“The focus of the Urban League of Greater Atlanta in 2020 and beyond is to collaborate to close the racial wealth, economic and social justice gaps for African Americans by scaling our work to impact more lives.”

Nancy Flake Johnson, President / CEO
We are a dedicated person-to-person organization invested in the economic success of African Americans; coaching them to a better life.

Who We Are...

We:

- **EVALUATE** | where they are
- **EQUIP** | them with what they need
- **ELEVATE** | them to where they want to go
History of the Urban League Movement

• Founded in 1910 in New York City to support African American families migrating from rural communities to urban centers as a result of racial discrimination and the dawn of the industrial revolution.

• Three inter-racial non-profit organizations created to support migrating families decided to merge, led by the “odd couple” Ruth Standish and George Haynes, and created what we now know as the National Urban League.

• Atlanta Urban League founded 1920 and changed its name to the Urban League of Greater Atlanta in 2010.

• Urban League Movement has grown to 88 affiliates in 35 states and the District of Columbia across the country led by Marc Morial, National President.
Challenges Facing Greater Atlanta and OUR Communities

The primary factors that drive our work at the Urban League of Greater Atlanta are:

The State of Georgia is ranked #1 for business yet ranks in the top ten states for poverty in the nation, is rated as one of the worst states for economic mobility and mass incarceration. Metro Atlanta ranks #1 as worst place in the nation for economic mobility and income inequality. These conditions that disproportionately impact African Americans, must change and the Urban League’s FEERC model will collaborate and work to make this dream a reality until it’s done.

• COVID 19 Pandemic – Georgia continues to rank among the highest states for cases and deaths with a disproportionate number of both impacting African Americans and communities of color.
• In 2019, Georgia graduated 82 percent of its high school students. Literacy is a crisis in Georgia with 800,000 adults estimated to be illiterate with only 16% of Black students reading at our above 4th grade level compared to 76% of white 4th graders. This has impacted Black student graduation rates disproportionately as well.
• Massive Unemployment and Housing Insecurities: The current GA unemployment rate is 9.7%; among Blacks estimated at double that rate. Thousands of metro area families are facing eviction.
• Pre COVID Georgia had a “skills gap” in our workforce. Georgia had thousands of unfilled jobs because companies could not find workers with the needed skill sets. This will expand as a result of COVID with many low paying service jobs being eliminated.
• Georgia incarcerates more people per capita than 48 other states and the majority of them are African American. Georgia incarcerates 970 people per 100,000 compared to the average of 698 per 100,000 for the nation. African Americans are incarcerated four times that of whites and twice the rate of Hispanics. African Americans are 32% of the state’s population.
ULGA Areas of Focus

The six core focus areas of our work are:

1. Workforce Development
2. Youth & Young Adult Services
3. Entrepreneurship
4. Housing and Wealth Building
5. Policy, Legislation & Civic Engagement
6. Racial, Social & Economic Justice

We Meet People Where They Are...And Support Them to Get Where They Want to Go!

4,071 People Received Direct Client Services in 2019-2020
Introducing
Financial Empowerment & Emergency Relief Center (FEERC)

- Is an integrated career and financial coaching service center developed by the Local Initiatives Support Corporation (LISC).
- Supports low to moderate income families to embark on a pathway to achieve financial independence and build wealth.
- The ULGA launched its FEERC in 2020 to integrate our 6 economic empowerment platforms and respond to COVID 19.
The FEC Offers Three Integrated Services

**Basic Needs, Personal Care & Income Supports**

- Income Supports
- Housing Insecurities
- Food Insecurities
- Healthcare
- Mental Health
- Supportive Services
- Community Emergency Relief Fund: Rental, Mortgage & Utility Assistance, Food Assistance & Household Items

**Increase Household Income**

- Explore & Choose a High Demand Career
- Gain Career Readiness Skills and Earn Stackable Industry Recognized Credentials
- Secure FT Livable Wage: Employment
- Start or Grow a Small Business
- Advance In Employment and Next Level Enterprise

**Financial & Civic Empowerment, Social Justice & Building Wealth**

- Gain Financial and Money Management Skills
- Improve Credit Score
- Eliminate | Control Debt
- Savings & Investments
- Purchase First Home
- Asset Building
- Retirement & Estate Planning
- Voter Registration, Education & Mobilization
- Advocacy
PATHWAY TO A LIVABLE WAGE

**TODAY**
- Two Children
- High School Diploma | GED
- Unskilled Job – $7.25/hour

Poverty wage for a single parent with two children in Fulton County is $9.99.*

**TOMORROW**
- Two Children
- Post-Secondary Credentials in High Demand Industry
- Livable Wage Career – $28.50/hour

Living wage for a single parent in Fulton County with two children is $28.50.*

**FINANCIAL EMPOWERMENT**

* https://livingwage.mit.edu/counties/1
• Atlanta Technical College/Technical College & University Systems of Georgia
• Atlanta Public Schools
Metro Atlanta WorkSource Agencies
• Financial Institutions
• Regional Employers/Corporate Partners
• Foundations/Philanthropists
• Community Based & Civil Rights Organizations
• Faith-Based Organizations
• Criminal Justice/Government Agencies
2020 COVID-19 Emergency Assistance Highlights

Emergency Financial Assistance for Metro Atlanta Families

- Raised $2,022,726 for Emergency Financial Assistance for Metro Area Families from BET/UW, Fulton County, City of ATL, LISC and DeKalb County and we have
- Served 702 Families to date for rent, mortgage, utility, food and other household emergency needs
- Weekly Community Virtual Forums: Resources, Financial Literacy, Credit Counseling, Rapid Re-employment, Career Fairs, Small Business TA, Workforce Training and Foreclosure Mitigation

COVID Emergency Assistance for Small Businesses

- 14 Webinars and Coaching on SBA EIDL and PPP Loan Application Process, Strategies for Survival and Connections to Capital and Resources
- Raised and disbursed $165,000 for Small Business Grants Program to Date
- Selected as Invest Atlanta Technical Assistance Provider for COVID Resurgence Grant Program
- New SBDC CARES Training and Coaching Provider
- Small Business Accelerators in English and Spanish
Workforce, Education & Training

- Career Pathways to Empowerment
- New Beginnings Adult Reentry
- Urban Tech – IT Career Pathways (New 2020-21)
- Contact Tracing Occupational Training (New 2020)
- BankWork$
- Digital Literacy/Internet Essentials

Workforce, Education & Training Impact 2019-20

Highlights

- 726 Adults Served Who Gained Work Readiness Skills & Earned Industry Recognized Credentials and Employment
- 323 Trained in Digital Literacy Skills
- 424 Placed in Employment
  - 248 Placed in FT Employment
  - 176 Accepted to Apprenticeship and Intern Programs
- 38 Employer and Workforce Agency Partners
Youth & Young Adult Development Services

- Project Ready: A College & Career Access Program for High School Students
- Urban Youth Empowerment Program (UYEP) (18 – 24 Year Olds)
- @ Promise Center – Westside APF
- YouthBuild US DOL
- Young Fathers Program US DOJ
- YARP RISE – New US DOL Funding (2020-21)

Youth & Young Adult Development Services Impact Highlights

- 62 Project Ready High School Youth Served from Booker T Washington and Benjamin E Mays HS. 51 PR youth advanced to next grade level; 11 graduated from high school on time and all accepted to post-secondary institutions; 6 college readiness forums and 3 college tours.
- 34 Young Fathers gained parenting skills, career readiness and 14 released and gained employment and credentials.
- 209 @ Promise Youth served via GED instruction and support, case management, career readiness, post-secondary and work related placements.
- 64 YouthBuild young adults served; 53 placements; 43 credentialled; 44 measurable skills gains toward GED;
The Entrepreneurship Center (TEC)

- Small Business Start-Up Accelerator
- Small Business Strategic Growth Accelerator
- Next Level Enterprise Accelerator
- Coaching, Training, Forums
- Access to Capital, Contracts and Capacity Building
- Excellence in Entrepreneurship Speaker Series/Fireside Chats

The Entrepreneurship Center (TEC) Impact Highlights

- 332 small businesses coached
- 576 small businesses trained
- $580,500 in small business capital
- 14 Small Business Administration EIDL and PPP Loans and Survival Strategies Workshops
Housing, Homeownership & Wealth Building

- Homebuyer Workshops & Counseling
- Financial Education
- Financial & Credit Counseling
- Connections to Transitional and Affordable Rental Housing

Housing, Homeownership & Wealth Building Impact Highlights

- 846 People Completed First Time Homebuyer Workshops
- 56 Families Avoided Foreclosure
- 246 Received Pre Purchase & Credit Counseling
- 111 Families Reported Homes Purchased at an Average Price of $230,000
Policy, Legislation, Outreach & Civic Engagement Impact Highlights

• Established the ULGA Policy & Legislative Council in prep for 2021 Georgia State Legislative Session
• Education Equity Activities at the Capital
• HBCUs Education Excellence Panel
• Education Equity Day at the Capitol to advocate for Mandatory Kindergarten Bill
• Launched Public Will Race 2 Read Campaign to promote literacy and log 10 million leisure reading hours across the city of Atlanta
• Black Radio United for the Vote 11 Stations and ULGA PSAs, Special Guests
• GOTV Civic Education, Phone Banking, Rally & March to the Polls for Early Voting 10/24/2020

Policy, Legislation, Outreach & Civic Engagement

• Advocacy for Federal, State & Local Policy and Legislation that positively impacts Black communities
• Advocacy for Education Equity – Race2Read with Atlanta Public Schools
• Black Radio United for the Vote
• Reclaim Our Vote – GOTV Campaign
Social, Economic and Racial Justice

- New Day Police Reform & Accountability Commission
- Developing Corporate Accountability, Diversity & Economic Impact Principles
- Developing Philanthropic Equity & Impact Principles

Social, Economic and Racial Justice Impact Highlights

- Established Commission on Police Reform and Accountability that is establishing working relationships for dialogue and change
  - Mayor Bottoms and APD and Fulton County Sheriff Elect Patrick Labat partnerships
  - Launching Campaign to Advocate for Citizens Review Boards Across the State
- Convening cross sections of corporate, community, faith-based, young adult and civil rights leaders for input
  - Corporate Guiding Principles for Equity, Diversity, Inclusion and Impact
  - Philanthropic Guiding Principles for Equity & Impact
Stakeholder Engagement and Investment

The ULGA welcomes new opportunities to collaborate with committed stakeholders to change the narrative and measurably impact racial equity and positive change. There are three ways to work together:

- Annual and Multi-Year General Operating & Emergency Fund Support for the FEERC
- Programmatic/Volunteer and Racial Equity Collaborations and Support
- Capacity Building and In-Kind Support
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Visit us online at www.ulgatl.org for more information on becoming a strategic partner.