



**URBAN LEAGUE** OF METROPOLITAN SAINT LOUIS

# RESTORING HOPE

What will you do to make tomorrow possible?

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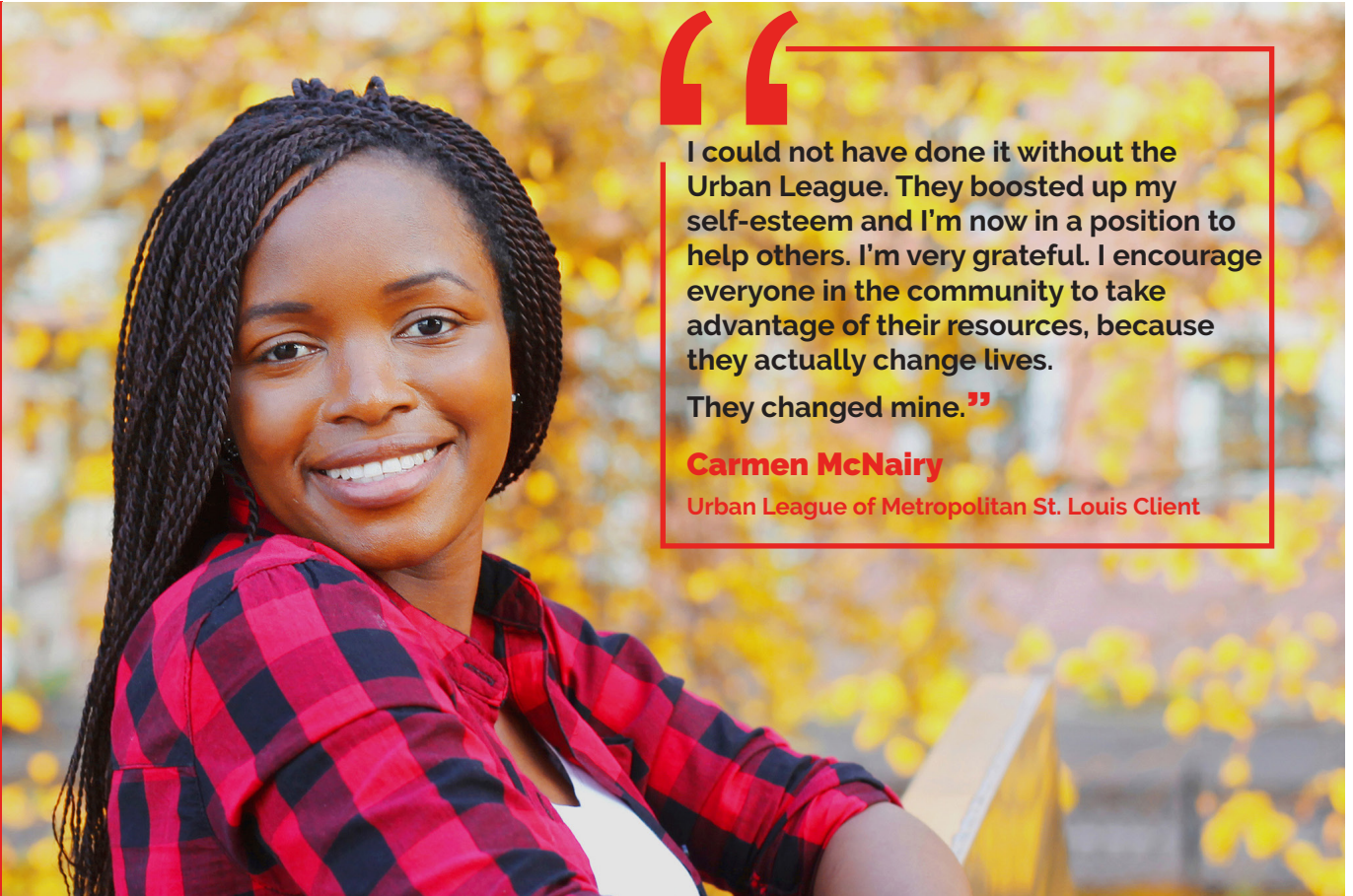
# RESTORING HOPE

Carmen McNairy knows that the Urban League of Metropolitan St. Louis changes lives. It changed hers.

Struggling to pay her utility bills, she reached out to the Urban League for help. Carmen not only received assistance with her utilities, she also gained financial skills through a mentorship program, eventually enabling her to purchase a home. She even graduated from Harris-Stowe State University.

For Carmen and the more than 100,000 individuals we serve each year, connecting with the Urban League is about more than paying bills. It's about restoring hope.

The **Restoring Hope campaign** will raise funds to establish an essential community resource: a spacious, accessible hub for critical programs and services that foster continual self-improvement, vibrant neighborhoods, and equitable opportunity for all.



I could not have done it without the Urban League. They boosted up my self-esteem and I'm now in a position to help others. I'm very grateful. I encourage everyone in the community to take advantage of their resources, because they actually change lives.

They changed mine.”

**Carmen McNairy**

Urban League of Metropolitan St. Louis Client

# RESTORING DIGNITY

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For more than 100 years, The Urban League of Metropolitan St. Louis has championed the value of all people. What began in 1918 in response to the East St. Louis race riot has grown into the largest and most successful affiliate of the National Urban League movement. The Urban League is leading the efforts to advocate on behalf of and empower all people, especially African Americans, to achieve economic self-reliance and social equality.

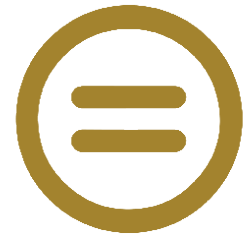
From Head Start education programs for children to senior empowerment services for the elderly, the Urban League advances a holistic approach to meet the needs of our communities in St. Louis County, St. Louis City, and St. Clair County, Illinois.

**The Urban League makes St. Louis stronger by lifting and empowering people. By giving them the tools needed to make tomorrow better, you can help us make tomorrow possible.**





The mission of the Urban League of Metropolitan Saint Louis, Inc. is to empower African Americans and others throughout the region in securing economic self-reliance, social equality and civil rights.







## Proud Past, Empowering Future!

### Urban League of Metropolitan Saint Louis, Inc.

As the leading champion of empowerment and opportunity for African Americans, the Urban League of Metropolitan St. Louis envisions a region where all people: Are valued members of the community; Can adequately support themselves and their families; Can live in neighborhoods that are vibrant and thriving and share in the region's prosperity and well-being.

The Urban League of Metropolitan St. Louis recognizes and advocates for the value of all people. Our clients have access to a holistic suite of services across the entire lifespan and generations.

**Each of our 55 programs advances one or more of our cornerstones:**

#### **Educational Excellence**

The Urban League invests in equitable access to quality education from pre-kindergarten through college.

#### **Economic Opportunity**

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

#### **Community Empowerment**

The Urban League provides basic needs to stabilize individuals and families in the short-term so they can focus on changing their lives for the long-term.

#### **Advocacy**

The Urban League works to eradicate barriers to equal participation in economic, social, educational, and cultural aspects of society.

# RESTORING HISTORY

*Your support of the Restoring Hope campaign will enable it to shine once again as a jewel in North St. Louis.*

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

The new facility will consolidate programs that stabilize our neediest families, including utility assistance, foreclosure prevention, and food and clothing pantries. Currently, our 55+ programs are spread across 20 locations, creating a barrier for our most vulnerable populations.

Sears sold the building to local African American brothers Steven and Michael Roberts who breathed new life into the property, which they renamed the Victor Roberts Building in honor of their father. Over the next four decades, they leased space to nonprofit, government, and business entities, providing some stability to the area. Children looked forward to the peanuts and jellybeans on the first floor, teenagers obtained their driver's license at the Missouri driver's license office—a true rite of passage, and parents ran errands and shopped for affordable clothing, appliances and household goods.

When the time came for the Roberts brothers to transition ownership, the opportunity of a lifetime became clear: the Urban League would purchase the Victor Roberts Building for its new headquarters. Though the iconic building has lost some of its luster, its physical status in the black community remains strong.





*The Sears at 1408 North Kingshighway Blvd., a sister building to the one on South Grand. The north city location closed in 1976. (Post-Dispatch archive photo)*

“ One of the strengths of the Urban League is that they have been adaptable over time. As needs grow and change, They grow and change.”

**Kathy Osborn**

President and CEO, Regional Business Council







**For the first time in modern history, a singular metropolitan Urban League location will provide a full suite of programs and services to empower our community.**





## Current Conditions



## Future Development



# ANTICIPATED OUTCOMES

Regional Headquarters/Community Empowerment Center

## INCREASE CLIENTS SERVED FROM 100,000 TO 125,000 ANNUALLY

- 01 Consolidated offices allow for better speed and efficiency processing safety-net programs (utility/rental assistance and weatherization)
- 02 Easy access to public transportation creates greater accessibility for more clients, volunteers and supporters
- 03 Improved technology reduces administrative bottlenecks; increases clients served
- 04 Office layout improves collaboration around data collection/analysis creating stronger funding opportunities

## EXPAND PROGRAMS & DIRECT SERVICES

- 01 Gain site control of bordering Aubert Plaza and parking lot
- 02 Create Business Incubator in Plaza (providing direct and in-direct programs and services)
- 03 Utilize campus for large-scale public support initiatives (holiday food distributions, emergency relief operations, wellness events)
- 04 Evaluate/re-purpose existing space in 1408 Headquarters

## RECAPTURE REVENUE FOR PROGRAMS/SERVICES

- 01 Lower overhead expenses (building maintenance for multiple facilities, utility costs)
- 02 Reduce redundancy in procurement and office administration
- 03 Generate operating income from leasing opportunities in the Aubert Plaza
- 04 Generate revenue from naming opportunities in headquarters building/campus



*“ No one is better prepared to respond to the ever changing needs of our society. The 5-star Urban League of metro St. Louis is the largest, strongest, most organized in the country.”*

**Michael F. Neidorff**  
Past Chair, National Urban League







# RESTORING COMMUNITY

Creating a one-stop community resource in the heart of North St. Louis--in a historically significant building--is a grand undertaking with an even more profound impact. Capital and acquisition costs for this initiative are \$15 million. Establishing an endowment for \$5 million for future maintenance brings the **Restoring Hope** goal to \$20 million.

Support from Urban League family and friends toward this \$20 million goal would enable us to invest in our new facility and its future by providing:

- Renovated space for education, basic needs fulfillment, financial services, health care, events, and more
- Essential system upgrades, including HVAC, plumbing, and electric
- Safety improvements, including asbestos removal, security system, elevators, covered parking, and perimeter fencing
- Aesthetic enhancements, including flooring, lighting, and painting
- Solar paneling and new roofing for long-term energy savings
- Modernized administrative offices that streamline efforts and enhance connection to community
- Endowment funds to protect the future of the restored building
- Build-out of hydroponic farm, retail, food service and other commercial spaces
- Create a vibrant, thriving campus

Once renovated, the iconic Old Sears Building will again serve as the social, cultural, and civic center of the St. Louis African American community.

# Join the Movement.

Dear Friends,

Communities thrive when there is a connection between people and places. Together, shared values and shared spaces help forge relationships that both engage and inspire, creating the foundation for a better tomorrow.

For the Urban League of Metropolitan St. Louis, the Victor Roberts Building represents that transformational space. This historic property embodies both the vibrant past and promising future of North St. Louis.

For the more than 100,000 people who are impacted by the Urban League's programs, the \$20 million Restoring Hope campaign will create an essential community resource and a vibrant hub of activity for the neighborhood. The revitalized campus will house more than fifty human services programs; support children, families, and seniors; foster meaningful partnerships; build community; and serve as a symbol of change for the region.

As the most successful League in the nation, the Urban League of Metropolitan St. Louis is a guiding force for equity and empowerment, and a champion of civil rights for the African American community. We are proud to unite as chairs of this exciting campaign, and we invite you to join us in an important conversation about how your passion for community and equality can restore hope to thousands of people in our region.

Thank you for your consideration and support!

Our \$20 million Restoring Hope campaign will support life-changing services for families throughout the region in securing economic self-reliance and social equality.



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



**Dave Peacock**  
Chair / Chief Operating Officer  
Schnuck's Markets

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**WHAT WOULD YOU DO TO MAKE TOMORROW POSSIBLE?**

 | **URBAN LEAGUE**  
of Metropolitan Saint Louis, Inc.  
*EMPOWERING COMMUNITIES. CHANGING LIVES.*



URBAN LEAGUE OF METROPOLITAN SAINT LOUIS

# RESTORING HOPE

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