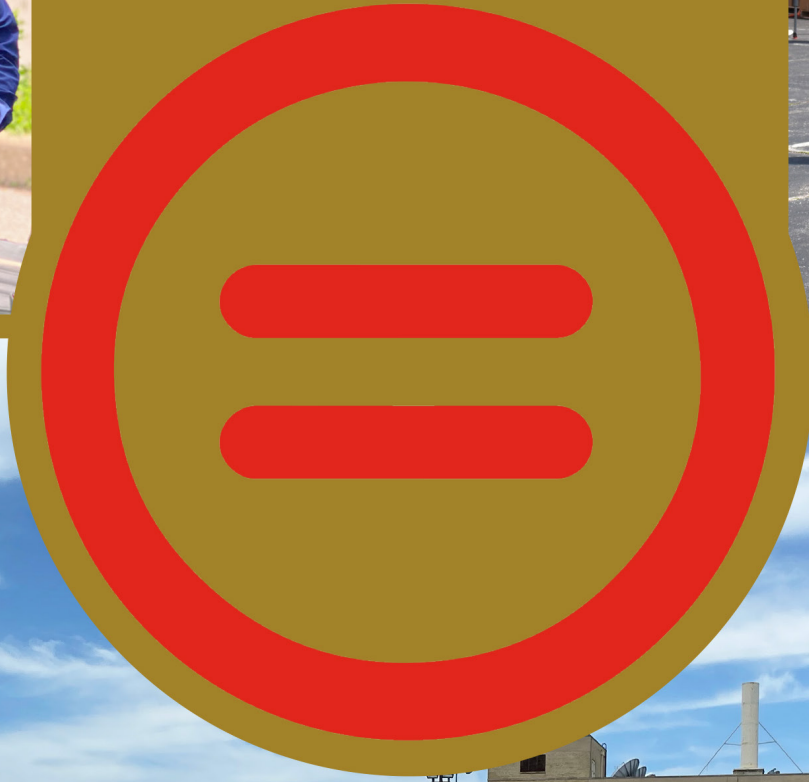


# URBAN LEAGUE OF METROPOLITAN ST. LOUIS COVID-19 RESPONSE







## MISSION

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

## VISION

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.

## STRATEGY

The Urban League will advocate for and empower African Americans and others in Metropolitan St. Louis by pursuing the following priorities:

- 1.** Economic Opportunity: Creating ladders out of poverty through jobs, entrepreneurship and financial responsibility.
- 2.** Educational Excellence: Providing access to quality education from pre-kindergarten through college. Creating an Urban League Leadership Academy to provide scholarships and internships for high school and college students.
- 3.** Community Empowerment: Providing a social safety net to stabilize our neediest families.
- 4.** Civil Rights and Advocacy: Obtaining fair and equal treatment in all aspects of society, whether governmental, economic, social, educational or cultural.



# OVERVIEW

## *Overview of the Urban League of Metropolitan St. Louis, a legacy of Operations during turbulent times*

The Urban League of Metropolitan St. Louis has a 102 year history of empowering African Americans and others throughout this region in securing economic self-reliance, social equality and civil rights. Our St. Louis operations date back to 1918 when we began with the mission of stabilizing conditions for African Americans as a result of the negative impacts of the East St. Louis Race Riots. Since then, we have grown to become the nation's largest 5-Star designated Urban League Affiliate, with 250 employees, 15 locations and 50 different programs and services. We provided services to 100,000 low-income clients in 2019. We have reached this level of client service because of an effective strategic plan and leadership, a committed staff and volunteers and our belief in a vision for this region where all of our clients:

- Are valued members of the community
- Can adequately support themselves and their families
- Can live in neighborhoods that are vibrant and thriving and, they share in the region's prosperity and well being

We are once again facing turbulent times with the COVID-19 pandemic. The deadly novel corona virus is challenging our country in unimaginable ways, from changing our daily lives to the shifting health of the world and economy. Because we serve the most vulnerable population, who statistics confirm are the most impacted by the pandemic to date, the Urban League has redoubled our commitment to serving the basic needs of food/toiletries, utility, rent & mortgage assistance and employment services to our clients. This is in addition to the deployment of the Urban League Public Safety Division which will effectively engage households held in bondage to the many aspects of poverty and its impacts on the family, community and our society. Because of our commitment to implementing Humanitarian Response programming for the next 4 to 6 months, we are respectfully requesting a \$50,000 contribution and partnership collaboration for the Urban League of Metropolitan St. Louis Division of Public Safety.





# The Urban League has distributed over \$1.2 million in food, toiletries, and personal protective equipment to over 26,000 families!

## Urban League's Response to the Coronavirus Crisis

- On June 6, the Urban League hosted our 10th weekly Food & Toiletries Giveaway at East St. Louis High School. At the event, over 3,000 families received more than \$150,000 in donations of food, toiletries, light bulbs, and personal protective equipment. Special thanks to Panera Bread, who partnered with the Urban League by donating lunches to 250 volunteers and staff at the Giveaway.



- On Saturday, May 30, at noon, the Urban League of Metropolitan St. Louis, Inc. hosted the area's most extensive food distribution to 3,958 families in need throughout North St. Louis County. This Giveaway was the 9th weekly distribution that the Urban League has held to help residents ravaged with unemployment, poverty, and uncertainty during the COVID-19 Crisis. Since April 2, the Urban League has distributed over \$1.2 million in food, toiletries, and personal protective equipment to over 26,000 families.







- On May 23, the Urban League served 3,000 families at the Victor Roberts Building with over \$100,000 in items which included turkeys, three types of greens, sweet potatoes, celery, apples, bananas, cabbage, onions, lunch meat, bread, yogurt, non-perishables, eggs, milk, masks, gloves, light bulbs, etc.

- On May 16, the Urban League of Metropolitan St. Louis served over 3,300 families with more than \$200,000 in food, toiletries, and personal protective equipment at the Old Jamestown Mall site in Florissant, Missouri.



- The Urban League received a \$50,000 Grant from AT&T for COVID-19 Relief Food Giveaways for St. Louis City and St. Louis County, thanks to UL Board Member Craig Unruh.

- Alberici donated \$10,000 to the Urban League for COVID-19 Relief.





# Partnership with Ferguson

The Urban League is proud to partner with Ferguson Councilwoman Ella Jones and the St. Louis Metro Market on its Fresh Food Program providing fresh produce to seniors and others at the Ferguson Community Empowerment Center.



# Senior Building Deliveries

The Urban League staff delivering food to senior apartment buildings. Providing seniors with food, toiletries, PPE materials and sanitizing kits.



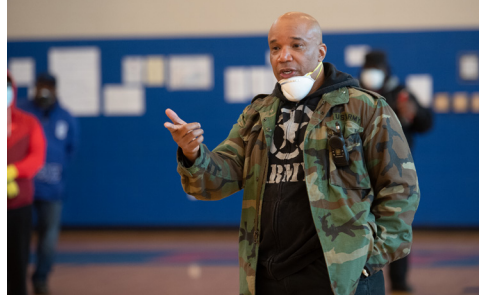
# Senior/Disabled & Neighborhood Deliveries Program

The Urban League Staff & Community Partners have also been delivering food door-to-door to seniors and the disabled in their homes.





# Photos - Food & Toiletries Giveaways





## Video Links - Food & Toiletries Giveaways



**Thank You Urban League**



**Recap of 1-5 Food Drives**

## Media Links - Food & Toiletries Giveaways

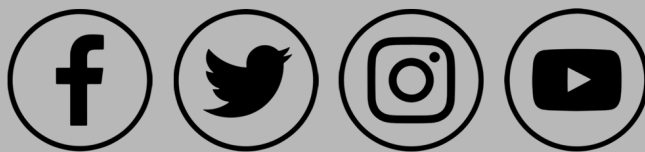
- [1. Urban League serves region during COVID-19 crisis with series of drive-thru food, toiletries distributions](#)
- [2. McDonald's to donate \\$45K worth of food to the Urban League of Metropolitan St. Louis](#)
- [3. Urban League said it turned away hundreds at food drive as unemployment rate soars](#)
- [4. Huge turnout for Urban League food distribution event](#)
- [5. Hundreds attend Alton food giveaway as coronavirus takes toll on Illinois residents](#)
- [6. Michael McMillan: Common crisis, common ground](#)
- [7. Finding food and other resources for your family during the pandemic](#)
- [8. Coronavirus notebook: Wells Fargo commits \\$250,000, urgent care offering antibody tests](#)
- [9. Civic Progress, Regional Business Council grant \\$500K to Urban League](#)





# URBAN LEAGUE OF METROPOLITAN SAINT LOUIS, INC.

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