WE DO THE WORK
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**Empowering Communities...**

**THANK YOU** for your interest in the Urban League of Greater Atlanta and our work to close the racial wealth gap. Our mission is to strengthen youth, adults, families, and communities through emergency financial assistance and supportive services, education, jobs and careers, access to affordable and safe housing, small business development, civic engagement, and advocacy for equity and justice throughout the state.

With partnerships and investments by people and organizations like you, we can expand our reach and impact to more families and small businesses. Your support helps individuals and families advance through economic mobility, financial security, and civic activism to strengthen their neighborhoods and communities.

Please take a few moments to review our partnership and investment proposal and select opportunities that align with your priorities and resources. Our theme for 2024 -- 250,000 lives changed ... and counting -- reflects our proven history of assisting the people and businesses we serve to reach their goals. Our clients have succeeded in gaining higher education, homeownership, financial literacy, solid credit, training and skills in high demand/high income fields, and sustainable entrepreneurship. Additionally, clients have benefited from our proven programs that help youth and adults reintegrate into their communities after incarceration.
We hope you will be inspired to learn more about the League’s Financial Empowerment and Emergency Relief Center (FEERC), our umbrella economic mobility model for disseminating integrated services to youth, adults, and entrepreneurs through classes, webinars, one-on-one counseling, emergency assistance, grants, access to capital and more. In addition to our ongoing programs and advocacy, we also respond to individuals and families still struggling, post-COVID. Thousands of our neighbors have not been able to regain footing, find affordable and safe housing and livable wage employment, or afford basics like food, utilities, transportation, and childcare. Every day, more people turn to us for emergency relief than we have resources to assist. You can make a difference in the life of someone who only needs a hand-up to stabilize and get on a path to thrive.

Our public-private partnerships with governments, corporations, educational institutions, and civic/community organizations and leaders have propelled much of our success. Your involvement – as an individual or through an organization or business – will add even more power to our movement to close the racial wealth gap, expand economic opportunities, and give people of color a chance to recover and build generational wealth.

THANK YOU!
We are the FEERC

The Urban League of Greater Atlanta operates its programs under the umbrella of our Financial Empowerment and Emergency Relief Center – the FEERC. The FEERC is an integrated evidence-based career, case management and financial coaching service center. The center represents a blended model developed by the Local Initiatives Support Corporation (LISC) and the National Urban League.

The FEERC guides low- to moderate-income youth, adults, families, and small businesses onto pathways of financial independence and wealth building. Clients come to the League and transform their lives. They move from low-wage jobs to higher income careers; from no high school diploma to college degrees; from rental housing in unsafe neighborhoods to home-ownership in stable communities; and from doubt to abundant confidence in their futures.

Public and private entities can invest in the FEERC with the assurance of results, built on the League’s historical 100+ years of insight and connection to metro area communities. Since the reorganization and launch in 2020, we’ve operated our six economic empowerment platforms and responded to the COVID 19 crisis with programs and partnerships under the FEERC umbrella.

When clients come to the Urban League, we help tailor individualized pathways to reach their specific goals. We offer courses, seminars, workshops, certifications, paid training, and one-on-one guidance to fit the time constraints and family obligations many clients face.

Programs & Services

OUR FIVE PILLARS ARE:

• The Urban Center for Human Services, Health & Wellness
• The Urban Center for Careers, Talent Development & Workforce Solutions
• The Urban Center for Entrepreneurship & Economic Development
• The Urban Center for Housing, Financial Empowerment & Wealth Building
• The Urban Center for Legislative Policy, Social Justice & Civic Engagement

THROUGH THE FEERC, WE SUPPORT CLIENTS:

• Address basic and personal financial needs and stabilize in times of crisis.
• Further education and job and career opportunities.
• Increase household income to livable wages and beyond.
• Build wealth/home-ownership.
• Engage in civic activity, legislative affairs, advocacy and community service.
The Urban League of Greater Atlanta believes that our region can advance if we — legislators, civic leaders, clergy, corporate executives, educators, nonprofit organizations, philanthropists, and more — work together using factual information to resolve problems that are rooted in racial and economic bias. To that end, we released our inaugural State of Black Georgia report in February 2023.

The State of Black Georgia — modeled on the National Urban League’s State of Black America — uses hard data and the input of subject matters experts to examine historical and current impediments to health and economic security in low and modest-income Black communities, and the deleterious effects of racism on everyone in the state. It also offers support for a range of solutions already underway in the state as well as ideas that are finding traction in other parts of the country toward addressing these entrenched disparities.

The report was based on more than six months of research and investigation, with partnerships in urban and rural areas. We held a series of community conversations in six cities and attracted the participation of thought leaders and academics around the state to help us define the issues most pressing for economically marginalized people, with an emphasis on Black communities in Georgia.

The State of Black Georgia report provides vital background information for any serious efforts to close the divide that drives the racial wealth gap and other hindrances to an environment of fairness and inclusion in our state. We are making every effort to promote this document and expand its reach. Click here to read the full report.
Your Dollars At Work

With Your Support, We Can Profoundly Change Lives

$1.9M

Supported 300 Atlanta low-income families with $500 monthly for a year through guaranteed income. Provided 396 Metro Atlanta families with $1.9M in emergency rental, mortgage, utility, and food assistance to keep them stable and avoid homelessness.

PILLAR #1
STABILITY: HUMAN SERVICES

$347K

Distributed $347K in small business grants to support 152 Black restaurateurs to build capacity and access capital.

PILLAR #2
ECONOMIC MOBILITY: TALENT DEVELOPMENT

$48K.

Urban Tech trains adults in high demand IT credentials. In 2023, ULGA enrolled 52 trainees of which 33 have credentialed so far, and 26 secured full-time employment. Average salaries of trainees at start was $23,000 and average income post program was $48K.

PILLAR #3
CAPITAL-ABILITY: ENTREPRENEURSHIP

$5M

Served 204 high school students to engage in career exploration, college and career readiness; 10 graduated from high school with 100% being accepted to college and being offered $5M in college scholarships.

PILLAR #4
ECONOMIC SUSTAINABILITY: HOUSING, FINANCIAL EMPOWERMENT & WEALTH BUILDING

$5M

Conducted 10 first-time homebuyer workshops attended by prospective homebuyers. 2K+ conducted a Mock City Council for Atlanta Public High school students in partnership with the Atlanta City Council and the Mayor’s Office to educate students on the civic and legislative process.

PILLAR #5
SYSTEMS CHANGE: LEGISLATIVE POLICY, SOCIAL JUSTICE & CIVIC ENGAGEMENT
MAKE A LIFE CHANGING INVESTMENT
Partner with ULGA to create brighter futures for Atlanta families & small businesses

Ways to Invest
At ULGA, we work collaboratively with each of our stakeholders and donors to nurture a customized partnership that aligns with our shared corporate or agency priorities, objectives, and financial resources, ensuring a mutually beneficial investment.

Let’s Connect
Partnership and investment opportunities can be customized to include: support of the FEERC, fundraising and special events, community impact summit, brand placement, marketing collaborations, co-branded conferences and workshops, volunteer and workforce opportunities, mentoring, in-kind donations, and more.

To explore partnership and investment opportunities, please click here to schedule a meeting with John E. Armstrong Jr., Chief Fund Development Officer, or contact him directly at jarmstrong@ulgatl.org or 404.798.3463.
Maximize the Impact of Your Investment

Explore Our Customized Partnership Bundles

ULGA is excited to present our partners with a unique opportunity to invest in our organization’s core programming, the Financial Empowerment and Emergency Relief Center, and our special events. Through the bundles outlined below, your company can touch every area of our organization year-round – including year-round branding placement – while also acting as a direct resource to support operational and programmatic delivery. Opportunities are also available to design a bundle that aligns directly with your company’s philanthropic and community goals.

### Customized Bundle #1: $250,000
- $100,000: Presenting Sponsor of EOD & President’s Reception
- $100,000: FEERC Support
- $25,000: State of Black Georgia Report
- $10,000: Spirit of the League Awards Luncheon
- $10,000: Connecting on the Green Golf Tournament
- $5,000: Annual Meeting & Stakeholders Luncheon

### Customized Bundle #2: $200,000
- $75,000: Diamond Sponsor of EOD & President’s Reception
- $75,000: FEERC Support
- $25,000: State of Black Georgia Report
- $10,000: Spirit of the League Awards Luncheon
- $10,000: Connecting on the Green Golf Tournament
- $5,000: Annual Meeting & Stakeholders Luncheon

### Customized Bundle #3: $100,000
- $50,000: Platinum Sponsor of EOD & President’s Reception
- $25,000: FEERC Support
- $10,000: Spirit of the League Awards Luncheon
- $10,000: Connecting on the Green Golf Tournament
- $5,000: Annual Meeting & Stakeholders Luncheon

### Customized Bundle #4: $75,000
- $25,000: Gold Sponsor of EOD & President’s Reception
- $25,000: FEERC Support
- $10,000: Spirit of the League
- $10,000: Connecting on the Green Golf Tournament
- $5,000: Annual Meeting & Stakeholders Luncheon

### Customized Bundle #5: $50,000
- $25,000: Gold Sponsor of EOD & President’s Reception
- $10,000: FEERC Support
- $5,000: Spirit of the League Awards Luncheon
- $5,000: Connecting on the Green Golf Tournament
- $5,000: Annual Meeting & Stakeholders Luncheon

### Customized Bundle #6: $25,000
- $10,000: Silver Sponsor of EOD & President’s Reception
- $5,000: FEERC Support
- $5,000: Spirit of the League Awards Luncheon
- $2,500: Connecting on the Green Golf Tournament
- $2,500: Annual Meeting & Stakeholders Luncheon
Connecting on the Green Golf Classic
Flat Creek Country Club | Monday, May 6, 2024
The Urban League of Greater Atlanta hosts the Connecting on the Green Golf Classic annually. The occasion allows novice and talented golfers to have fun and to network with high powered business leaders, professionals and elected officials. Beginners can participate in a golf clinic with proceeds to support the League’s programs that empower our communities and change lives.

Annual Meeting & Stakeholders Luncheon
The Gathering Spot | Wednesday, May 22, 2024
The Annual Meeting & Stakeholders Luncheon is a forum for ULGA to report current operations, impact, and accomplishments over the previous fiscal year. At this “League family” event, we outline priorities and new initiatives for the coming year. Additionally, we recognize our partners, donors, and outgoing board members, induct new board members, and award service pins to deserving staff and supporters.

Transportation, Infrastructure, and Economic Development Summit
Piedmont Technical College | June 17 - 18, 2024
The Transportation, Infrastructure, and Economic Development Summit is an annual partnership with Congressman Hank Johnson. The event features a Plenary Session with regional GDOT transportation leaders and breakout sessions led by ULGA and other industry leaders. By placing a strong emphasis on job readiness, career development, and entrepreneurship in the technology and transportation sectors, the summit seeks to bridge the opportunity gap for communities of color, ensuring equal access for people of color to promising career opportunities and innovations in the field.

Spirit of the League Awards Luncheon
Hyatt Regency Atlanta | Wednesday, June 26, 2024
The Spirit of the League Awards Luncheon recognizes individuals who have exhibited the “spirit” of the Urban League Movement by overcoming significant challenges in their lives to achieve success and give back to the community. By honoring them, our goal is to inspire others in our community who may be facing challenging times. We want to motivate clients to achieve their highest potential, take control of their lives and make positive, sustainable changes with the support of community organizations and resources.
Knowledge of capital resources for small business growth is invaluable. Acknowledgement of this truth is the driving force behind ULGA's Meet the Money People. Attendees learn and explore ways to attain funding via venture capital, angel investors, grants, and loans. Many small business owners in the communities we serve rarely have the chance for face-to-face involvement with “the money people,” nor have they had access to relationships with financial institutions they can call on in times of disruption. This event changes that.

Meet the Money People Annual Summit  
Location TBD | Thursday, November 6, 2024

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Super Saturday is a bi-annual exhibition and workshop hosted by the Urban League of Greater Atlanta, dedicated to promoting homeownership. The event features an array of resources and tips on homebuying, as well as access to real estate professionals and vendors, and direct services tailored to assist individuals and families in reaching their goal of homeownership.

Spring Super Saturday Homebuyer Education Workshop & Expo  
Location TBD | Saturday, June 29, 2024

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Equal Opportunity Day (EOD) Celebration recognizes corporations, organizations and individuals who champion equal opportunities for African Americans and other underserved communities. During the event, honorees are recognized for their contributions to positively influencing our community through work that aligns with the League’s priorities.

Equal Opportunity Day Celebration & Dinner  
The Omni Atlanta Hotel | Friday, November 15, 2024

The Equal Opportunity Day (EOD) Celebration recognizes corporations, organizations and individuals who champion equal opportunities for African Americans and other underserved communities. During the event, honorees are recognized for their contributions to positively influencing our community through work that aligns with the League’s priorities.
### Equal Opportunity Day Celebration & Dinner

**The Omni Atlanta Hotel | Friday, November 15, 2024**

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<thead>
<tr>
<th>Presenting Sponsor – $100,000</th>
<th>Diamond Sponsor – $75,000</th>
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<tbody>
<tr>
<td>• Opportunity for CEO to serve as event chairperson</td>
<td>• Opportunity for CEO to serve as event co-chairperson</td>
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<tr>
<td>• 50 all-Inclusive tickets to EOD &amp; President’s Reception (5 tables)</td>
<td>• 40 all-inclusive tickets to EOD &amp; President’s Reception (4 tables)</td>
</tr>
<tr>
<td>• Video message on ULGA website</td>
<td>• Video message on ULGA website</td>
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<tr>
<td>• Company video shown at EOD (60-second video)</td>
<td>• Company video shown at EOD (45-second video)</td>
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<tr>
<td>• Full spread color ad &amp; logo in digital program</td>
<td>• Full spread color ad &amp; logo in digital program</td>
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<td>• Branding on ULGA website</td>
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<td>• Inclusion in digital marketing promotion</td>
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<tr>
<td>• Logo included in high traffic areas of the venue</td>
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<td>• Promotion via secured media outlets</td>
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<thead>
<tr>
<th>Platinum Sponsor – $50,000</th>
<th>Gold Sponsor – $25,000</th>
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<tbody>
<tr>
<td>• 30 all-inclusive tickets to EOD &amp; President’s Reception (3 tables)</td>
<td>• 20 all-inclusive tickets to EOD &amp; President’s Reception (2 tables)</td>
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<tr>
<td>• Video message on ULGA website</td>
<td>• Full spread color ad &amp; logo in digital program</td>
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Customized packages are available upon request. Your support is appreciated!
Equal Opportunity Day Celebration & Dinner
The Omni Atlanta Hotel | Friday, November 15, 2024

Silver Sponsor – $10,000
- 10 all-inclusive tickets to EOD & President’s Reception (1 table)
- ½ page color ad & logo in digital program
- Branding on ULGA website
- Inclusion in digital marketing promotion
- Logo included in high traffic areas of the venue
- Promotion via secured media outlets

Bronze Sponsor – $5,000
- 10 tickets to EOD (1 table)
- ¼ page color ad & logo in digital program
- Inclusion in digital marketing promotion
- Logo included in high traffic areas of the venue
- Promotion via secured media outlets

Friends of the League – $3,500
- 10 tickets to EOD (1 table)
- Logo in digital program
- Inclusion in digital marketing promotion
- Logo included in high traffic areas of the venue

Customized packages are available upon request. Your support is appreciated!
### Spirit of the League Awards Luncheon

**Hyatt Regency Atlanta | Wednesday, June 26, 2024**

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Sponsorship Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td></td>
<td>Presenting Sponsor</td>
<td>$50,000&lt;br&gt;• 30 all-inclusive tickets to luncheon &amp; President’s Reception&lt;br&gt;• Company acknowledgment during luncheon&lt;br&gt;• Company video/message at luncheon (60-second)&lt;br&gt;• Full spread color ad in digital program&lt;br&gt;• Inclusion in digital marketing promotion&lt;br&gt;• Inclusion in event marketing materials</td>
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<tr>
<td></td>
<td>Gold Sponsor</td>
<td>$25,000&lt;br&gt;• 20 all-inclusive tickets to luncheon &amp; President’s Reception&lt;br&gt;• Company acknowledgment during luncheon&lt;br&gt;• Company video/message at luncheon (45-second)&lt;br&gt;• Full spread color ad in digital program&lt;br&gt;• Inclusion in digital marketing promotion&lt;br&gt;• Inclusion in event marketing materials</td>
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<td>Bronze Sponsor</td>
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<td></td>
<td>Friends of the League</td>
<td>$2,500&lt;br&gt;• 10 tickets to luncheon&lt;br&gt;• Logo in digital program</td>
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Customized packages are available upon request. Your support is appreciated!
Connecting on The Green Golf Tournament
Flat Creek Country Club | Monday, May 6, 2024

<table>
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<tr>
<th>Presenting Sponsor – $25,000</th>
<th>Gold Sponsor – $15,000</th>
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<tbody>
<tr>
<td>• Sixteen registered golfers (4 teams)</td>
<td>• Eight registered golfers (2 teams)</td>
</tr>
<tr>
<td>• Opportunities to speak at golf kick-off, provide promotional items and set up company tent on hole</td>
<td>• Opportunities to speak at the 19th Hole Reception and provide promotional items</td>
</tr>
<tr>
<td>• Logo displayed on all event signage, ULGA website and ULGA social media</td>
<td>• Logo displayed on six hole signs, sponsor banner, ULGA website and ULGA social media</td>
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<table>
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<tr>
<th>Silver Sponsor – $10,000</th>
<th>Bronze Sponsor – $5,000</th>
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</thead>
<tbody>
<tr>
<td>• Four registered golfers (1 team)</td>
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<tr>
<td>• Opportunities to speak at the 19th Hole Reception and provide promotional items</td>
<td>• Logo displayed on two hole signs</td>
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<td>• Logo displayed on six hole signs, sponsor banner, ULGA website and ULGA social media</td>
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<tr>
<th>Friends of the League – $2,000</th>
<th>À La Carte Items</th>
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</thead>
<tbody>
<tr>
<td>• Four registered golfers (1 team)</td>
<td>• Individual golfer - $300</td>
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<tr>
<td></td>
<td>• Hole sign - $300</td>
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</tbody>
</table>

Customized packages are available upon request. Your support is appreciated!
Urban League of Greater Atlanta Young Professionals

The Urban League of Greater Atlanta Young Professionals (ULGA-YP) is an auxiliary of the Urban League of Greater Atlanta providing a space for the development of young professionals and engagement of Atlanta’s youth through social and community activism. Please click [here](#) to download the ULGA-YP sponsorship packet.

The mission of ULGA-YP is to support the National Urban League movement through volunteerism, philanthropy, and membership development.

### SUPPORT THE WORK OF OUR YOUNG PROFESSIONALS

<table>
<thead>
<tr>
<th>SILVER $2,500</th>
<th>GOLD $5,000</th>
<th>PLATINUM $10,000</th>
<th>DIAMOND $20,000</th>
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<tr>
<td>• Five (5) ULGA-YP one-year regular memberships</td>
<td>• Formal recognition of sponsorship status at one of the Urban League of Greater Atlanta Young Professionals (ULGA-YP) Signature Events during the 2024 fiscal year</td>
<td>• Formal recognition of sponsorship status at one of the Urban League of Greater Atlanta Young Professionals (ULGA-YP) Signature Events during the 2024 fiscal year</td>
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</tr>
<tr>
<td>• Two (2) VIP tickets to the 2024 Dream Catchers event</td>
<td>• Ten (10) ULGA-YP one-year regular memberships</td>
<td>• Twenty (20) ULGA-YP one-year regular memberships</td>
<td>• Thirty (30) ULGA-YP one-year regular memberships</td>
</tr>
<tr>
<td>• Logo placement on the ULGA-YP website</td>
<td>• Two (2) VIP tickets to the 2024 Dream Catchers event</td>
<td>• Five (5) VIP tickets to the 2024 Dream Catchers event</td>
<td>• Ten (10) VIP tickets to the 2024 Dream Catchers event and ten (10) VIP tickets to another event of choice</td>
</tr>
<tr>
<td>Brand Promotion on ULGA-YP social media platforms</td>
<td>• Logo placement on one signature event of choice and the ULGA-YP website</td>
<td>• Opportunity to make remarks at one ULGA-YP event of choice</td>
<td>• Opportunity to make remarks during Spring 2024 Dream Catchers event and another event of choice</td>
</tr>
<tr>
<td></td>
<td>Brand Promotion on ULGA-YP social media platforms</td>
<td>• Prominent logo placement on one signature event of choice and the ULGA-YP website</td>
<td>• Prominent logo placement on all advertising materials and on the ULGA-YP website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Brand Promotion on ULGA-YP social media platforms</td>
<td>• Brand Promotion on ULGA-YP social media platforms</td>
</tr>
</tbody>
</table>

Please click [here](#) to download the ULGA-YP sponsorship packet.
# Urban League of Atlanta 2024 Partnership Commitment Form

To advance our partnership, please complete the form below or click [here](#) to submit your commitment form.

| COMPANY NAME: | | | | | |
| CITY: | STATE: | ZIP: | |
| PRIMARY CONTACT: | TITLE: | |
| OFFICE PHONE: | MOBILE: | FAX: | |
| COMPANY WEBSITE: | EMAIL: | |

| Customized Partnership Bundle #: | AMOUNT: | |
| FEERC Donation: | AMOUNT: | |
| Equal Opportunity Day Celebration & Dinner Sponsorship: | AMOUNT: | |
| Spirit of the League Awards Luncheon Sponsorship: | AMOUNT: | |
| Connecting on the Green Golf Tournament Sponsorship: | AMOUNT: | |
| Unrestricted Donation: | AMOUNT: | |
| Other: | AMOUNT: | |

**METHOD OF PAYMENT:**

| TYPE: | VISA | MC | AMEX | CHECK ENCLOSED | PLEASE INVOICE ME | CREDIT CARD #: / SECURITY CODE: | $ / | |
| CITY: | STATE: | ZIP: | |

**TOTAL INVESTMENT:**

Submit partnership commitment form: To submit your company’s form, please use the following mailing address:

**John E. Armstrong Jr.**  
Urban League of Greater Atlanta  
230 Peachtree St., NW, Suite 2600  
Atlanta, Georgia 30303
BECOME A 2024 PARTNER OF THE
URBAN LEAGUE OF GREATER ATLANTA

Click [here](#) to explore partnership opportunities!

John E. Armstrong Jr.
Jarmstrong@ulgatl.org
404.798.3463