2021 CENTENNIAL
PARTNERSHIP PROPOSAL

Urban League of Greater Atlanta

URBAN LEAGUE OF GREATER ATLANTA ANNIVERSARY CENTENNIAL CELEBRATION
The focus of the Urban League in 2021 and beyond is to close the racial, wealth, and social justice gaps and impact more lives.

**WE:**
- **EVALUATE** | where they are
- **EQUIP** | them with what they need
- **ELEVATE** | them to where they want to go

“We are a dedicated, person to person organization invested in the economic success of African Americans, coaching them to a better life.”

Urban League of Greater Atlanta

Celebrating 100 Years of Serving Our Community
2021 CENTENNIAL
PARTNERSHIP PROPOSAL

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A new year has begun and times continue to be challenging for our families, small businesses, and communities across metro Atlanta. Many are devastated by COVID-19 due to the continuing rapid spread of the virus and the inability to return to work and school. Small businesses also continue to be negatively impacted by the pandemic having to continue to pivot, make adjustments, seek capital, and work hard to survive.

It is why the Urban League of Greater Atlanta launched its integrated economic mobility platform – the Financial Empowerment and Emergency Relief Center in 2020 in celebration of our 100 years of service to metro Atlanta. The FEERC focuses on meeting families and small businesses where they are to meet basic needs, increase income, manage money, build credit and wealth. We have also created a Social Justice Commission that is working with regional leadership to advance the eradication of systemic racism in all sectors. The Urban League of Greater Atlanta’s focus remains on the low to moderate income African American community and we are grateful for the confidence and support of our stakeholders and funders.

The League is on the frontline providing emergency financial resources for basic needs, access to education and employment, economic opportunities and HOPE for a better future to those affected by the COVID-19 pandemic and low to moderate income families striving for economic advancement before the pandemic hit. You are invited to invest in the continuation and expansion of our work and partner for positive and measurable community impact for 2021 and beyond.

Addressing economic disparities and closing the racial wealth gap has been the focus of the League’s work since its inception 100 years ago and the COVID-19 pandemic has elevated the need for our economic empowerment work. Over the years, we have served nearly 250,000 youth, adults, and families. Today, our mission, programs, and services are more vital than ever.

Our goal is to raise $2 million this year to anchor our FEERC so that we can be nimble and quickly respond to existing and new challenges facing African Americans and others in need. Therefore, we request that you generously invest in our FEERC, emergency relief fund and agency operations and we will be good stewards of your trust. We customize partnerships to align with our mutual community priorities, budget and impact objectives.

We are ready to expand the FEERC’s impact and we are up to the challenge. Rooted in history and strong in the present, the Urban League of Greater Atlanta is rich with opportunity to be a catalyst for systemic change and unification of our diverse citizenry.

Thank you for your consideration and vital support. Please review our investment package and we look forward to meeting soon to customize an impactful partnership. If you have questions and for scheduling please contact Dottie Johnson, Executive Assistant, at djohnson@ulgatl.org or 678-612-3749 mobile office.
Urban League of Greater Atlanta

Highlights of Accomplishments

By the Numbers

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,071</td>
<td>Men, women and youth directly served</td>
</tr>
<tr>
<td>902</td>
<td>Trained and coached in The Entrepreneurship Center</td>
</tr>
<tr>
<td>846</td>
<td>Attended First-Time homebuyer workshops</td>
</tr>
<tr>
<td>111</td>
<td>Clients reported purchasing homes at an average price of $230,000</td>
</tr>
<tr>
<td>369</td>
<td>Youth supported to earn secondary and post-secondary credentials</td>
</tr>
<tr>
<td>403</td>
<td>Adults gaining workforce fundamental skills and access to credentials and employment</td>
</tr>
<tr>
<td>176</td>
<td>Entered a pre-apprenticeship or internship program</td>
</tr>
<tr>
<td>500</td>
<td>Voters registered through advocacy &amp; outreach events</td>
</tr>
<tr>
<td>323</td>
<td>Trained in digital literacy &amp; internet essentials</td>
</tr>
<tr>
<td>393</td>
<td>Introduced to the TV and film industry via the annual symposium and career forums</td>
</tr>
<tr>
<td>$500,000</td>
<td>Capital loans facilitated</td>
</tr>
<tr>
<td>$1,197,884</td>
<td>Rental, Mortgage, Household, Food and Utility Assistance</td>
</tr>
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ULGA commits 90% of every dollar to direct programming to economically impact youth, adults and families in metro Atlanta.
The Urban League of Greater Atlanta is celebrating 100 years of service to the metro Atlanta community. As part of our celebration, ULGA launched as a Financial Empowerment and Emergency Relief Center (FEERC) to strengthen our ability to close the racial wealth gap and advance the economic mobility of African Americans.

The FEERC is an evidence-based integrated and holistic economic mobility model that was developed by the Local Initiatives Support Corporation (LISC) and launched as a pilot in 2020. LISC Atlanta provided our seed funding, training for our team, and a tracking tool so we can measure economic impact. The ULGA FEERC meets youth, adults, and small businesses where they are and supports them to eliminate barriers through education, coaching, and connections to economic opportunity that could impede personal and financial success and supports them to achieve their goals and dreams.

The FEERC ensures basic needs are met and connections are made to supportive services, supports building capacity to generate household income through workforce career pathways and entrepreneurship, one-on-one financial coaching and education to build household budgets, credit, savings, and assets. The cornerstone of the FEERC model is providing these services in an integrated way — rather than as stand-alone services — and with a long-term commitment to helping clients reach their goals.

We've learned that integrated or “bundled” services lead to concrete gains in net income, credit scores, and job retention. Research shows that FEERC clients who take advantage of combined services are 50% more likely to land on a living wage career pathway than people receiving employment services alone.

Now, in the face of the pandemic, the Center also acts as a resource for emergency needs such as rent or mortgage assistance, small business survival, and access to healthcare.

Both components of the FEERC facilitate the League’s historical mission of helping Black Americans build community and generational wealth accumulation. ULGA has provided the following emergency resources to-date:

- **513** FAMILIES SERVED
- **$1,197,884** RENTAL, MORTGAGE, HOUSEHOLD, FOOD, AND UTILITY ASSISTANCE
- **975** NUMBER OF SMALL BUSINESSES SERVED
- **$1,119,000** SMALL BUSINESS ACCESS TO GRANTS/LOANS
- **10,000+** MASKS FOR SMALL BUSINESSES & CIVIC ENGAGEMENT
- **749** ECONOMIC AND CIVIC EMPOWERMENT WEBINARS
- **12,352** WEBINAR ATTENDEES

We fully understand that life does not stop even in the face of chaos and disruption. Our FEERC has become a beacon of hope and a trusted anchor where people can turn for immediate assistance as well as to identify pathways to a sustainable, secure future.

At its core, the FEERC is a holistic economic mobility model to close the racial wealth gap. Our five economic empowerment platforms focus on:

- Workforce Development
- Entrepreneurship
- Youth Development
- Housing/Wealth Building
- Civic Engagement/Social & Economic Justice

During these challenging times of health crises and stark disparities in social and economic justice, we value partnerships and investments in our work by corporations, individuals, public agencies, and foundations. With partnerships and the resources required to expand programs and services, together we can have a lasting impact on communities that have been shut out of advancement for generations. We encourage you to learn more about the League’s FEERC and how we can make measurable change together.
CELEBRATING 100 YEARS OF IMPACT IN 2020
Opportunities to Invest in ULGA

The Urban League of Greater Atlanta is celebrating 100 years of economic empowerment advocacy and service to metro Atlanta families and communities. In recognition of this milestone and to meet the escalated economic and emergency needs of metro families due to COVID-19, the League launched the Financial Empowerment and Emergency Relief Center (FEERC). FEERC is an integrated career and financial coaching service center, launched with support from the Local Initiatives Support Corporation – Atlanta.

Now more than ever, the Urban League of Greater Atlanta must be financially strong to meet urgent needs. During these challenging social and economic justice times, partnerships, and investments in our work by corporations, individuals, and foundations will generate the vital resources required to sustain and expand needed programs and services.

LEVELS OF INVESTMENT AND BENEFITS

The ULGA collaborates with each of our stakeholders to customize a partnership that directly aligns with our mutual corporate/agency priorities, objectives, and financial resources needed and available for investment. Customized partnerships and benefits may include but not be limited to:

- Program and virtual event sponsorships
- Co-branding and social media
- Volunteer opportunities
- Workforce and talent sourcing opportunities
- Small business webinars, events, grants, technical assistance, and pitch contests
- Mentoring
- In-kind donations of technology equipment and software, classroom furnishings, IT, marketing, and other opportunities
- Multi-year investments

THE FOLLOWING SUMMARIZES THE ULGA INVESTMENT LEVELS:

- **CENTENNIAL PARTNER** - $1,000,000 - $10,000,000+
- **EMPOWERMENT PARTNER** - $500,000 - $999,999
- **STRATEGIC PARTNER** - $100,000 - $499,999
- **LEGACY PARTNER** - $25,000 - $99,999
- **SUPPORTING PARTNER** - $10,000 - $24,999
- **FRIENDS OF THE LEAGUE** – UP TO $9,999

For questions and to schedule a partnership exploration and customization meeting please contact Dottie Johnson | Executive Assistant to the President at djohnson@ulgatl.org or 404-761-0366 / 678-612-3749 or Getchel Caldwell, Fundraising Consultant at gcaldwell@ulgatl.org or 404-327-1492.