to the school before the pandemic occurred and her child was switched to virtual learning. Ms. B has consistently requested resources from Ms. Weathersby, her CSP mentor, to find employment, and programs that would support her to go back to school. When school re-opened, to support in-person learning for students, Ms. B allowed her child, to return to as there was assistance with teachers and staff who wanted to enhance her child's learning experience.

A success for the family included Ms. B successfully completing the Rapid Re-housing program. She was awarded a three-bedroom apartment for her children to return to her care. This program supports her family by contributing towards her rent as she works to get back on her feet. Her CSP mentor Ms. Weathersby, continues to support her with encouragement, resources to stabilize the home, and mentoring for her child's overall success in the school setting.



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Economic Opportunity

SECURING ECONOMIC SELF-RELIANCE

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

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WORKFORCE DEVELOPMENT

Program Summary:

2021 proved to be a year of continued impact and progress for the Division of Workforce Development. Despite the challenges of operating during an unrelenting pandemic, the Division forged ahead focused on the goal of securing economic self-reliance. The Covid-19 pandemic failed to slow the transformative work of the Division's programs. By creating "ladders out of poverty" through entrepreneurship and jobs, the Division celebrated a banner year punctuated by a portfolio of new corporate partnerships, over 150 hiring events, and over 4,200 individuals served across five key program areas. The result: economic empowerment! COVID-19 created an opportunity to develop and implement innovative ideas, while sharpening the Division's resolve to execute on its mission, the importance of which became more brightly illuminated as a result of the pandemic. With the sharp increase in unemployment, many people ventured into entrepreneurship as a potential solution. The Women's Business Center became an increasingly valuable resource for a diverse array of women. During 2021 alone, over 200 budding small business owners were counseled on taking their businesses to the next level. Over 2600 prospective entrepreneurs availed themselves to monthly virtual training events held free of charge thanks to the collaboration of both corporate and community partners.

With its commitment to serve in areas where resources are less abundant but most needed, the Division continued to focus on training men who were unemployed or underemployed. As a result of the proven training model for skill-building and leadership development, Save Our Sons placed 467 men in sustainable, progressive employment opportunities in 2021, a 55% increase in placements from 2020. Currently operating in two locations, one in St. Louis City and the other in St. Louis County, Save or Sons celebrated its 6-year anniversary in 2021.

The Division's other programs boast of positive outcomes and gainful employment for clients previously dependent on government assistance, as well as those attempting to resolve child support arrears. Thanks to a key partnership with Bank of America, 130 of the Division's youth clients completed summer internships paying \$20/hr.

The Division of Workforce Development is proud of its contribution to the region's economic stability and prosperity in 2021 and is excited about its momentum heading into 2022. The groundwork is currently being laid for the Division's regional expansion into South St. Louis City, East St. Louis, IL, and Spanish Lake in St. Louis County.



SKILLUP



Program Summary:

The SkillUP program is a sector of the Urban League's Workforce Development Division. In partnership with Area Resources for Community and Human Services (ARCHS,) SkillUP provides hands-on job skills training and job search assistance to SNAP recipients in North County and surrounding regions. We supply customized employability training, services, and resource referrals to our clients, which ensures we can address their varying circumstances and develop pathways to sustainable careers. The SkillUP program boasts a team of dedicated, compassionate specialists who work hard to ensure clients are prepared to become productive members of the workforce. Participants have a host of supportive services available to them – both during their job search, and after they secure gainful employment – to include help with rent/mortgage, utilities, interview attire, work supplies/uniforms, transportation, and more! We also rely on our longstanding relationships with community partners to bridge the gaps, as needed.

Significant Highlights:

Ongoing effects of the COVID pandemic continue to pose challenges for clients and staff alike. We continue to offer modified service delivery models to help accommodate these obstacles. The Urban League's SkillUP program issued over 250 job-related supportive services to clients, including transportation (gas cards, bus tickets, etc.) rent/mortgage and utility assistance. SkillUP clients had access to PPE supplies and fresh and non-perishable food items, as well. In 2021, the SkillUP program engaged over 60 local, regional, and national employers, and more than 15 training institutions; we helped more than 75 women and men reduce or eliminate their reliance on SNAP benefits. SkillUP graduates are earning an average of \$16.00/hour.

Ms. Kimberly R.P. joined the SkillUP program in January 2021. The mother of 3 (ages 7, 4 and 2) was unemployed, and relied on public assistance to provide for her family. She sought assistance with obtaining meaningful employment in Customer Service or the Healthcare fields. Kimberly worked with her assigned Case Manager to bring her rent and utilities current, and secure childcare for her young ones. Her Job Developer enrolled Kim into SkillUP Transitional Employment program, where she applied for a 90-day transitional position at SSM Hospital. Although she completed the program, a series of unfortunate life events affected her attendance and the hospital's willingness to offer her a permanent position.

Kim was quite disappointed, but her Case Manager helped lift her spirits by letting her know we're still in her corner. Two months (and several applications) later, she attended a SkillUP sponsored hiring event with Mediplex/New Beginnings. All the interview strategies she mastered with her Job Developer paid off, and she was offered a position on the spot! Kimberly is currently working full time as an Intake Coordinator at MediPlex/ New Beginnings, earning \$16.00/hour.

The SkillUP team is immensely proud of Kimberly, and we wish her continued success in her new career!

Testimonial

WOMEN'S BUSINESS CENTER

Program Summary:

The Urban League of Metropolitan St. Louis Women's Business Center (WBC) is a part of a national network of entrepreneurship centers throughout the United States and its territories, which are designed to assist women in starting and growing small businesses. WBCs seek to "level the playing field" for women entrepreneurs, who still face unique obstacles in the business world. The WBC helps women entrepreneurs launch new businesses and compete in the marketplace through a number of free and low-cost resources, including business training, counseling, workshops, and access to credit and capital through community referrals.

WBC focuses on the four pillars identified as vital to success for rising entrepreneurs: Leadership Readiness, Business Knowledge, Operational Soundness, and Driving Revenue. These are emphasized in our program offerings, including our signature program, Ready! Set! Launch! 14-Week Small Business Development Program (RSL). These pillars are also focused on in our industry-specific initiatives, which were enabled through CARES Covid-19 relief funding. In addition, educational services are offered to clients that focus on a variety of topics based on individual client needs: business planning, marketing, social media, website design, legal services, emotional wellbeing, human resources, accounting, personal finance, business banking, operational soundness, asset protection, lender readiness, and access to capital via lending program and grants.

These services are offered to clients in the form of virtual workshops and counseling sessions. Workshops are held on lunchtime, evening, and weekend sessions for accessibility. Serving more than **200 clients** annually and teaching sustainable and self-reliant business practices, the WBC is a natural complement to the services offered by Urban League of Metropolitan St. Louis, Inc. The Urban League WBC also aligns with the national Women's Business Center program by collaborating with regional organizations, serving disadvantaged business owners, and utilizing technology to bridge gaps. The Urban League WBC is highly responsive to the needs of clients – recognizing that women and minorities face specific challenges to small business ownership.



Significant Highlights:

In 2021, the WBC responded to the rising need of entrepreneurial support during the COVID-19 pandemic by continuing to offer relevant and important business counseling and training services to the community. The WBC served 206 clients through 1-1 business counseling in **745 business counseling sessions** that included **608 contact hours**. The WBC also hosted 156 training events open to the general public, with **2,667 training event attendees**. WBC strengthened partnerships with several community partners through partnered events and trainings: CIBC, US Bank, Midwest Bank Center, Sterling Bank, Enterprise Bank, American Family Insurance, Bancorp South, BMO-Harris Bank, Hispanic Chamber of Commerce, 24:1, Operation Hope & St. Louis Office of Financial Empowerment, Legal Services of Eastern Missouri, and others. The WBC launched Ready! Set! Launch! Small Business Development Program (RSL), which included 12 weeks of virtual trainings and business counseling with a curated curriculum and subject matter expert guest speakers. In RSL, **75 individuals graduated** from this program, all of which being women and/or minorities. All graduates were eligible for special access to funding opportunities through WBC's partnership with CIBC and were able to apply for special legal services through Legal Services of Eastern Missouri's Microenterprise Program. At least 10 of these graduates are currently in conversation with lenders for funding/credit opportunities. Many were also introduced to BMO-Harris Bank to utilize special credit and lending opportunities for Black, Latinx, and Women Entrepreneurs through their BMO for Black, Latinx, and Women Businesses Programs.

The WBC celebrated the graduation of the first **30 graduates** of RSL with an outdoor in-person inaugural graduation ceremony, including the following special guest speakers who showed their support of the WBC program: Urban League President & CEO Michael P. McMillan, SBA District Director (and original founder of the WBC in St. Louis) Maureen Brinkley, Mayor of Ferguson

Ella Jones, Mayor of St. Louis City Tishaura Jones, and Governor of Missouri Mike Parson. WBC celebrated the second class of **45 RSL graduates** with a virtual ceremony, which included several of the first graduation's special guests, as well as community partners.

Through SBA CARES COVID-19 Relief Funding, the WBC was able to provide strong supplemental services to the WBC and to its clients, through 2 full time staff members who provide administrative, programmatic, and case management support that has been integral to the success and bandwidth of the WBC program, especially with the rise in businesses in need of unique support during the COVID-19 Pandemic. The CARES funding also enabled the WBC to strengthen its business counseling bandwidth, offer new and signature trainings, including Business Planning 101, Marketing Essentials, Social Media Marketing Workshops, Perfect Pitch!, and more. The CARES funding also enabled the WBC to provide special industry specific trainings and educations for entrepreneurs pivoting in their small businesses through our "Industry Specific Initiatives" – 4-8 week virtual and in-person trainings with subject matter experts, specifically Early Childhood Development, Trucking & Transportation, Podcasts, Real Estate, and Restaurants & Catering Initiatives. Of WBC's 2021 trainings, 34 were fully funded by CARES, with **741** CARES training event attendees.



2,667

Training Event
Attendees

745 105

Business Counseling
Sessions

Total Graduates

Testimonial

Maggie Squires started the RSL program in Spring 2021. At the time, she had recently opened her business, The Matted Doodle, LLC, a pet grooming company, mid-pandemic, after leaving her job at another grooming company to pursue her own business full-time. She was grooming out of her home kitchen and had quickly grown and maintained a strong client base but wanted to open her doors to a brick-and-mortar to better organize and strengthen her business. Through the support of the WBC, she was able to create a strong business and marketing plan, get connected with LSEM for necessary legal support, and was able to leverage capital funding of \$15,000 to open her doors to her storefront in December 2021. She has been booked with clients ever since opening and has shared that her storefront has provided a more positive and organized grooming experience for her customers.

INVESTING IS IMPORTANT. ESPECIALLY IN OUR OWN COMMUNITY.

We believe when you invest in the place where you work and live, everyone wins. That's why we're proud to support the **Urban League of Metropolitan Saint Louis, Inc.** as it makes our community the best it can be. We hope you'll do the same.

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TRANSITION FOR CHANGE EMPLOYMENT PROGRAM

Program Summary:

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

We assist our clients with jobs that offer career opportunities. Apprenticeships and Small Business Assistance that will provide sustainable income. Our activities were limited due to covid. Yet, we were successful in placing our clients in gainful employment. We continued to serve clients in the St. Louis County Judicial System along with men and women in Missouri's State and Federal Prisons. These prisons include Southeast Missouri, Tipton, Chillicothe, Vandalia and Fulton. Our newest initiative has been serving the NCP's in transitional houses upon release from prison/jail with child support and many other barriers. Our supportive services of hygiene packets, work clothing, gas cards and bus tickets help make this program successful.

We have formed great partnerships for Housing Assistance, clinical services including mental health and sustainable income Employers! We started the Employment Engagement Panel which presented our clients to recruiters before applying or interviewing which prepared them for the next steps of gaining employment.

Our state report reveals that our clients of non-custodial parents served were employed within 90 days of enrollment at 100%.

Testimonial

Mr. Courtney Webb (Gold) came to the Transition for Change Employment Program from the child support docket of the St. Louis County Courts. He was behind on child support and unable to find sustainable income. Mr. Webb (Gold) was so excited about a team assisting him in his job search. We assisted him with creating his resume, mock interviews and helping him complete multiple applications. He was offered a job within 30 days. The job did not pay what he needed. He accepted the job reluctantly but was hopeful it would be a good step in his transition.

Mr. Webb (Gold) stayed in contact with us and began to get small raises at the company, he was encouraged to stay at the job and keep growing. What a great email to receive from him to Transition. Below is a copy of the email.

"Hello Mrs. Parker, I'm not sure if you remember me but I got a job through you and the Urban League back in 2020 through Aerotek. They put me at a company called Spectrum Brands making \$11.50 an hour. I kept asking you if there were any other jobs available that paid a higher wage. Well fast forward to today, I'm at the same job but in less than 2 years, I'm a plant supervisor and making a salary over \$68,000. I just wanted to reach out and say thank you for your help in finding me employment. You told me to hang in there and I did. Hard work does pay off. Thank you, Mrs. Parker, and thank you Urban League."

Mr. Webb's last name has been changed since working. He shared "I had my last name changed to my grandfather's last name last year. My dad never met his father. I took an Ancestry DNA test in 2019 and my largest ethnicity was European Jewish. I hired a genealogist and they found out my Jewish grandfather was alive at 98 years old and living in Ferguson. We connected a couple years ago, and he wanted me to have his last name. And so I changed it. He passed away last March. But thanks again for your help." We congratulate Mr. Webb on this complete Transition for Change! We thank our partner Aerotek and Spectrum for their great partnership and Spectrum for their commitment to second chance employees.

SAVE OUR SONS

Program Summary:

Save Our Sons is a Workforce Development Program specializing in training men between the ages of 17 and 65 in the area of Life Skills and Soft (Power) Skills. Our program helps unemployed and under employed African American men and others in the region find gainful employment and earn a livable wage. Since its inception in January 2015, Save Our Sons has assisted over **3,000 men** and placed **over 1,700 men on jobs**.

Save Our Sons specializes in what we term “Direct Target Hiring Fairs”. We identify our client needs and barriers along with the direct needs of our employer partner. This is followed by appointment only hiring fairs with clients to position them for success on the job. To develop the soft (Power) skills needed, our clients go through a four-week training class; within the four weeks, participants receive a free suit and accessories from our Urban Closet, along with meeting HR managers daily. They are trained in the following areas: How to Get a Job, How to Keep a Job, How to Get Promoted and How to Remain Marketable.



892

Men Served



427

Women Served



467

Men & Women
Placed with Jobs



\$14.27

Average wage

Save Our Sons Significant Highlights:

74 Direct Target Hiring Fairs with some of our region's biggest employers: BJC, SSM Health, Schnucks, Anheuser Busch, Panera Bread, Cigna, SLPS, Spire, Metro-The Gateway Arch, Metro Bus, AT&T, Heartland Coca Cola, SLU, Nike, Super Park, Missouri Department of Social Services, The Fox, St. Louis City Refuse Collector, MoDot, Neiman Marcus, Cabka, Metaltek, Manpower, Aerotek, Sodexo, Gate Gourmet, Terra Source, ViJon and Target

Save Our Sons announced expansion into 3 new locations for a total of 5 locations: (New Locations *)

*South St. Louis City/County, *East St. Louis, *Spanish lake, Ferguson and Regional Headquarters

We launched the of Save Our Sons Up Skilling a Partnership with National Urban League & Mastercard. This new initiative within Save our Sons allows current and new clients access to careers that pay no less than **\$45,000 per year**. These positions require some form of short-term training to acquire the skills needed for a higher paying career. Within this initiative we focus on our two pillars (How to Get Promoted and How to Remain Marketable).

We also launched of the Car & Housing Program to assist with Down Payments & Deposits We implemented a new initiative within Save Our Sons to continue adding value for our clients that help overcome barriers that keep them from being successful in the workforce. With the basic needs that a person should have shelter and transportation. We added a Car & Housing Program. This past year we helped over a dozen of our clients either with a down payment for a vehicle or the deposit to their own apartment. These are some of the first steps in helping our men become the Head of their Household.

We were also able to begin the Re-Entry Program with a grant from National Urban League funded by NIKE. The program allows us the opportunity to serve formerly incarcerated individuals returning to society with the same four-week training of soft skills, job readiness, direct hiring fairs, financial literacy, case management, referrals, resources and supportive services. Since the inception of the program 61 individuals have enrolled and completed the program. Seven (7) have obtained gainful employment and two (2) have been on their jobs for **120 consecutive** days. The current average wage is **\$12.91 per hour**.



Virtual Hiring Fairs Help More than 300 Residents Find Employment:

The St. Louis City Urban League SOS program, hosted Schnucks virtual hiring events every Tuesday in January from 9am-12pm with up to 500 open positions. The virtual hiring fairs have been highly successful. The hiring event for Anheuser-Busch attracted hundreds applicants for jobs paying \$33/r. SOs was able to place 6 clients on the job.





Testimonial

SOS: The Promotion of K. Tate at Anheuser-Busch was a big success as we teach our clients “How to Get Promoted” and what it takes for that to become a reality in their lives.

These types of promotions are life changing for an individual like Mr. Tate. He originally got hired through one of our hiring fairs in 2020. He was hired as a weekender part-time and had to accept whatever hours they gave him week by week. However, that is what we teach during our 3rd week of how to get promoted. His promotion would come within only a year and by 2021 he was promoted to full-time with a pay of \$75,000 per year and the ability to continue getting raises. Mr. Tate stated that this promotion has changed his life completely.

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SOS Client Buys Car Through Enterprise Bank Program:

Our Save Our Sons vehicle program with Enterprise Bank has its first purchase. Cardell Roy, Jr, 18 joined Save Our Sons and completed all of the requirements for the program. He has been steadily employed since May and this is his first vehicle.



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to

all of the honorees.



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President



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Testimonial

SOS: Camaron Kye a 28 year old man from East St. Louis, and graduate of the inaugural Algoa SOS program has been incarcerated since the age of 18, and has served nearly ten years in prison. It is easy to find that he is a very articulate and spiritual individual once you hold a conversation with him. He has been free for nearly an entire year and has not been unemployed since weeks of his release. A determined person that has a positive outlook on life is the best way to describe this gentlemen who started out volunteering for the SOS volunteer/stipend program at the Schnuck's warehouse under the supervision of Roy Gillespie.

This program was vital to Mr. Kye not returning to a life of crime in order to earn a little extra money. He thanks the Urban League for being innovative in supporting the justice involved with access to earned income, because his felony status often makes placing him in a gainful position of employment arduous. After receiving a few small stipend checks we were able to get him placed at Proctor& Gamble earning a modest \$12 per hour. He remained vigilant about staying employed and maintained his employment there for three or four months. He credits the SOS program for teaching him that it is "easier to get a job when you already have one," and he applied for a position at a Covid-19 testing site Minute Center.

He was eventually hired on full time with benefits and earns \$25 hourly! Just recently he had ran into a challenge where he was put out of his sister's home where he was residing since being released from prison. This event happened so suddenly that Camaron Kye was forced to pack up all of his belongings in his vehicle and search for other means to lay his head. While driving, he was subsequently pulled over by Fairview Heights Police while attempting to plead with his family over in Swansea, Illinois to allow him temporary shelter. Needless to say the turn events lead to the towing of his vehicle with all of his belongings including his wallet inside of it. He was beginning to come unraveled from all of this adversity when SOS and the Urban League came to the rescue! The agency was able to pay his fine and also get his vehicle released from the towing yard in a matter of days! Not only did the Urban League assist with the fees but they also afforded Mr. Kye two weeks in a hotel so that he could regroup and work on a strategy to find a new place to live. He is currently awaiting responses from a few properties that he has applied for since then. We have also referred him to our housing director to further assist him in his search.

He is extremely thankful to SOS for being there during his time of need, and in his words describes our support as being "nothing short of angelic." Today, he is even more committed to the Save Our Sons movement and with his exceptional speaking abilities wants to eventually participate in a podcast that supports the ideology of this life saving program.

NUL President Marc Morial Visits with Save Our Sons Algoa Participants at Ferguson Center Completing Documentary:

National Urban League President and CEO Marc Morial visited ULSTL for a reunion of graduates of the Save Our Sons-Algoa program. These young men have worked so very hard to turn their lives around and they give so much credit to The Urban League's Save Our Sons Program. We appreciate President Morial's vision and commitment to re-entry and elevating this conversation on a national level. His visit was filmed as part of an upcoming documentary on re-entry that will feature our program and many of these young brothers. We will also share their progress in 2021. Special thanks to Mr. Anthony Cage, Mr. Jamie Dennis, and all those who help make this program a success.



Testimonial

SOS: Demetrius Robinson a 27 year old man from South St. Louis, and graduate of the inaugural Algoa SOS program can sing nothing but high praises when being asked about what the Save Our Sons program has done for him. Besides inspiring him to become the master of his own destiny and providing him with the necessary skills that it takes to gain employment, SOS has connected him with various job opportunities.

Days are filled with responsibility for this gentlemen who is working two jobs now. He is currently engaged and his fiancé's mother had just recently passed away when the Urban League aided this couple in a most profound way by covering the final arrangement costs for her cremation. He had admitted that the ordeal had left him and his fiancé frustrated and hurt when they were informed of how much the crematory was charging to complete the process. In life, his future mother-in-law was their financial anchor, and they had just signed a new lease to a new residence.

Without the extra income, they were hopeless, so he was ecstatic to be able to continue moving into his new home and take care of his fiancé's mother's arrangements too. He now regularly volunteers for SOS events and still desires to be a business owner in the landscaping industry. He says that he and his fiancé are forever grateful to the Urban League for supporting him during his time of bereavement and he is also interested in becoming an ambassador for the Save Our Sons program when the re-entry hybrid program is revisited on the national stage.

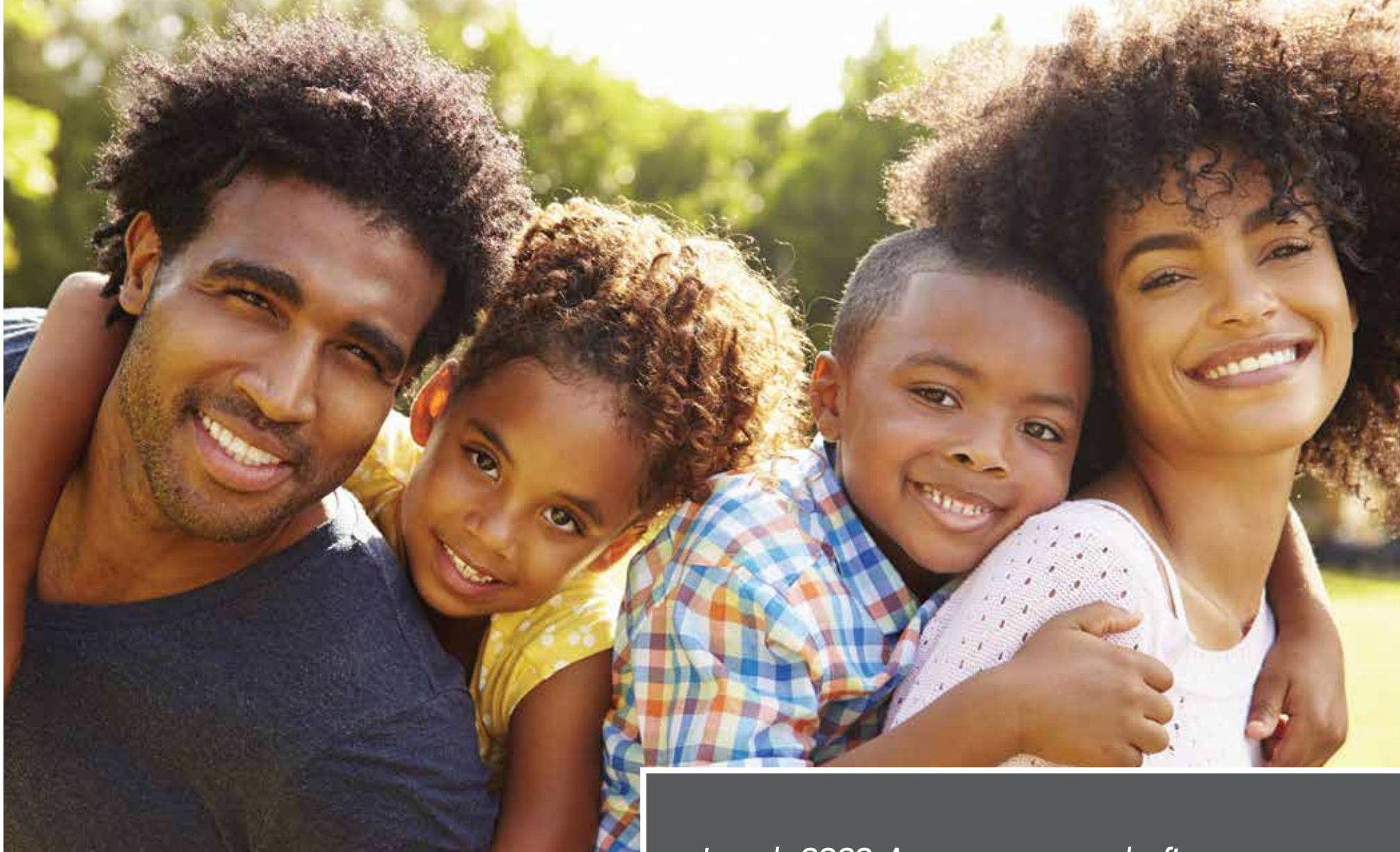


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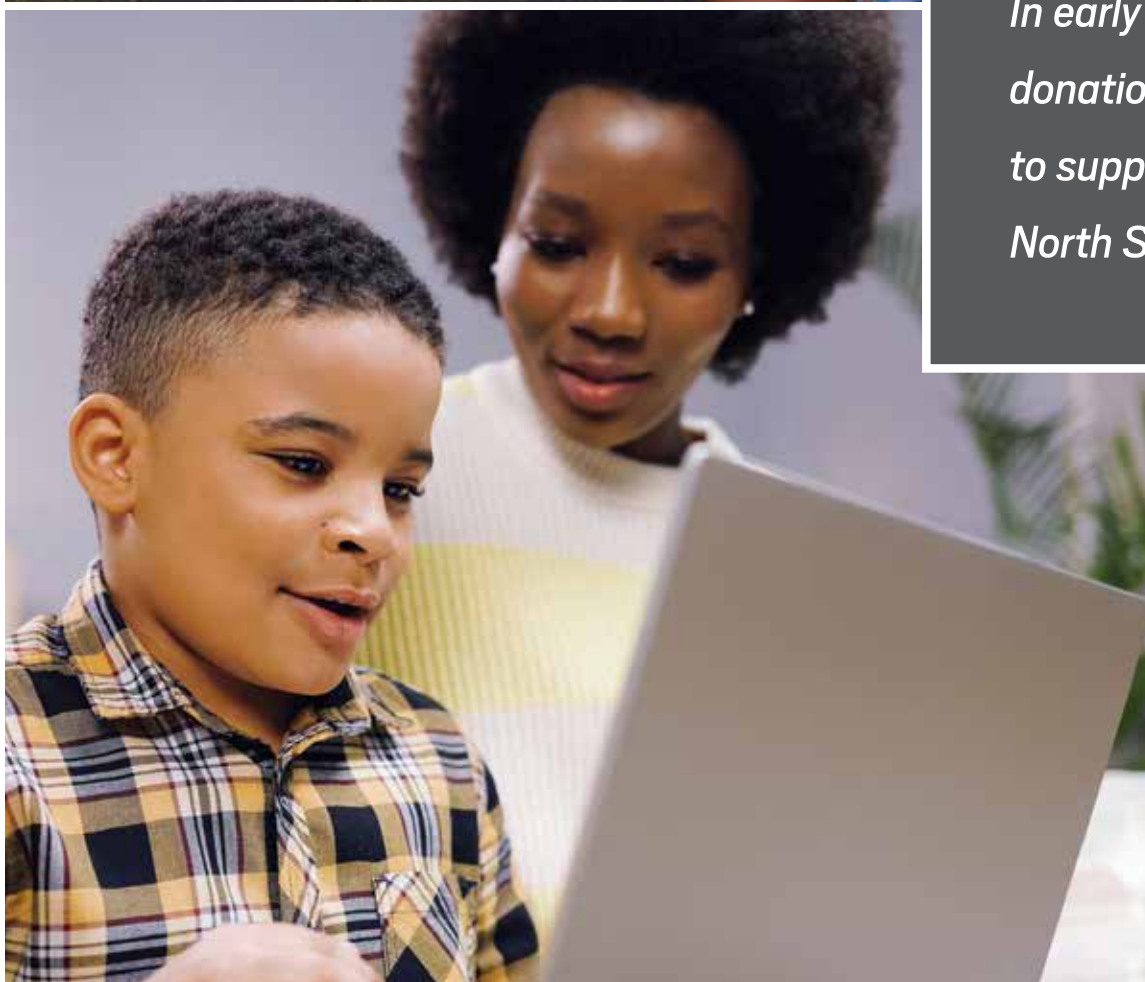
Ameren partners with the Urban League of Metropolitan St. Louis to support programs that build and inspire a better future for our community, including helping people manage their energy bills and achieve greater economic self-sufficiency.

For more information on Ameren's energy assistance programs, visit [Ameren.com/Energy-Assistance](https://www.ameren.com/Energy-Assistance).





In early 2022, Ameren announced a five-year donation and new energy efficiency programming to support the Community Resource Center in North St. Louis and other Urban League locations.



Testimonial

SOS: Jameel Williams is a 43 year old father of two sons from North St. Louis, who came to Save Our Sons in late October of 2020 after speaking with Mr. Dennis via social media about a career opportunity. This gentlemen had been out of work since the last week of February at the beginning of the Covid-19 pandemic crisis.

He was formally, a United States Army veteran E5 sergeant who was honorably discharged and later attended Dental School to become certified with the skills to work in a dental office. He recognized that there was no diversity in this field and he also saw a personal opportunity to advance and even become a practicing Dentist someday. He landed a position at Affordable Dentures & Implants as a lead assistant. He was the only African American male there for most of his time working in this capacity. He felt a deep sense of pride being that he was representing for his entire group. After being laid off from the dental office earlier last year, he was drawing unemployment but months later even that became totally exhausted and was depleted.

This is what prompted Jameel Williams to seek SOS for employment support. At the time of his visit I didn't have any leads readily available for him being that he wanted to utilize his dentistry skills. I gave him a couple of leads to The St. Louis Job Corps as a Resident Attendant (RA), and to Green Light Dispensary as a cashier.

He has ambitions to expand his own network for a radio/podcast show entitled "Top-Flight Radio" that he has created that showcases local unsigned talent and provides platforms for dialogue that positively \ impacts our community. "SOS will be there for you in more ways than one even if you don't need them, they come and help. You change your pattern of thoughts simply being around. His motto is: "If you ain't supportin' then you ain't important!"



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COMMITMENT**



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STL YOUTH JOBS

Program Summary:

STL Youth Jobs is a sector of the Urban League's Workforce Development Division. This program is designed to help bridge the divide between our region's youth and the growing skills gap in our workforce. We provide paid on-the-job training to St. Louis area youth, preparing them for the jobs of tomorrow. Our target population includes youth ages 16-24 who reside in targeted St. Louis City and County municipalities, and in 2021, was expanded to serve 15-year-olds.

Also new in 2021 was a collaboration with Bank of America (BoA) to provide a seven (7) week paid virtual internships to 4 qualifying STL Youth Jobs participants. These young adults worked with BoA staff from across the nation on a variety of tasks, while engaging with assigned mentors and learning about the banking industry. Each participant delivered a 15-minute presentation to BoA staff, stakeholders, and provider partners at the end of their summer experience.

Bank of America interns earned \$20/hour!

Significant Highlights:

Over 130 area teens participated in the STL Youth Jobs "Summer Work Experience" and "Discover You" programs. We partnered with more than 40 local employers who agreed to provide meaningful work experiences, all related to the youths' career interests. Participants were paired with Job Coaches who helped them achieve program milestones like goal setting, resume development, and interview preparation. Coaches also provided guidance, support, and technical assistance throughout the youths' work experience.

In collaboration with Alltru Credit Union, youth completed a two (2) part Financial Literacy Training course, which included an opportunity to open a free youth checking and savings accounts with the institution. Participants joined virtual and in-person Professional Development Series, hosted by companies like BJC, Justine Petersen, and Safe Connections. Motivational Speaker Koran Bolden and St. Louis City Mayor Tishaura Jones also hosted thought-provoking conversations with STLYJ youth.

The Urban League is excited to continue this valuable partnership with STL Youth Jobs in years to come.

Testimonial

Jonathan S. joined the Summer Work Experience program, eager to receive training/experience that will help him be better prepared to achieve his post-secondary educational goals. Jonathan is a senior at St. John Vianny High School and planned to study Architectural Engineering in college. He was thrilled to learn of the opportunity to select Paradigm Builders as a summer worksite, considering it was directly in line with his future goals.

After completing a (lengthy) screening process with the employer, Jonathan hit the ground running. We received rave reviews from both the Job Coach and Worksite Supervisor from the day he started; he reported to work every day, on time, and ready to learn! Jonathan is already well-versed in a variety of design software and was able to quickly begin contributing to day-to-day tasks at the firm! Jonathan has admittedly learned a lot about his career and educational potential during this work experience - we are very proud!

SAVE OUR SISTERS

Program Summary:

In 2018, the Urban League implemented the Save Our Sisters program, a holistic wraparound service supporting all women in all aspects of life. Save Our Sisters is helping women reach their full potential through career exploration, wellness initiatives, financial education, and targeted business workshops with a separate track being offered to women who are interested in becoming entrepreneurs. Save Our Sisters participants also have direct access to all the safety net and economic opportunity services that are provided through the Urban League including employment, education, rental, mortgage, and utility assistance. There is also a designated case manager who works directly with Save Our Sisters participants to serve their individual needs.

COVID-19 had a major impact on programming for Save Our Sisters. In 2021, the Save Our Sisters internal team regrouped and began planning for 2022. President Michael McMillan has allocated resources to support the effort including designated office and meeting space in the new headquarters. A Save Our Sisters director will be hired in 2022, new programs and initiatives will be announced, and a major marketing and outreach strategy will be implemented.



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Public Safety & Community Response

IMPACTING ISSUES TO PREVENT PROGRESSION

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

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DIVISION OF PUBLIC SAFETY & COMMUNITY RESPONSE

Program Summary:

The Division of Public Safety and Community Response connects residents with the necessary resources to help reduce neighborhood crime and improve their quality of life. The approach to the work is grounded in four distinct pillars: household engagement, household assessment, resource delivery, and neighborhood-based case management focusing on “high risk” individuals. Highly trained staff use a social lens of Neighborhood, Front Porch, and Living Room (NPL) as they execute the various initiatives.

In 2021, the Public Safety Division continued its pandemic relief efforts while delivering critical neighborhood stabilization services through its core programming: Serving Our Streets, Clean Sweep, Grill to Glory, and the Federation of Block Units.

PANDEMIC RELIEF

Program Summary:

As the pandemic raged, the Public Safety team remained on the front lines and became the trusted partner for health departments in St. Louis City, St. Louis County, and the State of Missouri in coordinating vaccine delivery, outreach, and mobile testing. The Division partnered with local laboratories to operate three vaccination clinics: Greater St. Mark Family Church, 9950 Glen Owen Dr., Northwest High School, 5140 Riverview Blvd., and St. Alphonsus Liguori “Rock” Church, 118 N. Grand Boulevard. The clinics were open Monday-Thursday from 10AM to 6PM. Public Safety also partnered with the Missouri National Guard to launch an aggressive COVID-19 vaccination effort aimed at increasing vaccine participation among high-risk groups and those disproportionately impacted. The team initially began vaccinating seniors in centers where we had established relationships then expanded to the general population per CDC guidelines.

The DPS team hosted vaccination events at several area school districts and senior buildings providing shots and boosters to over 40,000 adults and eligible children. The Public Safety Division distributed **4,637,967 PPE masks** and over **3,000 bottles of hand sanitizer** at schools, churches, barber shops, beauty salons, grocery stores, bus stops, and other popular neighborhood venues. Larger donations were provided to Metro for bus drivers and staff, and to the St. Louis Public Schools for teachers and support staff.

The DPS team continued to support the monthly pandemic relief food distributions in 2021. The Urban League hosted events throughout the year serving more than **150,000 families** in drive through events and an additional 50,000 through church deliveries, homebound deliveries, and deliveries to senior centers.

Governor Mike Parson continued to praise the Public Safety team’s effort while visiting Urban League vaccination sites and in his annual State of the State address. Brig. Gen. Kenneth S. Eaves, the Assistant Adjutant General - Air, Missouri National Guard and the Commander, Missouri Air National Guard (ANG) visited the Urban League to review pandemic operations and express his appreciation for the partnership with Public Safety and the Guard.



4,637,967

Distributed PPE
Masks



150,000

Families Served



3,000

Bottles of
Hand Sanitizer



2,469

Total Pediatric
Vaccination

NEIGHBORHOOD BASED CASE MANAGEMENT

Program Summary:

Case Management Specialists work in tandem with Urban Engagement Specialists ensuring that needed services are provided in a timely manner. Case Management Specialists confirm the resources requested are given directly to families and conduct follow-up calls on their caseloads twice a week. In 2021, Case Management Specialists served over **600 families** and provided referrals for more than **1,000** supportive services including utility and rental Information, PPE, gun locks, baby beds, diapers, formula, food boxes, Narcan, weatherization kits, health insurance, employment, housing, and support with misdemeanor warrants.

CASE MANAGEMENT INFORMATION

449

Target
Neighborhoods
Families Enrolled

709

Target
Neighborhoods
Resources Distributed

186

Non-Target
Neighborhoods
Families Enrolled

396

Non-Target
Neighborhoods
Resources Distributed

I supported the SOS team at an Opioid Triage in the Kingsway East neighborhood and met a woman named Ms. H. She approached me about receiving assistance to obtain her GED and receive emergency housing. The woman explained to me that she had five children between the ages of 1 and 8 and wanted to find a better job and provide better stability for the children. She continued and told me about her living situation and began to pour down tears as she described the excess mold in the cracks of her ceiling and the falling drywall throughout the home. At that time, I asked her about her budget and provided phone numbers to property owners and websites. However, I went back to the office and contacted a few resources on file. About two weeks after, I was able to find her a property owner that worked with her on her first payment and was able to move her in immediately. I also enrolled her in the Urban League virtual GED classes. The client was so happy with the services and resources received.

Testimonial

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103
Public Safety & Response

COMMUNITY ENGAGEMENT

Program Summary:

Urban Engagement Specialists are street smart, trained, uniformed, and disciplined individuals who pride themselves on establishing trust in neighborhoods they serve by building relationships with residents and stakeholders. These men and women serve as the connecting point between the community and resources provided by the Urban League and other social service organizations.

Specialists have successfully canvassed **16,252 homes and businesses** in the neighborhoods of College Hill, Dellwood, Fairground, Grand Center, Hyde Park, Kingsway East, Kingsway West, Jeff-Vander-Lou, Mark Twain, O'Fallon, Walnut Park, and Wells-Goodfellow to inform residents of information and programs such as Clean Sweep, Covid-19 vaccinations, neighborhood amnesty, Federation of Block Units, Urban Opioid Triage, gun violence de-escalation services, free trauma counseling, PPE distributions, food drives and other resources offered by the Urban League.

In a mutual effort to reduce gun violence in the metropolitan community, Women's Voices Raised for Social Justice (Women's Voices) and the Urban League of Metropolitan St. Louis partnered on the "Lock It for Love" program. Women's Voices supplied the Urban League with cable gun locks and gun safety brochures and the Urban Engagement Specialists distributed these to adults during home visits in designated neighborhoods. The team talked with people about safe gun storage as a means of reducing/preventing unintentional shootings and suicide. Staff training and guidelines for the dissemination of information and distribution of gun locks was provided by Women's Voices. Women's Voices provided 500 cable gun locks and 500 brochures at no cost to the Urban League.

Following the tragic death of a popular Cardinal Ritter College Prep alumnus due to gun violence, the Public Safety team conducted violence de-escalation training with students and participated in a student-led anti-gun violence march entitled "Movement Not Moment" in which more than **1,000 students** participated.

NEIGHBORHOODS HOMES ENGAGEMENTS

College Hill	735
Dellwood	1,700
Fairground	146
Grand Center	372
Hyde Park	3,636
Kingsway East	3,379
Kingsway West	207
Jeff-Vander-Lou	5,025
Mark Twain	257
O'Fallon	133
Walnut Park	541
Wells-Goodfellow	121



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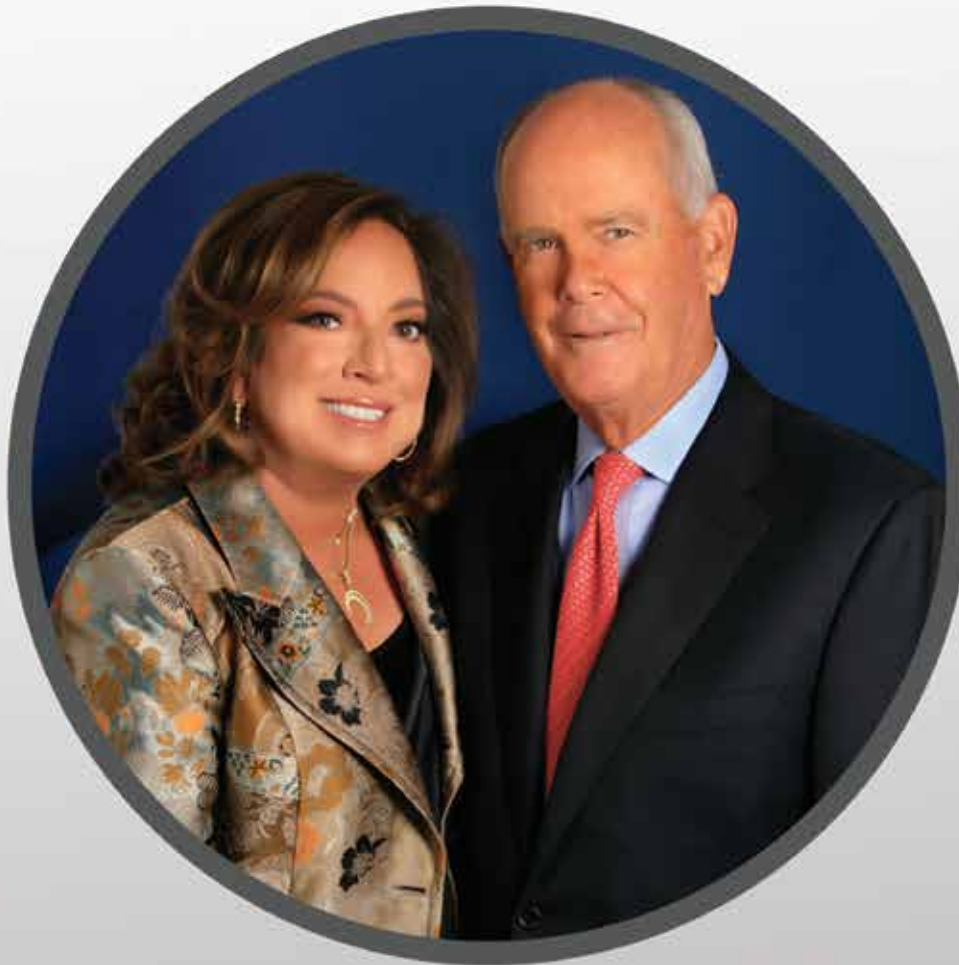
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URBAN OPIOID TRIAGE

Program Summary:

Urban Opioid Triage was created to tackle the problem of opioid addiction and homelessness by providing compassionate, street-level outreach in areas known for open drug sales and “shooting galleries.” Urban Engagement Specialists and Case Management Specialists host Urban Opioid Triage events on Tuesdays and Thursdays and offer food, clothing, hygiene items, health screenings, Narcan, rehab transportation, and referrals for other social services requested by residents. PPE items were also distributed at each location to help stem the rise of COVID-19 infections. In 2021, the Urban Opioid Triage team served **2,366 people**, issued **84,492 PPE masks**, **493 bottles of hand sanitizer**, supplied **6,783 food items**, dispersed **889 toiletry bags**, distributed **493 units of Narcan**, administered **208 health screens** and supported three community members who entered drug rehabilitation.



GUN VIOLENCE DE-ESCALATION NETWORK

Program Summary:

The Urban League’s Gun Violence De-Escalation Network canvasses and engages St. Louis’ most dangerous areas. The de-escalation team receives referrals from St. Louis City and County residents, neighbors, family members, Urban Engagement Specialists, Case Manager Specialists, and others who know of any gun violence incidents or incidents with the trajectory towards gun violence. Residents are provided with a 24/7 hotline run by trained program mediators who help de-escalate the conflict from a non-law enforcement perspective.

The mediators give every party involved an opportunity to voice their concerns and attempt to de-escalate the situations within 72 hours. Parties then sign a truce agreement, and if the gun violence incident cannot be resolved, the agreeing party will be re-located.

From January 2021 to December 2021, the de-escalation team has successfully de-escalated 74 incidents involving more than **150 individuals**. The target neighborhoods comprised **46%** of cases, and **63.7%** involved someone between the ages of 12 and 23.

Testimonial

A man walked up to receive a few packs of masks during a PPE distribution event at the Urban League Headquarters. He recognized one of the Urban Engagement Specialists and wanted to thank him for saving his life. While doing door-to-door engagements in the Kingsway East neighborhood, the team stopped at a gas station to deliver fliers to the owner. Upon exiting store, the Specialist heard a woman scream, “He’s going to die!” She recognized the SOS uniform, ran up to the specialist and asked for Narcan. Her friend was in the car convulsing and was unresponsive.

The Urban Engagement Specialist instructed her to call an ambulance and quickly ran to retrieve two kits of Narcan. The Specialist administered the Narcan and rubbed the individual’s chest. After two minutes, the man started to wake up slowly. The woman was provided with the other Narcan kit and instructions for use. She was extremely grateful and drove off. The man who came to get the masks was the man involved in the lifesaving incident and he expressed his appreciation for the quick action that saved his life.

CLEAN SWEEP

Program Summary:

Clean Sweep is a neighborhood stabilization effort targeting at-risk neighborhoods with strong redevelopment potential and community engagement. The Urban League and its Clean Sweep partners, The Regional Business Council (RBC) and The City of St. Louis, hosted three Clean Sweep events in 2021. During Clean Sweep, neighborhood stakeholders, community residents, and volunteers clean overgrown lots and alleys. RBC member construction companies, and the City of St. Louis provide in-kind services to help tear down and remove dilapidated, vacant homes. Participating RBC companies and over **1,000 volunteers** demolished 24 derelict and abandoned properties, cleaned and removed debris from over 12 miles of alleys and streets, and cleared more than **70 vacant lots** in 2021. The first Clean Sweep was in June in the Fountain Park and Kingsway East neighborhoods followed by Walnut Park and College Hill in September and October. Our partners at BJC HealthCare provided health screenings through Screen Sweep. Testing included prostate screenings (PSA), blood pressure, cholesterol, and mammography screenings.

St. Louis Mayor Tishaura Jones, U.S. Congresswoman Cori Bush, Alderman John Collins-Muhammad, Alderman Jesse Todd, Alderwoman Dwin Evans, Alderman Shameem Clark Hubbard, and Alderwoman Marlene Davis continued to be present and support Clean Sweep in 2021 along with hundreds of volunteers.



CLEAN SWEEP INFORMATION

12_{Miles} **24** **74** **1,523**
 Alleyways Cleared Buildings Removed Vacant Lots Cleared Volunteers

NEIGHBORHOOD HEALING NETWORK

Program Summary:

The Urban League’s Division of Public Safety participates in The Neighborhood Healing Network (NHN). NHN assists clients with mental health therapy addressing the lack of access to mental health services that exists in the urban community. ARCHS (Area Resources for Community and Human Services) launched the Neighborhood Healing Network in August 2020. Funded by the Missouri Department of Social Services (Victims of Crime Act/VOCA), the Neighborhood Healing Network works to improve educational, economic, and health outcomes for individuals and communities. Neighborhood Healing Network addresses both individual crime victims and victimized communities. Along with providing these services, other referrals are made to the Urban League and agencies to guarantee full wrap-around support. During the pandemic, the Urban League’s NHN manager continued to find ways to evolve and adjust enrolling 177 clients and serving over 200 clients in 2021.

One participant entered the program because of domestic assault. The participant reached out to the NHN program in search of a safe place to live, a job (participant lost her job because of the violence), and mental health services. The client did not have insurance to seek mental help counseling. The Community Resource Specialist with NHN assisted the participant with getting health insurance through the Community Referral Coordinators, referred the participant to Crime Victim Center for free mental health counseling secured safe housing, and referred them to Save Our Sons for a job. The client successfully gained employment within two weeks. She called back to inform me of her success and stated, “I am glad I called because my luck changed. Is it possible to volunteer? I am grateful to the Urban League for offering this service.”

Testimonial



GRILL TO GLORY

Program Summary:

Grill to Glory is a highly visible, high-impact faith-based program designed to support the church as a prime partner in our neighborhood stabilization efforts. Participating Grill to Glory churches design family-centered programs and grill hot dogs each Saturday from 11 am-1 pm to engage residents. Information is available and referrals are made to Urban League programs and services. In 2021, 112 churches throughout St. Louis City, St. Louis County, and Southwestern Illinois participated in Grill to Glory. The faith-based community remains central to the Urban League’s Covid-19 outreach and education efforts. Pastors participated in briefings with the St. Louis City and County health departments and Dr. Alex Garza, SSM Health Chief Community Health Officer and Incident Commander for the St. Louis Metropolitan Pandemic Task Force. They also provided PPE and vaccine information to congregants and were supported by the Urban League’s food outreach in providing supplemental food to families in need.

CHURCH BREAKDOWN



FEDERATION OF BLOCK UNITS

Program Summary:

Founded in 1932 by Executive Secretary John T. Clark, the Federation of Block Units (FBU) has been dedicated to helping residents of St. Louis improve their neighborhood through collective organizing and engagement. As an auxiliary of Urban League of Metropolitan St. Louis, it has become the oldest self-help grassroots organization. The FBU was organized to actively empower residents, churches, businesses, schools and other community stakeholders block by block. The FBU achieves this mission by CONNECTING - ENGAGING - SHARING with residents opportunities for safe and thriving neighborhood.

CLEAN SWEEP INFORMATION

13

Municipalities
Impacted

79

Neighborhood
Impacted

113

Neighborhood
Engagements

5,821

Residents Impacted

Capacity Building:

A major goal in 2021 was increasing the skills and capacities of each block unit to build their grassroots power and, as a result, the power of the Federation of Block Units movement itself. Intensive leadership and management training was provided to FBU leadership in addition to updating the program operating systems. The Federation also hosted block captain training every month and daily (as needed) every 1st Tuesday. The training consists of history, purpose and function of the block unit program. In 2021 we trained over 24 new block captains.



Community Conversations:

Recognizing the need to involve the broader community in dialog, the FBU launched Community Conversations, a series of resident led conversations focused on educating, engaging and empowering neighbors. Community Conversations shared tools, resources and strategies to improve our neighborhood and quality of life. Invited guests included community leaders, resource providers, and other community stakeholders. Sessions are prerecorded and shared throughout our membership network and online for viewing and future training.

Ambassador Training:

A partnership with Young Voices with Action was launched in 2021 to aggressively encourage and train younger generations to be active members of the Federation of Block Unit program. This partnership enabled the Federation of Block Units to provide basic services such as yard clean up, tree removal, grass cutting, snow removal, major food delivery during the COVID-19 pandemic and other neighborhood beautification projects. The FBU consistently works to recruit younger members of the neighborhood for block unit leadership.

COVID-19 Response:

In partnership with Affinia Healthcare & Quantum Laboratories, the Federation of Block Units hosted multiple COVID-19 testing, vaccination and booster shot events throughout St. Louis City and County. At each testing event, the FBU registered new members, distributed energy efficient lightbulbs, face masks and sanitizer.

Block Units Annual Assembly:

The Federation of Block Units Annual Delegate Assembly was held on the Juneteenth Holiday. New officers were sworn in. The event featured a keynote address by Ciera Simril of BU# 1383F. The Annual Resource Fair was held on June 26th where hundreds of people attended and were connected with neighborhood resources and opportunities.

SERVING OUR STREETS INITIATIVE

Program Summary:

The Serving Our Streets Initiative was created to tackle the challenges involving drug addiction, gun violence, neighborhood food deserts, crime, and neighborhood de-stabilization by organizing and engaging directly in the community. The targeted neighborhoods are Hyde Park, Kingsway East, and Jeff-Vander-Lou. The main components are the Neighborhood Healing Network, Urban Opioid Triage, the Gun De-Escalation program, and Community Engagement.

The primary activities included:

- Deploying Urban Engagement Specialists into neighborhoods, both target, and non-target, to inform residents of available resources, distribute resources, perform wellness checks directly at the neighborhood resident’s front door, and thoroughly execute intake assessments among households providing information to Case Manager Specialists for immediate follow up
- Conducting Urban Opioid Triage in open-air drug market locations
- Mediating gun violence incidents
- Supporting Clean Sweep
- Promoting neighborhood empowerment efforts



UL Hosts Final RBC Clean Sweep Event of 2021:

The Urban League and its Clean Sweep partners, The Regional Business Council and The City of St. Louis, hosted the final Clean Sweep of 2021 in the Fairground Neighborhood. Six abandoned homes were demolished and several vacant lots cleaned, and a neighborhood park was mulched. Our BJC partners staffed Screen Sweep as part of the effort.

CURE VIOLENCE WALNUT PARK

Program Summary:

The Urban League's Cure Violence program in Walnut Park began in August of 2020. The Cure Violence Initiative is guided by a clear understanding that violence is a health issue. A primary tenet holds that individuals and communities can change for the better, and that community partners and strategic partnerships are the crucial ingredients to success. Cure Violence trains carefully selected members of the community (credible messengers) to anticipate where violence may occur and intervene before it erupts. Following the Cure Violence Model and working closely with the St. Louis City Health Department, the team focuses on engaging those at highest risk to change behavior recognizing that violence exacerbates conflict. Cure Violence services include Outreach to youth and families, Violence Interruption, Conflict Mediation, Employment/Education Resources, Mental Health Resources, Trauma Resources, Mentoring Services, Senior Services, and distribution of COVID-19 (PPE) Resources.

In 2021, Cure Violence continued to thrive and earn accolades from the national Cure Violence office and the City of St. Louis. Following the Cure Violence model, community outreach was intensified in Walnut Park to increase awareness of resources and support neighborhood safety through the Gun Violence prevention program. The Cure Violence team focused on strengthening ties to the community in 2021 hosting and participating in several neighborhood events. Cure Violence hosted its first Trunk or Treat event in October. Children from Walnut Park East and West and their parents enjoyed hot dogs, chips, juice and of course candy! Cure Violence staff dressed in costumes and distributed over 200 bags of goodies. In September, Cure Violence also hosted several food distributions, participated in a clergy luncheon, supported Clean Sweep, and received additional training at the annual St. Louis Association of Community organizations (SLACO) Conference.

The Walnut Park neighborhoods, as defined by the City of St. Louis, Walnut Park West is the third of three neighborhoods that are north of outbound I-70 from West Florissant to the City of St. Louis/St. Louis County line. Walnut Park West general boundaries are defined as W. Florissant Ave. to the Northeast, southward to Riverview Blvd. on the East, westward on Interstate Highway 70 (I-70) on the South, northward to the City Limits on the West to W. Florissant Ave. **Median Home Value \$35,182 (National \$184,700) Median Rent \$933 (National \$949) Rent (43%) vs. Own (57%).**



Cure Violence Hosts First Trunk or Treat:

Cure Violence hosted its first Trunk or Treat event this Halloween. Children from Walnut Park East and West along with their parents came out to enjoy hot dogs, chips, juice and of course candy! All children took pictures with staff dressed up in costumes. The event was received well with positive reviews from both parents and Trick-or-Treaters. 200 bags of goodies were distributed.



Cure Violence, Neighborhood Healing Network Building Relationships:

The Cure Violence program continues to thrive and receive recognition for its work in the Walnut Park area. The team participated in a training with SLACO conference on violence at the request of Craig Schmidt. The team also held a neighborhood lantern release supporting crime victims, hosted a clergy luncheon and a neighborhood food distribution event for over 100 families.

The Neighborhood Healing Network (NHN) enrolled **45 clients** and provided over **60 clients** with referrals to Save Our Sons, Housing, Head Start & Early Head Start, Weatherization and LIHEAP. The NHN assists clients with accessing mental health therapy and partners with Crime Victims Services as a resource for mental health services for crime victims.

October is National Domestic Violence Awareness Month and the Urban League's NHN program is seeing an increase in clients reporting domestic violence. We are partnered with Women of Grace domestic violence shelter for immediate client support. Cure Violence and NHN had a booth at Greg Carter Park (resource fair event) in October with information on Domestic Violence and crisis counseling.



Urban League Pays Tribute to Missouri National Guard:

The Urban League paid special tribute to member of the Missouri National Guard for supporting the work of the Division of Public Safety & Community Response during the COVID-19 pandemic. The guard has helped with our relief efforts including packing boxes and staffing distribution events. The Guard has supported our vaccination clinics delivering more than 35,000 vaccinations.



Cardinal Ritter Students Learn from DPS Team:

On October 21st, the Division of Public Safety went to Cardinal Ritter College Prep to discuss the issue of gun violence after a young Ritter alumni was killed a few days prior. Team members met with more than 200 students to give them advice on how to avoid gun violence and what to do if it presented.





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

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CIVIL RIGHTS & ADVOCACY

Program Summary:

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

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President McMillan Shares Insights on Diversity, History, and Civil Rights:

President Michael McMillan was a featured guest on a number of panels hosted by some of the area's largest corporations including a fireside chat with Enterprise Holdings leadership, a discussion on equity and inclusion with Commerce Bank employees, and leadership and civil rights with Webster Speaks. He was also featured in a special Justice Sunday video highlighting civil rights and the role of the Urban League. The Justice Sunday 12-hour virtual tribute was produced by the 400 Years of African American History Commission and was viewed nationwide.

Federation Hosts 2021 Redistricting Forums:

The Federation of Block Units hosted several community engagement meetings prior to the official state hearing on redistricting. As a result, St. Louis had the largest turnout at the Redistricting Hearing.



URBAN LEAGUE YOUNG PROFESSIONALS

Program Summary:

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

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

Young Professionals Member List **P.161**



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St. Louis City and County NAACP :

The Urban League was recognized for its civil rights and advocacy work by several organizations in 2021 including the Coalition of Black Trade Unionists and both the St. Louis City and County NAACP branches.



Urban League President/CEO Keynotes Panera BLAAC (Black, Latinx, African American, African and Cuban) Associates Forum:

Urban League President Michael McMillan, and Cheryl Jones, CEO of Girls, Inc. were the featured panelists in Panera's Black History Month celebration by the Black, Latinx, African-American, African, and Cuban Associates. The panel was coordinated by Pamela Morris-Thornton, Panera's VP of Diversity, Equity, and Inclusion and Urban League Board member.





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URBAN LEAGUE GUILD

Program Summary:

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

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

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

Guild Member List **P.161**

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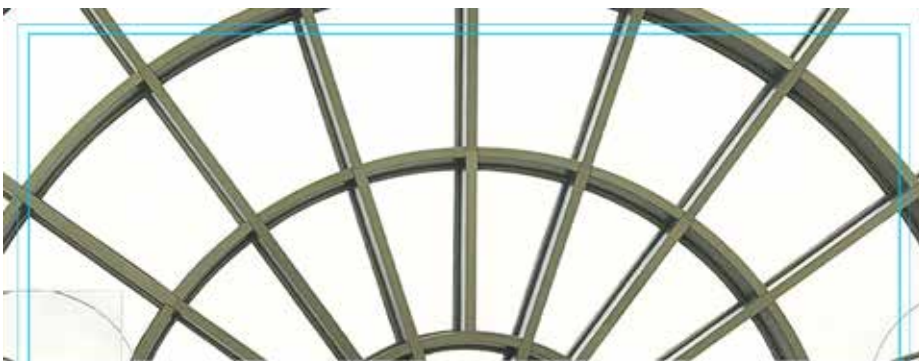
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Urban League and MLK State Celebration Commission Partner for Joint Day of Service:

The Urban League celebrated the life and legacy of Dr. Martin Luther King, Jr with a special day of service January 18, 2021. The League partnered with the Dr. Martin Luther King State Celebration Commission to distribute food, masks, toiletries and other PPE items during a massive emergency relief effort at Jamestown Mall; more than 4,500 families were served.

Dr. LaTonia Collins-Smith, chair of the Dr. Martin Luther King, Jr. State Commission, presented special recognition awards to Congressman William "Lacy" Clay, activist Brittany Packnett-Cunningham, Gary Boyd, hospitality industry executive and host of Them Your People, and The Urban League of Metropolitan St. Louis, Inc. A posthumous legacy award was also presented honoring the late attorney Wayman F. Smith. In addition the presented the League with a \$10,000 check to continue their support of Urban League programs.



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URBAN LEAGUE COMMUNICATIONS & SOCIAL MEDIA



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COMMUNICATIONS HIGHLIGHTS

Veteran African-American Journalists Honored:

The Urban League celebrated the accomplishments of 14 veteran communications professionals at a special Black History Month recognition program. The 14 communications professionals honored are: Carol Daniel, News Anchor KMOX Radio, Entercom St. Louis, Elliott Davis, Anchor/Reporter KTVI Fox 2 News, You Paid for It host, Nathan Dixon, Vice President of Sales, Entercom, Antonio French, Editorial columnist, Editorial Board Member, St. Louis Post-Dispatch, Lady Merdean Fielding Gales, President Dr. Martin Luther King, Jr Holiday Committee, Co-Founder St. Louis Chapter of Coalition of 100 Black Women, Veteran Media Professional, Art Holliday, News Director, KSDK Five on Your Side, BJ "The DJ" On-Air Personality, Program Director and Community Affairs Director iHeartMedia St. Louis, Andre Holman, Station Manager, STL TV, Kelley Hoskins, Anchor/Reporter KTVI Fox 2/KPLR, Rene Knott, Anchor/Reporter KSDK Five on Your Side, Wiley Price, Photojournalist, The St. Louis American Newspaper, Oscar Rayford, Photojournalist, KMOV, Anthony Slaughter, Meteorologist, KSDK Five on Your Side and Charles "Chuck" Spearman, General Manager, WESL Radio.



KTVI Celebrates Anniversary Assisting Urban League:

In June, KTVI celebrated its corporate Founder's Day by helping our Jennings team prepare food boxes for a relief operation. The founder of Nexstar Media Group came up with the Day of Caring idea as a way to celebrate the company's 25th anniversary. Teams from FOX2/KPLR 11, including Kurt Krueger, worked over several shifts to prepare boxes of food, sanitizer, and PPE. **Jessica Wilson, 21**, High Point University (Senior). Major: Sociology w/ Minor in Education.



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Television News Set Donated to Urban League:

FOX 2/KPLR 11 is in the process of getting a brand-new set and donating the old news desk and other items to the Urban League. FOX 2/KPLR 11 has always made donations to the community when receiving new equipment. General Manager Kurt Krueger said this time around, it was a no brainer to help out the Urban League which will use the set for communications projects and media training opportunities.



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Missouri Foundation for Health Outreach:

The Urban League supported the Missouri Foundation for Health's campaign to provide vaccine education and outreach to high-risk communities in St. Louis. The Communications team managed an aggressive campaign that included direct outreach, virtual panels and events, and a social media campaign with custom images designed to resonate with African-Americans. The Urban League will continue the campaign in 2022 due to the disproportionate impact among the clients served.



Urban League Launches All IN COVID-19 Awareness Campaign :

The Urban League's Communications Department launched a local component of the National Urban League's All IN COVID-19 vaccine education effort to support the increase in awareness about the COVID-19 vaccine as a collective measure to stop and reverse the negative impact of the virus in communities of color. ULSTL, with the support of The National Urban League, and participation with the 90 Urban League affiliate offices around the country, joined forces with the National Action Network, the National Coalition of Black Civic Participation and The United States Centers for Disease Control and Prevention to promote the All IN Campaign to inform communities of color about the coronavirus vaccine and encourage community members to make thoughtful consideration about taking the vaccine.

The continuing campaign targets African-Americans age 16-55 with limited access to high-quality healthcare and who reside in middle-to lower-income communities, especially predominantly black neighborhoods. The campaign features print ads, an aggressive social media campaign, radio and TV public service announcements, a podcast and outreach activities tailored to communities in each of the 90 participating cities.





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Police Chief Hayden, SLMPD Donate Coats to Head Start:

Chief John Hayden of the St. Louis Metropolitan Police Department, and several police officers visited our Mt. Zion Head Start Center and donated coats for our children. The coats were donated by one of the police officers and his mother-in-law. Thank you!



Pepsi 1,000 Cases of Product:

The Urban League received 1,000 cases of Diet Pepsi from Pepsico for distribution at our emergency food distributions and in Urban League Food Pantries.



Millipore Sigma donates 73K Masks:

ULSTL received 73,000 masks from Millipore Sigma for the Dr. Martin Luther King Day of Service emergency relief effort. Millipore Sigma has confirmed delivery of an additional 150,000 for the February relief effort.



ULSTL, Ascension Host Virtual M/WBE Business Opportunity Fair for the ACC Charity Classic:

Ascension Charity Classic and the Urban League of Metropolitan St. Louis, Inc. are teaming up on a special business event for the St. Louis Minority and Women-Owned Business Community on June 17, 2021. Registration is now open on our website.



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**The Church of Jesus Christ of Latter Day Saints
Donates \$44,000 in Food Items:**

The Church of Jesus Christ of Latter-Day Saints headquartered in Salt Lake City Utah, donated \$44,000 of non-perishable meals for the Dr. Martin Luther King Jr. emergency relief event. Over 75 members of the church helped pack boxes and volunteered at the event. Jeremia Morgan, Area Seventy Authority with the church, and also our assistant attorney general, provided brief remarks about their continued commitment to ULSTL.



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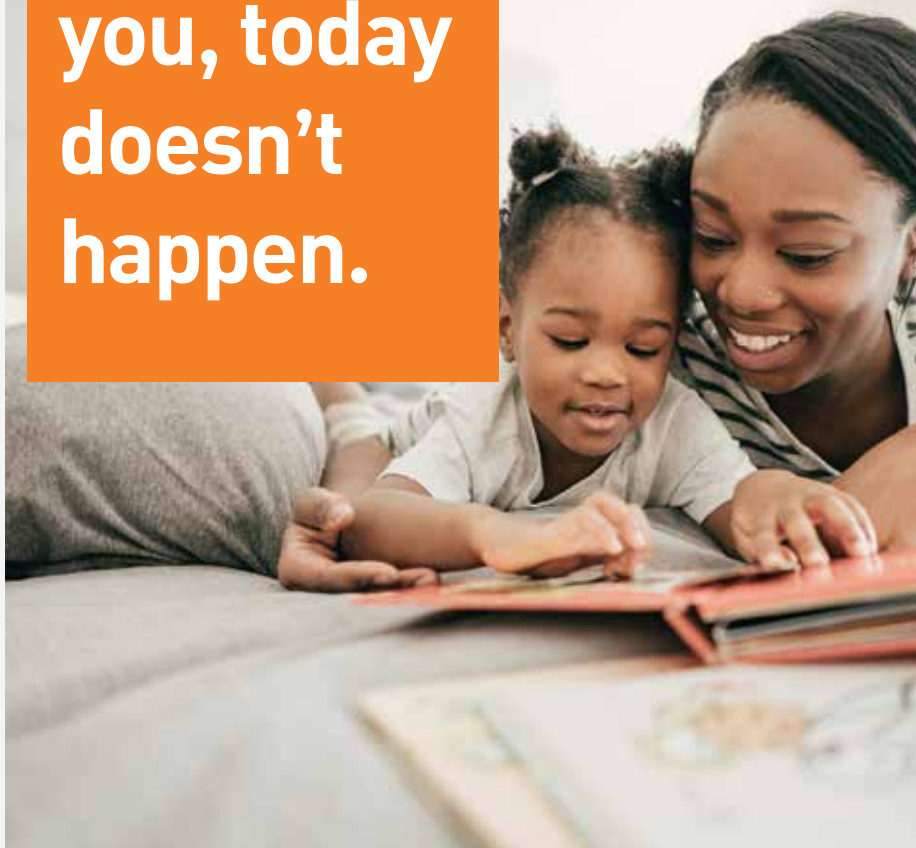
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KSDK Supports Head Start/Early Head Start Campaign:

Our Head Start/Early Head Start program will be featured in a series of promotional spots courtesy of KSDK. The commercials, an in-kind donation as part of our partnership with KSDK, focus on the family experience and professional opportunities in our program. Thank you to Alicia Elsner and the KSDK team.



KSDK Increases In-Kind Support to \$225,000:

KSDK - 5 On Your Side increased their Head Start in-kind contribution to \$225,905 from \$166,000. The Urban League will also be featured in 8 Show Me St. Louis segments on Channel 5 at a total value of \$12,000. Thank you to Board Member Alicia Elsner for continuing to

Women's Business Center/CIBC Program Helps WBC Graduates Access Capital:

The WBC is assisting graduates of our Entrepreneurship programs with access to capital through a strong partnership with CIBC, which offers business banking and exclusive start-up lending opportunities to individuals who have graduated from our small business curricula. We will be hosting several "Financing Your Business" information sessions with CIBC Community Development Manager, Kevin Brooks, to help graduated entrepreneurs connect with strong lending opportunities that are difficult to find anywhere else as start-up and early-stage small businesses.



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AIM Laboratories is a full-service molecular diagnostic laboratory focused on the following testing verticals:

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- ❖ Antibiotic Resistance (ABR) Gene Panel (PCR)
- ❖ Urinary Tract Infection (PCR)
- ❖ Pharmacogenomics (PCR)
- ❖ Respiratory Tract Infection (PCR)
- ❖ Women's Health (PCR)
- ❖ Wound and Skin (PCR)
- ❖ Hematology & Urinalysis
- ❖ Clinical Chemistry
- ❖ Complex Chemistry (Immunoassay)
- ❖ Clinical Endocrinology & Hormone
- ❖ Allergy Testing
- ❖ Toxicology

AIM Laboratories has been supporting COVID-19 Testing throughout Missouri

AIM Laboratories has been on the forefront of efforts to combat COVID-19 from the onset of the pandemic. AIM was one of the first facilities to be designated by the State of Missouri as an official COVID-19 testing site, and has worked tirelessly with the St. Louis community to ensure each individual receives the highest quality test, fastest delivery of results, and 24/7 access to customer support. Having conducted more than 1,000,000 COVID-19 tests in the St. Louis area over the last few years, AIM is committed to providing each healthcare professional and patient personalized service to help us navigate through this unprecedented time.

This support cultivated a beautiful partnership with The Urban League St. Louis, AIM Laboratories, Missouri Department of Health and Senior Services, St. Louis City Health Department and AmeriCorps St. Louis. Together we were able to provide Covid-19 Testing to anyone who needed it to allow them to protect themselves and their families from the virus.

Special Thanks to the The Urban League STL and their team for all the support!





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DEVELOPMENT &
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DEVELOPMENT & SPECIAL EVENTS

Program Summary:

The Urban League of Metropolitan St. Louis Development & Special Events Department is responsible for identifying and securing the resources and partnerships needed to advance the mission, values and vision of the agency. This includes pursuing and obtaining funds from individuals, corporations, foundations and government sources, plus successful implementation of the Urban League Special Events Portfolio.

In 2021, the Urban League generated the largest amount of revenue in the **104-year history** of the agency with **\$42,403,000 to eclipse our previous 2020 revenue record of \$40,723,000**. These results were achieved by the collective efforts of the President & CEO, Vice President of Development & Special Events and staff, the Vice President of Strategic Planning & Grants Management and the Urban League Board of Directors and stakeholders. We grew awareness of our impact and earned the confidence of the community we serve, which led to increased donations and support from our existing partners. We also worked to secure new corporate revenue, grant funds and individual contributions that align with our strategic program initiatives. We focused on serving our most vulnerable clients when they needed us the most with COVID-19 Relief efforts that included Drive-Thru food distributions, COVID-19 testing and COVID-19 vaccinations.

Building the capacity of the agency's fundraising among city, state and federal organizations plus corporations and individual contributions from community leaders will continue to be a top priority in 2022.



AB Foundation Donates \$100,000 to ULSTL:

The Anheuser-Busch Foundation presented the Urban League with a \$100,000 donation in support of economic opportunity and employment services. The donation builds on a longstanding relationship between the Urban League of and Anheuser-Busch spanning decades. The gift supports employment services and training, education, life skills development, health and safety, and community improvement.

Over the last 6 years, Anheuser-Busch and the Anheuser-Busch Foundation's donations have totaled more than \$1 million in support of the Urban League's Whitney M. Young Society, employment and training services including the Save Our Sons program, and hosting the Welcome Reception for the 2017 Urban League National Conference held in St. Louis.

Board Involvement:

The Urban League Board of Directors as our governing body play a vital role by advocating and assisting Urban League efforts to increase individual and corporate support in addition to overseeing our organizational activities. The Urban League of Metropolitan St. Louis Board of Directors consists of members elected to 3-year staggered terms. It is the largest board in the National Urban League movement, and they unselfishly give their time, expertise, company support, resources and personal contributions to support the agency’s programs and services. Board of Directors **P.177**



103rd Annual Dinner – Virtual Implementation Generates Over \$500,000:

The 103rd Annual Gala and Report to The Community on March 31, 2021 **raised \$510,000 to support agency programs**. The event was held virtually due to COVID-19 limitations with a pre-event reception featuring entertainment by the fabulous Denise Thimes, remarks from Urban League Board Chairman Mark Levison, and reception host Julio Suárez of Anheuser Busch. Rene Knott, KSDK 5 On Your Side News anchor, served as emcee. Lifetime Achievement Awards were presented to Harry E. Johnson, St. Louis native and President & CEO of the Dr. Martin Luther King, Jr. Memorial Foundation in Washington DC; John Kemper, CEO of Commerce Bancshares and David Kemper, Executive Chairman of Commerce Bancshares.



Salute to Women in Leadership Generates \$238,000 in Revenue:

The Urban League hosted the annual Salute to Women in Leadership Gala September 25, 2021 at the Marriott St. Louis Grand Hotel with Fox 2 News Anchor Shirley Washington as Mistress of Ceremonies. The stellar event featured the presentation of Lifetime Achievement Awards to Susan L. Taylor, former Editor-In-Chief of Essence Magazine and Founder/CEO of CARES Mentoring, Charlotte VM Ottley, former media executive, Emmy-winning journalist, and Urban League executive, and Sheryl Lee Ralph, actor, recording artist, author, and activist, along with 11 other Salute honorees including Attorney and former District Judge Sadiqa Reynolds the first woman to serve as President and CEO of Louisville Urban League.



Whitney M Young Society Reception Raised \$150,000 in donations to the Urban League:

The Whitney M. Young Society is very important to the Urban League because it provides unrestricted funding that undergirds our programs and services. The 2021 Whitney M. Young Society Holiday Reception, was hosted at the Anheuser-Busch Biergarten on December 14th. Thank you to Board Member Julio Suárez and Anheuser-Busch for again hosting the annual Whitney M. Young Society Reception and presenting a check for **\$155,000 to Save Our Sons**. Special thanks also to our event emcee, Board member Emily Pitts.



Urban Expo / Back to School Community Empowerment Festival Goes Mobile:

The Urban League and St. Louis Public Schools co-hosted the annual Back to School Expo as a drive-through event only. The St. Louis health department provided COVID-19 vaccinations for children and adults as part of the event. The Urban League also recognized three community members: Peter Neidorff received the Civic Leadership Award, Ald. Jesse Todd received a Community Service Award, and Keith Griffin, Publisher of Delux Magazine, received a Community Leadership Award. The Assistance League distributed **8,000 books** selected especially for this event.



Schnucks Round Up Raises Over \$150,000 for UL Programs:

Schnucks Round Up: Schnuck Markets, through its longtime partnership with the Urban League, hosted a Round Up at the Register fundraiser in February 2021. In-store Round-Up contributions **totaled \$200,000** with \$155,000 going to the Urban League of Metropolitan St. Louis. Round Ups in Schnucks stores in other markets supported the Urban League chapter in each respective area. Schnucks Markets, Inc., is St. Louis largest grocery chain operating 111 stores.



Fundraiser for Capital Campaign Nets \$150,000:

President' McMillan's 50th Birthday fundraiser, held on July 24, 2021 at the World's Fair Pavilion in Forest Park, raised \$150,000 for the Restoring Hope Capital Campaign.



Cigna's \$45,000 Gift Helps Head Start:

The Urban League received \$45,000 from Cigna as sponsorship for the Head Start food insecurity program. The funds will provide food to children outside of school and on weekends.

Ascension Gifts \$200,000 to ULSTL from Golf Tourney:

The Urban League was awarded \$200,000 from the Ascension Charity Classic presented by Emerson held in September at Norwood Hills Country Club. The tournament raised more than \$800,000 for charitable organizations in North St. Louis County. We are especially appreciative of our relationship with Ascension and all of the support from our friends Nick Ragone, Caroline Battles and the entire Ascension team.



The Heartland Black Chamber Welcomes New Businesses to 929:

The renovated 929 N Spring property serves as both the new headquarters of The Heartland St Louis Black Chamber and the innovative black business incubator and business development center. We have 15 businesses at varying stages of development, occupying 40 offices. These businesses include healthcare agencies, accountants, construction companies and communications companies.

The Chamber is also providing accounting, legal, credit counselling, marketing, and other business-related services to support the growing businesses. The Chamber has meeting space that allows for companies in the incubator and black businesses from other parts of the community to meet monthly to share their experiences and stories with an eye on becoming more of a community of businesses.

\$300,000 in Rental Assistance Funding Awarded:

The Urban League was recently awarded \$300,000 in ERAP (Emergency Rental Assistance Program) funding from the City of St. Louis. The funds must be used to provide assistance to eligible households through existing or newly created rental assistance programs.

DOT FOODS DONATES TRAILER AND \$65,000 IN FOOD:

Dot Foods, a longtime partner with the Urban League, has donated a 53-foot, multi temp trailer fully loaded with over \$65,000 in food for the distribution event. The trailer will be specially branded and wrapped in memory of the late Roy E. Gillespie, who served as the Director of Logistics for the Urban League's relief operations. A rendering was unveiled during a special ceremony prior to the start of the food distribution. John Tracy, CEO of Dot Foods attended along with Roy Gillespie's family. Dot Foods has donated well over \$100,000 to support ULSTL relief efforts. We will have additional photo coverage in The St. Louis American this week.



ULSTL Awarded \$329,000 Grant from NUL Program:

Housing Stability Program of \$329,000 from National Urban League. We were told that we are the highest granted affiliate. The National Urban League received \$2.8 million of HUD funding for this grant and received 29 affiliate submissions.

Together, we are helping people feel covered, protected, and confident

We proudly support the Urban League of Metropolitan St. Louis for helping to serve the community



AGENCY HEADQUARTERS
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Memberships / Volunteering:

The Urban League provides numerous membership opportunities for those who support the mission, vision and values of the Urban League. Urban League members include people from all walks of life and cultural backgrounds. The recruitment of new members and renewal of current members is an ongoing activity of the Development Department. The Urban League is fortunate to have over 1,000 volunteers who graciously donate their time and talents to ensure that the Urban League services are provided for our clients and community. Our membership portfolio includes:

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

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

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 **REGIONS**



URBAN LEAGUE
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STATEMENT OF FINANCIAL POSITION

	UL of Metro STL	Ferguson Fund	POB-HQ	Consolidated
ASSETS				
Cash and Cash Equivalents	7,283,514	249,576	222,960	7,756,050
ACCOUNTS RECEIVABLE:	-	-	-	-
Governmental & Other agencies	3,695,600	-	-	3,695,600
Pledges Receivable Net	7,708,728	-	-	7,708,728
Prepaid Expenses	559,896	21,489	-	581,385
Other Current Assets	20,757	-	-	20,757
Inventory	(24,072)	-	-	(24,072)
Investment in POB-Ferguson	2,607,466	-	-	2,607,466
Investments	5,940,782	-	-	5,940,782
Due to/Due From	-	-	31,676	31,676
FEC Intangibles	-	48,077	169,099	217,176
FEC Other Fixed Assets	-	4,005,153	-	4,005,153
PROPERTY AND EQUIPMENT: NET	9,542,659	639,393	5,141,274	15,323,326
Total Assets	\$ 37,335,330	\$ 4,963,688	\$ 5,565,010	\$ 47,864,028
LIABILITIES				
Accounts Payable & Accrued Exp	423,334	-	-	423,334
Short Term Notes Payable	1,749,078	-	-	1,749,078
Accrued Payroll & Related Tax	2,365,803	5,050	-	2,370,853
Deferred Income	3,296,594	-	-	3,296,594
LONG TERM LIABILITIES:	-	-	-	-
Long Term Note Payable UL Plaza	152,500	-	-	152,500
Long Term Note Payable - PPP	108,248	-	-	108,248
Mortgage Payable GH	1,084,185	-	-	1,084,185
Long Term Notes Payable - POB/FEC	-	5,790,000	-	5,790,000
Long Term Notes Payable - POB/HQ	-	-	5,445,000	5,445,000
Less: Unamortized Debt Issuance Costs	-	(383,436)	-	(383,436)
Total Long Term Notes Payable	1,344,933	5,406,564	5,445,000	12,196,497
Total liabilities	\$ 9,179,742	\$ 5,411,614	\$ 5,445,000	\$ 20,036,356
FUND BALANCE				
POB Member Equity	-	(113,276)	120,010	6,734
Unrestricted	6,460,103	(334,650)	-	6,125,453
Board Designated Endowment	1,924,165	-	-	1,924,165
Restricted Endowment	2,648,667	-	-	2,648,667
Temporarily Restricted	17,122,653	-	-	17,122,653
Total Net Assets	28,155,588	(447,926)	120,010	27,827,674
Total Liability and Net Assets	\$37,335,330	\$ 4,963,688	\$ 5,565,010	\$ 47,864,028

(Unaudited)

CONSOLIDATED STATEMENT OF ACTIVITIES

Public Support			
Contributions	239,498	61,013	300,511
In Kind Contributions	4,486,122		4,486,122
Corporate & Foundation Grants	2,305,704	4,387,292	6,692,996
Memberships	188,294		188,294
Special Events (Net of Expense)	439,938	149,025	588,963
United Way of Greater St. Louis	1,309,415		1,309,415
Total Public Support	8,968,971	4,597,330	13,566,301
GOVERNMENTAL GRANTS	\$ 22,559,942	282,712	\$ 22,842,654
Other			
Program Service Fees	592,068		592,068
Investments	258,575	267,001	525,576
Miscellaneous	2,976,940	-	2,976,940
Releases From Restriction	1,474,258	(1,474,258)	-
TOTAL SUPPORT AND REVENUE	\$ 36,830,754	\$ 3,672,785	\$ 40,503,539
EXPENSES			
Program Services			
Educational Excellence	13,423,265		13,423,265
Economic Opportunity	5,820,726	-	5,820,726
Community Empowerment	9,265,378		9,265,378
Public Safety & Neighborhood Stabilization	1,812,546		1,812,546
TOTAL PROGRAM SERVICES	\$ 30,321,915	\$ -	\$ 30,321,915
Supportive Services			
Management and General	4,207,924		4,207,924
Fundraising and Communications	\$ 1,357,743		\$ 1,357,743
TOTAL SUPPORTIVE SERVICES	\$ 5,565,667	\$ -	\$ 5,565,667
TOTAL EXPENSES	\$ 35,887,582	\$ -	\$ 35,887,582
INCREASE (DECREASE) IN NET ASSETS	\$ 943,172	\$ 3,672,785	\$ 4,615,957

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

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

FOR MORE INFORMATION

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

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

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

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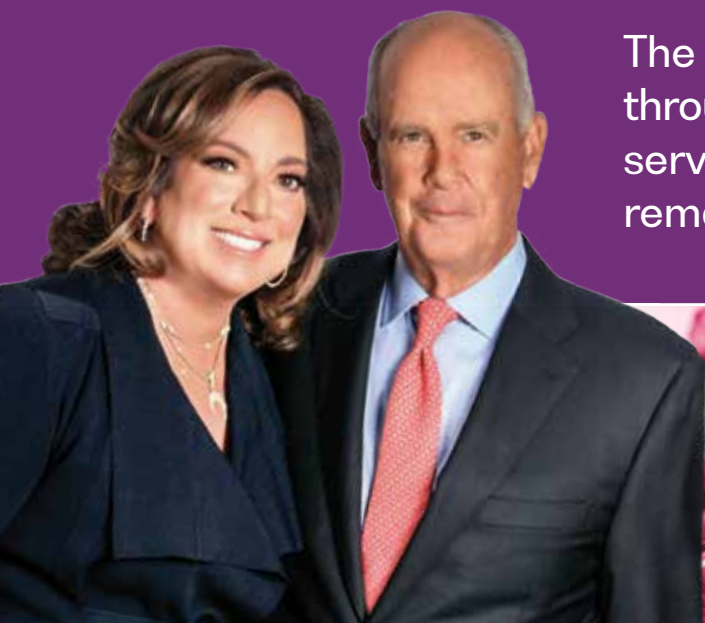
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Thank you to the Urban League for its continued service to the community.

Emily Pitts, Board Member, Urban League, and Chief Diversity Officer, Lindenwood University



MEMORIAL TRIBUTE

A Legend's Tribute: ROY GILLESPIE

Teamsters everywhere are mourning the loss of Roy Gillespie, the union's Director of Disaster Relief. With Gillespie leading the charge, the Teamsters Disaster Relief program turned into a true powerhouse. Nicknamed the "Master of Disaster," his work not only helped millions of people get through disaster, it saved lives.

"Brother Gillespie inspired all of us to do more, to do better, and to always keep in mind those who are in need. He never stopped helping or coming up with new and better ways to assist," said Jim Hoffa, Teamsters General President. Gillespie worked in the freight industry for decades and was a Teamster driver for USF Holland with Local 600 in Missouri. He got fully involved in the Teamsters Disaster Relief efforts after Hurricane Katrina struck in 2005. The Teamsters Union sent him to act as a liaison between the Red Cross and the Federal Emergency Management Agency (FEMA).

As Director of Disaster Relief, Gillespie helped with recovery efforts after every major natural disaster since then. He was even leading relief efforts for Texans without power or water in February 2021. "I feel that if it's in my ability to help somebody, I'm going to do it," Gillespie said in an interview in 2017. When the St. Louis chapter of the American Red Cross honored Gillespie for his disaster relief work, they said, "Roy coordinated a recovery effort that will be studied and copied for decades," adding that Gillespie also counseled people around the country on the logistics for recovery.





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URBAN LEAGUE
of Metropolitan Saint Louis, Inc.

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LOCATIONS

URBAN LEAGUE OF METROPOLITAN SAINT LOUIS, INC.

187

AGENCY HEADQUARTERS

1408 N. KINGSHIGHWAY BLVD.
ST. LOUIS, MO 63113
(314) 615-3600

ST. CLAIR COUNTY OPERATIONS

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

ST. LOUIS COUNTY OPERATIONS

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

VAUGHN CULTURAL CENTER

1408 N. KINGSHIGHWAY BLVD.
ST. LOUIS, MO 63113
(314) 615-3600

JAMES H. BUFORD OUTREACH CENTER

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

FERGUSON COMMUNITY EMPOWERMENT CENTER

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

MLK PLAZA - URBAN LEAGUE FAMILY RESOURCES CENTER

3655 PAGE BLVD
ST. LOUIS, MO 63113

NORTH SPRING COMMUNITY CENTER

929 NORTH SPRING
ST. LOUIS, MO 63108

WOMEN'S BUSINESS CENTER

6722 PAGE AVE
ST. LOUIS, MO 63133
(314) 584-6700

COMING SOON!

URBAN LEAGUE FINANCIAL EMPOWERMENT CENTER

4323 N. GRAND BLVD.
ST. LOUIS, MO 63107

COMING SOON!

URBAN LEAGUE PLAZA

9946 WEST FLORISSANT AVE.
FERGUSON, MO 63136

COMING SOON!

URBAN LEAGUE SENIOR LIVING

9901 WEST FLORISSANT AVE.
FERGUSON, MO 63136

HEAD START HEADQUARTERS

(HEAD START/EARLY HEAD START)
8964 JENNINGS STATION RD.
JENNINGS, MO 63136
(314) 867-9100

NORTH SPRING CENTER

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

MT. ZION CENTER

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

MARTIN LUTHER KING, JR. CENTER

(HEAD START/EARLY HEAD START)
1437 LAUREL
ST. LOUIS, MO 63112
(314) 389-8800

MAGNOLIA CENTER

(HEAD START/EARLY HEAD START)
2725 ALHAMBRA CT.
ST. LOUIS, MO 63118
(314) 584-6363

BROADWAY CENTER

(HEAD START/EARLY HEAD START)
4040 S. BROADWAY
ST. LOUIS, MO 63118
(314) 317-0264

PATCH CENTER

(HEAD START/EARLY HEAD START)
7925 MINNESOTA
ST. LOUIS, MO 63107
(314) 584-6961

WATER TOWER CENTER

(HEAD START)
2125 BISSELL ST.
ST. LOUIS, MO 63107
(314) 584-6879

The agency also operates several other facilities throughout the region including a community garden, storage facility, housing and other sites.

Production Staff:

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Richard Keith Davis, II

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Tom Bailey, Jr.

Vice President of Development

Robert C. Vogel

Senior Director of Development

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Director of Special Events

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Vice President - Controller

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St. Louis American

St. Louis Post-Dispatch

Google

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We support their mission to empower African Americans and others throughout the region in securing economic self-reliance, social equity and civil rights.



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