Urban League of Louisiana

Annual Report
2021 began with the promise of a vaccine to slow the spread of the virus, the hope of the beginning of the end of the pandemic and a return to normal, or a “new normal.” At the start of the pandemic, we didn’t pause, we pivoted -- we used technology to create platforms that connected employers and job seekers, connect parents and students to the internet for virtual learning, demystify federal regulations and requirements for business owners and educate the African American community on the favoritism that COVID-19 showed them. We learned even more about our resiliency and our ability to keep on keeping on, no matter what.

As we end 2021, while the vaccine and its booster have indeed slowed the spread of COVID, many whom we serve have chosen not to receive them. We must now deal with new variants of the virus and continue to wear face coverings and social distance under certain circumstances. Thanks to Hurricane Ida, which came on the 16th anniversary of Hurricane Katrina, black owned businesses, already struggling to make it through the pandemic, were knocked down yet again, having to fight to stay alive. Again.

It is clear that the work of the Urban League of Louisiana is needed now more than ever before.

Throughout the year, the Urban League has continued the fight worthy of our mission – to promote economic self-reliance, parity, power and civil rights for African Americans and...
others seeking the same. Programs of the Urban League’s three Centers of Excellence are focused in the areas of education and youth development, workforce and economic development and public policy, advocacy and social justice. The strength of “the Movement” has been the identification of disparities in the African American community and the League’s ability to design and deliver programs and policy solutions to close the gaps.

This year the fight included the annual statewide empowerment and policy conference, which attracted attendees from across the state and cities across the country. Policies to bring about police reform, close the racial wealth gap, advance education equity and promote health equity served as the foundation for our programming and partnerships that produced initiatives including SEE CHANGE, a data driven, community focused, solutions oriented strategy to close the wealth gap between whites and African Americans and Hispanics and Latinos, and the Black Restaurant Accelerator Program, a national partnership with the PepsiCo Foundation and the National Urban League to ensure economic equity by connecting black owned restaurants to capital, training, mentorship and other support services in order to maintain their position as employers and anchors in their communities.

The fight included a focus on health equity for African Americans through participation on the Governor’s Health Equity Task Force, providing more than 25,000 face masks to the community in New Orleans and Baton Rouge, presenting COVID information sessions in partnership with the Louisiana Community Engagement Alliance (LA-CEAL) and the beginning of a partnership with Ochsner Health System to support Healthy State, a bold, 10 year plan to address Louisiana’s most critical health needs.

The Urban League of Louisiana remained ever vigilant in the fight for criminal justice and police reform. As we reflected on the one-year anniversary of the murder of George Floyd and as we continue to seek Justice for Ronald Greene, we have engaged more than 30,000 people of all races and backgrounds as a part of our social justice advocacy work. Our efforts to date have generated statewide, national and worldwide attention to the heinous killing by police and the reforms needed to ensure equitable public safety for all. As we work to dismantle systems that humiliate, unjustly murder and continuously devalue black lives in America, our faith and works will be with the community as we strive to create sustainable change and improve upon the quality of life in Louisiana.

While much of what we do on the policy and advocacy side can seem intractable, the daily manifestation of our work reminds us of the “who” and the “why” within our efforts. We persist for every workforce client who finds success while gaining critical professional development and career skill credentials that make them competitive to meet the region’s workforce demand; for each child that receives the strong foundational skills so they are on target to read on level by 3rd grade, (83% of our Head Start Children meeting or exceeding benchmarks in literacy and other early learning domains); for every Project Ready high school student who graduates prepared with post-secondary options that include both college and career; and for the parents who gain the tools they need to be their children’s strongest advocate through our Parent Information Center. They keep the light at the end of the tunnel shining bright enough for us to continue the fight.

As we look to 2022, there is a long list of uncertainties and even more questions about the future. What is knowable, based on our long history of service to the African American community, is the need for our work in partnership with and on behalf of those we are honored to serve every day.

Forever, Urban League of Louisiana!

Judy Reese Morse
President & CEO

Jade Brown Russell
Chairman
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The Urban League of Louisiana Clarence L. Barney Head Start (ULCLBHS) continues to serve as a beacon in the upper 9th ward Desire neighborhood. The center provides services to 62 children, from low income families, ranging in age from birth to five years old, 10% of whom have verified disabilities. Thirty-four percent of children reside in the Desire Housing Development.

With kindergarten readiness as our focus, we utilize developmentally appropriate tools to stimulate sensory learning, cognitive, language, literacy, numeracy, motor, social and emotional skills. With a strong history of success, our children consistently achieve developmental milestones. Additionally, ULCLBHS strongly encourages parent participation and family goal-setting. Collectively, family literacy and community stabilization initiatives make ULCLBHS a neighborhood anchor and partner.

**Our Children BY THE NUMBERS**

- 100% of children met or exceeded developmental milestones
- 100% of children completed medical and dental screenings as well as immunizations
- 9,485 nutritious meals served (breakfasts, lunches and snacks)

**Our Staff BY THE NUMBERS**

- 100% of Head Start Staff
  - Are completely vaccinated against COVID
  - Achieved Ancillary Certificates (Louisiana Early Childhood Certification)
  - Have Bachelor's, Associate Degrees or Child Development Certificates in Early Childhood Education
  - Participated in professional development in education, health & safety, nutrition & family engagement
  - Have completed First Aid and CPR training

“Urban League Headstart went above and beyond to keep my child safe and made sure that parents and teachers always wore their masks. I appreciate the care they showed.”

Urban League Headstart Parent
The Urban League’s Parent Information Center (ULPIC) empowers parents to become successful agents and advocates for excellent schools, educates parents about school choice and equips parents to become leaders in New Orleans. From high volume community events and activities to tailored trainings and workshops, PIC responds to the distinct needs of parents in the achievement of its programmatic goals. PIC continues to offer a range of resources for families, communities and schools including the Annual Schools Expo, NOLA School Supply Giveaway, the PRIDE Leadership Academy for parents, the New Orleans Guide to High Schools and Beyond, the New Orleans Guide to Early Childhood Education, Parent Charter Board member training. 37 ULPIC Stay Connected newsletter blasts reached 4000 families. Through these initiatives, ULPIC enhances the learning experience of all parents and the community.

ULPIC 2021 BY THE NUMBERS

1812 new visitors to the New Orleans Guide to Early Childhood and New Orleans High School Guide Resource Site

5,525 community members engaged

910 individuals engaged via ULPIC events/workshops, and community partner events

18 hours of PRIDE Parent Leadership training completed by parents

521 students received school supply kits, backpacks, and coats

10 partner organizations engaged

“We are so grateful for an organization like the Urban League of Louisiana. During the pandemic, many members have lost income and can benefit from the items. We want to take this opportunity to thank you for the donations. May God continue to bless all of your future endeavors.”

Holy Cross Lutheran Church
KEY PROGRAMS & SERVICES

In January, the Virtual Schools Expo provided families with the opportunity to explore participating Early Childhood Education programs and K-12 schools, as well as the opportunity to engage with their representatives.

The PRIDE (Parents Ready to be Involved to Deliver Excellence) Leadership Academy fosters a network of advocates and community leaders focused on improving the education system and willing to advocate on behalf of all students.

In February, PRIDE members participated in the Louisiana Early Education Week Parent Forum and in March, they participated in the LA-CEAL COVID-19 Awareness and Information Forum hosted by the Louisiana Policy Institute for Children, Parent Leadership Training Institute, and the Power Coalition for Equity and Justice.

IMPACT: PRIDE parents, Danielle Gray, Keenya Cohn and Gabrielle Coleman were panelists on the Urban League’s Education Equity Town Hall with State Superintendent Cade Brumley addressing education equity, the recent legislative session, and returning to school and the impacts of COVID. Nine parents completed the 2021 PRIDE Leadership Academy.

“I was happy to have participated in the PRIDE program because I learned a lot about the educational system in Louisiana” - ANITA DAVIS

The New Orleans Guide to Early Childhood Education and the Guide to High School and Beyond Website (ullaresourceguides.com) is a tool that aids students and families in exploring local early education centers and high schools. This year, ULPIC conducted workshops in May and September for three area schools.

Our October drive through School Supply and Hurricane Ida Relief Giveaway at Champions Square provided school supply kits, backpacks, uniform vouchers and coats to students from the New Orleans Metropolitan Area.

ULPIC also provided backpacks and school supply kits to Operation Restoration’s Women’s First Clinic educational program participants working towards obtaining their high school diploma.

ULPIC Stay Connected New Orleans newsletter blast informed families about distant learning, broadband, COVID-19, food distribution sites, rental and utility assistance, employment opportunities and other resources

“I can’t thank the Urban League enough for the consistent partnership and support of our students and families.” –Director of Enrollment Operations, NOLA Public Schools
The Urban League of Louisiana’s Parent Information Center in Baton Rouge (ULPIC-BR) responds to the distinct needs of parents and community members as they navigate and improve the Baton Rouge education landscape. ULPIC-BR empowers parents to be successful agents and advocates for excellent schools, educates parents about school choice and equips parents with skills to become effective leader-advocates for parent/school partnerships and for quality schools. The goal of ULPIC BR is to increase student achievement through a more informed community and active parent base.

“There’s power in collective impact and I’m honored to continue making impact in collaboration with the Urban League of Louisiana. We value our ongoing partnership with the Urban League to make Louisiana a more equitable and inclusive community! THIS IS EQUITY IN ACTION!”

TRAMELLE HOWARD, 
Louisiana State Director, The Education Trust

**ULPIC BR 2021 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>students/parents served</td>
<td>792</td>
</tr>
<tr>
<td>free backpacks and school supplies distributed to local families</td>
<td>270</td>
</tr>
<tr>
<td>masks and hand sanitizers distributed to local teachers and community organizations</td>
<td>100</td>
</tr>
<tr>
<td>PreK – 12th grade students expected to participate in the December STEM Saturday virtual event</td>
<td>100</td>
</tr>
<tr>
<td>partner organizations engaged</td>
<td>13</td>
</tr>
</tbody>
</table>
KEY PROGRAMS & SERVICES

ULPIC-BR provides the key programs and services tailored to meet the needs of the Baton Rouge community.

In August 2021, 12 PRIDE parents completed the PRIDE Leadership Academy program. Graduates began actively engaging in advocacy projects to improve and address access and equity issues within the Baton Rouge education landscape.

Between November 2020 and March 2021, all 12 parent advocates successfully completed projects which included collecting and distributing PPE donations to local schools and parents, volunteering to serve families during community events, serving as panelists at education advocacy and policy events, and writing op-eds for local newspapers.

On November 7th, ULPIC-BR hosted a drive through School Supplies Giveaway to distribute 270 free backpacks filled with school supplies to local Baton Rouge families.

Families also received information to help them in navigating EnrollBR, the common application for Baton Rouge charter schools.

Our community events including STEM Saturdays and School Expos, support our aim to increase STEM-based learning opportunities for Baton Rouge students and increase awareness of the EnrollBR common application process for Baton Rouge families.

ULPIC-BR continues its partnership with STEM NOLA and EnrollBR to bring STEM Fest events providing FREE, fun-filled, hands-on Science, Technology, Engineering & Math (STEM) activities.

Due to COVID-19, ULPIC-BR began offering STEM Fest as a virtual experience in 2020. The virtual STEM Saturday event on Saturday, December 18th, 2021 is expected to reach max capacity with 100 Pre-K – 12th grade students from the 9 area parishes participating.

The entire event, including the STEM kit of supplies and materials, is entirely free for all participants.

“As a parent, I feel PRIDE has shown me that I have a voice when it comes to my children. PRIDE has also shown me how I can use my voice and taught me how to speak up for my kids.”

- KIERA ROBINS, PRIDE graduate 2020-2021
The Urban League of Louisiana’s Project Ready Program provides students with a cadre of academic, life skills and career readiness support to prepare them for high school graduation and post-secondary success during and after school. At Scotlandville Magnet High School in Baton Rouge and L.B. Landry College and Career Preparatory High School in New Orleans, students can access college application and eligibility support, career fundamentals presentations, career exposure and advising, after-school tutoring, ACT prep, gender-based mentoring, college tours, “Behind the Business” tours, career fairs, and STEM/STEAM enrichment.

Students also have the opportunity to pursue career technical education tracks at Nunez Community College along with the Associate Degree of Applied Science in Industrial Technology and other certification courses offered by Baton Rouge Community College and Delgado Community College. With science, technology, engineering, arts, and mathematics as the key drivers to employment, dual enrollment is central to the Project Ready program as it equips students with the skills necessary to compete for in-demand, living-wage jobs with career ladders. In addition, we are currently developing the Urban Pre-Apprenticeship Program for Cybersecurity.

“Helping the students prepare for their future job interviews was very exciting, it reminded me of when I was in high school. It felt good to be on the other side of the table helping.”

TAKALANI MOLAOA
Volunteer Virtual Interviewer
KEY PROGRAMS & SERVICES

During the 2020-21 school year, Project Ready served 87 high school students, three of which earned college credit through dual enrollment at Baton Rouge Community College and NUNEZ. Students toured two college campuses in-person and attended 11 virtual presentations.

In the current 2021-2022 school year, we are serving over 130 high school students via in-person and virtual experiences, and have two students enrolled in welding at Nunez.

Summer programming was delivered through three program offerings. Summer Bridge Academy to acclimate incoming freshman to high school, ACT Boot Camp with Scotlandville Magnet High School Football Program, and traditional summer school to tackle learning loss. We had 133 participants in ACT Boot Camp and the Summer Bridge Academy which provided Summer Learning Loss tutoring for all grades.

Students and staff planned, managed, and executed our inaugural Juneteenth Festival. We partnered with Mayor Sharon Weston Broome, Senator Regina Barrow, and several local organizations and vendors.

Approximately 200 community members visited the market throughout the day.

Over two days, presenters from both the business and education sectors hosted Future Ready: College and Career Industry Conference which provided information sessions and presentations about an employer or school followed a separate college and career fair. Alongside the Office of Workforce Development, we co-produced a separate career fair to introduce the Urban Pre-apprenticeship Program serving students at both Scotlandville and L. B. Landry High School.

Project Ready also works closely with Athletes for Hope (AFH), a service organization that inspires athletes to serve their communities. AFH lead a 4-part Zoom Series from December to April as well as 9/11 service opportunities for Project Ready Students. On Saturday, September 25, 23 Project Ready students participated in Athletes For Hope 9/11 Service Day which featured a series of activities focused on emergency preparedness as well as the painting of a mural on the side of Baton Rouge Fire Dept. Station 11.
The Urban League of Louisiana’s Office of Workforce Development (OWD) serves as the organization’s economic engine, providing individuals with the tools they need to thrive in today’s workforce, and to help grow Louisiana’s pool of qualified workers. OWD serves unemployed and underemployed career seekers ages 16 and above who are residents of Metro New Orleans and East Baton Rouge.

Our signature Career Pathways Program (CPP) is a multi-pronged service delivery model, which includes career readiness training for professional development, integrated case management, tuition assistance, behind the business tours, financial literacy, occupational skills training, apprenticeships, pre-apprenticeships, and direct employment placement to move participants towards skills attainment and self-sufficiency.

**OWD 2021 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult and Youth Career seekers served</td>
<td>909</td>
</tr>
<tr>
<td>Adults enrolled in the Career Pathways Program for employment opportunities.</td>
<td>243</td>
</tr>
<tr>
<td>Of adults were connected to employment with avg earnings of $17 per hour and $12 per hour for justice-involved young adults.</td>
<td>63%</td>
</tr>
<tr>
<td>Opportunity Youth enrolled in the OYD Career Pathways Program</td>
<td>42</td>
</tr>
<tr>
<td>Of Opportunity Youth attained a level one JavaScript certification, 31% attained a Full Stack Software Developer’s certification.</td>
<td>79%</td>
</tr>
<tr>
<td>Of Opportunity Youth have connected to employment with average earning at $20.17</td>
<td>36%</td>
</tr>
<tr>
<td>Partner organizations engaged</td>
<td>14</td>
</tr>
</tbody>
</table>

“The Urban League of Louisiana’s Office of Workforce Development is a great partner for providing high quality careers. Their IT Registered Apprenticeship program focuses on skills development trainings that will allow their apprentices to excel in the industry and set them on a path to middle-class jobs and beyond.”

MICHAEL KNAPPS, Louisiana Workforce Commission
KEY PROGRAMS & SERVICES

Over 11,400-hours of ULLA’s Virtual Professional Development (life skills) workshops were provided to enrolled program participants.

OWD provided seven virtual job fairs, powered by Oxfam America, that served 422 job seekers. Two of the virtual Job Fairs were provided in partnership with the Louisiana Workforce Commission. A combined total of 62 essential employer partners participated in the job fairs. Additional partners included education providers and local resource providers.


To scale the Career Pathways Program, the OWD became a sponsor of a Registered IT Apprenticeships Pilot Program in 2021. Through this program, apprentices receive 2,340 hours of classroom instruction and on-the-job training from experienced mentors (journeymen). Apprentices are paid incremental wage increases through our employer partner(s), as they become more proficient and achieve measurable milestones.

This Pilot Program uniquely builds opportunity for career advancement, skills improvement and career seeker aptitude, with access to high-wage employment. Employers benefit from lower recruitment costs and reduction in high turnover rates, while building a diverse workplace. The program is registered as a part of the National Apprenticeship Program and is approved by the Louisiana Workforce Commission. In early 2022, an IT pre-apprenticeship for cybersecurity will take place in partnership with Scotlandville Magnet and Landry Walker High Schools.

“The Urban League of Louisiana’s Career & Workforce Fundamentals for Professional Development helped me to find my purpose. The program gave me hope for a career in the Technology Industry. After completing the professional development training, I was able enter a technology apprenticeship and connect to employment with HelpIT, Inc., earning a great salary.”

TIA FISHER
Cybersecurity Specialist Apprentice
The Urban League of Louisiana’s Center for Entrepreneurship & Innovation (CEI) is committed to ensuring the success of small businesses across the state of Louisiana with dedicated efforts in supporting minority- and women-owned firms. The work of the Center is built upon the documented need for increased access to contracting opportunities, business development services, and capacity-building resources for these diverse groups.

The CEI provides business education workshops, one-on-one and small group counseling, hands-on technical assistance, and access to resources relevant to aspiring and existing entrepreneurs across various industries. The CEI includes: the Women’s Business Resource Center, the Contractor’s Resource Center, and the LADOTD DBE Supportive Services Program – Region B, Bridge City/New Orleans and Hammond.

**CEI 2021 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients counseled</td>
<td>528</td>
</tr>
<tr>
<td>Counseling sessions</td>
<td>1,429</td>
</tr>
<tr>
<td>Counseling hours</td>
<td>2,083</td>
</tr>
<tr>
<td>Training attendees</td>
<td>3,545</td>
</tr>
<tr>
<td>Clients trained</td>
<td>1,523</td>
</tr>
<tr>
<td>Training hours</td>
<td>255</td>
</tr>
<tr>
<td>Trainings</td>
<td>131</td>
</tr>
<tr>
<td>Unique clients served</td>
<td>1,882</td>
</tr>
<tr>
<td>Jobs created</td>
<td>206</td>
</tr>
<tr>
<td>Jobs saved</td>
<td>22</td>
</tr>
<tr>
<td>New Businesses Created</td>
<td>22</td>
</tr>
</tbody>
</table>

“We have truly been both honored and blessed to work with ULLA! It goes without saying that our business has increased its reach in large part due to this partnership. We look forward to future opportunities and will continue to use the resources and knowledge provided.”  

D’ANDRA ODOM, Odom’s Kitchen (Baton Rouge)
KEY PROGRAMS & SERVICES

In 2021, the Center continued to provide its core services virtually. CEI also collaborated with public and private organizations to support small businesses that were directly impacted by COVID-19 and Hurricane Ida.

Ford Motor Company and its philanthropic arm, Ford Motor Company Fund, collaborated with the National Urban League and ULLA to establish the Ford Emergency Capital Access Program providing micro-grants of $1,500, technical assistance and advisory services to Greater New Orleans Black business owners negatively afflicted by COVID-19.

BUSINESSES IMPACTED: 60

To meet the short-term financial needs of microenterprises and small businesses, ULLA worked with Mayor-President Sharon Weston Broome, the City of Baton Rouge, and East Baton Rouge Parish, to administer the Resilient Restart EBR: Small Business Micro-grants Program. The program offered one-time, micro-grants of $2,500 to eligible small businesses in East Baton Rouge Parish that have been impacted by COVID-19. The initiative, managed by ULLA, was activated by the CARES Act administered through the Department of Housing and Urban Development’s Community Development Block Grant Program with an additional infusion of funding from Investar Bank, Postlewaite & Netterville, GMFS, LLC, ExxonMobil Baton Rouge, and the Louisiana Department of the Treasury.

BUSINESSES IMPACTED: 100

In collaboration with the National Urban League, ULLA continued our work with Google to provide Black-owned, small and medium-sized businesses with free Google Storefront Kits and other Google services. This initiative aims to support safer business environments for customers and employees of eligible businesses in response to COVID-19 safety measures.

TOTAL BUSINESSES IMPACTED: 525

BUSINESSES IMPACTED in 2021: 350

In collaboration with the National Urban League, we also launched the Black Restaurant Accelerator Program (BRAP) sponsored by the PepsiCo Foundation. The program is part of a $10M investment by the PepsiCo Foundation to provide access to capital, training, mentorship and other support services with the goal of boosting approximately 500 Black-owned businesses over the next five years.

ULLA partnered with restaurant incubator, Proof, LLC, to provide training and consulting services to 24 food service businesses in its inaugural cohort. The program awarded $10,000 grants to 10 business owners from Louisiana to support operational efficiency, production, business management, etc.

PEPSICO GRANT RECIPIENTS:
- Addis Ethiopian Kitchen (NOLA)
- Beaucoup Eats (NOLA)
- Odom's Kitchen (BR)
- Taste & See Personal Chef Services (NOLA)
- Lizzie's Restaurant (BR)
- Miss Vicki's Southern Kitchen (BR)
- Louisiana Creole Creations, LLC (BR)
- Ray's On The Ave (NOLA)
- Sugar Lou's Southern Creole Kitchen (Shreveport)
- Heard Dat Kitchen (NOLA)

“You guys have set the stage for my success! This has been a great day! My shop was featured today during a news segment highlighting Black Restaurant Week here in Shreveport. This is the closest my business has ever been from being ‘behind the 8-ball!’ Thank you so much!”

Marilyn Jones, Sugar Lou's Southern Creole Cuisine
The family of Ronald Greene was told that their son, husband, and friend died from injuries sustained in a crash after failing to stop for a traffic violation. Nearly two years later, the AP leaked bodycam footage on May 19, 2021, revealing that his life ended tragically and brutally at the hands of Louisiana State Troopers. It took the Louisiana State Police (LSP) 474 days to launch an internal investigation. His family was denied the truth for more than two years. The Urban League joined with partners and took immediate action to demand justice.

Justice for Ronald Greene Timeline Of Advocacy

May 19 Joint statement issued with the National Urban League (NUL), NAACP, ACLU of Louisiana, VOTE, Anti-Defamation League South Central Region, and VERA Institute for Justice

May 25 NUL President Marc Morial and ULLA President & CEO Judy Reese Morse send letter to U.S. Attorney General Garland requesting a meeting to discuss launching an investigation

27 DAY OF ADVOCACY FOR RONALD GREENE

• Press conference held with our partners
• Launch of Justice for Ronald Greene Petition
• Letter sent to Col. Davis requesting the LSP fire and arrest all officers involved in the killing of Ronald Greene
• President & CEO Judy Reese Morse speaks at the Justice for Ronald Greene Rally on the Louisiana State Capitol steps.

Surpassed 10K signatures on petition

ULLA issues statement about ongoing federal investigation of case

6 Last call for signatures as total nears 25K


ULLA issues statement statement with response to LLBC Request

Aug 4 ULLA issues statement about ongoing federal investigation of case

20 Petition sent to decision-makers. 27,000+ signatures representing 170 countries.

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KEY PROGRAMS & SERVICES

The Urban League of Louisiana operates an Annual Policy Cycle made up of four components. Each phase builds on the next and seeks to ensure that community members statewide are informing the direction of a Louisiana policy agenda centered on creating an environment where African Americans thrive. The Policy Cycle includes annual statewide engagement activities: Listen & Learn Tour, Empowerment & Policy Conference, Policy Work Groups, and Advocacy & Mobilization.

The SEE CHANGE Collective is a catalyst for closing the wealth gap for Blacks, Hispanics and Latinos in the Greater New Orleans Region by focusing on three pathways to wealth-building – homeownership, business ownership and entrepreneurship, and income and wages.

Wake Up Geaux Vote is the Urban League of Louisiana’s non-partisan statewide voter education and mobilization effort that is activated every election cycle to register new voters, to provide relevant election updates and information about real-time ballot initiatives and candidates, and to get people to the polls.

The Urban League of Louisiana develops an annual policy agenda for each Legislative Session by listening to residents across the state of Louisiana through statewide events including the Listen and Learn Tour, the Policy Work Groups, and the annual Empowerment and Policy Conferences. The policy priorities are organized by the areas most frequently mentioned and prioritized by African Americans during these events and are also cornerstones to the Urban League’s mission and work.

The Racial Equity Process is a six module process designed to help strengthen an organization’s current efforts and build permanent infrastructure to practice racial equity all the time. This process is a comprehensive approach to explore and adopt a new set of tools that your organization can rely on every day to create equitable outcomes.

“Waked Up Geaux Vote is an annual effort to mobilize voters in Louisiana. It is an important part of our mission to ensure that African Americans have a voice in the political process.”

Listen & Learn Tour Participant

“95.2% of attendees completing the ‘21 Empowerment & Policy Conference evaluation said they were satisfied or very satisfied with the experience.”

PROGRAM HIGHLIGHTS

- 27,000 signatures received for the Justice for Ronald Greene petition, which called for accountability and justice for Monroe resident, Ronald Greene, who was murdered at the hands of Louisiana State Police Officers.
- Urban League of Louisiana launched the SEE CHANGE Collective in partnership with a regional Steering Committee and National Advisory Committee.
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Racial Equity Process Participant

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Racial Equity Process Participant
The Urban League of Louisiana Young Professionals (ULLA YP) is an Urban League of Louisiana volunteer auxiliary. ULLA YPs are committed to promoting and supporting the mission and goals of the Urban League of Louisiana - through volunteering, fundraising and membership development. Young Professionals provides activities that are characterized by excellence in community service, fundraising, and dedication to the development of its diverse members to empower communities and change lives through consistent involvement in the Urban League Movement.

In 2021, ULLA YPs served the Urban League of Louisiana through supporting voter education initiatives, fundraising efforts, promoting Justice For Ronald Green petition, volunteering for masks & school supplies giveaways, and facilitating online events such as: virtual Community Listening Sessions and virtual Career Fairs.

ULLA YPs co-hosted virtual events with the Urban League of Louisiana Guild regarding financial literacy and Covid-19 awareness. They collaborated with Urban League of Louisiana, Nation Urban League Young Professionals, and Houston Area Urban League Young Professionals for a two-day Hurricane Ida relief effort in New Orleans where a variety of items were distributed directly to families. ULLA YPs also hosted virtual meetings on a range of topics such as The Crown Act, mental health, and entrepreneurship.

**ULAR LEAGUE OF LOUISIANA YOUNG PROFESSIONALS**

**ULLA YP 2021 BY THE NUMBERS**

- 375 people engaged via virtual meetings
- 2,500 community members served
- 25 events hosted and co-hosted
- $385 given to ULLA by YP Members for GiveNOLA Day
- 60 members

~ Ashley White,
Urban League Young Professionals

**Being a YP has allowed me to connect with passionate people who are dedicated to their community like I am. I also get to network with so many talented people.**
The Urban League Guild serves individuals with a mind to “give back” ages 40 and over. Guild members work to promote the Movement of the Urban League by incorporating progressive fundraising initiatives, creating and leveraging community service programs and developing a cadre of dedicated and informed foot soldiers in the Movement who also serve as volunteers to support various events of the affiliate. The year 2021 required us to continue our pivoting strategy and we continued impacting the community with virtual offerings.

With our Faith in Action Initiative and our church partners, we kicked off the year with an awareness campaign of the COVIDQUIT program addressing the negative intersection between smoking and COVID offered by our affiliate. Throughout the year participated in multiple events with our faith-based partners including co-hosting several webinars with LaCEAL to provide accurate information about COVID, the vaccines and the concerns in our community.

Partnering with the Young Professionals, we continued our long-running On the Money Financial Literacy program thanks to our our longtime partners, Iberia Bank. We also hosted a number of financial sessions covering other timely topics such as: Pre-nuptial financial planning, Finding Resources for Small Businesses; and Protecting yourself from Identity Theft.
In 2020, we re-imagined our annual Gala as a virtual experience in an online environment due to the pandemic. In our continuing commitment to keep the community safe, we hosted a virtual event for our attendees on **Saturday, November 20, 2021**.

The 2021 Virtual Annual Gala Concert featured amazing performances by Claudia Hayden, Cha Wa and Tank and the Bangas!
GALA SUPPORTERS

**GOLD SPONSORS**
- Chevron
- Entergy
- Humana Health Benefit Plan of Louisiana, Inc.
- IBERIABANK | First Horizon
- Louisiana Healthcare Connections
- PepsiCo
- Shell

**SILVER SPONSORS**
- Cox
- Hancock Whitney
- The Helis Foundation
- Regions Bank

**BRONZE SPONSORS**
- YouthForce NOLA
- Sazerac

**BENEFACTOR SPONSORS**
- Adams & Reese
- AETNA
- Cajun Fire Brewing Company
- Coaxum Enterprises
- DMM & Associates
- Foundation for Louisiana
- Greater New Orleans Foundation
- Greater New Orleans, Inc.
- Jones Walker

**PATRONS**
- Dennis McSeveney & Nance Harden
- THOMAS-WADDELL & Associates, Inc.
- Kyle and Michelle Wedberg

**GALA SPONSORS**
- LCMC Health
- Louisiana Public Health Institute
- New Orleans Business Alliance
- NOCCI
- Square Button/Gallo Mechanical
- United Healthcare Community Plan
- Walgreens
- Xavier University of Louisiana
Hurricane Ida impacted us directly when it hit the state of Louisiana. The Urban League of Louisiana quickly sprang into action by designing three ways for our supporters and partners to join us in the recovery efforts.

These efforts included hosting two Hurricane Ida Relief Giveaways that allowed us the opportunity to serve over 800 families impacted by Hurricane Ida with items such as tarps, water, diapers, non-perishable food items, clothing, toiletries, feminine products and cleaning supplies.

**THANKS TO OUR PARTNERS!**
- Thrive New Orleans
- PepsiCo
- National Urban League
- National Urban League Young Professionals
- Houston Area Urban League
- Shell
- Convoy of Care
- CORE (Community Organized Relief Effort)
- Mississippi Urban League
- ULLA Young Professionals
- ESSENCE

**BLACK BUSINESS WORKS FUND**
The Urban League of Louisiana, in partnership with the Foundation for Louisiana, launched the Black Business Works Fund, an initiative to assist black-owned businesses impacted by Hurricane Ida. The initiative provides Black-owned businesses located in federally declared disaster areas the opportunity to apply for $2,500 micro-grants that can serve as a lifeline for businesses struggling to survive.
PROGRAM SPONSORS

PIC
Agenda for Children
Baptist Community Ministries
Baton Rouge Area Foundation/ The Bloomberg Philanthropies
New Schools for Baton Rouge
The Education Trust
Walton Family Foundation

Project Ready
AT&T
Chevron
Cox
Exxon Mobil
Louisiana Dept. of Education - 21st Century Learning Center
National Urban League
United Way of Southeast Louisiana
Verizon
Wilson Foundation

Center for Entrepreneurship & Innovation (CEI)
AARP
Aptim
Capital One
Chevron
City of Baton Rouge, East Baton Rouge Parish, Office of Mayor-President Sharon Weston Broome (CARES Act/HUD)
ExxonMobil Baton Rouge
GFMS, LLC
Goldman Sachs
Hancock Whitney
IBERIABANK/First Horizon
Investar Bank
JP Morgan Chase – Advancing Black Entrepreneurs
Louisiana Department of Transportation and Development
Louisiana Economic Development – Small and Emerging Business Development Program
Louisiana Economic Development – U.S. Economic Development Administration Sub-grant
MasterCard
Minority Business Development Agency
National Urban League – Sub-grants
PepsiCo Foundation
Postlethwaite & Netterville and Members Regions Bank
Resilient Restart EBR: Small Business Micro-grants Program
Shell Oil
Square
State of Louisiana – Department of the Treasury
The Team
UBS
United Way Worldwide / BET UPS
US Small Business Administration – Community Navigators Pilot Program

Office of Workforce Development (OWD)
AT&T
Capital One
JP Morgan Chase
Louisiana Workforce Commission
New Orleans Business Alliance/Operation Spark
National Urban League/NFL
National Urban League/Google
National Urban League/Mastercard
National Urban League/Tiffany Foundation
National Urban League/US Department of Labor
Oxfam America
W.K. Kellogg

Center for Policy & Social Justice
Chicago Community Trust
Greater New Orleans Foundation
Humana Healthy Horizons
Kresge Foundation
PepsiCo Foundation
SPLC & Greater Atlanta Community Foundation
Southern Poverty Law Center
W.K. Kellogg Foundation

ULLA General
Boomtown Casino & Hotel
New Orleans
Cox Communications
Greater New Orleans Foundation
Goldring Family Foundation
Hancock Whitney
National Urban League
PepsiCo
MEMBERS

President's Circle
Chris Bardell
Darlene Budgewater
Henry Coaxum
John Duck
Stephanie Mueller

Sustaining
Anya Colon
Melissa McClendon
Clair Oliver

Patron
Katherine Amedee-Brandt
Alicia Battle
Henry Beard
Joyce Burton
Russell Flowers
Sarah Gillen
Chiquita Lattimore
Maria Montero
Marguerite Oestreicher

General
Nordette Adams
Shanderay Aitkens
Yvette Alexis
Byron Arthur
Carol Bebelle
Tracy Berry
Justin Blanchard

Maurice Boykin
Sarah Jane Brady
Shairda Brown
Kevin Brown
Marilyn Buchberger
Shellond Chester
Trimica Claude
Crissy Coats
Domonique Curry
Jerry DiColo
Tanya Dillard
Michelle Domingue
Shannon Dove
Melinda Dupas
Mary Eugene
Tanya Fazande
Sylvia Finger
Ruth Francis
J'Michael Francois
Noel Franklin
Cecil Lamark Gaunichaux
Tasha Grant
John Gray
Keary Grayson Grayson
Anjelica Hall
Julie Schwam Harris
Charissa Hayes
Nikki Hefko
Lynette Howard
Johnalynn Jackson

Marla Jefferson
Rhonda Jefferson
Tyre Jenkins
Lawand Johnson
Joann Johnson
Melanie Johnson
Shalanda Judge
Diedre Kelly
Michael King
Missy Kroninger
Brandon Lacey
Dannielle Lewis
Malery Louis
Tara Mackintosh
Lisa Madere
Georgina Masters
Michelle Miller
Michele Miller
Vicki Minor
Jo Ann Minor
Tyrell Morris
Ramon Morris Sr.
Alexis Nason
Genee' Nevels
Carol Osborne
Kristin Palmer
Karmen Parrish
Willie Payne
Tara Pfeiffer
Keshonda Piper

Michael Piper-Smyer
Tyrone Ralph
Martha Reed
Skyra Rideaux
Enciah Robinson
Kya Robottom
Stacee Roche
Alicia Roche
Alana Scott
Rosalind Singleton
Carl Smith
Madelyn Snead
Sadat Spencer
Nancia Sterling
Chris Taylor
Drew Thompson
Jolita Tolbert
Michele Torregano
DSean Torregano
Ike L. Washington
Joseph Washington Jr.
Larry Williams
Eric Williams
Stephanie Willis
Dawn Wilson
Shavonda Wilson
Jamie Wine
Anita Zervigon-Hakes
# 2020 Financial Statements - Unaudited

## Statement of Financial Position for the Year Ending June 30, 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Consolidated 6/30/21</th>
<th>Consolidated 6/30/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,781,784</td>
<td>$1,322,790</td>
</tr>
<tr>
<td>Short-term investment</td>
<td>245</td>
<td>1,597</td>
</tr>
<tr>
<td>Due from funding agencies</td>
<td>844,025</td>
<td>525,727</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>39,934</td>
<td>24,207</td>
</tr>
<tr>
<td>Promises to give</td>
<td>64,840</td>
<td>103,698</td>
</tr>
<tr>
<td>Land, building and equipment, net</td>
<td>6,727,806</td>
<td>7,020,068</td>
</tr>
<tr>
<td>Note receivable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowment fund</td>
<td>50,386</td>
<td>40,273</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$9,310,277</strong></td>
<td><strong>$8,842,056</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>Consolidated 6/30/21</th>
<th>Consolidated 6/30/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIABILITIES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current portion of long-term debt</td>
<td>$171,014</td>
<td>$163,612</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>166,698</td>
<td>292,591</td>
</tr>
<tr>
<td>Accrued liabilities</td>
<td>69,620</td>
<td>66,033</td>
</tr>
<tr>
<td>Advance from funding source</td>
<td>24,415</td>
<td>375,398</td>
</tr>
<tr>
<td>Revolving line of credit</td>
<td>1,153,452</td>
<td>1,670,258</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>1,585,198</strong></td>
<td><strong>2,567,892</strong></td>
</tr>
</tbody>
</table>

| NET ASSETS:                 |                      |                      |
| Unrestricted                | 5,870,646            | 4,885,036            |
| Temporarily restricted      | 2,053,177            | 1,585,432            |
| **Total net assets**        | **7,923,823**        | **6,470,468**        |

**Total liabilities and net assets**

| **$9,509,020** | **$9,038,360** |
Schedule of Unrestricted Revenue and Expenses for the Year Ended June 30, 2021

REVENUE

- Federal grants: $1,173,699
- State, local and other grants: $1,394,344
- Board generated self-support: $366,200
- Client generated self-support: $2,867,487
- Program Revenue: $814,656
- Interest Income: $245
- Realized gain (loss on investment): $1,020
- Other revenue: $442,368

**Grand total revenue**: $7,116,351

EXPENSES

- Compensation expenses: $3,352,265
- Occupancy expenses: $541,168
- Professional fees and contracts: $587,681
- Food: $12,227
- Travel and transportation: $37,449
- Special Event expenses: $53,882
- Supplies: $92,475
- Equipment rental: $37,924
- Printing and copying: $70,590
- In-kind costs: $445,901
- Other direct program expenses: $114,545
- Bad debt: $65,675
- Interest and Loan Amortization: $20,937

**Total expenses before depreciation**: $5,432,721

**Net Difference**: $1,683,630

**Depreciation**: $6,870