



# URBAN LEAGUE

of Metropolitan Saint Louis, Inc.

EMPOWERING COMMUNITIES. CHANGING LIVES.

2023 ANNUAL REPORT





We know everyone in our region deserves a good education, a path to a career, and a safe community. Together, we intend to make sure that happens.



**Kathy Osborn, President & CEO**  
**Alaina Maciá, Chair**  
**John Kemper, Treasurer**  
**Tony Thompson, Vice-Chair**

# Welcome to Our 2023 **ANNUAL REPORT**

In 2023, the Urban League of Metropolitan Saint Louis pursued its mission to expand its influence across the St. Louis region, empowering African Americans and all community members to attain economic self-reliance, social equality, and civil rights. Through tireless collaboration with our dedicated network of supporters, partners, sponsors, staff, friends, and Urban League family, we are making this vision into a more tangible reality.

Our unwavering commitment translated into a diverse range of impactful programs and services aimed at forging a future where every individual is a valued community member, capable of self-sustainability and contributing to vibrant neighborhoods while sharing in the region's prosperity. With resolute dedication and the unwavering support of our community, we made significant strides towards this future throughout 2023.

We invite you to learn more about our journey and achievements by exploring our comprehensive 2023 annual report. Join us in commemorating our successes and reaffirming our commitment to empower communities and change lives in the coming years. Learn more about the Urban League of Metropolitan St. Louis by visiting [www.ulstl.com](http://www.ulstl.com).







# 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.

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# Strategy

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The Urban League of Metropolitan St. Louis advocates for and empowers African Americans and other communities by prioritizing initiatives that promote economic self-reliance, social equality, civil rights, education, housing, and community safety.:

## EDUCATIONAL EXCELLENCE

Commitment to education drives our dedication to empowering the leaders of tomorrow, emphasizing the transformative power of education in shaping lives and fostering sustainable progress within our communities.

## COMMUNITY EMPOWERMENT

Stabilize families, enabling empowered clients to concentrate on transforming their lives and communities. Essential needs like food, clothing, and shelter are prioritized, ensuring they are met for clients and their families, thereby enabling them to pursue economic self-sufficiency.

## ECONOMIC OPPORTUNITY

Dedicated to empowering everyone in the St. Louis region and surrounding communities to achieve economic self-sufficiency and wealth accumulation through prioritizing “ladders out of poverty” programming.

## PUBLIC SAFETY & COMMUNITY RESPONSE

Reduce crime and violence, making neighborhoods more livable. This is achieved by connecting residents with necessary services and resources, organizing neighborhood activities, and addressing social disparities, especially among “high-risk” individuals and families, thus restoring the social fabric of targeted neighborhoods.

## CIVIL RIGHTS AND ADVOCACY

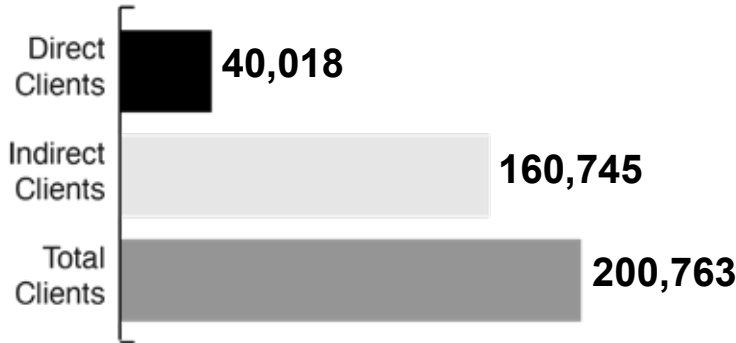
Actively engages customers and stakeholders to advocate for improved public policy, aiming to achieve social justice and become an expert source of information on factors affecting African Americans. We leverage the advocacy efforts of our auxiliaries to promote civic engagement, amplifying the voice of the National Urban League and supporting its initiatives.



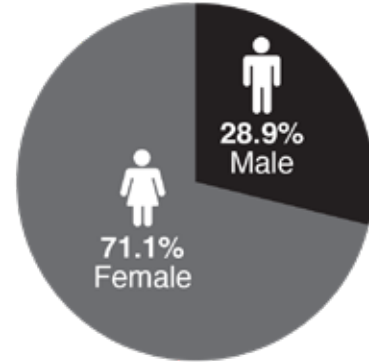


# 2023 ANNUAL REPORT DATA SUMMARY

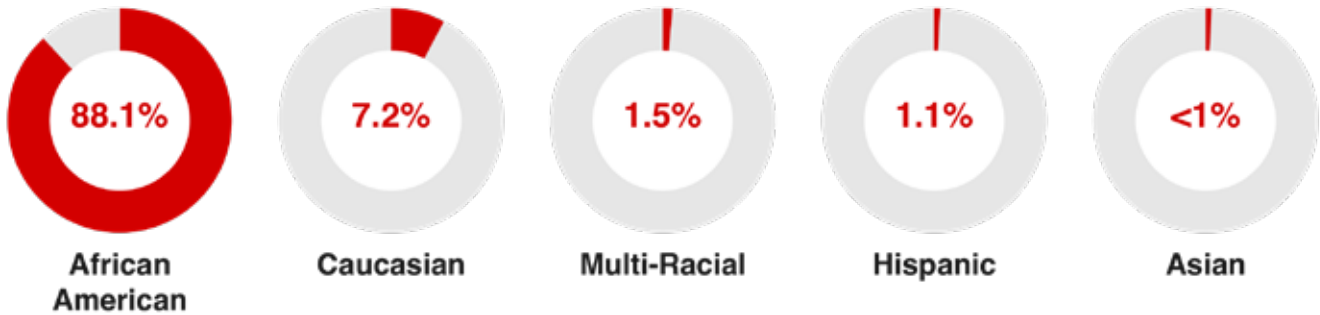
## CLIENTS SERVED



## GENDER



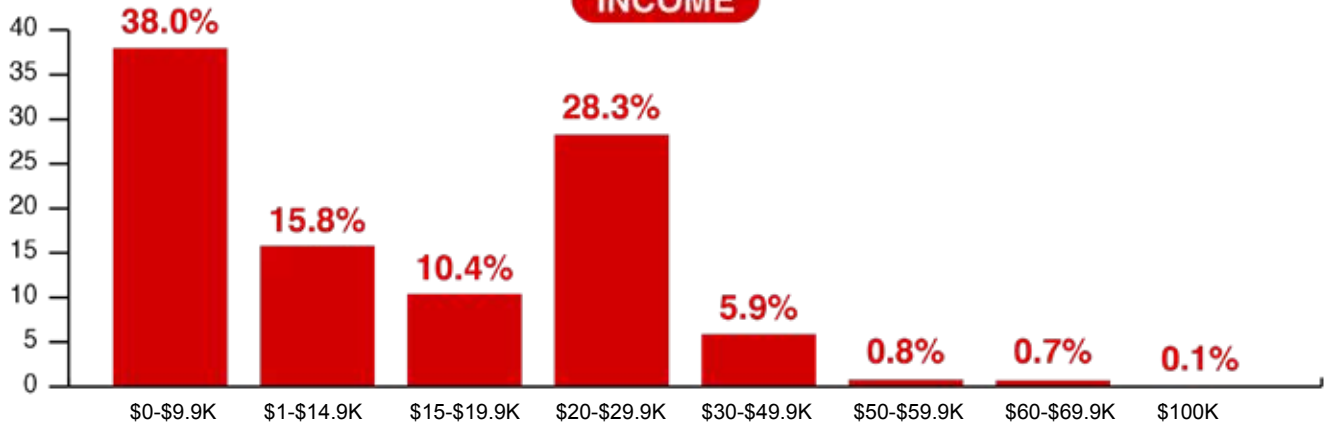
## RACE



## AGE



## INCOME



## WORKFORCE DIVISION SUMMARY

### SAVE OUR SONS



**Served 1,612 Men**  
*14% increase from last year.*



**78 Hiring Fairs** hosted  
*13% increase from last year.*



**815 clients** successfully placed in jobs  
*35% increase from last year.*



**\$26.1 Million** in wages generated from clients' job placement,  
*nearly \$10 Million dollars more than the amount generated last year.*

### STL YOUTH JOBS



**\$930,000** in wages provided to 465 young clients ages 16-24  
*enrolled in the Student Workforce Experience summer work programs.*

## HOUSING DIVISION SUMMARY

- **\$270,000.00** spent to prevent 99 families from evictions
- **\$211,573.11** spent to prevent 85 families from home foreclosures
- **\$172,000.00** spent to move 44 homeless families into stable housing
- **\$217,784.00** spent to assist 70 first time home buyers purchase homes
- **\$871,357** Total in Housing Assistance across the St. Louis Metro Area!



## COMMUNITY DEVELOPMENT DIVISION SUMMARY

### LIHEAP



**14,588 applications** processed for LIHEAP Winter and Summer assistance

- **\$7,000,000.00 provided** in Energy Assistance Grants
- **\$3,300,000.00 provided** in Energy Crisis Intervention Program (ECIP)
- **\$249,634.20 provided** with funding from Dollar Help, Dollar More, and Clean Slate
- **\$34,505.71 provided** with Heat Up St. Louis FY 23 Winter Forum
- **\$433,550.11 provided** with Low-Income Household Water Assistance Program

**\$ Over 11 Million** in Total Utility Assistance (electric, gas, water and sewer)



## COMMUNITY OUTREACH CENTERS



**14,055 total** client visits to the Food Pantries at our St. Louis City, St. Louis County and St. Clair County Outreach Centers. Over \$1.6 Million worth of groceries dispersed to the community.



**Over 1,400 families** received food at our St. Louis City Thanksgiving Food Drive.



**450+ Families** from the St. Louis City Outreach Center received gifts/checks during the holiday season through United Way's 100 Neediest program. \$140,000+ total in checks went to help these families during the holidays.

## PUBLIC SAFETY & CIVIC ENGAGEMENT DIVISION SUMMARY

### GUN VIOLENCE DE-ESCALATION NETWORK



**77 successful** de-escalations involving **135 individuals** throughout the community to help stop gun violence.

### URBAN OPIOID TRIAGE



**2,059 clients served** by Urban Opioid Triage followed by services for rehab, food, clothing, health screenings, transportation and more.

### NEIGHBORHOOD HEALING



**Over 150 clients** assisted with mental health therapy.



**Over 800 clients** received individual case management. **Over 1,000** referrals made to community resources.

### COMMUNITY ENGAGEMENT



**Over 4,500 face-to-face** at home engagements through canvassing neighborhoods throughout St. Louis City.

### COVID-19 RESPONSE



**Over 600** vaccinations and booster shots administered



**Over 10,000** masks distributed to the community.

## CLEAN SWEEP



**Over 7 Miles** of streets and alleyways cleared.



**54 Vacant Lots** Cleared.



**Over 500 volunteers** helped clean and beautify St. Louis City neighborhoods.

## EDUCATION DIVISION SUMMARY

### HEAD START & EARLY HEAD START



**895** Funded Enrollment



**44** Children with IEPs/EFSPs Served



**793** Children Served



**408** Children with Continuous Access to Dental Care



**82%** Student Attendance Rate



**Over 342** families received referrals for case management services.

### COMMUNITY SCHOOL PARTNERSHIP



**1,675** emergency/crisis situations successfully managed by our Family Mentors in SLPS elementary schools.



**5,367** phone calls made to students' homes to follow up about the importance of attendance when a child is tardy or absent.



**7,274** 1on1 student mentoring sessions with our Family Mentors working 1on1 with SLPS elementary students.

### CAREER AND TECHNOLOGY CENTER



**1,100** clients visited our Career and Technology Center  
**54** clients completed the Career and Technology Training Course.



**12** clients completed our virtual/online HiSet training course, preparing for the High School Equivalency Diploma testing.



Displayed below are a few of logos showcasing the diverse array of the Urban League's 65 programs and services. These initiatives serve as pillars of empowerment, dedicated to uplifting African Americans and individuals of all backgrounds across the region. Our commitment extends beyond mere representation; it embodies a steadfast dedication to fostering economic self-reliance, promoting social equality, and advocating for fundamental civil rights. Through these programs, we strive to create a vibrant and inclusive community where every individual has the opportunity to thrive and contribute to a brighter future.



# CHAIRMAN'S MESSAGE

**Michael Moehn**



*Michael Moehn*

**Michael Moehn**  
Chairman of the Board  
Urban League of Metropolitan  
Saint Louis, Inc.

Welcome esteemed guests, partners, and friends to the 106th Annual Dinner of the Urban League of Metropolitan Saint Louis, a gathering that resonates with the power of unity, progress, and empowerment.

Tonight's event is more than just a celebration; it's a testament to the resilience and impact of the Urban League throughout 2023 in the vibrant tapestry of the St. Louis Metropolitan region. As we come together, we reflect on the journey of transformation that has shaped lives, uplifted communities, and created pathways to opportunity for those in need.

At the forefront of this transformative journey stands our revered President and CEO, Michael P. McMillan, whose visionary leadership has propelled the Urban League to unprecedented levels of success. Supported by our dedicated staff, visionary collaborators, and invaluable partners, each day is a testament to the unwavering spirit of empowerment. Together, we embrace challenges as opportunities, tirelessly striving to make a tangible difference in the lives of countless individuals.

The Urban League's growth and expansion, epitomized by the Regional Headquarters Campus, represents a beacon of progress and potential. It stands as a tangible testament to our dedication to excellence and community empowerment. Through strategic program enhancements and meaningful collaborations, they are paving the way for success and fostering enduring transformation throughout the city.

Tonight, as we celebrate the achievements of our esteemed honorees, we also celebrate the collective spirit of resilience, determination, and hope that defines the Urban League. Your continued support fuels our mission and inspires us to reach even greater heights in the pursuit of a more equitable and empowered future.

Together, let us reaffirm our commitment to building stronger communities, fostering opportunity, and driving positive change. As we embark on another year of impactful year, let us do so with unity, purpose, and a shared vision of a brighter tomorrow for all.



# PRESIDENT'S MESSAGE

**Michael P. McMillan**

Hello and welcome to our 106th Urban League of Metropolitan St. Louis Annual Dinner and Report to the Community!

This past year has been a remarkable journey of growth, progress, and opportunity for the Urban League. I extend my heartfelt gratitude to our esteemed Board of Directors for their steadfast support and the invaluable freedom they have granted us to innovate and adapt in order to better serve our clients and community. I am immensely proud of our comparable, capable and committed staff of 350 Urban League employees, whose unwavering resilience, perseverance, and unwavering duty to excellence have been instrumental in ensuring that we deliver nothing short of the very best services.

Throughout this year, we have witnessed extraordinary growth and expansion in every facet of our operations. The Urban League has made significant strides in enhancing our critical programs, expanding our donor base and funding partnerships, and achieving a substantial increase in overall contributions. Our individual donors, government agencies, and corporate allies have placed their trust in us to address the pressing needs of our community with innovative programs and services that make a tangible difference in people's lives.

One of our primary missions at the Urban League is to empower every member of the St. Louis community. To achieve this, we have strategically expanded our reach by establishing new locations that ensure access for those facing challenging circumstances and transportation barriers. This expansion has not only facilitated greater access to our services, but has also empowered individuals to lead more self-sufficient and fulfilling lives. Through these efforts, we have had a positive impact on over 200,000 lives in our community.

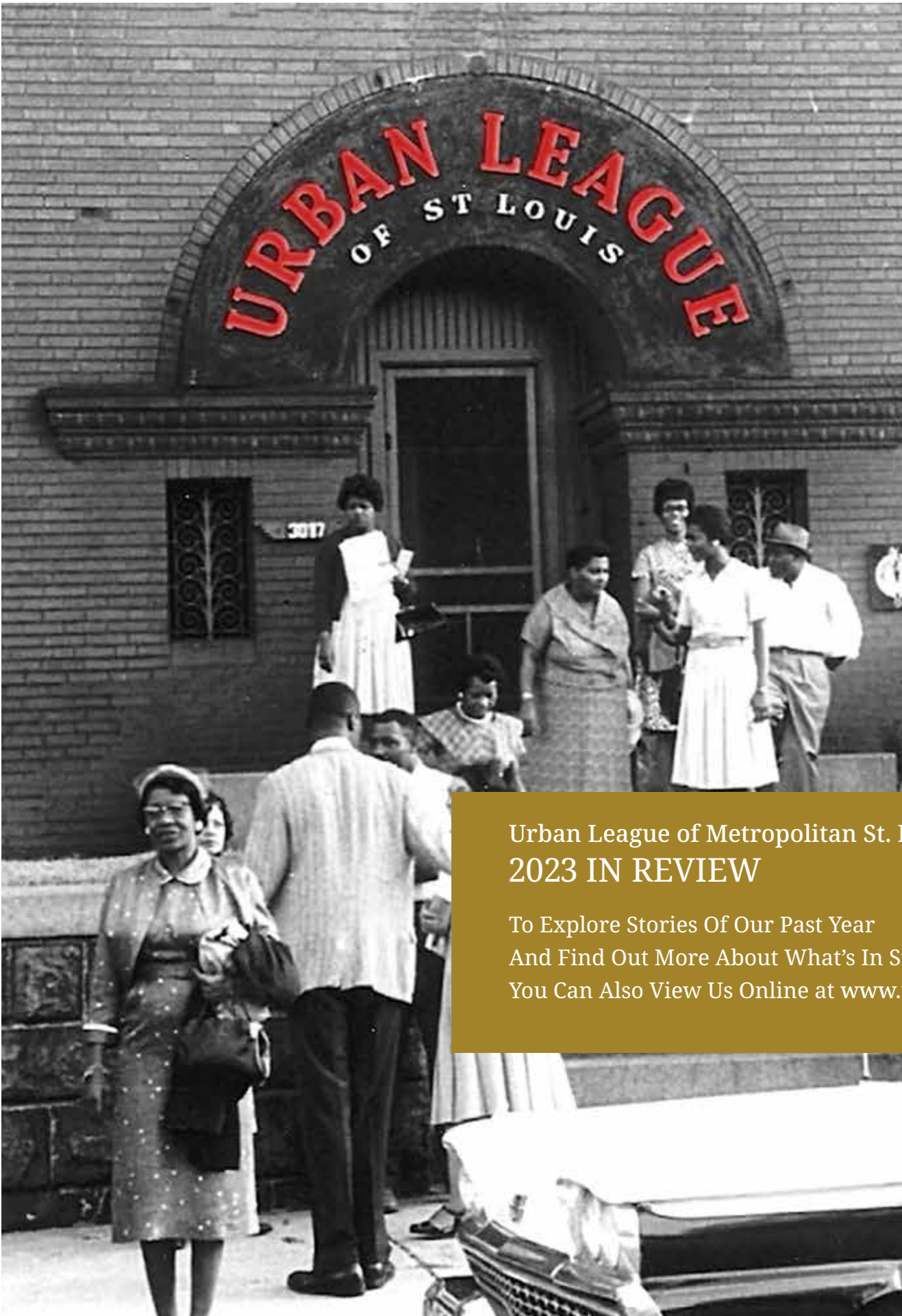
The remarkable performance and achievements of 2023 are a testament to the robust partnerships we have forged, the deep relationships we have cultivated, and our pledge to empowering and transforming communities. As we embark on our journey in 2024, our mission to Empower Communities and Change Lives has never been more crucial. I am confident that, with your continued support and belief in our mission, we will not merely survive but thrive and create a brighter future for all.

Thank you for your trust and support in the Urban League of Metropolitan Saint Louis!



A handwritten signature in black ink that reads "Michael P. McMillan".

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



## Urban League of Metropolitan St. Louis 2023 IN REVIEW

To Explore Stories Of Our Past Year  
And Find Out More About What's In Store,  
You Can Also View Us Online at [www.ulstl.com](http://www.ulstl.com)



# History & Milestones

The Urban League of Metropolitan Saint Louis carries a rich legacy intertwined with pivotal moments in American history, dating back to its founding in 1910. This significant year also marked the inception of the National Urban League, highlighting the League's deep roots in advocating for social justice and equality. On April 28th of that transformative year, visionaries gathered at the Church of the Messiah under the leadership of Rev. John Day. Representing the Social Service Conference and the Committee for Social Service Among Colored People, this assembly aimed to synergize efforts in addressing the pressing social needs of the black community, setting the stage for decades of impactful work.

Guided by Roger N. Baldwin, a respected professor from Washington University who later founded the American Civil Liberties Union, this gathering had a clear vision. Their goal was to gather crucial information, assess unmet needs, and mobilize action to uplift marginalized communities. This confluence of minds recognized the multifaceted challenges facing African Americans who had migrated northward, seeking refuge from sharecropping, Jim Crow segregation laws, the looming threat of lynching, and the pervasive influence of the Ku Klux Klan. It marked a pivotal moment in history where individuals came together with determination to create positive change.

Fast forward to 1918, against the backdrop of the aftermath of the East St. Louis race riot, a coalition of visionary individuals—both black

and white—united to establish what would become the Urban League of St. Louis. This seminal moment echoed the broader narrative of migration, as scores of individuals sought sanctuary in northern cities like St. Louis, driven by aspirations for economic opportunities and a reprieve from systemic racism. The founding of the Urban League of St. Louis was not merely a reaction to a specific event, but a resounding call to action amid a tumultuous societal landscape.

The Urban League of St. Louis emerged as a beacon of hope and resilience during a challenging era characterized by discriminatory practices and escalating racial tensions. Believed to be the first of its kind in the city, the League set forth a noble mission to facilitate integration, improve living conditions, and foster harmony amidst legal, social, and racial tensions. Central to the League's ethos then, as it is today, is a commitment to rigorous research, strategic planning, and evidence-based action.

Through its pillars of:

- Educational Excellence
- Community Empowerment
- Economic Opportunity
- Public Safety & Community Response
- Civil Rights & Advocacy

The Urban League continues to be a driving force in realizing America's promise of equality and opportunity for all.



# 1910

National Urban League is founded in New York City, NY.

# 1917

An infamous deadly race riot occurs in East St. Louis, Illinois. Black workers and migrants are attacked resulting in 48 deaths, hundreds wounded, and thousands left homeless. The U.S. Department of War quickly creates the Urban League of East St. Louis to help calm the situation. St. Louis voters approve a segregation ordinance.



# 1918

The Urban League of St. Louis is founded under the leadership of Rev. John A. Day, the agency's first Board President and George W. Buckner serves as the first Executive Secretary.

# 1918

The Urban League serves its first 100 clients in the Saint Louis region as the Urban League of Metropolitan Saint Louis.

# 1922

Urban League operates Turner Branch School, for disabled black children and a free dental clinic. Gordon H. Simpson becomes Executive Secretary. The Urban League takes a comprehensive approach to the overall community service and problem solving. Urban League becomes a member of the Community Fund (known today as the United Way).

# 1932

John T. Clark establishes the Federation of Block Units, an auxiliary to the Urban League, to unify neighborhoods and stabilize housing values. In addition, the Federation provides services to accommodate the growing migration of African Americans to St. Louis City.



# 1937

Homer G. Phillips Hospital, built to serve African Americans, opens with the support of the Urban League of Metropolitan Saint Louis, Inc.



# 1950

M. Leo Bohanon succeeds John T. Clark as Executive Secretary of Urban League of St. Louis. In the postwar years, St. Louis goes through a changing period. During this time, the Urban League of St. Louis shifts its focus from preparing clients for jobs in domestic service to jobs in business and industry.

# 1951

The city of St. Louis witnessed a remarkable surge in the African American population, soaring from 109,000 in 1940 to an astounding 154,000 in 1950. Consequently, the Urban League strongly recommends implementing a comprehensive community-wide program to address the overwhelming challenges arising from this demographic shift.



# 1964

William E. Douthit becomes the fifth president of the Urban League of Metropolitan Saint Louis, Inc.

# 1964

The Beatrice T. Hurt Scholarship Fund is established by the Federation of Block Units and offers financial assistance to students who are seeking an undergraduate degree. The scholarship is named after Beatrice T. Hurt, a pioneer in the early stages of the Urban League movement as one of the first community organization specialists.

# 1968

Laws passed in 1963, 1964 and 1968 change the way the Urban League works with the corporate community and its clients. Douthit reorganizes the Urban League of St. Louis to meet challenges and opportunities coming from the social and economic climate.

# 1968

The Urban League co-sponsors the Ebony Fashion Fair to raise funds for the B.T. Hurt Scholarship.

# 1971

The Urban League opens an office in the all-black Saint Louis County municipality of Kinloch.

# 1972

The Urban League moves its headquarters to 3701 Grandel Square-St. Louis, MO 63108.



# 1977

The Urban League, Sears Roebuck and Company pioneered a new concept in community planning with the transformation of the old Sears Department store at 1408 North Kingshighway into a Community Service Center.

# 1977

The Urban League establishes the Vaughn Cultural Center. Mrs. Ermalene Vaughn contributes funds for its establishment in memory of Dr. Arthur Vaughn, a Saint Louis University Medical School faculty member.

# 1979

The Urban League of St. Louis and St. Clair County (Illinois) merge, becoming the Urban League of Metropolitan St. Louis.

# 1985

James H. Buford becomes the sixth president. With this change in leadership, the Urban League undergoes reorganization to meet change.

# 1986

The League receives a charter to establish the Urban League Guild.



# 1987

The Board of Directors creates the first youth auxiliary, the Progressive Young Adults (ProYA).

# 1992

Urban League of Metro St. Louis becomes the Weatherization Assistance Program operator for the Missouri Department of Natural Resources.

# 1994

Urban League begins its Annual Thanksgiving Dinner Giveaway in partnership with Schnuck Markets and the St. Louis RAMS.

# 1998

The Urban League reorganizes service areas into three service regions (St. Louis County Region, St. Louis City Region and St. Clair County Region).

# 2000

The Urban League re-institutes its link with young professionals by introducing the (ULYP) Urban League Young Professionals, formerly ProYa.



# 2000

The Urban League of Metropolitan St. Louis joins the St. Louis County Government and the Missouri Career Center to provide Workforce Investment Act youth services to at-risk high school students.



# 2001

The Urban League partners with YWCA to deliver Head Start Services in St. Louis City. The League creates a Vice President of Communications position to direct its public relations and marketing needs. Urban League relocates its St. Louis County Operations to the newly renovated Schnucks Building on 8960 Jennings Station Road.

# 2002

The Urban League opens its fourth Head Start Center located in Jennings. The center completes the Schnucks Building renovation and connects to Saint Louis County Operations.



# 2003

The Urban League expands its St. Clair County Division, opening a 14,000 square foot facility as part of the East St. Louis Housing Authority Services Complex. The larger location allows this division to expand its basic needs and training services.

# 2004

The Urban League of Metropolitan St. Louis, Inc. receives its first five-star rating from the National Urban League, becoming the top-ranked affiliate.

# 2007

The Urban League hosts more than 10,000 attendees at the 2007 National Urban League Conference in Saint Louis. The Urban League receives Better Business Bureau accreditation.



# 2009

The Urban League receives a three-year, \$19.4 million federal contract to weatherize 3,000 homes in the Saint Louis area.

# 2012

The Urban League opens a new City Community Outreach Center at 935 North Vandeventer and a new Community Outreach Center at 10220 Lincoln Trails in St. Clair County, Illinois.

# 2013

The Urban League Board of Directors appoints Michael P. McMillan as the seventh president of the Urban League of Metropolitan St. Louis, Inc.

# 2013

The Urban League establishes the Whitney M. Young Society, a giving society for leadership donors.



# 2014

The Urban League launches its historic Save Our Sons program in Ferguson and North St. Louis County to address issues surrounding the civil unrest.



# 2015

The Urban League breaks ground on the Ferguson Community Empowerment Center on the site of the former QuikTrip (Ground Zero) at 9420 West Florissant.



# 2016

The Urban League receives a \$7.7 million contract from the U.S. Department of Health and Human Services to provide The Head Start/Early Head Start program.

# 2016

The Urban League partners with TIAA in hosting the Annual Thanksgiving Dinner Giveaway.

# 2017

Generous Capital Campaign Donors make the historic Ferguson Community Empowerment Center (FCEC) possible. More than 600 residents, community and civic leaders joined together to celebrate the ribbon cutting of the FCEC on the site of the QuikTrip that was burned down during the civil unrest that followed the death of Michael Brown at the hands of a police officer in 2014. The building is the first building to be built in ULSTL history with 80% minority participation in Saint Louis.





# 2020

Ribbon cutting ceremony on Dr. Martin Luther King, Jr.'s birthday to open the new Urban League Community Resource Center in the Dr. Martin Luther King, Jr. Plaza at North Grand and Dr. MLK Drive.



Held ceremony dedicating Peter Bunce Campus after completion of historic merger with Grace Hill Settlement House.



# 2020

Purchased and began renovation of the new Urban League Regional Headquarters at 1408 North Kingshighway marking the first headquarters move in 48 years. Launched \$20 million Restoring Hope Capital Campaign.



# 2020

North Spring Empowerment Center grand opening. The center houses The Heartland St. Louis Black Chamber of Commerce and the Urban League's Division of Public Safety and community response.



# 2020

Urban League partners with Sysco to salute our front-line workers during the pandemic with a Healthcare Heroes Award.



# 2020

Created the Division of Public Safety and Community Response to help address crime, stabilize neighborhoods, and provide mental health services.



# 2021

Urban League officially broke ground on a new \$10 million senior apartment complex and community center in Dellwood.



# 2021

The Urban League and Centene Corp. present ALL IN: Closing the COVID-19 Vaccine Gap vaccination winner with 2021 Ford Escort.

# 2021

FUSE, Global Specialty Services secure 10 million masks for St. Louis Urban League with Kappa Alpha Psi partner to distribute locally and nationwide.



# 2021

The Regions Foundation, a nonprofit funded primarily by Regions Bank, announces \$100,000 grant for partnership with the Urban League of Metropolitan St. Louis and Dream Builders 4 Equity.

# 2021

The Urban League's Division of Public Safety & Community Response was selected by the Governor's office to partner with the Missouri National Guard to provide over 10,000 Covid-19 Vaccinations to seniors, teachers and local residents in disproportionately impacted communities and high-risk populations following the CDC eligibility guidelines.

# 2022

Urban League completes purchase of Shops at Roberts Village on Aubert Avenue with support from Michael Neidorff and Centene Corporation. The Plaza is set to be revitalized as an integral part of the broader Urban League Complex redevelopment plan.



# 2022

The Urban League of Metropolitan St. Louis: "A Proud Past with an Empowering Future" authored by Dr. John A. Wright, Sr. Publication, proudly sponsored by the Anheuser-Busch Foundation and exquisitely designed by DavisProject, chronicles a century of dedicated service by The Urban League of Metropolitan St. Louis.



# 2022

Former National Urban League Board Chairman Michael F. Neidorff passes after a lengthy illness. Mr. Neidorff was CEO of Centene Corp. from 1996 to 2022. He was an ardent supporter of the Urban League Movement and a leader in philanthropic efforts across the country.



# 2022

National Urban League President Marc Morial officially announced a new National Urban League-designated entrepreneurship center. The center will be housed in a former north city Commerce Bank branch donated to the Urban League.



# 2022

Comedian DL Hughley supports Urban League food outreach efforts at the St. Louis County Outreach Center in Jennings.



# 2022

The Urban League's Save Our Sons Re-entry Program is featured in a documentary by Oscar-winning producer Barbara Kopple. The Gumbo Coalition chronicles the battle against racism by National Urban League President and CEO Marc Morial and Janet Murguía, President of UnidosUS, an advocacy organization for the country's Latino community. The film debuted at a NYC film festival.

# 2022

Save Our Sons experienced tremendous growth in 2022 expanding to a total of five offices, including a new South City location that is a joint venture with the Missouri Department of Higher Education & Workforce Development (MDHEWD).

# 2023



Simmons Bank opened a new branch at ULSTL headquarters on 1408 North Kingshighway, with a drive-thru and ATM services. They also donated \$50,000 to ULSTL's Restoring Hope Capital Campaign.

# 2023



AT&T launched a Connected Learning Center at the ULSTL, providing internet access and computers; 300 laptops were given to families at the Jennings location to teach digital skills.

# 2023



The Urban League's Save Our Sons program has recently expanded to include a new office in East St. Louis.



# URBAN LEAGUE Headquarters

Over the span of many years, the Urban League of Metropolitan Saint Louis has undergone remarkable growth and impact within the community, leading to the necessity of a new headquarters. Despite this evolution, the Urban League's mission remains resolute: to empower African Americans and other community members in attaining economic self-sufficiency, social equality, and civil rights.

As one of 92 affiliates across 300 communities in 42 states and the District of Columbia, the Urban League of Metropolitan Saint Louis stands as a formidable catalyst for positive change, delivering direct services that tangibly benefit over 200,000 individuals throughout the St. Louis region.

Our headquarters symbolize a robust infrastructure and dedication to our mission, serving as a guiding light not only to our local community, but also to our sister affiliates nationwide.

Through our endeavors to Empowering Communities and Changing Lives across the St. Louis region, we exemplify the strength and resilience born from a shared commitment to building a brighter future. Whether through advocacy, direct service initiatives, or collaborative partnerships, the Urban League of Metropolitan Saint Louis remains steadfast in advancing social justice and fostering opportunities for all to thrive and prosper.



1918 - 1937



1937 - 1966



1966 - 1972



1972 - 2020



2020 - Present





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# Educational Excellence

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# HEAD START & EARLY HEAD START

An investment in  
knowledge pays  
the best interest!

The Urban League Head Start/Early Head Start (ULHS/EHS) program is a comprehensive early childhood education initiative serving children aged birth to 5 years and their families. It offers three program options: Head Start, Early Head Start, and Home-Based. Our program places a strong emphasis on school readiness, early childhood education, family and community engagement, and health services. Our mission is to educate, strengthen, support, and empower families by providing high-quality early childhood education experiences that lay the foundation for lifelong success.

We prioritize parent involvement, encouraging active participation in their children's learning through ongoing engagement opportunities, classroom volunteering, and



involvement in policy councils and committees. Our Parent Engagement Staff and the Vision for Children at Risk Center offer in-house training to support this involvement.

Children in our program receive nutritious meals including breakfast, lunch, and a snack, with specific attention to dietary needs. We provide ongoing support to meet academic, emotional, and social needs, offering materials and resources tailored to individual family needs.

**HEAD START & EARLY HEAD START**  
**“Keep Moving Forward, No Matter What!”**

During 2022-2023, Urban League Head Start and Early Head Start continued providing essential services and opportunities for children and families.

Parent and Community Engagement remained central. The program involved parents in The Incredible Years Training for parenting skills and organized “Superman Reads” with male volunteers reading to children. Events like a visit from Jackie Joyner-Kersey and a Love of Reading Event promoted literacy; 214 Head Start students transitioned to kindergarten, supported by resources from the Annual Kindergarten Transition Fair.

Thanks to support from partners like PNC, LEGO Foundation, and the McDonnell Foundation, the program offered initiatives like the Saturday STEAM Academy, benefiting 85 children with essential skills for early success.



**PROGRAM STATISTICS:**

Indicators for 2022 - 2023 Program Year	
▶ Funded Enrollment	<b>895</b>
▶ Number of Children Served	<b>793</b>
▶ Children with IEPs/IFSPs Served	<b>44</b>
▶ Family Services (Families receiving at least one of the family services offered)	<b>342</b>
▶ Children with Continuous Access to Dental Care	<b>408</b>

**82%**

Percentage of children transitioning to Pre-K who met or exceeded age level expectations on the End of the Year Child Outcomes Assessment

## Head Start STEAM Academy Family:

The Head Start/Early Head Start STEAM Academy has seen significant growth, with children actively engaging in various STEAM areas including Science, Technology, Engineering, Art, and Math. This is facilitated through a combination of teacher-led instruction and engaging activities provided by program partners. Notably, the Head Start STEAM Academy organized a successful Family Night during the summer, aimed at educating parents about the skills and concepts their children are learning in the program.



## Dad's Dance Strengthens Families:

The Dad's Dance event brought fathers together for an engaging evening of music, dance, and camaraderie. This event provided a unique platform for fathers to strengthen bonds with their children while creating cherished memories. Open to all fathers interested in participating, attendees of all ages enjoyed showcasing their dance skills and celebrating meaningful moments with their loved ones.



## + Success Story Head Start / Early Head Start

My family has faced numerous challenges, and I credit the Urban League Head Start Program for helping us navigate through them. Our family includes myself, a grandmother who cares for her grandson. Due to lupus, I am on disability, and the parents, dealing with personal struggles, are unable to care for the child presently. Despite these difficulties, I have custody of my grandson and am determined to provide for him to the best of my ability.

The support we've received from Head Start has been invaluable.

Since enrolling, my grandson has thrived academically, and the program has also offered assistance beyond education. We've received help with food, clothing, and utilities, which has alleviated some of our financial burdens. I am incredibly grateful to the Head Start staff for their unwavering support and dedication.

In addition to benefiting from the program, I've also become actively involved. I volunteer when I can and participate in the Urban League Head Start Parent Committee, contributing to the community that has given us so much assistance and hope for the future.





## Historic Apprenticeship Program:

The Urban League of Metropolitan St. Louis collaborates with key partners, including the Missouri Department of Higher Education and Workforce Development (MDHEWD), The YWCA Metro St. Louis, and The Full Employment Council, to tackle the critical shortage of childcare workers in Missouri.

This groundbreaking initiative, supported by a historic \$3.3 million in funding, establishes the 'Interstate Partnership Agreement,' aimed at nurturing hundreds of apprentices pursuing careers as early childhood educators. We extend our sincere appreciation to Julie Carter, Director of the Missouri Office of Workforce Development; Clyde McQueen, CEO of Full Employment Council Kansas City; Michael Holmes; Dr. Gwendolyn Diggs; Keesha Strong; and Dr. Cheryl Watkins, President and CEO of YWCA Metro St. Louis, for their invaluable contributions to this collaborative endeavor.



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## + Success Story

### Head Start / Early Head Start

A West African family recently relocated to our area and sought enrollment for their child at the Magnolia Head Start Center. However, they encountered a hurdle as all slots were filled at that location. Undeterred, the mother agreed to be placed on the waiting list for the next school year. Meanwhile, the Family Service Worker (FSW) assisting them was relocated to support another center north of their residence, which the mother found unfamiliar.

When offered enrollment at this new location, the mother declined due to

concerns about navigating the area. Despite this setback, the FSW and the family stayed in touch, with the mother expressing her worries about her child's education and future. Recognizing their determination, We personally reached out to confirm the FSW's contact information and provided ongoing support.

Through consistent communication, the mother and FSW worked together to secure a placement for the child at the North Spring Head Start Center, which was closer to the mother's workplace. This change not only alleviated the mother's commuting concerns but also allowed the child to benefit from early intervention services pro-

vided by Head Start, leading to noticeable improvements in his development. This success story showcases the resilience of the family and the dedication of our staff in ensuring every child's educational journey starts on the right path.







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# SCHOLARSHIP PROGRAMS

The Urban League stands firm in its belief that education serves as a potent tool for dismantling systemic inequalities. It is with this steadfast conviction that we extend our hand to students hailing from the vibrant St. Louis Metropolitan area, offering them the invaluable opportunity to pursue higher education and realize their professional dreams.

In the year 2023, in collaboration with esteemed partners Cigna and Bunzl, the Urban League took significant strides by granting scholarships totaling over \$25,000. These scholarships not only alleviate financial burdens but also pave the way for experiences through internship and apprenticeship programs, enriching students' academic journey with practical insights and real-world skills.

Our scholarship programs are meticulously designed to recognize and honor students who exemplify outstanding academic excellence, actively contribute to their communities, demonstrate admirable character traits, and showcase genuine financial need. By investing in these promising individuals, we not only nurture their academic growth, but also foster a generation of leaders equipped to tackle the challenges of tomorrow with resilience and determination.

Through these collaborative efforts and support, the Urban League continues to champion the cause of education equity, creating pathways for students to thrive, succeed, and contribute meaningfully to a brighter and more equitable future for all.



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# CONNECTED LEARNING CENTER

In 2023, AT&T launched a new Connected Learning Center at the Urban League of Metropolitan St. Louis regional headquarters. This initiative aimed to bridge the digital divide by providing internet access, computers, software, and educational resources to individuals facing connectivity barriers. The partnership between AT&T and the Urban League was instrumental in distributing 300 laptops to families at the Urban League's Jennings location in North St. Louis County. This program was part of a broader effort to connect more students and families to the internet and computers while teaching them essential digital skills.

Following the center's opening, AT&T employees, in collaboration with the Urban League and Compudopt, distributed an additional 300 laptops at the Jennings Center. These actions were part of AT&T and Compudopt's ongoing endeavors in St. Louis, which included providing laptops to various community organizations like the Boys & Girls Clubs and the Gene Slay's Girls & Boys Club. These efforts underscored a commitment to expanding access to technology across different segments of the community, particularly those underserved in terms of digital resources.

Michael McMillan, President & Chief Executive Officer of the Urban League of Metropolitan Saint Louis, Inc., expressed profound gratitude to AT&T for their dedication to expanding technology access. Recognizing the vital role of technology in preparing future leaders for success in the digital age, McMillan highlighted the significance of initiatives like the Connected Learning Center in empowering individuals and families with the tools they need to thrive in today's digital landscape.





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# Workforce Development

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# SAVE OUR SONS & SISTERS

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Empowering individuals for workforce success means creating pathways to lasting economic stability and personal fulfillment.

The Urban League's Save Our Sons + Sisters program (SOS) is a Regional Workforce Development initiative that specializes in training individuals aged 17 to 65 in Life Skills and Power Skills.

Our program is designed to assist unemployed and underemployed African American men and women, as well as others in the region, in finding meaningful employment and achieving sustainable incomes. Our clients include a diverse range of individuals, from those formerly incarcerated to those with Master's degrees. Since its establishment in January 2015, Save Our Sons has supported over 8,000 individuals through our Workforce Development Program, placing more than 3,500 clients in gainful employment opportunities.

Save Our Sons empowers our clients through a comprehensive training program built on four essential pillars: Job Acquisition, Job Retention, Career Advancement, and Marketability Maintenance. Our approach, known as “Direct Target Hiring Fairs,” is tailored to match the specific needs of both our clients and our employer partners. We conduct thorough assessments to identify barriers and opportunities, paving the way for appointment-only hiring fairs that maximize success potential.

This personalized strategy not only boosts our clients’ confidence but also equips them with vital power skills. Our intensive 4-week training covers all four pillars, culminating in personalized daily interactions with HR managers. Additionally, participants receive professional attire and accessories from our Urban Closet, ensuring they make a strong impression during meetings and interviews.

Save Our Sons has a rich history, originating in Ferguson during the Michael Brown unrest. Since then, we’ve expanded to eight locations, including thriving hubs in Memphis, Tennessee, and Indianapolis, Indiana. Our Regional Headquarters in St. Louis provides ongoing technical support to our operations in Memphis and Indianapolis, strengthening our commitment to empowering individuals across communities.

### SOS+S 2023:

2023 marked an extraordinary and pivotal year for the program, marked by significant achievements. We secured a \$900K grant from the US Department of Labor, aimed at combating poverty and addressing challenges in high-crime areas through workforce development. Additionally, we were honored to receive the prestigious 26th Annual What’s Right in the Region Focus St. Louis Enhancing Regional Prosperity Award.



One of the most remarkable accomplishments of the year was placing a record-breaking number of clients into gainful employment, with 815 individuals finding meaningful jobs. This resulted in an impressive \$13 million in wages generated by those who retained their employment throughout the year.

The year commenced with a monumental milestone with the expansion of our program into East St. Louis. This move holds significant symbolism for us, as the Urban League traces its origins back to the East St. Louis race riots. It was a homecoming of sorts, reflecting our commitment to serving communities where our legacy began.

**\$13M**

\$13 million in wages generated by those who retained their employment throughout the year.



## SOS+S Receives Regional Award:

Save Our Sons, in partnership with the National Urban League Workforce Development Team, was honored to receive the Enhancing Regional Prosperity Award from Focus St. Louis. This esteemed award not only recognizes the outstanding efforts of our dedicated team but also highlights our collective commitment to fostering economic growth and opportunity throughout our region. Through our innovative programs and unwavering dedication to our clients, we strive to create lasting prosperity and positive impact in our community.



## Awarded Department of Labor National Grant:

In 2023, Save Our Sons secured a substantial \$900,000 grant from the National Urban League, earmarked to support individuals directly and indirectly impacted by the criminal justice system. This inclusive initiative extends its reach to individuals with an IEP history, those with foster care backgrounds, or past affiliations with gangs. Targeting communities historically marginalized and underserved, the grant spans across 11 states, reinforcing the Urban League's commitment to addressing disinvestment and the resulting challenges of poverty and crime. Notably, within the Urban League network, three affiliates—Buffalo, Chicago, and St. Louis—were honored with this grant. Beneficiaries of this program can expect comprehensive support, including access to paid internships, personalized mentorship, and invaluable education and training opportunities.





### Save Our Sons + Sisters Opens New East St. Louis Location:

The Urban League of Metropolitan St. Louis commemorates its roots with the expansion of Save Our Sons into East St. Louis. Our newest office, situated at 25th Avenue and State Street, holds significant historical and community value, as it symbolizes the Urban League’s origins in response to the East St. Louis Race Riots. The grand opening on February 18, 2023, marked a momentous occasion, drawing notable figures such as IL Senator Chris Belt, Olympian Jackie Joyner-Kersey, East St. Louis Mayor Robert Eastern, Representative LaToya Greenwood, former Mayor Alvin Parks, and esteemed guests.

A highlight of the event was Ameren’s partnership, facilitating a large-scale hiring event that attracted 310 attendees. Additionally, Save Our Sons East St. Louis conducts its Workforce Readiness class weekly at East St. Louis High School, fostering community engagement and empowerment.

#### SOS+S Program Highlights

▶ Locations	6
▶ Clients Enrolled	3,012
▶ Clients Placed	1,337
▶ Professional Clothes Given	\$500,625
▶ Hiring Fairs	78
▶ Employer Partners	175

# 8K

In 2023 alone, the Save Our Sons + Sisters program served a substantial 8,230 clients within the St. Louis Region.

## Ameren, Spire Partner to Boost DE&I efforts within the Energy Sector:

The Apprenticeship Building America grant empowered Save Our Sons to significantly enhance diversity within the energy sector. This partnership has positioned SOS as the co-chair of the Career Awareness for the Missouri Energy Workforce Consortium. Over the past year, SOS+ Sisters successfully placed six clients with Spire, resulting in a collective annual **income generation of \$500,000**. This achievement underscores SOS's commitment to creating opportunities and driving economic empowerment in the community.



## Partners with Macedonian Development on Solar class:

In 2023, Save Our Sons furthered its reach through the Apprenticeship Building America grant, particularly in the realm of solar energy as part of our Urban Energy Initiative. This initiative saw the graduation of five clients who successfully obtained industry-recognized credentials in the energy sector.

## Hiring Event with Spire created \$500K in annual wages:

Spire collaborated with SOS+S to enhance diversity within their workforce, leveraging our Direct Target Hiring Event. Out of 38 clients interviewed, an impressive 68% advanced to the second round, resulting in 6 successful hires who filled critical vacancies. Spire commended this event as one of their most successful hiring initiatives and expressed eagerness to host another event in the first quarter of 2024, highlighting their commitment to continued partnership and talent acquisition.









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## SOS PARTICIPANTS

Save Our Sons is not just a program; it's a transformative opportunity for anyone ready to reshape their economic landscape. We've empowered men from across the St. Louis metropolitan area, spanning ages 17 to 64. Those with existing soft skills or college backgrounds benefit from our "Fast Track" program, strategically engineered to accelerate the hiring journey, securing employment in significantly less time than traditional four-week training workshops.

## Committed to serving the community together

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## VOLUNTEER SPEAKERS

Be the catalyst for change in your community. Join our movement to empower unemployed and underemployed African American men towards economic self-sufficiency. The Urban League of Metropolitan St. Louis is looking for compassionate, skilled, and generous individuals to support us in fulfilling our mission and achieving our goals. Your contribution as a volunteer is invaluable, as it enables us to expand our impact and uplift our community.



## Gumbo Coalition:

The Urban League made a notable presence at the St. Louis International Film Festival's screening of The Gumbo Coalition documentary, highlighting the impactful work of National Urban League President and CEO, Marc Morial, and Unidos US President and CEO, Janet Murguía. The documentary also provided an insightful view into our Save Our Sons re-entry program at Algoa Correctional Center. President Michael McMillan, Save Our Sons re-entry coordinator Jamie Dennis, and featured participant Bradley Cobb were among the distinguished attendees at the screening, actively engaging in the subsequent panel discussion.



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## HerStory Panel Discussion:

Save Our Sisters organized two impactful events in October, starting with the HerStory: Her Fight is Our Fight panel discussion on October 12th. This engaging session delved into addiction recovery, fostering awareness, advocating for change, and empowering individuals. The panel, consisting of former substance abuse users, captivated the audience of 58 attendees, including both men and women with personal experiences in substance use or recovery, or supporting loved ones on similar journeys.



Save Our Sisters held its 2nd HerStory Panel Discussion on October 12 at our Regional Headquarters, themed “Her Fight Is Our Fight: Addiction Recovery Awareness.” This insightful session explored topics such as substance abuse, recovery journeys, and women’s empowerment in overcoming addiction.



The distinguished panelists, featuring Allison Carson, owner of AAA Fish House and Founder of Boss Lady Inc; Amber South-Harris, Co-Founder of the Restorative Justice Movement Center; Brenda Mangrum, Executive Director and Chief Operating Officer of S.W.I.M. (Strengthening Wisdom & Inspiring Motivation); along with Moderator Barbara McRoberts, Community Support Specialist at the Center for Life Solutions, shared their inspiring stories of triumph over addiction and the road to recovery.





## Save Our Sisters Empowering Women:

Save Our Sisters assisted 10 women during this reporting period, connecting them with vital services such as employment support, rental and utility assistance, computer training, and entrepreneurial guidance. This program collaborates closely with Save Our Sons, the Women's Business Center, the Financial Empowerment Center, and the Computer Literacy Lab.

During the 2023 Frizz Fest held at Tower Grove Park, Save Our Sisters and the Women's Business Center were prominently featured. Frizz Fest, drawing in over 5,000 attendees, fosters self-love and boosts confidence among women by offering resources tailored to support their journey. At the event, 41 women engaged with our table, received program information, and signed up for upcoming workshops. Additionally, on October 12th, Save Our Sisters hosted its 2nd HerStory panel discussion, focusing on substance abuse, recovery, and empowering women towards freedom, with 50 women registering for the event.



## Save Our Sisters, Mercy Host Breast Cancer Panel:

On October 25th, Save Our Sisters partnered with Mercy Health to host an enlightening panel discussion on breast cancer awareness and prevention titled “Unspoken Truth: Dispelling Breast Cancer Myths.” The event was a powerful collaboration that brought together experts and survivors to share invaluable insights. The panel featured distinguished speakers, including Dr. Nicole Robinson, Founder of the Hatz 4 Hearts Foundation, who courageously shared her personal journey with breast cancer. Dr. Adriena Beatty, a Certified Physician at Mercy Health, provided essential data and medical perspectives on breast cancer. Serving as the moderator, Bridget Marzette-Bender, V.P. of Mercy's Diversity Equity, Inclusion, and Belonging, not only facilitated the discussion, but also shared her inspiring story as a breast cancer survivor. This event not only raised awareness but also empowered attendees with knowledge and hope.

## Save Our Sisters Women's Empowerment Summit:

In 2023, the Save Our Sisters Women's Empowerment Summit provided a platform for nearly 250 women to connect with like-minded, supportive individuals. This transformative event featured renowned international coach and motivational speaker Tina Grimes, who inspired attendees to shatter barriers. Therapist Candice Cox led sessions on prioritizing self-care, while empowering workshops fostered personal and professional growth. President McMillan also honored four exceptional Urban League women CEOs with prestigious recognition awards, highlighting their outstanding contributions to the community.



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# CENTER FOR ENTREPRENEURSHIP

## Center For Entrepreneurship Hosts Business Workshops:

The Urban League Center for Entrepreneurship curated a series of impactful business workshops, drawing a diverse and engaged audience. These workshops delved into crucial topics such as credit worthiness, effective marketing strategies, and navigating the complexities of global trade. Among these, the Corporate Client Challenge, a dynamic 3-day workshop led by Liz J. Simpson, stood out as a resounding success, attracting an impressive daily attendance of 600 participants to its virtual platform.

Additionally, the Black Women in Retail Accelerator, generously sponsored by Walmart, organized a Best Practices in Supply Chain Management event. This event brought together cohorts from vibrant cities like Atlanta, Cleveland, Cincinnati, New Orleans, and our very own St. Louis, showcasing a commitment to empowering entrepreneurial excellence across diverse communities.



## UL Center For Entrepreneurship Clients Receive Funding:

The U.S. Department of Treasury certified The Urban Empowerment Fund, a subsidiary of the National Urban League, as a Community Development Financial Institution (CDFI). This strengthens its support for minority-owned businesses. The Fund now provides direct loans in collaboration with Urban League Entrepreneurship Centers, including in St. Louis, helping businesses expand and create new jobs.



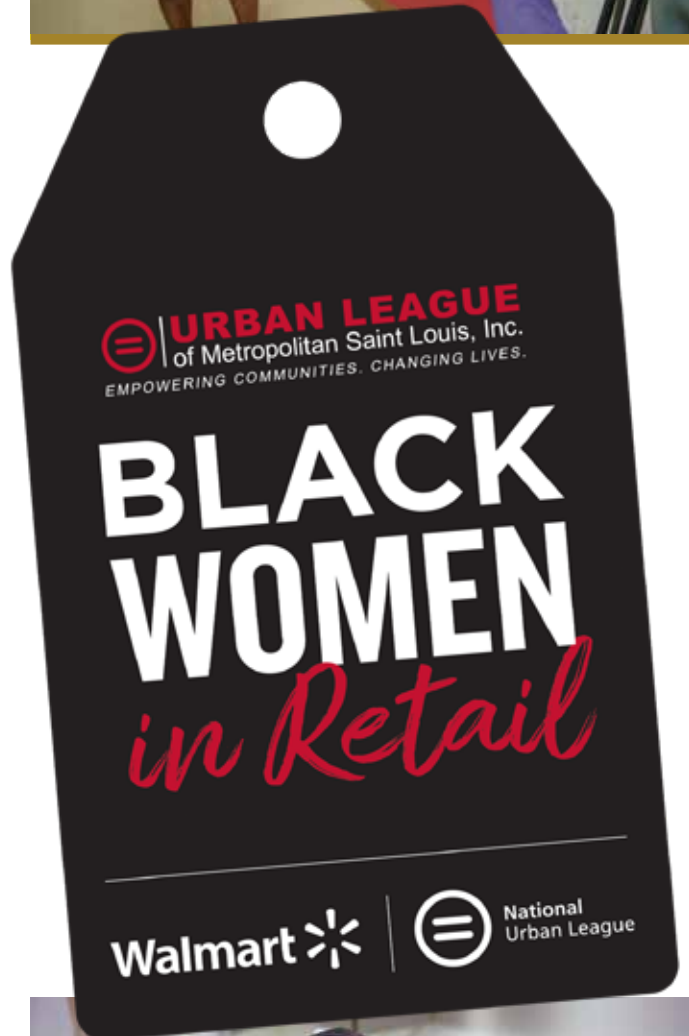
## Black Women In Retail:

In 2023, the Center for Entrepreneurship (CFE) embarked on pioneering initiatives, leaving a lasting impact on the entrepreneurial landscape. One of its flagship programs, the “Black Women In Retail” accelerator generously sponsored by Walmart, has completed its inaugural year with remarkable success, serving as a collaborative learning platform and a catalyst for business growth and bridging the wealth gap.

### Key Achievements of the “Black Women In Retail” Accelerator:

- Close collaboration with 15 African American women-owned businesses to identify growth impediments and patterns.
- Significant accomplishments observed in the cohort, with many businesses expanding and thriving in the retail sector.
- A 12-month intensive process focusing on goal setting, discovering individual strengths, and strategic investments, leading to tangible economic growth for participants.

Additionally, the CFE, in partnership with the National Urban League’s Urban Empowerment Fund, facilitated four approved loans, providing vital guidance and counseling in crucial areas such as access to capital, financial literacy, product development, marketing, and leveraging AI for business development. This comprehensive approach underscores the CFE’s dedication to fostering the holistic growth of women-owned enterprises.





## Collaborations and Community Engagement:

The Center for Entrepreneurship (CFE) collaborated closely with small business education organizations across the country, forging connections and opening doors to a vast array of resources and networks. This partnership initiative paved the way for enhanced educational opportunities, strategic partnerships, and robust business growth prospects. Additionally, the CFE played an integral role in community initiatives and workshops, offering valuable insights into federal contracting dynamics, disaster readiness, and resilience strategies. These efforts were pivotal in dismantling obstacles and fostering a pathway to success for our stakeholders.



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# WOMEN'S BUSINESS CENTER

The Women's Business Center (WBC) remains dedicated to offering culturally relevant resources and support to entrepreneurs at all stages of their journey. In the past year, the WBC expanded its services significantly, introducing the signature Ready! Set! Launch! program in three successful tiers, graduating cohorts in Spring, Summer, and Fall. We provided a total of 464 hours of one-on-one counseling and served 1,139 clients through our programs, series, and workshops. Notably, our support contributed to retaining 120 jobs and creating 11 new positions among entrepreneurs who engaged with the Women's Business Center.

WBC Program Highlights	
▶ Business Counseling Hours	464
▶ Funds to Small Business Owners (SBO)	\$5,000
▶ New Employment SBO	11
▶ Retained Employment	120

# 1K

In 2023 alone, the Women's Business Center program served a substantial 1,139 clients within the St. Louis Region.



The Urban League's Women's Business Center joined forces with other centers nationwide to advocate for funding and support on Capitol Hill in DC during the 2023 Association of Women's Business Centers annual leadership conference. This gathering, attended by over 350 representatives from 150 Women's Business Centers across the country, offered valuable training, networking opportunities, and a platform to celebrate women in entrepreneurship.

A highlight of the conference was our participation in 'hill visits' on Capitol Hill, where we engaged with members of Congress to inform and advocate for Women's Business Centers and legislation supporting our capacity-building efforts.

Throughout the year, the WBC continued its outreach and education initiatives through resource events and speaking engagements, fostering partnerships with organizations like BMO, Commerce Bank, CIBC Bank, and Regions Bank. These partnerships not only allowed us to pursue new initiatives but also facilitated funding opportunities for participants.

We are particularly grateful for the support from the Ritenour School District Girls Empowerment Club, which selected the Women's Business Center as its project, emphasizing the importance of empowering future women entrepreneurs.

In 2023, the Urban League's Women's Business Center also strengthened its ties with other Women's Business Centers in Missouri, engaging in strategic planning to increase visibility and support for WBCs statewide. Finally, in February, the Women's Business Center hosted an impactful networking event

celebrating black success in partnership with Cortex, Heartland Black Chamber of Commerce, and CIBC Bank. This event not only provided valuable networking opportunities and access to banking resources but also showcased the skills of Women's Business Center businesses as event vendors, further highlighting the center's impact and contributions to the community.



### EmpowerHER:

Regions Bank generously contributed a \$20,000 donation to support programs at the Women's Business Center. In the same month, they hosted an impactful EmpowerHER session at the St. Louis County Library, a standout event during SLCL's Small Business and Nonprofit Conference. This session was a highlight, introducing participants to the Women's Business Center and its wide range of services.

The session was meticulously crafted to arm aspiring small business owners with invaluable insights, empowering them with essential knowledge for navigating the entrepreneurial terrain successfully.

Attendees gained a deeper appreciation for the resources and support offered by the Women's Business Center, setting them on a confident path to building and expanding their ventures.



## Empowering Women’s History Month:

The Women’s Business Center marked Women’s History Month with impactful events that showcased our commitment to empowering women entrepreneurs. We were honored to be invited by Affinia Health to participate in their Women’s History Month Highlight. We co-hosted a lunch and learn session titled ‘Is Entrepreneurship Right for You?’ in collaboration with Affinia Healthcare and the Center for Entrepreneurship. This event, which featured insights from the UL Entrepreneurship Center director, fostered discussions on potential future partnerships, highlighting the shared goals and focus of both programs.

Additionally, we celebrated Women’s History Month with a dynamic networking event in partnership with BMO Bank. ‘Celebrating Women in Business,’ at Luxury Events Space on the Landing, was a resounding success. This event not only provided our clients with valuable networking opportunities, but also offered insights into BMO’s products and services, particularly their initiatives supporting black and Latinx entrepreneurs. It was a fantastic opportunity for those seeking to build relationships with a future lender.

## Black In Business:

The Women’s Business Center played a pivotal role in fostering collaboration and knowledge-sharing within the business community. One of its notable engagements was the “Black In Business Webinar,” a dynamic event organized in partnership with the UPS African American Resource group and the esteemed New York Urban League. This webinar served as a platform for entrepreneurs and business enthusiasts to delve into a spectrum of essential topics critical for success in the business landscape. From discussions on strategic business setup methodologies to insightful explorations of cutting-edge marketing strategies, attendees gained valuable insights and practical knowledge. Moreover, the webinar provided a unique opportunity for participants to explore various financing avenues, unlocking potential opportunities for growth and sustainability. The highlight of the event was the interactive Q&A session, where participants had the chance to engage directly with industry experts, seeking guidance tailored to their specific needs and challenges. Through initiatives like these, the Women’s Business Center continues to empower and equip entrepreneurs with the tools and resources necessary to thrive in today’s dynamic business environment.





## Ritenour Empowerment Club Supports Women's Business Center:

The Women's Business Center wishes to express its deepest gratitude to the remarkable young women of the Ritenour School District Girl Empowerment Club for their extraordinary generosity and unwavering support! Through their dedication and creativity, these talented girls not only handcrafted, packaged, and distributed over sixty personalized beaded pen orders but also

achieved an impressive gross profit, which they selflessly donated to further empower and uplift the Women's Business Center.

Their initiative not only showcases their entrepreneurial spirit, but also highlights their commitment to making a meaningful difference in their community. Their contribution goes beyond monetary value; it symbolizes their belief in the importance of empowering women and fostering entrepreneurship.

The Girls Empowerment Club had the honor of hosting two distinguished representatives from the Women's Business Center during their recent meeting. This meeting was a testament to the strong partnership and collaboration between our organizations, as well as an inspiring moment for all involved. The exchange of ideas, experiences, and insights further fueled the passion and determination of these young leaders to continue making a positive impact.

Milton Mitchell, executive director, CollegeBound

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# TRANSITION FOR CHANGE

The Transition for Change Employment Program is tailored to support Non-Custodial Parents navigating child support challenges. We receive referrals from the St. Louis County Judicial System and correctional facilities across Missouri, including Southeast Missouri, Tipton, Chillicothe, Vandalia, Fulton, and St. Charles County. Our commitment extends to assisting NCPs in transitional housing upon release, addressing not just child support but a range of barriers they face. Led by a dedicated Program Director aligned with the Urban League's mission to empower African Americans and communities across the region, we focus on fostering economic self-reliance, social equity, and civil rights.

Our approach empowers clients with job placements offering long-term career prospects, alongside apprenticeships and small business support aimed at establishing sustainable income, thereby reinforcing economic self-reliance, social equity, and civil rights.



## Prison Release Reentry Prison2Work Program:

In 2023, we collaborated with clients from Southeast Missouri, guiding them through a comprehensive 3–6-month program both before and after their release. Our support included job readiness training to prepare them for reentry into the workforce. Additionally, we extended our services to St. Charles County Prison, facilitating placement opportunities and job searches for clients in Hannibal, MO.

We are pleased to highlight that all returning offenders in Missouri were provided with the opportunity to engage with the Urban League as clients, emphasizing our commitment to supporting their successful reintegration into society.



# SUMMER WORK EXPERIENCE

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The Summer Work Experience Program, spanning from June 5 to October 31, 2023, engaged a total of 115 enthusiastic youth participants. These motivated individuals earned a competitive wage of \$12.00 per hour, completing 160 hours of valuable work experience. Notably, J.P. Morgan generously sponsored a mock interview session on July 13, 2023, hosted at Forest Park Community College, enriching the participants' professional development journey. The program facilitated meaningful connections with esteemed hiring companies such as Alpha One Greek, American Family Insurance, Basillico Engineering Incorporate, Pure Catering, City of St. Louis Comptroller's Office, St. Louis Metropolitan Police Department, Fathers and Family Support Center, Guys with Fries, and Heavenly Hearts Learning Center.



# DISCOVER YOU PROGRAM

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In 2023, the Urban League's Discover You Program engaged 124 youth aged 14 to 15 in a transformative experience. Over seven weeks, participants delved into essential job readiness skills, honed their interviewing prowess through mock sessions, explored diverse career paths, and gained insights into post-secondary education options. Notably, Mastercard generously sponsored the Mock Interviewing session held at Forest Park on June 27, 2023.

During the program, students had the invaluable opportunity to shadow professionals at prominent companies such as Boeing, Parkside Financial Bank and Trust, the National Blues Museum, and the Thomas F. Eagleton Courthouse. This hands-on experience provided invaluable real-world insights.

The culmination of this enriching journey took place at Harris Stowe State University, where each student group showcased their new-found knowledge and skills. This event not only celebrated the participants' growth but also highlighted the program's impact in preparing them for future success.

# EMPLOYMENT RE-ENTRY

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The Urban League Re-entry Program offers comprehensive resources to support individuals who are incarcerated or recently released from prison in the City of St. Louis. Our services include housing, employment support, and food/clothing assistance, equipping individuals with the necessary tools for successful reintegration into society and the workforce.

Highlights from 2023 include:

- Graduation of 11 participants from the Save Our Sons Re-entry Program.
- Attendance at the Missouri Re-entry Resource Event at Florissant Valley Community College, St. Louis.
- Save Our Sons Presentation at Cardinal Ritter College Preparatory Meeting, engaging with 17 youth ambassadors from The Brotherhood leadership team.
- Meeting with Patricia O'Brien of Doorways-St. Louis Partnership to discuss job resources and housing for Re-entry clients with HIV/AIDS.
- Partnership with Roderick Colvin of the GAF Roofing Academy, enrolling 2 SOS clients into the LOCAL 1 Roofing trade apprenticeship training (Nore Edmonds and Randen Watson).
- Participation in the Fresh Harvest 365 ribbon-cutting ceremony, placing one SOS reentry and two former SOS graduates at the company (Cameron Kye, Daron Burgess, and Terrill Gurlly, now a certified Farmhand technician).
- Hosting a Career and Resource Fair at Algoa Correctional Center in Jefferson City, recruiting over 50 individuals for the SOS Re-entry program.
- Restarting the SOS Re-entry program at the Transition Center of St. Louis in January 2024, with support from Superintendent Chris Sarchett.
- Donation of winter coats and accessories from the Lutheran Chapel of the Cross in Saint Peters to SOS Re-entry clients and needy individuals in the community.
- Establishing a partnership with Emily Chu, Coordinator of Parents as Teachers, providing resources for clients with children aged infant to 5 years old in North County.
- Partnering with New Awakening Ministries for Christmas Outreach, referring 10 clients and donating winter accessories to area youth.
- Meeting with administrators, counselors, and social workers at McCluer North High School to restart SOS life-skills/mentoring classes for a fifth school year.

These initiatives demonstrate our commitment to supporting successful Re-entry and empowering individuals to build brighter futures.



## + Success Story

### Urban League Re-Entry Program

My name is David Cerna, and I am proud to have completed the SOS Re-entry Program at the Transition Center of St. Louis. This program provided me with invaluable skills and support as I reintegrated into the workforce. During this transformative period, I secured employment at Morton's Warehouse, where I dedicated myself to the job, earning \$15 an hour. The experience was not just about earning a wage; it was about reclaiming my sense of purpose and responsibility.

Through the program's assistance and my hard work, I was able to maintain my job for ninety (90) days, a milestone that marked my commitment and determination. This achievement also earned me a stipend, which served as both recognition of my efforts and a practical support during my transition.

As the months passed, I immersed myself in my work, driven by a newfound sense of purpose and the desire to build a stable life. By the summer, my dedication paid off, and I found a suitable apartment through the UL Housing Department. The Urban League's support extended further

as they helped with the first month's rental deposit, easing the financial burden of securing a new place I can call home.

Today, I am grateful for the opportunities and support I've received. I lead a fulfilling and productive life, balancing my job responsibilities with personal growth and development. The SOS Re-entry Program and the Urban League have been instrumental in my journey toward stability and success, and I am committed to continuing this positive trajectory.

# APPRENTICESHIP PROGRAM

Five students had the opportunity to participate in the Bank of America Financial Center Apprenticeship Program. During this seven-week program, they were compensated at a rate of \$22.00 per hour. The Financial Center Apprenticeship Program offers young individuals a comprehensive professional development experience, exposing them to career paths within the financial sector. Throughout the program, apprentices interacted with clients, delved into Bank of America solutions, explored Better Money Habits resources, and gained insights into client care practices. They also benefited from professional development sessions covering topics such as resume building and job interview preparation.

The participants for this year were:

- Alicia Ford: Florissant Valley Community College sophomore majoring in Political Science with a 3.3 GPA, aspiring lawyer committed to community impact.
- Ronnell Johnson: Morehouse College sophomore with a 3.7 GPA studying Cyber Security and Business Management, recognized by National Honors Society, active in community programs.
- Kennedy May: Jackson State University sophomore in Business with a 3.5 GPA, Founder and CEO of Editzbyken graphic design and video company.
- Destiny Powell: Jackson State University sophomore in Biology and Business with a 3.5 GPA, involved in National Honor Society, Varsity Cheerleading, Step Team, and Choir Recognition.
- Nigel Watson: Cleary University junior with a 3.0 GPA in Business Management and Social Media, Esports Team Captain with strong leadership and recruitment skills.



# Proud to partner to advance inclusive growth

We are proud to support the Urban League of Metropolitan St. Louis in its ongoing efforts to champion economic empowerment and opportunity for African Americans and all people.

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# Housing Empowerment

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# Urban League Housing Empowerment Department

The Housing Department of the Urban League offers comprehensive services including individual and group counseling, in collaboration with community partners. These services aim to enhance residents' financial capabilities through education on credit management, money skills, pre- and post-purchase housing counseling, loss mitigation outreach sessions, and advocacy for fair housing practices. The Urban League extends its support through mortgage services, homeownership programs, rent and utility assistance, as well as financial literacy classes and workshops.

Collaborating with numerous community organizations, banks, and partners, the Urban League has facilitated investments totaling millions towards housing initiatives across the Metropolitan St. Louis area.

Annually, the Urban League's Housing Department convenes the St. Louis Metropolitan Housing Task Force, bringing together leaders from lending institutions, governmental agencies, community stakeholders, and nonprofits. This collaborative effort drives impactful discussions and actions towards addressing housing challenges and promoting equitable opportunities.



## Housing Division Has \$2,250,000 Impact:

In September 2023, the Housing Division served 443 clients in Financial/Homebuyer Education, Clients Seeking Shelter or Homeless Services, Mortgage Default/Early Delinquency Counseling and Rental Assistance/Counseling programming; 18 clients closed in September from the 85 clients we educated with either Framework Online Education or Virtual Online Classes with an approximate \$2,250,000 economic impact for September. The Division hosted three Family Financial Education workshops with a total of 39 clients.

Paula Carey-Moore, ULSTL Regional Vice President of Housing and Economic Empowerment, participated on a panel with the Assistant Director of External Affairs Office of State and Community Energy Programs (SCEP), U. S. Department of Energy, Executive Director/Community Catalyst Cabanne District CDC, Owner/Founder of Virescent, and Ameren Missouri about Equitable Energy Mixed Income Housing-Activating the Justice 40 Initiative.

In Community Outreach, the Housing Division participated in the St. Louis Realtors Private Listening Forum at their headquarters to find ways to inform community organizations about initiatives, programs, and advocacy work underway in our region and we are working on agencies to work together effectively in hopes of providing sustainable education and outreach in areas such as finance, basic budgeting, savings, housekeeping, and self-advocacy.



## Housing Clients Purchase Homes; Nearly \$600k:

Our homebuyer programs continue to thrive, with five clients successfully closing in October out of the 31 individuals we educated through either Framework Online Education or Virtual Online Classes. The economic impact of these purchases in October alone is estimated at approximately \$595,000.00.

During October, the Housing Division provided services to 243 clients across Financial and Homebuyer Education, Clients Seeking Shelter or Homeless Services, Mortgage Default or Early Delinquency Counseling, and Rental Assistance or Counseling.

Additionally, Family Financial Education hosted three workshops in October, attended by a total of 29 clients with 37 enrollees. These workshops, designed to build generational wealth through real estate, saw significant improvement in participant knowledge:

- Building Generational Wealth through Real Estate' by Failoni Consultants: Clients improved from an average pre-test score of 63% to 82% on the post-test.
- Homebuying and Building Generational Wealth through Real Estate' by CIBC: Clients improved from an average pre-test score of 71% to 90% on the post-test.
- Homebuying Workshop' by CIBC: Clients improved from an average pre-test score of 71% to 80% on the post-test.

These workshops not only empower our clients but also contribute to their financial literacy and success in homeownership.”





## How to Save Money Program & Workshop:

A standout event in our calendar was the “How to Save Money” workshop in collaboration with Ameren UE. Drawing in 39 clients, alongside accompanying children, we welcomed Craig Washington from our Urban League Weatherization Department. His insightful session guided attendees on enhancing home energy efficiency. Participants gained access to sign up for our weatherization program, alongside Ameren’s Budget Billing initiative, coupled with practical tips for reducing utility costs.

Our esteemed partners, including Stifel Bank, Guild Mortgage, Legal Services of Eastern Missouri, Mobility Capital Finance (MoCaFi), CIBC Bank, Simmons Bank, and New York Life Insurance Company, play pivotal roles in our mission. These collaborative workshops not only foster community bonds, but also empower our clients by equipping them with essential financial tools for sustainable growth and prosperity.



## Money + Mindset Workshop:

The Urban League’s initiatives in 2023 expanded to include Money + Mindset workshops, engaging participants in discussions about financial trauma and its impact on their financial habits and perspectives.

Additionally, our “Banking” workshops now cater to clients with previous financial challenges, offering guidance on second chance accounts. We are proud to partner with institutions like Midwest BankCentre and Simmons Bank to provide accessible banking solutions.

## Housing Division Reaches Over 1,000 Participants:

The Housing Division facilitated comprehensive workshops that engaged 840 clients, covering vital topics such as Homebuyer Education, Homeless Services, Mortgage Default/Early Delinquency Counseling, and Rental Assistance/Counseling.

Additionally, our Family Financial division organized impactful workshops, including 5 sessions focusing on the basics of finance, attended by a total of 136 clients. We also conducted 3 workshops on Balancing Your Budget, with a participation of 93 clients, followed by 4 workshops delving into money markets, attended by 67 clients. Empowering **1,136 clients** with essential knowledge on financial health, fostering their growth as responsible stewards of their finances.

Our dedication to excellence was acknowledged by HUD, which designated our Ferguson Empowerment Center and Peter H. Bunce Water Tower Campus as HUD Approved Outreach Branches. We are proud to have received our HUD Approved Certificate, ensuring our continued impact for the next three years. Notably, Kaleia Richardson, our Family Financial Empowerment Specialist and HUD Certified Counselor, achieved her Mental Health First Aider Certificate, enhancing our team's expertise with two Mental Health First Aiders.

# 900K

The "Let's Make Home the Goal" campaign by the Office of Housing Counseling, featuring HUD Secretary Marcia Fudge, has inspired 966,000 views, empowering informed housing decisions.



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# Urban League Financial Empowerment Center

In August 2023, a soft opening of the Urban League Family Financial Empowerment Center powered by Edward Jones at our Urban League Headquarters, marking a significant milestone in our commitment to empowering individuals and families. This facility features a spacious group suite for workshops, a welcoming reception area, and three small conference rooms, providing the program with the versatility and capacity for both group sessions and personalized counseling with clients.

Throughout 2023, the Center hosted over 50 dynamic workshops with an impressive attendance of over 800 clients, showcasing our dedication to providing accessible and impactful financial education. These workshops cover a wide range of essential

topics, including Credit Building, Budgeting, Homeownership, Basic Banking, Retirement Planning, and strategies for Building Generational Wealth through Real Estate & Cash Value Life Insurance. Our collaborative approach includes partnerships with reputable lenders, financial institutions, and non-profit organizations, ensuring that our clients receive comprehensive and valuable insights into financial stability and wealth creation.

We particularly cater to working parents and families with young children, offering a safe and comfortable space where they can enhance their financial literacy and take advantage of valuable learning opportunities.

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# Community Outreach Centers

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# Jennings Outreach Center

## Food Pantry:

The pantry at the St. Louis County Outreach Center remains a vital resource for residents, providing essential food support to those in need. With the ongoing rise in grocery expenses, families often face difficult choices between purchasing food, medications, or meeting housing needs. The Urban League's food pantry ensures that families can access nutritious food, supplementing their groceries and easing financial burdens. In 2023, the pantry served 8,565 families directly and supported over 10,000 families through mobile markets and drive-through distributions.



## Utility Assistance:

Through a partnership with Heat Up St. Louis (HUSTL), the Urban League's St. Louis County division doubled its impact in providing electric and gas utility assistance to clients compared to the previous year. Additional support from United Way and Ameren funds directly aided 185 families, helping them stay warm in winter, cool in summer, and avoid eviction due to utility costs.



## 100 Neediest Program:

The 100 Neediest Program at the St. Louis County Outreach Center assisted 225 families facing financial and medical hardships, providing essential cash contributions totaling \$63,711.36. This support alleviated immediate needs and provided a lifeline during challenging times.



## BJC Partnership:

Collaborating with BJC Health Care during the pandemic, the Urban League extended its reach to hospitalized patients, ensuring they received food assistance upon discharge. This partnership indirectly aided 1,512 families, bridging gaps for those unable to access traditional food resources.



## Hyundai Anti-Theft Clinic:

Partnering with Hyundai, the Urban League facilitated a successful two-day anti-theft clinic, assisting 550 individuals with vehicle security upgrades and providing steering wheel locks to deter thefts, particularly targeting Hyundai vehicles.



## Community Mobile Health Unit:

The Community Mobile Health Unit's proactive approach brought essential medical services directly to underserved residents, including screenings and flu shots. Efforts in 2023 focused on enhancing the health van's resources for continued impact in 2024.



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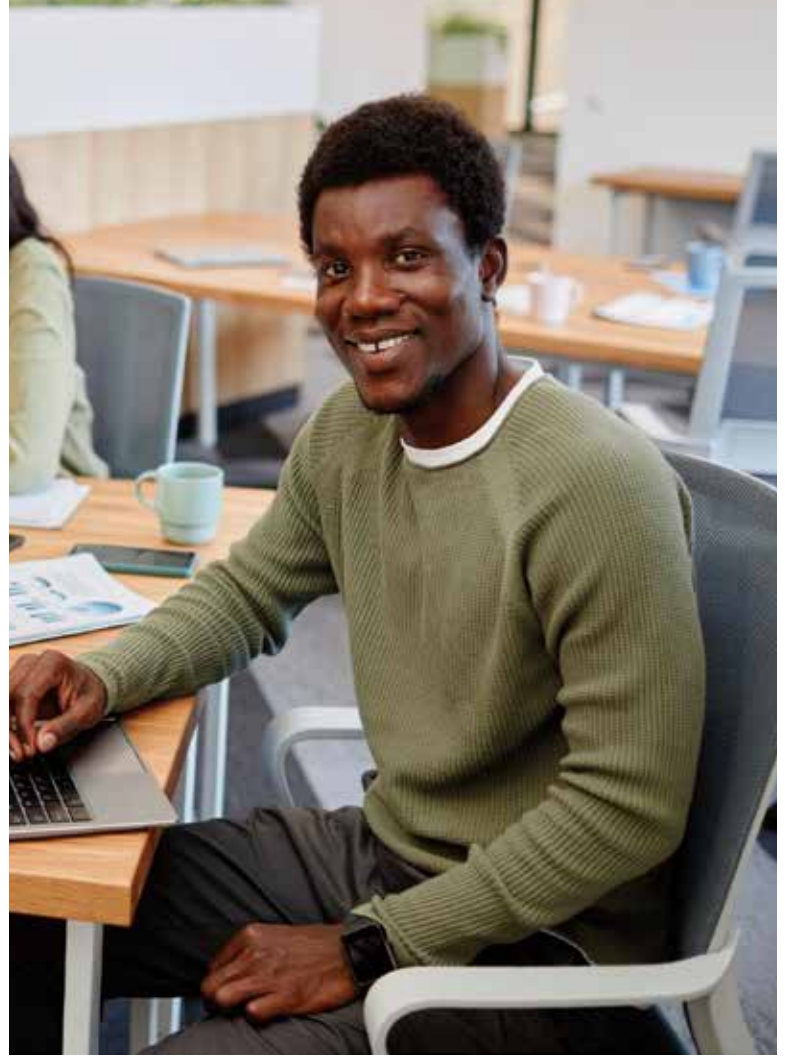
### Clothing Closet:

The Clothing Closet initiative provided 1,352 families with gently used or new clothing, supporting individuals in securing attire for interviews, recovering from disasters, and staying warm during colder seasons.



### Halloween Event:

Through collaboration with Urban League Young Professionals, the organization hosted a vibrant Halloween event, providing a safe and enjoyable experience for over 250 families, complete with games, science activities, and festive treats.



## We are proud to support the Urban League of Metropolitan Saint Louis

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## AC Units Assistance:

Recognizing the importance of cooling during hot Midwest summers, the Urban League distributed 42 free AC window units to seniors, ensuring comfort and safety for those without access to adequate cooling options.

# Congratulations

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From your friend, supporter and advocate  
of the Urban League movement.

## Wendy Richardson



# Patch Neighborhood Center

## Patch Senior Program:

In 2023, the Patch Senior Program, operated by the Urban League of Metropolitan St. Louis, continued its mission of supporting our low-income residents and neighbors. At our “Little Macy’s” thrift store, we offer clothing, shoes, and gently used household items at no cost. Our program thrives on the generosity of donors like Caritas Connections, Affton Christian Food Ministry, and the St. Louis Bread Company, who provide us with produce, bakery items, cleaning products, and various household essentials.

Seniors engage in daily programs that foster socialization, provide lunch, and offer physical and recreational activities. Additionally, we provide educational classes, a free legal intake clinic, and assistance with utilities and rental needs. Participants can also access employment and training opportunities through the Urban League.

## Food Pantry & Clothing Closet:

Our Food Pantry and Clothing Room are open on Mondays, Wednesdays, and Fridays. We receive daily food pickups from Aldi Lemay and Lindbergh, and a Secret Shopper aids in ensuring our pantry is well-stocked. Furthermore, we collaborate with organizations like the St. Louis Food Bank and Operation Food Search to enhance our food supply.

Noteworthy achievements in 2023 include the success of our St. Louis Area Foodbank Food Mart, which opens monthly to the public alongside our regular pantry operations. Serving a growing number of families and individuals each month, we provided vital support to 838 individuals and 396 families in January, 1,217 individuals and 409 families in February, and continued to impact lives throughout the year, culminating in serving 997 individuals and 381 families in December through our Food Pantry initiatives. These figures highlight our unwavering commitment to addressing food insecurity and supporting our community’s most vulnerable members.

Patch Senior Program Highlights	
▶ Food Mart	1,335
▶ Supplemental Groceries	1,295
▶ Food Pantry	11,837
▶ Congregate Meals	850
▶ Center Funded Meals	348

# 20K

The Patch Center has provided services, food, support and other resources to improve the lives of over 20,000 clients.



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# St. Clair County Outreach Center

## Housing Empowerment:

In March 2023, the St. Clair County division launched a groundbreaking initiative to bolster our home ownership efforts. Partnering with Associated Bank, we received a generous donation of a home, marking a significant step in our pilot program for affordable housing solutions. Our aim was to guide a prospective homeowner through every step of the homebuying process, from Money Management and Building Credit Health to Pre-Approval, Loan Selection, Closing, and Home Security.

The SCC team has been diligently working with our identified client, focusing on improving her credit score, which has surged by over 100 points. Additionally, our client has collaborated with contractors to outline her vision for the home, a process that has instilled a sense of empowerment as she eagerly anticipates embracing homeownership. In 2024, our objective is to finalize this project, coordinate necessary modifications with contractors, and assist our client in transitioning into her new home.

Furthermore, our Housing Advocacy and Youth Housing Advocacy services in St. Clair County, IL, aim to facilitate the placement of families referred by the Department of Children & Family Services into safe, affordable housing. This comprehensive service encompasses financial aid and educational training on home maintenance, tenant/landlord rights, and financial management.



**587K**

Processed 858 Norman Cash payments over \$587,348.59 on behalf of Department of Child and Family Services) families to help secure housing and stabilize families.

**48**

Stabilized 48 Housing Advocacy clients to ensure a safe housing environment for their families.



## + Success Story

### Stt. Clair County Division

Ms. Adams was referred to the Youth Housing Advocacy Program in February 2023 as she transitioned from a group home in Mt. Vernon, IL, to her goal of independent living in St. Clair County, IL. Initially residing with her grandmother and employed at the local mall, Ms. Adams met with a Housing Advocate to outline her long-term objectives, which included securing stable housing and advancing

her career prospects. With dedicated case management and support from her case worker, we collaborated closely with Ms. Adams to overcome housing obstacles. We facilitated numerous housing and job referrals and provided essential resources such as food boxes to aid her in saving for a deposit and moving expenses.

After several months of concerted efforts, we successfully assisted Ms. Adams in securing housing. This

process involved meeting with the landlord, conducting a property walk-through, arranging utility services, and helping her obtain renters insurance. Through ongoing case management and support, we empowered Ms. Adams to surmount housing challenges and achieve stability. She has since thrived in maintaining her own apartment and effectively managing her monthly financial responsibilities.

## Rental/Mortgage Assistance:

In 2023, the Urban League leveraged the Emergency Food & Shelter Fund along with general assistance funds to address pressing housing needs within our community. Through targeted interventions, we were able to extend critical support to 64 families, facilitating their access to secure housing options and preventing the looming threats of homelessness and foreclosure.

By strategically deploying these resources, we not only stabilized households but also fortified the fabric of our community. The impact of our efforts is quantifiable, with a total investment of \$82,470.96 directed towards safeguarding families' housing security and promoting sustainable stability. This exemplifies our unwavering commitment to fostering resilience and empowerment among the individuals and families we serve.

# Congratulations

## Keith Williamson

for being honored with the  
Lifetime Achievement Award  
and for your tireless efforts on behalf of  
St. Louis's children and families



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### Food Pantry & Distribution:

In 2023, our continued partnership with Walmart in O’Fallon, Illinois, and the Emergency Food & Shelter Program allowed the St. Clair County Division to provide vital assistance to 4,445 families. Through this collaboration, a wide variety of food items were distributed, ensuring that these families had enough provisions to sustain themselves for at least a week. This effort not only addressed immediate food insecurity but also contributed to long-term stability for these households.

Furthermore, we organized 59 small-scale food box distributions, reaching a significant number of households in need. In partnership with the East St. Louis Township and with the generous sponsorship of Instacart & Cates Attorney at Law, SCC facilitated the distribution of 450 turkeys and side items during our Annual Turkey Distribution event for St. Clair County residents. Additionally, we provided warm, nutritious meals to over 200 residents of East St. Louis, making a tangible impact on their daily lives and well-being.

# 4K

The St. Clair County Division generously provided food assistance to 4,445 families, which included distributing 450 turkeys with side items. Additionally, they served warm meals to over 200 residents of East St. Louis.

### Centerville Water Crisis:

In 2023, the Urban League partnered with Equity Legal Services and various community stakeholders to confront the pressing water crisis and housing difficulties affecting Centerville residents. The aging infrastructure, characterized by outdated and insufficient water and sewer lines, posed a significant health risk as it exposed residents to unsafe water for consumption and cooking. Moreover, the vulnerability of homes to flash floods during rainfall exacerbated the challenges, leading to structural damage and instability in the community.

Recognizing the urgent need for action, the Urban League orchestrated meetings and collaborated closely with Equity Legal Services and other partners to devise effective solutions. One notable initiative involved the procurement and distribution of 3,110 cases of bottled water to ensure that residents had access to clean and safe water for their essential daily activities. This strategic intervention not only addressed immediate health concerns, but also underscored the Urban League’s commitment to improving living conditions and fostering resilience in communities facing such critical challenges.



## Utility Assistance:

In 2023, the Urban League’s St. Clair County Division demonstrated its commitment to serving the community by assisting more than 294 families. Despite facing a substantial need for utility assistance, our limited budget of \$47,983.90 was strategically allocated to prevent disconnections and restore utility services in the St. Clair County area. This effort not only provided immediate relief to families facing financial challenges, but also contributed to the overall stability of the community by ensuring uninterrupted access to essential utilities.

St. Clair County -Utility Assistance	
▶ 63 Warm Neighbors	<b>\$18,921</b>
▶ 90 Heat Up St. Louis	<b>\$11,750</b>
▶ 79 EFSP ARPA	<b>\$7,900</b>
▶ 64 General Assistance	<b>\$9,941</b>

# 47K

St. Clair County Division provided utility assistance to over 294 families, allocating a total of \$47,983.90 for the St. Clair County area.



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## Workforce Development & Business Training Center With SCC:

In 2023, the Urban League provided direct job readiness training and career coaching to 73 individuals, resulting in 23 individuals securing gainful full-time employment, generating an economic impact of \$570,960.00 with an average salary of \$25,000. Additionally, 38 individuals received interview and work attire from the Business Clothing Closet, and 354 job referrals were provided.

The Business Training Center in St. Clair County was launched, offering both virtual and in-person classes aimed at bridging the digital divide. Our Bridging the Digital Divide Program focused on increasing access to computers and technology for low-income residents, providing basic computer skills, office suite applications, and facilitating transitions into workforce training programs. The center also supported entrepreneurship initiatives.

### Key program completions in 2023 included:

- Computer Basics: 18 successful completions
- Microsoft Office Suite Training & Google Suites: 10 successful completions
- Entrepreneurship: 35 successful completions
- Typing Certifications: 4 successful completions
- Android Operating System Certification: 2 successful completions
- Google Drive Certification: 4 successful completions
- Network Security Certification: 6 successful completions

These initiatives reflect our commitment to empowering individuals with the skills and resources needed to succeed in the workforce and contribute to economic growth.”

### + Success Story

#### St. Clair County Division

My name is Arnetta Stuckey, and I embarked on my training journey with the Urban League a year ago this past October. Under the guidance of Mr. Jason Humphreys, I have experienced tremendous upliftment and motivation.

The knowledge imparted to me has significantly expanded my skill set, including proficiency in computers, Microsoft Excel, and insights gained from attending an Entrepreneurship class. I've also delved into understanding my android phone capabilities, realizing my potential in utilizing its features. The program has

been invaluable to me, not only enhancing my technical abilities but also enlightening me about cybersecurity threats companies face from hackers. I extend my heartfelt gratitude with a resounding THANK YOU and applause to this empowering program.

My best wishes and blessings go out to everyone involved in making this program a success. A special thank you to Jason Humphreys for his impactful guidance.





# Peter H. Bunce Campus Water Tower Campus

## Overview:

The Peter H Bunce Campus of the Urban League of Metropolitan Saint Louis is a vibrant hub offering a diverse range of programs and services tailored to empower residents and uplift the community. Nestled near the Grand Water Tower, the Bunce Campus extends its support to neighborhoods including Fairground, The Ville, Old North St. Louis, Jeff-Vander-Lou, Carr Square, and Penrose. Within this campus, residents benefit from our Water Tower Head Start/Early Head Start program, a Save Our Sons satellite office, Saint Louis Community Credit Union services, Urban League’s HUD-Approved housing counseling, and the Office of Violence Prevention (OVP).

The Peter Bunce Campus serves as a valuable meeting space for numerous partners and community organizations. In 2023, notable events included:

- Head Start meetings and Staff Development sessions
- Office of Violence Prevention meetings and Clergy Outreach initiatives
- Collaborative efforts with Alpha Kappa Alpha Sorority, Incorporated and BJC for packaging food for Head Start
- Public Safety’s Grill to Glory program, featuring a special meeting with St. Louis Police Commissioner Robert Tracy and nearly 100 clergy representatives, fostering deeper community understanding and engagement
- Save Our Sons Job Fair
- Mercy’s Blood Drive
- Affinia’s DEI training sessions
- STL Youth Jobs’ Discover YOU youth employment opportunities
- Fairground For All’s Board meetings
- Board of Alderpersons’ Housing Town Hall Meeting, addressing critical community housing issues”





## Food Pantry & Distribution:

The Urban League actively collaborates with esteemed partners such as the St. Louis Area Food Bank and Operation Food Search, enabling us to procure essential food supplies at minimal or no cost. Our pantry extends a warm welcome to families in need every Monday, Wednesday, and Friday from 10AM to 2PM.

In 2023, we had the privilege of serving 2,153 individuals and distributing an impressive 24,970 pounds of nourishing food.



## Legal Intake:

In 2023, the esteemed legal professionals at Husch Blackwell generously dedicated pro bono hours to support our community members in a wide array of legal areas, including housing/landlord disputes, collections, employment matters, family law, litigation, criminal defense, tax issues, social security benefits, wills, traffic violations, veteran's affairs, business start-ups, and more.

Throughout the year, these committed attorneys contributed a total of 538 pro bono hours, demonstrating their unwavering commitment to justice and community service.

One poignant example of the impact of this support is Nancy L. Griffin's experience. Through the free legal intake program, Nancy received vital assistance with a guardianship case, a service she wouldn't have been able to afford otherwise. As a result, the children involved are now in their rightful place, a testament to the transformative power of Husch Blackwell's pro bono efforts.

## + Success Story

**Peter H. Bunce Campus**

My name is A. Horton, and I am profoundly thankful for the invaluable assistance provided by the food pantry at the Peter Bunce Campus. It has truly been a lifeline for me and my two teenage children, especially during periods when the prospect of the next grocery trip seems distant. Their services have been a beacon of hope and unwavering support.





## Empowering Energy Solutions:

At the Peter Bunce Campus, we are dedicated to providing essential support through various energy assistance programs in partnership with Ameren.

### Keeping Current Program

Our participation in Ameren's Keeping Current program has been instrumental in assisting eligible customers. Through this program, qualifying individuals receive monthly bill credits and past-due forgiveness with consecutive on-time payments. Since its launch in October 2023, we have positively impacted 305 individuals by alleviating their electric bill burdens.

### Dollar More Partnership

Through collaboration with Ameren's Dollar More program, we have pledged funds towards the electric bills of 70 individuals, preventing disconnections and ensuring continued access to vital services.

### Dollar Help Initiative

In November 2023, the Peter Bunce Campus initiated participation in the Dollar Help program, offering eligible clients up to \$1,000 towards their Spire gas bills. In the past year, we have provided assistance to 25 individuals through this program.

# 400

Collectively, our energy assistance initiatives have reached and supported 400 clients in 2023, reflecting our commitment to empowering individuals and families in managing their energy needs effectively.





## 100 Neediest:

In 2023, the 100 Neediest Cases campaign continued its impactful tradition of supporting families and individuals across the St. Louis region during the holiday season. A total of 92 families actively participated in the program, highlighting the ongoing commitment to community welfare.

Additionally, three compelling cases were prominently featured in the St. Louis Post-Dispatch, shedding light on the program's meaningful contributions and the stories of those it serves.



## When we serve and empower our communities, we enrich lives

We use our size and strength to create equitable opportunity for employment and disrupt the inequities in our food system to get food to people who need it.

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# Community Empowerment

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# Heat Up Cool Down St. Louis

## Urban League, Heat-Up St. Louis & Cool Down St. Louis Moving Forward:

Heat-Up/Cool Down St. Louis, in collaboration with Commerce Bank and the HUSTL board of directors, recognized four outstanding leaders for their remarkable contributions to public education, advocacy, and uplifting the economically challenged individuals striving to enhance their quality of life amidst societal inequalities.

In 2023, Heat-Up St. Louis' board of directors named Michael Patrick McMillan as the Citizen of the Year for his exceptional leadership in developing programs that empower predominantly marginalized communities, particularly people of color, against economic adversities. As the President and CEO of the Urban League of Metropolitan, McMillan has

been instrumental in stabilizing families and communities by providing vital social services and equipping young adults with essential job skills, thus transforming many previously unemployable individuals into valuable contributors to society.

Reverend Earl E. Nance, Jr., Chair Emeritus and Corporate Treasurer of Heat-Up St. Louis, expressed pride in honoring McMillan, citing his tireless efforts as a unifying force bridging diverse communities and positively impacting thousands of lives economically.

Other distinguished honorees in 2023 included Kathy Osborn, President and CEO of the Regional Business Council; Dr. Mati Hlatshwayo Davis, City of St. Louis Health Director; and Warner Baxter, retiring Executive Chairman of Ameren Corporation.



The partnership between Heat-Up/Cool Down St. Louis and the Urban League of Metropolitan has been pivotal in addressing major public health and safety challenges related to utility assistance, especially during extreme weather conditions. This partnership extends to the establishment of new HUSTL outreach offices at the League's County and City Regional locations, complementing its headquarters at 1520 Market. The Urban League's collaboration with Heat-Up/Cool Down is crucial in advocating for policy changes, promoting financial literacy, enhancing energy efficiency, and making essential programs accessible to mitigate potential health hazards. Together, they have streamlined resources, minimized duplications, and facilitated the flow of public and private funds to assist residents facing utility-related hardships.

Amid the ongoing challenges posed by COVID-19 variants and the increasing needs of the aging population, Heat-Up/Cool Down St. Louis continues to play a vital role in supporting the Urban League's operations through referrals for essential services, job opportunities, and training programs. This partnership ensures that vulnerable individuals receive the necessary support, including access to food pantries, rental assistance, and energy resources, thus contributing significantly to community well-being and stability.



## Heat Up/Cool Down St. Louis Annual Ameren/Spire Heatupstlouis.org Winterizing Utility Forum:

In 2023, the Urban League of Metropolitan St. Louis City and County divisions partnered with Ameren Missouri and Spire Energy for the Annual Heatupstlouis.org Ameren/Spire Energy Winterizing Utility Forums, endorsed by the Missouri Public Service Commission. Ameren generously donated \$200,000 to Heat-Up, matched by Spire Energy on the same day, to prevent disconnections. This year, the event transitioned to a virtual format on Heatupstlouis.org, attracting hundreds of online participants each fall. The St. Louis Fire Department, along with Ameren and Spire, among others, shared invaluable energy efficiency, financial literacy, and winter safety insights to mitigate higher bills during the harsh winter heating season.

The impact of the 2023 Fall webinar series was significant, reaching over 9,500 individuals and families. Featuring health advisories from Dr. Mati Hlatshwayo Davis, City of St. Louis Health Director, and insights from St. Louis Fire Chief Dennis Jenkerson representing the Fire Chiefs Association of Greater St. Louis, the webinars also showcased video presentations by Ameren and Spire highlighting energy-saving opportunities.

Following a concise 12-minute presentation, the Urban League City and County engaged with clients who had the unique opportunity to receive one-day pledges. These pledges proved crucial as LIHEAP funds in November primarily assist seniors and individuals with physical disabilities, filling a vital gap during this time.

## Heat Up/Cool Down St. Louis 2023 Hardee's Rise and Shine for Heat:

Urban League President and CEO Michael P. McMillan proudly reprised his role as an honorary co-chair for the 2023 Hardee's Rise and Shine for Heat benefit. This impactful endeavor unfolded in February, with over 50 Missouri and Illinois Hardee's restaurants joining in.

In a thoughtful gesture, Hardee's offered pre-orders of Sausage Biscuits and Egg Biscuits at a special price of \$1.00 for 35 days leading up to the Rise and Shine event. Urban League volunteers, including official greeters, enthusiastically engaged with the community, collecting additional contributions at both drive-thru locations and in-store.

Recognizing the significance of Rise and Shine for Heat, the Urban League's County, City, and St. Clair County divisions affirm its vital role as an economic boost for the broader St. Louis region, addressing not just utility needs, but also fostering community resilience and support.





## Heat Up/Cool Down St. Louis 19th Annual Cooldownstlouis.org/Ameren Cooling A/C Give-A-Way:

Cooldownstlouis.org, alongside the Urban League City and County divisions, collaborated with 12 other Missouri agencies to distribute 1,000 new energy-efficient air conditioners generously donated by Ameren Missouri. This donation, valued at over \$100,000, not only provided cooling relief but also supported Cooldownstlouis.org with a \$200,000 donation for utility assistance. Given the increasing utility usage, especially for those working or staying at home extensively, this support is crucial.



The invaluable partnership between Cool Down, Ameren, and their consortium of partners is saving lives and consistently enhancing the quality of life for our region's most vulnerable seniors, disabled individuals, and low-income households with young children. Particularly in the summer, when children with respiratory conditions struggle with St. Louis's hot and humid climate, these initiatives provide a crucial safety net, preventing unsafe heating methods in winter and heat-related illnesses in summer due to the lack of air conditioning.



Additionally, Ameren Missouri contributed more than 1,000 energy-efficient light bulbs, leading to significant year-round savings on utility bills. Michael P. McMillan, along with St. Louis City Mayor Tishaura Jones, Reverend Earl E. Nance, Jr., Chair Emeritus and Cool Down St. Louis corporate treasurer, HUSTL board president Ben Turec, Fire Chief Dennis Jenkerson representing the Fire Chiefs Association of Greater St. Louis and Cooldownstlouis.org public safety chair, Mark Birk, Ameren Missouri president/CEO, and St. Louis area meteorologists from KSDK's News On Your Side and other prominent media outlets, collectively initiated the Save our Seniors Cool Down Missouri project.

During their various food and PPE distributions throughout the St. Louis region, the Urban League distributed Cool Down Cooling Cards, amplifying the impact of the cooling efforts. The Ameren Charitable Trust has also been instrumental in supporting Cool Down St. Louis' public education print materials.



## Cool Down Energy Row BELOW 2023 Cool Down Energy Row:

The collaborative initiative known as the 2023 Cool Down Energy Row, conceived by Cool Down St. Louis founder Gentry W. Trotter, achieved tremendous success and impact during the August 5th Urban Expo. This event, which draws thousands of attendees annually for the Back-to-School Urban Expo, saw a convergence of efforts from key partners including Ameren, Spire, Cooldownstlouis.org, the Urban League in St. Clair County, St. Louis County, and St. Louis City.

The success of Cool Down Energy Row was facilitated by strategic resource allocation. HUSTL utilized funds from St. Louis County's HUD COVID program, while the Urban League tapped into LI-HEAP summer funds. In St. Clair County, resources were channeled from HUSTL/Hardee's Rise and Shine funds, and St. Louis County forged strong partnerships with HUSTL.

One of the primary benefits of Cool Down Energy Row was the immediate access to energy assistance for hundreds of Urban League attendees. Not only did participants receive on-the-spot support, but they also gained valuable insights from informational packets covering topics such as energy efficiency, budget billing programs, and assistance applications for seniors and individuals with disabilities, provided by utility partners.

In addition to providing crucial assistance, Cool Down Energy Row offered engaging activities and opportunities. Attendees had the chance to participate in A/C unit drawings and received energy-efficient

LED Ameren light bulbs. The event also served as a platform for community engagement, with notable figures visiting the booths. UL President/CEO Michael McMillian, alongside HUSTL board members Constance Taylor and Tara Oglesby from Ameren, engaged with attendees. The presence of St. Louis City Mayor Tishaura Jones, City Treasurer Adam Layne, and U.S. Congressman Cori Bush further underscored the significance of this collaborative effort.

The impact of Cool Down Energy Row extended beyond immediate assistance and giveaways. It symbolized a collective commitment to addressing energy challenges and supporting vulnerable communities. With a reported turnout of over 35,000 attendees at the 2023 Urban League Expo, this initiative exemplified the power of partnerships in fostering community resilience and empowerment.





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"I lost my job and needed help paying my utility bill. I went online and, same day, Heat-Up STL kept me connected."

**Brian, South County**

"My window unit A/C broke. I'm a senior and couldn't afford one. I called Cool Down St. Louis, they came and the Fire Dept. installed one - free."

**Rita, North City**

"My grandmother can barely afford her food, rent, and meds. Her utility bills were overwhelming. Heat-Up St. Louis put her on an Ameren Budget Billing plan and paid \$275 on her bill."

**Sandy, St. Charles**

"It was 100 degrees in my mother's house this past summer. She got sick and went to the hospital. When we got back home, Cool Down St. Louis gave her a brand new Ameren unit."

**Belinda, Metro East**

"We came to your Winterizing Winter Forum and learned about dangerous space heaters. You paid our Ameren and Spire bills. God bless you."

**Mary Beth, North County**

"Thank you, Heat-Up, for keeping my family from freezing to death. You got us reconnected in three hours and found \$800 to pay our utility bills."

**Monica, South City**

"We tried everywhere to get help with our energy bill, but everyone was out of funds. Heat-Up/Cool Down was a blessing. They paid our \$420 bill. God love you."

**Nancy, Franklin County**

"We were without heat for two weeks and couldn't find help. We called Heat-Up, and they were a blessing with \$325 payment. I'm a single dad with three kids and make \$7 per hour. After paying my grocery, meds, and rent bills, I can't pay my electric and propane bills. Thank you Heat-Up."

**Eddie, Jefferson County**

Our 41-member consortium and diverse, 68-member volunteer board of directors of Heat-Up St. Louis, Inc. ([Heatupstlouis.org](http://Heatupstlouis.org) and [Cooldownstlouis.org](http://Cooldownstlouis.org)) are committed to helping neighbors in need in 44 Missouri and Illinois counties, including the City of St. Louis.

For 24 years, we've used compassion and partnerships to help needy families, the disabled and seniors avoid unsafe methods of heating in the winter and avoid becoming fatalities during the deadly summers. In addition to providing energy assistance, our mission of public education and advocacy is a commitment to efficient, affordable and safe energy for our communities.

**Need Knows No Geographic Boundaries. You can get help or donate through: [Heatupstlouis.org](http://Heatupstlouis.org) or [Cooldownstlouis.org](http://Cooldownstlouis.org)**

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[www.heatupstlouis.org](http://www.heatupstlouis.org) and [info@heatupstlouis.org](mailto:info@heatupstlouis.org)



This advertisement is underwritten through the courtesy of: Ameren

# Weatherization Program

The Weatherization Division concluded its 2023 year with significant achievements. With a budget of \$1.6 million, the division successfully serviced over 225 homes during this period. Notably, over 50 clients received assistance totaling \$250,000 from Spire Home Repair funding, while an additional 70 clients benefited from \$500,000 in Ameren funding. The team also completed an additional 19 homes, more than \$300,000 in these initiatives. Through the Weatherization Readiness fund, critical sewer and plumbing repairs were provided to several clients, with nearly \$100,000 allocated to these efforts.

In collaboration with Spire on another program, over \$325,000 was dedicated to servicing residents in St. Louis City. This included installing new furnaces, boilers, and hot water tanks to significantly improve their living conditions. The partnership with Ameren and Spire allowed us to extend our services throughout the entire St. Louis region, benefiting numerous residents.

Looking ahead, the Urban League Weatherization Division is expanding its services to include multifamily properties. This expansion focuses on “Large Multifamily” Buildings, which are defined as structures with four or more stories and 25 or more units. With increased funding and resources, the Urban League aims to amplify its impact. Plans are underway to hire a dedicated project manager to oversee the multifamily project.



## \$1.6M

The Weatherization Division, with a budget of \$1.6 million, has made a significant impact by successfully enhancing the energy efficiency and safety of hundreds of homes in the St. Louis region.



## Weatherization Team Continues to Build:

The Weatherization Department has reached significant milestones by successfully completing two major audits: The Department of Natural Resources technical audit and The Department of Natural Resources follow-up audit, conducted in collaboration with the U.S. Department of Energy.

In June, the division introduced four new F-150 Weatherization trucks, each elegantly wrapped to showcase the Urban League Weatherization Program.



These visually striking vehicles serve as mobile ambassadors, enhancing community recognition of the Weatherization Department and promoting awareness of its impactful programs.



Additionally, the Weatherization Team actively engaged with the community during our back-to-school expo. They provided valuable education on energy-saving practices and distributed complimentary low-flow showerheads, faucet aerators, and LED energy-efficient light bulbs. This initiative attracted over 75 potential new weatherization clients, showcasing the positive impact of the program on the communities we serve.



# LIHEAP

## Energy Assistance

In 2023, the Urban League’s LIHEAP department processed 14,588 initial applications for winter and summer assistance, marking the highest client volume since the onset of the COVID-19 pandemic. During FY 21, the department allocated \$2 million in crisis funding, followed by \$1.9 million in FY 22, and a significant increase to over \$3.3 million in FY 23, supporting residents of St. Louis City and Wellston.

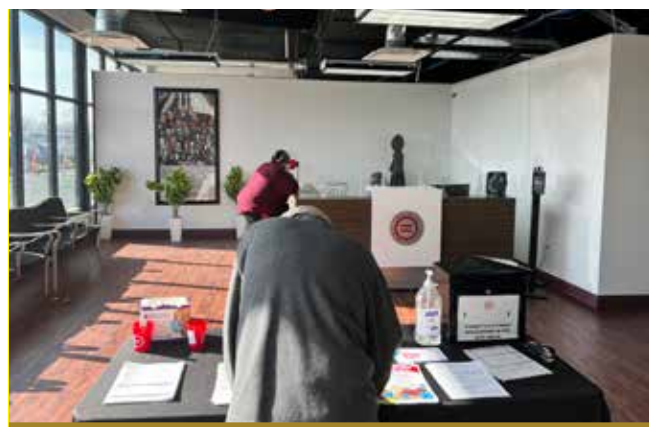
The most vulnerable households in St. Louis City and Wellston, receiving Energy assistance grants, had an average gross income of \$1,086.88 monthly, with a net income of \$955.68. Of the 14,588 applications processed, 10,748 households (75%) fell below 75% of the poverty level.

The challenges of increased client volume and staff shortages reached a peak in FY 23, affecting the speed of program administration for vulnerable populations. To address this, the LIHEAP department revamped internal processes and hired five new full-time employees, resulting in a 95.90% compliance rate within an average processing time of 6.97 days.

Additionally, the department processed 960 LIHWAP applications for water and wastewater assistance, assisted 393 households through various funding programs, and partnered with Heat Up St. Louis to aid 103 households during the 2023 Heat Up Winterizing Forum.

Throughout the year, an average of 3,147 clients per month (totaling 37,764) visited the Urban League Community Outreach Center, where they were provided assistance or referrals to other Urban League programs by LIHEAP department staff.

The ULSTL LIHEAP department extends its gratitude to the Missouri Department of Social Services, Family Support Division, Ameren, Spire, Heat-Up/Cool Down St. Louis, volunteers of St. Louis Alumnae Chapter of Delta Sigma Theta, Zeta Phi Beta, and numerous other community partners for their continuous support and outreach efforts.







## Panera Pantry

In 2023, the Panera Pantry experienced remarkable growth, extending aid to 14,928 families and nearly 30,000 individuals. Operating diligently four days a week, the pantry opens its doors to all those seeking food assistance, with a simple requirement of presenting a photo ID verifying the recipient's age as at least 18 years. Moreover, the pantry's dedicated staff goes beyond food provision, offering valuable referrals to various Urban League programs such as employment services, utility assistance, Head Start, and rental support. Notably, the Panera Pantry extends its reach to support several area churches and individuals aided through the 100 Neediest Cases initiative, embodying a commitment to comprehensive community support and empowerment.



## Senior Series

The Urban League's commitment to empowering and supporting seniors in St. Louis City is demonstrated through a comprehensive approach that addresses their practical needs and emotional well-being. Through direct outreach in their apartment communities, seniors are informed about a variety of free services, including transportation assistance for essential appointments and errands. This support is particularly vital for seniors with mobility challenges, ensuring they can access necessary services and maintain their independence.

Additionally, the Urban League prioritizes recognizing and celebrating the achievements of seniors through initiatives like the Male and Female Resident of the Year awards. These efforts inspire others within the senior community and foster a sense of appreciation and connection. Through partnerships with local establishments, seniors also enjoy special raffles and warm meals, creating meaningful social experiences that enhance their quality of life. Overall, the Urban League's dedication to seniors in St. Louis City reflects a commitment to ensuring they feel valued, supported, and empowered in all aspects of their lives.

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# Public Safety & Community Response

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# Division of Public Safety and Community Response

The Urban League's Division of Public Safety and Community Response stands as a cornerstone in the ongoing transformation of public safety and the enhancement of community well-being. Our unwavering mission, deeply rooted in the empowerment of communities and the provision of critical resources, has propelled us to innovate and implement strategic initiatives across the St. Louis Region. This Annual Report serves as a testament to our remarkable journey over the past year, illuminating our steadfast dedication to community engagement, comprehensive case management, proactive gun violence prevention, proactive measures against opioid addiction, and the delivery of essential trauma services.

Our commitment to uplifting and securing our communities has never wavered. Instead, it has grown stronger, fueled by our tireless efforts and the invaluable partnerships forged along the way. As we reflect on our achievements and ongoing initiatives, we recognize the resilience and determination of the communities we serve, whose collaboration and support have been integral to our shared progress.

In the face of adversity, the Urban League's Division of Public Safety and Community Response continues to lead by example, embodying the spirit of resilience, compassion, and collective action. Together, we are forging a path toward safer, healthier, and more vibrant communities, where every individual has the opportunity to thrive and contribute to the common good.





### Serving Our Streets Initiative:

In a significant milestone for 2023, the Division of Public Safety secured a substantial grant of \$1.3 million from Area Resources for Community and Human Services (ARCHS) to advance our Serving Our Streets initiative. This generous funding has been transformative, empowering us to extend vital services to previously underserved communities.

Our Urban Engagement Specialists and Urban Family Resource Specialists have been at the forefront of this initiative, cultivating strong community ties and driving positive change. Through proactive, hands-on outreach efforts, we have conducted comprehensive household assessments in key neighborhoods, managing a robust caseload of 400 families and ensuring efficient allocation and utilization of resources.

Neighborhoods	Household Engagement
▶ Baden	5,987
▶ Columbus Square	827
▶ Hyde Park	5,012
▶ Jeff-Vander-Lou	5,272
▶ Kingsway East	4,101



### Neighborhood Resource Enrollment and Urban Opioid Triage:

Our team has been actively hosting weekly events such as Neighborhood Resource Enrollment and Urban Opioid Triage initiatives. These gatherings serve as community anchors, providing a range of support and fostering neighborly connections. Through collaborations with other social service organizations, we have paved the way for residents to access resources such as financial literacy, employment opportunities, healthcare services, and legal assistance, thereby addressing warrants and empowering individuals.

**1K**  
 Our Neighborhood Resource Enrollment initiative empowered and assisted 1,025 individuals.

**21K**  
 Our dedicated Urban Engagement Specialists and Urban Family Resource Specialists positively impacted 21,199 individuals.

## Opioid Crisis Response:

Leading the charge against the opioid epidemic, our Urban Engagement Specialists have pioneered a community-centered strategy to combat this nationwide crisis. Operating in open-air drug markets, they deliver holistic support to individuals facing addiction and homelessness, including vital provisions such as food, rehab services, Narcan, and housing aid. Our Urban Family Resource Specialists promptly coordinate rehab services, guaranteeing swift access to inpatient or outpatient care for those in need.



## Gun Violence De-escalation Initiative:

Taking a stand against the enduring challenge of gun violence, particularly in urban settings such as St. Louis, our Gun Violence De-escalation Initiative exemplifies our commitment to dynamic and forward-thinking approaches.

This multifaceted program is meticulously crafted to reduce firearm-related incidents and enhance community security. Through our extensive network, individuals are empowered to preemptively de-escalate conflicts, bolstered by relocation assistance where necessary. The resounding success of this initiative is underscored by our strategic partnerships with diverse organizations and the facilitation of informative seminars aimed at fostering gun safety awareness and effective conflict resolution strategies.

Information	Total
▶ Cases	68
▶ People Involved	132
▶ Truce Agreements	57
▶ Relocations	11
▶ Gun Violence	4

# 132

We empowered and supported 132 individuals involved in Gun Violence De-escalation cases.



## The Re-Route Program:

Celebrating its successful second year, the Re-Route Program has achieved remarkable strides in the realm of social services. Designed to facilitate the reintegration of formerly incarcerated individuals into society, the program offers a holistic array of resources, including food assistance, financial support, transportation aid, job training, and more.



Information	Totals
▶ Enrolled	17
▶ Contacts	1,576
▶ Activities	305
▶ Resources	654
▶ School Visits	16
▶ Court Visits	21

# 3K

The Re-Route Program has made significant progress in social services, including visits, refocusing efforts, impactful activities, contacts, and enrolling individuals, totaling over 3,000 hours of St. Louis community impact.

In 2023, we extended our collaborative reach to include the Juvenile Division of Family Courts, and we look forward to forging a promising partnership with The St. Louis Municipal Court Pre-Trial Division in 2024. These expansions signify our commitment to enhancing support networks and opportunities for individuals seeking to rebuild their lives after incarceration.

## ACTIONABLY ACCOUNTABLE ADVOCATES.

As the City's economic development agency, SLDC's strategic focus is to **empower, develop and transform St. Louis** through a vibrant, just and growing economy **where everyone can thrive.**



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## Neighborhood Healing Network (NHN):

Our Neighborhood Healing Network (NHN) has experienced remarkable growth, becoming a beacon of specialized support for crime victims. Our efforts have not gone unnoticed, as NHN was honored with a prestigious award, highlighting its profound impact. Operating seamlessly across six strategic locations, NHN has served 155 victims of crime, providing them with comprehensive support and making over 329 referrals to area crime victim support and social service agencies. Additionally, 30 individual counseling sessions and crisis counseling were provided by the Urban League and our partner at the Crime Victim Center, addressing the immediate needs of those affected. Remarkably, 97% of clients reported a positive experience accessing NHN services, with 80% recommending NHN services to others, underscoring the quality and effectiveness of our initiatives. Furthermore, we conducted 12 trauma education and support workshops for NHN partner staff and community residents, furthering our commitment to building resilience and awareness. In a significant development, the ARCHS Awards \$1 Million to Increase & Enhance Support Services for Crime Victims & Victimized Communities, affirming the importance and impact of our work in the community. Our collaboration with community-based organizations continues to be pivotal, extending our reach and enhancing our ability to address the diverse needs of those we serve.



## Public Safety Debuts Inaugural Boxing Event at HSSU:

The Division of Public Safety and Community Response collaborated with boxing legends Devon Alexander and Roy Jones, Jr. to organize the inaugural “Fight in the Ring, Not in Your Neighborhood” boxing tournament. This initiative aims to discourage minor altercations within the community and inspire young individuals to seek alternative resolutions for their disagreements.





## Grill to Glory 2023:

The Grill to Glory 2023 initiative has achieved remarkable success, marking a significant milestone in our community engagement endeavors. Through active involvement from local churches and meticulous planning, we have distributed essential resources and organized impactful events, nurturing community cohesion and resilience. As we transition into the chili season, we are thrilled to announce the expansion of Grill to Glory into new cities, including Dallas, Seattle, Birmingham, New Jersey, and Chicago.

### Additional Highlights:

The past year has been marked by notable events and fruitful collaborations. We have conducted Covid-19 vaccine clinics, facilitated warrant recall events, and forged partnerships with prominent organizations for community enhancement projects. Particularly noteworthy is the launch of Devon Alexander’s Amateur Boxing Invitational Classic, a joint effort with Harris Stowe State University, exemplifying our commitment to empowering and uplifting communities through strategic alliances and innovative initiatives.



Stl City and St. Louis County	Illinois	Kansas City, MO	Residents Engaged
286	42	71	206,750



## Faith Leaders Luncheon:

The 2023 Clergy Appreciation Luncheon, jointly hosted by the Regional Business Council and the Urban League of Metropolitan St. Louis, took place at the esteemed Ritz Carlton hotel in Clayton, Missouri, on December 4th. This prestigious gathering honored the collaborative efforts of more than 250 neighborhood churches across the St. Louis area.

Distinguished local officials, including Mayor Tishaura Jones, County Executive Sam Page, Prosecutors Wesley Bell and Gabe Gore, State Senators Karla May, Steve Roberts, Brian Williams, and Police Chief Robert Tracy, graced the occasion. Together, they conveyed heartfelt appreciation to pastors and clergy leaders for their invaluable contributions to the community. Notably, Devon Alexander, a three-time World Boxing Champion and prominent figure in St. Louis, received the Urban League's Trailblazer Award for his exceptional service to the St. Louis Metropolitan area. Alexander held the unified WBC and IBF light welterweight titles in 2010 and the IBF welterweight title from 2012 to 2013.



A central theme of the luncheon was the commendation of the Pulpit to Porches Neighborhood Stabilization Initiative, involving over 250 neighborhood churches actively supporting residents in their areas. The Grill to Glory program, featuring BBQ

cookouts hosted by churches every Saturday, was highlighted for its role in fostering community engagement. Last season, 237 churches participated, reaching an impressive 160,000 residents. This collaboration facilitated critical services such as NARCAN distribution, warrant relief, food assistance, and utility support. The Division of Public Safety Staff and over 75 resource providers have strengthened neighborhood-based case management, as praised by James Clark, VP of Public Safety and Community Response, for their dedicated service to families in need.

The event underscored the indispensable role of faith leaders and congregations in community stabilization and enrichment, emphasizing the significance of collaboration among churches, local organizations, and government entities.





## Clean Up, Build Up:

Volunteers, corporate partners, community leaders, and elected officials gathered to showcase the recent Clean Up/Build Up event hosted by the Division of Public Safety and Community Response, in collaboration with The Regional Business Council and The City of St. Louis.

The Division of Public Safety spearheaded the latest RBC Clean Up, Build Up initiative on October 14, 2023, in Glasgow Village, emphasizing public safety enhancements. Notable attendees included representatives from the Urban League, The Regional Business Council, St. Louis County Elected Officials, NAACP, St. Louis County Police, Glasgow Village leadership, SPIRE, and Worldwide Technology. During the event, the Division of Public Safety distributed Ring Doorbells, motion cameras, free gun locks, and other safety resources.

Clean Up/Build Up, a joint effort between The Urban League of Metropolitan St. Louis, The Regional Business Council, and local partners, brought together volunteers from numerous Regional Business Council member companies, community leaders, and residents. Their collaborative efforts focused on revitalizing a neighborhood and bolstering public safety as part of the annual Clean Up, Build Up initiative sponsored by the RBC, Urban League, and City of St. Louis.

This impactful public-private partnership resulted in the establishment of Peace Park, encompassing 15 previously vacant parcels in a city neighborhood lacking an official park. Located at the intersection of Strodtman Place and Grand Boulevard, volunteers installed benches, trash cans, playground equipment, boarded up buildings, and cleared debris from the area. Additionally, the Urban League unveiled striking new murals dedicated to the late activist Otis Woodard and boxing champion Devon Alexander, created by a Public Safety staffer.



## New NARCAN Center Opens:

The Division of Public Safety stands unwavering in its commitment to confront and alleviate the profound impact of the opioid epidemic within our community. We are immensely proud to announce the inauguration of the NARCAN Resource Center, housed within the Urban League Community Resource Center at 3655 Page Blvd, 63108. This center represents a pivotal milestone in our collective efforts, serving as a beacon of hope and empowerment for all.

At the NARCAN Resource Center, individuals will find a comprehensive suite of services aimed at equipping our community with the knowledge and resources needed to address opioid-related challenges effectively. Through our acclaimed NARCAN Training programs, participants have the invaluable opportunity to engage in empowering sessions designed to educate and empower. Additionally, each participant will receive two boxes of NARCAN, ensuring immediate access to this life-saving medication.

Our commitment extends beyond mere provision; it is rooted in accessibility and support. The NARCAN Resource Center operates Monday through Thursday from 8:00 AM to 4:00 PM, ensuring that our resources are readily available when needed most. We invite every member of our community to partake in this transformative journey toward a safer, healthier, and more empowered tomorrow.







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# **ENERGIZING IMPACT**

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Husch Blackwell is proud to support the Urban League of Metropolitan St. Louis' 106th Annual Dinner.

As a law firm that is committed to transforming our values into actions, we celebrate the Urban League's mission to empower African Americans and others throughout our community in securing economic self-reliance, social equality, and civil rights.

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Eric Madkins | Vice President Community Development  
Urban League Board of Directors

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# Auxiliaries

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# Advocacy

The Urban League, a venerable champion of civil rights and urban advocacy, remains steadfast in its mission to foster economic empowerment in marginalized urban communities. With a rich legacy of successful policy advocacy, the Urban League of Metropolitan St. Louis has forged direct partnerships with local, city, and federal governments. This proactive engagement ensures that the Urban League takes an active role in educating lawmakers and stakeholders about the challenges and opportunities facing urban America.

Collaborating closely with fellow Urban League affiliates, our organization is at the forefront of advocating for social and economic equality, particularly for African Americans. Through strategic policy outreach and effective communication efforts, the Urban League Movement keeps stakeholders informed about critical legislation and mobilizes our national and affiliate offices to advocate at key stages of the legislative process.

As our movement continues to grow, the Urban League is dedicated to providing valuable tools and resources to support our members, including Urban League Affiliates, Young Professionals, Guilders, partners, and community leaders. These individuals are actively engaged in shaping public policy at both federal and state levels, contributing to meaningful change.

Aligned with the vision of the National Urban League's Main Street Marshall plan, our policy priorities focus on advancing economic and social equity across key areas such as education, workforce development, housing, economic development, health, and overall quality of life. These efforts underscore our unwavering commitment to building a more just and equitable society for all.



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# Urban League Young Professionals

The Urban League Young Professionals of Metropolitan St. Louis (ULYP-STL) is a vibrant auxiliary of the Urban League of Metropolitan St. Louis, comprising over 100 young, diverse leaders committed to enhancing residents' lives across the metropolitan area and advancing the local Urban League Movement. These leaders, primarily African-Americans aged 21-40 from various backgrounds and professions, are united by their passion for the Urban League's mission. In response to community needs, they forge partnerships with local organizations, empowering individuals to advocate for positive change. ULYP-STL has been recognized as a Central Region Chapter of Excellence four times (in 2009, 2011, 2012, and 2014) and hosts Personal and Professional Development Seminars in each monthly meeting to enrich members' growth and impact.

These young urban leaders are invaluable assets to the St. Louis community, exemplifying dedication and commitment to the Urban League's mission. Through ULYP-STL, they bolster community involvement, leadership development, and advocacy, while also serving as mentors and role models for local youth. The goal of ULYP-STL is to create a cohesive network of young professionals who leverage their collective experiences and talents to champion service and advocacy, driving positive change throughout our community.

ULYP-STL's initiatives encompass:

- Developing emerging leaders through professional and leadership development programs.
- Cultivating relationships with local civic, elected, and business leaders.
- Engaging in impactful community service projects.
- Providing mentorship and role models for local youth.
- The goal of ULYP-STL is to create a cohesive network of young professionals who leverage their collective experiences and talents to champion service and advocacy, driving positive change throughout our community.









# Federation of Block Units

The Federation of Block Unit (FBU) celebrated a pivotal year in 2023, marked by significant strides in our mission to empower communities and foster sustainable growth across the region. Our multifaceted approach focused on internal development, community engagement, and strategic partnerships, resulting in tangible improvements and enhanced opportunities for our members.

One of our primary objectives in 2023 was to strengthen our internal capacity. We invested in training programs and resources to equip FBU members with the knowledge and skills necessary for effective governance and impactful leadership. By providing tools for strategic planning, decision-making, and community collaboration, we aimed to empower individuals to drive positive change within their neighborhoods.

At the heart of our efforts was the (re)education of the community about FBU's core values and mission. Through targeted outreach initiatives, educational workshops, and outreach campaigns, we endeavored to increase awareness and understanding of FBU's role in promoting community development, unity, and empowerment.

Our commitment to engagement extended beyond education to active participation in community activities, events, and business endeavors. By fostering a culture of involvement and inclusivity, we empowered residents to take ownership of their communities and contribute meaningfully to FBU's initiatives.

Collaboration was a cornerstone of our success in 2023. We established strategic partnerships with eight community organizations, four public libraries, four police departments, 33 small businesses, and elected officials from the St. Louis area. These collaborations enabled us to leverage resources, expertise, and networks to amplify our impact and reach a broader audience with our advocacy efforts.



Looking ahead, our vision for 2023 is one of continued growth, innovation, and impact. We remain steadfast in our commitment to advocating for community improvement, supporting member growth and development, and creating an environment where individuals can thrive, retire, and contribute to the collective prosperity of our neighborhoods. Together, we are poised to embrace new opportunities, tackle challenges, and make meaningful strides towards a brighter future for all.

We applaud residents from the following neighborhoods/cities for their commitment to making a safer community:

- Wellstontaine Neighbors
- Ferguson
- Florissant
- Fountain Park
- Hamilton Heights
- Hyde Park
- Jeff Vander Lou
- Kingsway East
- Kingsway West
- Lewis Place
- Mark Twain
- Moline Acres
- Northwoods
- O’Fallon
- Pagedale
- Penrose
- University City
- Walnut Park
- Wells Goodfellow
- Wellston



Impact	Totals
➤ Hosted Events	46
➤ Direct Impacted	771
➤ Active Block Units	261
➤ Resources	60
➤ Neighborhoods Impacted	69
➤ Municipalities Impacted	8

# 5K

In 2023, the Federation of Block Unit’s dedicated efforts reached and influenced a remarkable total of 5,200 individuals, directly impacting their lives and creating positive ripple effects throughout our communities.



### Neighborhood Stabilization:

The Federation of Block Units, in collaboration with a network of community partners, undertook a significant endeavor aimed at enhancing the quality of life for various demographics within our community. Through these partnerships, the Federation provided invaluable free home repair services tailored to meet the specific needs of youth, seniors, individuals with disabilities, and veterans. This initiative not only addressed critical housing concerns but also fostered a sense of security and well-being among these vulnerable populations.

Furthermore, the Federation of Block Units played a pivotal role in revitalizing our urban core by working closely with community partners to repurpose residential properties. This effort was directed towards creating affordable housing options for young homebuyers, thus contributing to the sustainable development and revitalization of our neighborhoods. By repurposing these properties, the Federation not only facilitated homeownership opportunities but also revitalized neighborhoods, promoting a vibrant and inclusive urban environment for all residents.

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## FOBU Special Events:

Throughout 2023, the Federation of Block Units spearheaded a series of seven significant community events, each meticulously designed to cultivate a sense of togetherness and solidarity among residents. These events served as pivotal moments for fostering meaningful connections and empowering individuals within the community. Here are the highlights of these impactful gatherings:

**2023 Annual Assembly:** This event brought together community members, leaders, and stakeholders to discuss key initiatives, celebrate achievements, and chart a course for future growth and collaboration.

**St. Louis Public Safety Collaborative:** Addressing vital issues of public safety, this collaborative effort engaged residents, law enforcement agencies, and community organizations in constructive dialogues and action plans for ensuring the well-being of all.

**St. Louis County Voter Empowerment Tour:** Empowering residents through civic engagement, this tour aimed to educate, inform, and inspire active participation in the democratic process, amplifying voices and advocating for positive change.

**National Night Out (2023):** A celebration of unity and community resilience, National Night Out brought neighbors together in a festive atmosphere, promoting neighborhood pride, safety awareness, and fostering connections that strengthen the fabric of the community.

**Resident Leadership Training Academy:** Equipping future leaders with essential skills and knowledge, this academy provided a platform for residents to develop their leadership abilities, advocate for their communities, and contribute meaningfully to shaping a brighter future.

Each of these events not only provided valuable opportunities for networking and collaboration but also served as catalysts for building a stronger, more vibrant community where every voice is heard, valued, and empowered to make a positive impact.









# 106

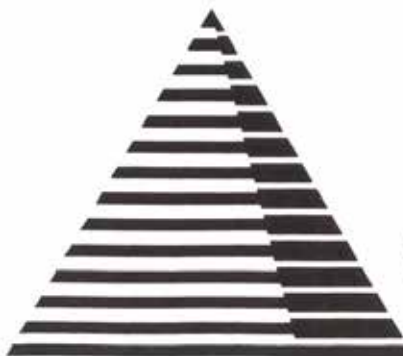
YEARS

*Congratulations to the Urban League of Metropolitan Saint Louis, Inc. on 106 years of providing resources and opportunities to the Metropolitan St. Louis community.*

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on it's  
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# Community Development & Expansion

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# Simmons Bank Announces New Branch at Urban League

On October 5th, 2023, a momentous event unfolded as Simmons Bank and the Urban League of Metropolitan Saint Louis, Inc. (ULSTL) joined hands for a transformative ribbon-cutting ceremony. This ceremony marked the grand inauguration of a cutting-edge full-service Simmons Bank branch, strategically nestled on the first floor of the Urban League's esteemed headquarters at 1408 North Kingshighway.



The journey to this milestone commenced in early 2022 and culminated in 2023, yielding a state-of-the-art 2,600 square-foot branch. This branch is not just a physical structure but a beacon of empowerment, offering an extensive array of banking products and services. Among its features are a convenient drive-thru banking lane and an advanced ATM equipped with deposit capabilities, ensuring accessibility and convenience for the community.





The significance of this partnership was underscored by Tom Lally and Allan Ivie, esteemed leaders of Simmons Bank's Missouri metro division, who expressed immense pride in this collaboration. They emphasized its pivotal role in furnishing financial resources and fostering community empowerment. Moreover, they highlighted the branch's pivotal contribution to the ongoing urban redevelopment along the vital Kingshighway corridor, echoing a commitment to progress and revitalization.

The genesis of this remarkable venture traces back to 2020 when Simmons Bank facilitated financing for ULSTL's headquarters acquisition. This pivotal support paved the way for the conception and realization of this innovative branch. As a testament to their shared vision and dedication, Simmons Bank also made a generous donation of \$50,000 in support of ULSTL's Restoring Hope Capital Campaign during the inauguration ceremony.

Crucially, the development of this branch was a collaborative effort, involving several minority-owned businesses such as Grice Group Architects and KWAME Building Group, all of whom share a rich history of partnership with ULSTL. Simmons Bank's involvement in financing and supporting this initiative exemplifies a shared commitment to fostering growth, inclusivity, and community empowerment.

In conclusion, the inauguration of this groundbreaking branch stands as a testament to the power of collaboration, innovation, and a steadfast commitment to community upliftment. It signifies a new chapter in financial accessibility and community empowerment, resonating profoundly with the core values and aspirations of both Simmons Bank and the Urban League of Metropolitan Saint Louis, Inc.





# AT&T Connected Learning Center

On October 10, 2023, a momentous occasion unfolded as AT&T unveiled its Connected Learning Center at the Urban League of Metropolitan St. Louis regional headquarters. This visionary initiative was strategically crafted to bridge the digital divide that often hinders access to essential resources. The center's comprehensive offerings encompassed internet connectivity, state-of-the-art computers, software suites, and an array of educational resources, all meticulously curated to empower individuals grappling with connectivity barriers.

In a strategic collaboration with the Urban League, AT&T spearheaded the distribution of 300 laptops to families at the League's Jennings location in North St. Louis County, a tangible manifestation of their commitment to fostering digital inclusion. This milestone not only





facilitated access to critical technology but also symbolized a collective stride towards equipping communities with indispensable digital competencies.

Beyond the inaugural distribution, AT&T, in synergy with the Urban League and Compudopt, further amplified their impact by extending their outreach to the Jennings Center, providing an additional 300 laptops. This concerted effort epitomized a broader mission to cultivate digital literacy and empower underserved demographics with the tools necessary for success in today's digital landscape.

This initiative resonates deeply with the Urban League's ethos of empowerment and community upliftment. Michael McMillan, President & Chief Executive Officer of the Urban League of Metropolitan Saint Louis, Inc., expressed profound gratitude to AT&T for their unwavering dedication. He underscored the pivotal role of technology in shaping future leaders, highlighting AT&T's instrumental contribution towards preparing individuals for success in the digital age.

The Connected Learning Center stands as a testament to the power of collaboration and innovation in fostering equitable access to technology. Its impact reverberates not only within the walls of the Urban League but across the broader St. Louis community, serving as a beacon of hope and opportunity for those navigating the digital divide.







# Senior Housing Project

The \$10 million Urban League Senior Housing Project in Dellwood represents a significant milestone in our mission to provide quality housing for low-income seniors. This project, which received \$500,000 in ARPA funding from St. Louis County in 2022, embodies our commitment to creating vibrant communities. Situated within the St. Louis Great Streets Initiative for West Florissant Avenue, this development comprises a 44-unit low-income senior apartment community. The building, featuring a blend of brick and fiber cement across three stories, includes 40 one-bedroom and 4 two-bedroom units, along with dedicated community spaces on the first floor. As we near completion, with the project in its final stages, we anticipate a grand opening in the middle of 2024, marking another step forward in our efforts to empower and uplift our community's seniors.





# Entrepreneurship and Women's Business Center

In 2023, significant progress was made in construction and remodeling efforts, encompassing meticulous planning, innovative design, demolition, rebuilding, framing, and the careful selection of new mechanical, plumbing, HVAC, electrical systems, and flooring upgrades.

Among these developments was the ongoing revitalization of the former Commerce Bank branch located at 4401 Natural Bridge. This transformative project included the installation of striking new brand signage, meticulous tuckpointing work, upgraded lighting and safety features, and essential roof repairs. We are proud to acknowledge the generous donation of the old bank branch by Commerce, alongside their invaluable financial support towards renovation costs.

This revitalized space is set to become the new home of the Urban League Entrepreneurship Center and Women's Business Center, established in collaboration with the National Urban League and Commerce Bank. This initiative marks a significant milestone as the Urban League receives official designation as a National Urban League Entrepreneurship Center.

At the core of our Entrepreneurship Center is the Center for Entrepreneurship (CFE) program, designed to empower minority entrepreneurs operating as sole proprietors. Through this program, entrepreneurs are equipped with the tools to expand their businesses, increase

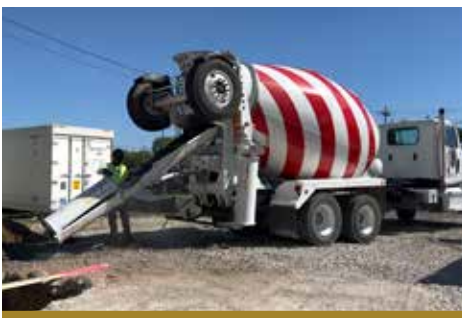
revenues beyond \$750K, hire employees, and foster growth and sustainability. The CFE offers vital resources such as management counseling, mentoring, and training services tailored to enhance management skills, secure financing or contracts, and create employment opportunities within our community.



# Urban Farming Project

In 2023, the Urban League’s Urban Farming Project achieved remarkable strides, culminating in the imminent launch of “The Urban League George Washington Carver Urban Farming Project” slated for early 2024. This initiative is poised to revolutionize local agriculture, operating under a neighborhood-based and hyperlocal brand.

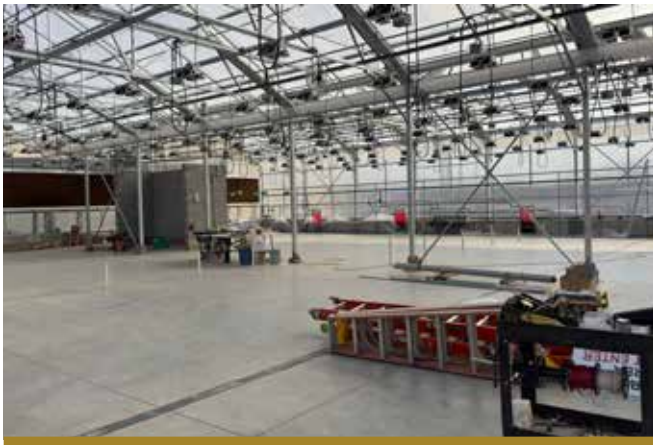
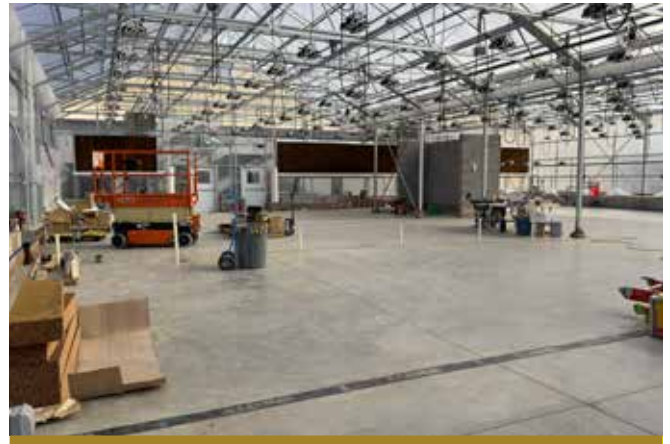
Distinguishing itself from conventional methods, our project boasts a staggering increase of up to 30% in food yield, achieving growth rates three times faster, all while conserving an impressive 90% of space and 98% of water. Our focus on cultivating leafy greens and herbs locally ensures sustainability at its core. Through strategic partnerships within our community, we not only create employment opportunities but also contribute to the provision of nutritious produce to our neighbors, revitalizing previously neglected urban areas.





Our mission extends beyond mere farming; it's about fostering an understanding of the life-affirming and therapeutic properties of plants. We are committed to establishing diverse revenue streams for the Urban Farming Project's longevity, expanding collaborative avenues, and increasing the number of residential urban farmers.

Key milestones achieved include securing start-up capital for Vested Urban Farms, finalizing construction plans for the greenhouse and production facility, and facilitating the move-in and ramp-up of Vested Urban Farms. The collaboration with STL Fresh enables the delivery of fresh produce to Schnucks\*, while also launching Community Nutrition Education/Engagement and Residential Programs through STL Fresh, enhancing our impact on community health and well-being.





### Urban League Plaza at Aubert:

In 2023, our progress moved forward with good momentum, propelling us into Phase 2 by the year's end, a testament to our commitment to continuous growth and community empowerment. A significant milestone was achieved through the Urban League's strategic vision to expand the reach of our new Regional Headquarters campus at 1408 North Kingshighway. This vision materialized into reality, propelled by a generous \$1,000,000 contribution from the Centene Corporation. This transformative gift enabled us to secure The Shops at Roberts Village, strategically positioned directly behind our Regional Headquarters on Aubert.

We extend our heartfelt gratitude for the invaluable support of the late Michael Neidorff and acknowledge the diligent efforts of our esteemed legal counsel, Sonette Magnus, whose expertise was instrumental in navigating the complexities of this pivotal transaction. The acquisition of The Shops at Roberts Village marks a significant leap forward in our long-term strategy, providing an expansive canvas for enhanced programming and retail opportunities.



### Urban League Plaza at Dellwood:

In 2023, the Urban League made significant strides in its steady progression towards groundbreaking, with plans set to commence by the end of 2024. A notable achievement was securing a substantial \$2,700,461 grant from the U.S. Department of Commerce Economic Development Administration (EDA) for the construction of the Urban League Plaza and Innovation Center. This milestone was announced by Secretary of Commerce Gina Raimondo, who commended the project's vision and potential. The EDA grant, complemented by \$4.2 million in local funds, is poised to create 250 jobs, foster a private investment of \$497,500, and provide vital support to underserved minority and women entrepreneurs through dedicated space and business development services.

This gathering not only showcased the environmental site assessment findings but also outlined the Analysis of Brownfields Cleanup Alternatives (ABCA), selected cleanup remedies, proposed redevelopment plans, and the forthcoming activities at key project sites such as Fashions R boutique and Advance Auto Parts. These efforts underscore the Urban League's commitment to inclusive economic growth and community empowerment, heralding a new era of innovation and opportunity in Dellwood and beyond.



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# Development & Special Events

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# DEVELOPMENT SUMMARY

The Urban League of Metropolitan St. Louis Development & Special Events Department is responsible for identifying and securing the resources and partnerships needed to advance the mission, values, and vision of the agency. This includes pursuing and obtaining funds from individuals, corporations, foundations, and government sources, plus the successful implementation of the Urban League Special Events Portfolio.

In 2023, the Urban League of Metropolitan St. Louis generated the largest amount of revenue in the 106-year history of the agency with \$50.7 million. These results were achieved by the collective fundraising efforts of the President & CEO, Vice President of Development & Special Events and Development Department staff, the Vice President of Strategic Planning & Grants Management and the Urban League Board of Directors and stakeholders. We seek to grow awareness of our impact on the clients we serve, which lead to increased donations and support from our existing partners. We also worked to secure new corporate revenue, grant funds and individual contributions that align with our strategic program initiatives. We continued to serve our most vulnerable clients when they needed us the most with COVID-19 Relief Efforts, Flood Relief Efforts and Drive-Thru food and resource distributions, plus COVID vaccinations.

Building the capacity of the agency's fundraising among city, state and federal organizations plus corporations and individual contributions from community leaders and stakeholders will continue to be a top Development priority in 2024.

# \$50.7M

The Urban League of Metropolitan St. Louis achieved an unprecedented milestone by generating a record-breaking revenue of \$50.7 million, marking a historic moment in the agency's 106-year legacy of empowerment and impact.





## Board Involvement:

The Urban League Board of Directors, as the agency's governing body, plays a vital role by supporting initiatives, advocating on critical issues, and assisting Urban League efforts to increase individual and corporate support. The Board sets strategic guidelines for the organizational activities. The Urban League Board of Directors consists of members elected to 3-year staggered terms. It is the largest Board in the National Urban League movement and they unselfishly give their time, expertise, company support, resources, and personal contributions to support the agency's programs and services.

### Urban League Board of Directors 2023-2024

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Clifford Franklin  
Craig Unruh  
Dara Webb  
Darryl Herndon  
David B. Cade  
David Peacock  
Deidre Griffith  
Dorothy Martin  
Dr. Art McCoy  
Dr. Donald Suggs  
Dr. Donte Kara  
Dr. Elizabeth Stroble  
Dr. Jeff Pittman  
Dr. Kristin Sobolik

Dr. Roderick Nunn  
Dr. Steven Player  
Edward Monser  
Erica Henderson  
Everett Johnson  
Frank Hamsher  
Frankie Eichenberger  
Jason Hall  
Jeffrey Jensen  
Jeffrey Johnston  
John Beck  
John Sant, Sr  
Johnny Furr, Jr  
Joseph Ambrose  
Jovita Foster  
Juanita Logan  
Julio Suárez  
Karen Sutherland  
Kathleen T. Osborn  
Keisa Johnson Monroe  
Keith H. Williamson  
Kurt Krueger  
Mark C. Darrell  
Mark Levison  
Mary Atkin  
Mary Sly  
Michael Burns  
Michael Gardner  
Mike Marusic  
Molly Hyland  
Nakischa Joseph  
Nate Dixon  
Nick Ragone  
Oscar Berryman  
Pamela Morris-Thornton  
R. Randall Wang  
Randy Weller  
Rebecca Losli  
Rev. E.G. Shields

Sandra Marks  
Ted Schnuck  
Thomas Wind  
Tony Zagora  
Tyronica Peery  
Valerie Patton  
Wendy Richardson



# SPECIAL EVENTS

Special Events play a key role in raising unrestricted funding to support the programs and services that are administered to the 205,000+ direct / indirect clients in the St. Louis Bi-State Region. 2023 Special Events portfolio included: 105th Annual Dinner Meeting, The Urban Expo Back to School Community Empowerment Festival, The Salute to Women in Leadership Gala, The Whitney M. Young Society Annual Holiday Reception.

## The 105th Annual Dinner Meeting:

Generated \$610,750 of support for agency programs, exceeding the revenue raised in 2022. The 105th Annual Dinner was held in the Majestic Ballroom at the Marriott Saint Louis Grand Hotel in April, featuring a community report from Urban League President and CEO Michael P. McMillan on the positive impacts of the agency's 60-plus programs and services to over 205,000 individuals who were served in 2022.

The Urban League bestowed Lifetime Achievement Awards to Dr. Charles Steele, Jr., President and CEO of the Southern Christian Leadership Conference (SCLC), Bob O'Loughlin, Chairman and CEO of Lodging Hospitality Management Saint Louis (LHM); and Steve O'Loughlin, President and Chief Operating Officer of Lodging Hospitality Management Saint Louis, (LHM).

The evening began with the Anheuser-Busch VIP Reception, featuring entertainment by the incomparable Coleman-Hughes Project, remarks from Urban League Board Chairman Mark Levison, and Rene Knott, KSDK TV 5 On Your Side News Anchor, served as emcee.





## Urban League Membership Descriptions:

The Urban League of Metropolitan Saint Louis provides numerous membership and volunteer opportunities for those who support its mission, vision, and values for the community and region. Urban League members include people from all social classes and cultural backgrounds, and the recruitment of new members and renewal of current members is an ongoing activity of the Development Department. The Urban League is fortunate to have over 2,300 volunteers to graciously donate their time and talents to ensure that the Urban League services are offered and administered to our underserved community.

Our membership portfolio includes the following groups:

- The Whitney M. Young Society
- Urban League Membership (Individual, Corporate or Organizational)
- Urban League Guild
- Urban League Young Professionals
- Federation of Block Units

We encourage these groups to support Urban League special events and scheduled humanitarian resource activities held throughout the year at the 23 Urban League satellite locations and five food distribution centers throughout Saint Louis County, the City of Saint Louis, and Saint Clair County in Illinois.

**AGENCY HEADQUARTERS**  
3701 GRANDEL SQUARE  
ST. LOUIS, MO 63108  
(314) 615-3600  
WWW.ULSTL.COM

**OUR 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.

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## Salute to Women in Leadership:

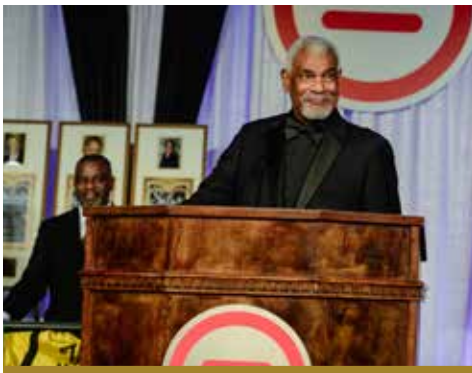
The Salute to Women in Leadership Gala, held on September 30, 2023, at the Marriott St. Louis Grand Hotel, honored the extraordinary accomplishments of outstanding women. The Salute to Women in Leadership embraces the opportunity to acknowledge remarkable women who embody our organizations mission of empowering communities and changing lives. This stellar event featured the presentation of Lifetime Achievement Awards to Stephanie Mills - Grammy Award Winning Singer and Songwriter, Victoria Rowell - Actress, Dancer and Model, Kym Whitley - Comedienne, Actress and Podcaster and Michelle Miller – National Correspondent, CBS News. Barbara B. Bowman, Urban League of Metropolitan St. Louis, Inc. Vice President & Controller was honored as Urban League Woman of the Year, Nancy Flake Johnson, President & CEO of Urban League of Greater Atlanta was honored as Urban League CEO of the Year and Nakischa Joseph, Community Mortgage Loan Officer at Simmons Bank was honored as Urban League Guild Member of the Year. There were 11 additional Salute to Women Honorees that were selected from a wide swath of professional and civic categories, including community leaders, elected officials, educators, media, corporations, businesses, and charities.

### The 2023 Salute to Women in Leadership Honorees included:

- Cory Bush – U.S. Representative, Missouri 1st Congressional District
- Marie-Helene Bernard – President & CEO St. Louis Symphony Orchestra
- Opal M. Jones – President & CEO, Doorways
- Julie Erickson – President & CEO, Rx Outreach
- Wendy Richardson - Senior Vice President, North America Tech Hubs at Mastercard
- Amy Hunter – Vice President of Diversity, Equity & Inclusion, Caleres
- Yemi Akande-Bartsch - President & CEO FOCUS St. Louis
- Shelley Seifert – Retired CEO, First Bank
- Amy Shaw – President & CEO, Nine PBS
- Pat Coleman – Leader, Diversity, Equity, Inclusion, & Belonging, Alberici Construction
- Yolanda Lankford – Top Rated Event Host & Keynote Speaker









## 2023 Martin Luther King, Jr. Memorial Tribute:

The Urban League of Metropolitan St. Louis and Saint Louis University jointly presented the annual Martin Luther King Jr. Memorial Tribute on Wednesday, January 11, 2023, at the Busch Student Center located at 20 N Grand Blvd, St. Louis, MO 63103. The event, graced by keynote speaker Sybrina Fulton, mother of Trayvon Martin, commenced with a heartening breakfast and an awards ceremony, followed by a fireside chat led by Urban League President Michael P. McMillan. Sybrina Fulton's poignant journey from personal tragedy to societal activism has been nothing short of inspiring. Since the untimely loss of her son Trayvon Martin in 2012, she has emerged as a compelling advocate, resonating with parents and concerned citizens nationwide. Her co-authored book with Tracy Martin, "Rest in Power: The Enduring Life of Trayvon Martin," narrates the deeply moving account of a life cut short and the profound impact of a movement that stirred the nation's conscience.

The event also recognized outstanding individuals and organizations with the following awards:

### Donald Brennan Humanitarian Award:

- Dr. Bryan Sokol, Professor at Saint Louis University (Psychology)
- Dr. Jonathan C. Smith Award:
- Dr. Olubukola Gbadegesin, Professor at Saint Louis University (Art History)
- Civic Leadership Awards recipients:
- Cliff Franklin, President of FUSE Advertising
- Doug Weible, President/CEO of Weber Construction
- The St. Louis American Newspaper
- Schnuck Markets
- Dream Builders for Equity
- Pastor Andre Alexander, The Tabernacle Community Development Corporation

The event not only honored the legacy of Dr. Martin Luther King Jr. but also celebrated the remarkable contributions of these esteemed awardees to the community.











## Urban Expo Back to School Community Empowerment Festival:

The Urban League collaborated with Saint Louis Public Schools to implement the Annual Urban Expo Back to School Community Empowerment Festival presented by Emerson on August 4th & 5th in the Dome at America's Center. This multi-faceted event was supported by 31 sponsors contributing \$335,825.00. The Urban Expo is the largest resource providing event of the Urban League and it drew over 35,000 attendees. It also provided exposure of critical SLPS resources to help families prepare students for back to school, and connected them with valuable programs, resources, and services offered by the Urban League of Metropolitan St. Louis, Inc. Attendance prizes, parking, and transportation to and from the Expo was provided free.



Students received free book bags, haircuts, school supplies, health screenings, and vaccinations. Over 10,000 free backpacks filled with school supplies and 10,000 free bags of groceries were distributed. Families had access to a wide variety of resource providing programs, that included the St. Louis Public Schools Experience Pavilion, The US Bank Financial Family Feud Pavilion for Financial Literacy, The PepsiCo Urban League Experience Pavilion, and the Thrivent Homeownership Experience Pavilion. The Expo also included the Urban Expo Health Fair, presented by Pfizer, Mercy, SSM Health and BJC, The Rumble in St. Louis USA Amateur Boxing, the



Thrivent Save Our Sisters Women's Empowerment Summit and the Urban League Department of Public Safety implemented the Urban League Warrant Recall Project. The Urban Expo Stage featured Dove, Stellar and Grammy Award winner, Contemporary Gospel Artist Fred Hammond, live in concert, free for all attendees.

The Urban Expo featured a Career Hiring Fair, presented by the Regional Business Council, and STL Works.com that drew hundreds of job seekers and over 70 companies participated. The Save Our Sons program returned to provide free suits, dress shirts, and ties to individuals in attendance at the Career Hiring Fair.

Overall, the Urban Expo Back to School Community Empowerment Festival was a huge success, due to the valuable resources and opportunities that were presented to empower the students and families throughout the St. Louis Metropolitan Area.





Thank you to the following 2023 Urban Expo Back to School Community Empowerment Festival Sponsors.

**Organizing Sponsors:**

Urban League of Metropolitan St. Louis  
St. Louis Public Schools

**Presenting Sponsors:**

Emerson

**Chairman Sponsors:**

Regional Business Council  
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**Expo Sponsors:**

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Urban League Save Our Sons

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THE MORE THAN  
**65,000**  
AMERICANS  
WHO BRING  
OUR BEER TO LIFE.

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WHO  
WE  
ARE.**

*Eric Vaught,*  
Arkansas Rice Farmer



**SCAN TO LEARN  
MORE ABOUT  
WHO WE ARE**



## Volunteerism:

The Urban League is fortunate to have 1,164 volunteers to graciously donate their time to ensure that the individuals and families in need receive the maximum benefits from Urban League programs and services. To volunteer at the Urban League, please contact Quenesha Catron, Volunteer Coordinator and Division Operating Officer at [qcatron@urbanleague-stl.org](mailto:qcatron@urbanleague-stl.org)





Volunteers don't necessarily have the time; they have the heart" - (Elizabeth Andrew). It is very apparent that the Urban League has true supporters that will come out and give back their time and expertise whenever the call is made and most times before. ULSTL continues to increase the number of people that are served annually because of the support of faithful volunteers. The agency alone would not be able to feed the number of families they feed or support the quantity of needs of HeadStart or make a difference through cleanup efforts without volunteers' support. The volunteers come in their free time or with a group, organizations, or employers and once they come, they want to come back because they believe in what the Urban League is doing and can see where their support goes. There are events big and small that depend on volunteers. There are large scale food distributions, small scale food distributions, coat drives, food drives, the annual Urban Expo, Salute to Women, Annual Dinner, food pantry, reading to the kids in HeadStart, cleaning and organizing class rooms at HeadStart, cleaning up trash in communities, food delivery to seniors, organizing clothing outreach thru Save Our Sisters and Save Our Sons, and data entry for the 100 Neediest program. AARP provided support to the Urban League and through their organization with 5 participants that worked 18 hours per week they gave 3,960 hours to the agency. The total number of volunteers and volunteer hours to support the large-scale food distributions, Expo, mobile market food distributions and HeadStart support was over 1,164 volunteers totaling over 5,172 hours. We could not have served and supported as many people as we did if it had not been for all the dedicated volunteers.

**Some of the Volunteer**

**Organization Supporters:**

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St. Louis County

St. Louis City Police

St. Louis County Police

Mayors in St. Louis City

St. Louis County mayors

Young Voices With Action

Many, Many, Many More

## Whitney M. Young Society:

Raised \$317,000 in vital unrestricted donations for the Urban League's impactful programs and services. The founding of the Whitney M. Young Society in December 2013 by Urban League of Metropolitan Saint Louis President and CEO Michael P. McMillan marked a pivotal moment in mission-focused giving. This exclusive Society honors those who generously contribute \$500 to \$5,000 or more of unrestricted funds, providing crucial support to underpin the Urban League's operations and ensure a robust safety net. Over the past decade, dedicated donors have poured over \$1.7 million in unrestricted revenue into the organization, fueling its mission and impact. The annual Whitney M. Young Society Holiday Reception, held at the prestigious Anheuser-Busch Biergarten on Tuesday, December 12, 2023, further celebrated this legacy of generosity and community commitment.

The Whitney M. Young Society features the following Membership Levels:

- Legacy - \$5,000+
- Heritage - \$2,500
- Founder \$1,000
- Pillar - \$500

To become a Whitney M. Young Society donor, please visit the Urban League of Metropolitan St. Louis, Inc. website at [www.ulstl.org](http://www.ulstl.org), select Special Events, and then the Whitney M. Young Society Membership.









## Development Highlights:

The Urban League achieved a record \$50.7 million in revenue in 2023, the highest total ever recorded by an Urban League Affiliate. This milestone was accomplished by the collective efforts of the President & CEO, the Development Department, Strategic Grants Management, and the Urban League Board of Directors Influence in conjunction with our many donors and collaborators throughout our city, state and region.

## Ascension Charity Classic:

The Third Annual Ascension Charity Classic, presented by Emerson, raised more than \$1 million for charitable organizations in North Saint Louis County and beyond. The total includes \$200,000 for each of the tournament's primary beneficiaries: The Urban League of Metropolitan Saint Louis, Inc., Marygrove, and the Boys & Girls Clubs of Greater Saint Louis. Special thanks to Nick Ragone and the entire Ascension team for again conducting a first-class event – and for intentionally investing in North Saint Louis County.



## Schnucks Round Up at the Register:

Schnucks Markets honored the Urban League during Black History Month with Round-Up at the Register that raised \$120,000 from 112 stores to support Urban League Programs and Services. Schnucks Markets, Inc. is St. Louis largest grocery chain throughout the region.







# Enterprise Mobility™ believes it takes all of us to drive meaningful change.

We are proud to support the Urban League of  
Metropolitan St. Louis and their tireless efforts to  
empower those in our local community.

# Memorial - (1959 - 2023)

## Emily Hunter Burch

A compassionate soul, saw her fierce battle against pancreatic cancer decided on May 7, 2023. Emily was 63.

Emily was a treasure to family and friends alike. She was born September 15, 1959, in Gainesville, Georgia, to parents Ray and Madge Burch. Emily was born into a caring and closely knit family modeled by Ray and Madge, who created a culture of fun and frivolity for their kids as well as the many friends and neighbors who frequently visited. Most importantly, Madge and Ray would raise their children, Nancy, Susan, Emily, and Scott, in a home rooted in values like respect and love for all, lessons that they have imparted to their own children.

The radiance that would become a hallmark of Emily's personality came to life through her childhood in Gainesville, where she would graduate in 1977 from Gainesville High School while amassing deep and lasting friendships along the way. Confidence and a sense for adventure, also traits associated with Emily throughout her life, inspired her decision to leave Georgia to attend rival University of Alabama, where she earned a bachelor's degree in journalism and marketing in only three years.

To the surprise of no one who knew Emily, her professional career launched impressively just after college graduation. She was first off to Washington, D.C., first serving as a press specialist on Capitol Hill to U.S. Senator Jeremiah Andrew Denton, Jr., then shifting disciplines in D.C. as an executive with the Cable Advertising Bureau. From there, she moved north to New York City, where she was a sales executive that helped launch Lifetime Medical Television while also representing the parent company Lifetime Networks. It was apropos that Emily's career in her 20s would thread from Washington, D.C., to New York, bustling cities that were as vibrant as Emily's personality. Above all, from a personal standpoint, it was the perfect path; it would lead her to meeting Chris Zimmerman in 1987.

The short version of the story - Emily and Chris met at 3 a.m. at the Heartbreak Club in the SOHO neighborhood of New York City. What followed was a whirlwind romance that led to their marriage, exactly 53 weeks from that moment, on June 4, 1988, in her hometown. Three years later, they would become parents of a daughter, Katie, and later a son, Ted. The family's voyages in the years that followed would take them from New York to Connecticut, Portland, New Hampshire, Vancouver and Los Angeles before ultimately landing in 2014 in St. Louis.

At each stop, Emily was a force for good. Her kindness, generosity and public service were civic assets. When asked to support a worthy cause, merely accepting the invitation was insufficient. Emily would become one with the organization and contribute the only way she knew how – by living the mission.

Nowhere was this more evident than in St. Louis, where Emily's passion for - and commitment to - the community knew no bounds. Within a decade, Emily had served on boards and simultaneously co-chaired events or capital campaigns for Christian Hospital, The Magic House, St. Louis Symphony Orchestra, United Way of Greater St. Louis, Foundation Fighting Blindness, Salvation Army Tree of Lights, ALS Association St. Louis Regional Chapter and the St. Louis Blues. Earlier this year, the Urban League of Metropolitan St. Louis paid tribute to Emily with its Salute to Women in Leadership Award for her remarkable work as co-chair of the organization's Restoring Hope Capital Campaign. The Urban League also named an entire wing of its new headquarters in honor of Emily, such was the positive and everlasting influence of her efforts.

These and other official leadership roles that Emily eagerly accepted, and successfully executed, only partially tell the story of a heart that would burst with warmth and love for everyone. Emily brought joy, happiness and the biggest hugs to every occasion.



Emily will also be forever celebrated for her grace and courage, and will be missed terribly by those who knew and loved her. However, even those who will have never had the privilege and pleasure of meeting Emily will be positively impacted by her community service, humanity, charity and ability to inspire. There can be no greater legacy.

Emily is survived by her adoring husband Chris; daughter Katie and son-in-law Christopher Janson; son Ted and daughter-in-law Hannah Treuer; sister Nancy Muir and brother-in-law Bob Muir; sister Susan Eddy and brother-in-law John Eddy; brother Scott Burch; brother-in-law Michael Zimmerman and sister-in-law Sandy Simonson; and brother-in-law Peter Zimmerman; and a bushel of nieces and nephews, whom she showered with her infectious spirit and love. Emily also leaves her surviving beautiful and caring mother, Madge Burch, who set a rubric of love that all of her children have embraced in their own lives. Emily was preceded in death by her in-laws, Chris' parents, Harry "Eddie" and Mary Ann Zimmerman, and his stepfather Ed Stanton.

Emily also joins in heaven her loving father Ray Burch, Jr., who passed away in 2018 at age 89 and whose sunny disposition and smile was embodied by Emily every day of her amazing life.

Memorials in honor of Emily may be made to the Urban League of Metropolitan St. Louis at [www.ulstl.com](http://www.ulstl.com) by clicking the Donate Today tab on the home page and entering a tribute gift in her name, or by calling 314-615-3600.

*Emily Burch Obituary from [www.legacy.com](http://www.legacy.com)*





## Strong Communities are Powered by People

Ameren partners with the Urban League of Metropolitan St. Louis on a variety of initiatives not only to help people manage their energy bills and achieve greater economic self-sufficiency but also support ongoing programs that are building and inspiring a better future for so many in our community.

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# Communication & Marketing

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# COMMUNICATIONS SUMMARY

The primary focus of the Urban League’s Communications Division is to tell the stories that help donors, stakeholders, clients, and partners understand the impact of the work being done every day to serve our 200,000 clients per year. We do that through media relations, donor communications, community engagement, advertising, marketing, internal messaging, visual design and communications, and social media engagement. We also support broader department-specific marketing campaigns to amplify critical messages.

The Communications Division’s primary focus, post-pandemic emergency, was to highlight the impact of the work throughout the agency to empower over 200,000 clients in 2023. Included among the key accomplishments are a first-ever cover story in the St. Louis Business Journal that provided in-depth look at the overall empowerment strategy for our Regional Headquarters campus. Coverage of the United States Secretary of Energy’s visit to an Urban League client to review work done by our weatherization team and having the Urban League’s work highlighted in an on-field presentation by St. Louis City SC Soccer Club are among communications highlights for the year.



With a primary goal of highlighting the humanity behind agency initiatives, the department utilized a multi-faceted approach involving social media, traditional media engagement, influencers, and other marketing methods designed to keep the Urban League at the forefront of consciousness for partners, clients, and donors.

In 2023 alone, the earned media publicity value surpassed \$6 million, illustrating the substantial recognition garnered through unpaid media across multiple channels. Throughout the year, the Communications Division secured an average of 350 story counts and mentions per quarter, totaling an impressive 1,543 placements.



The advertising value generated from those placements amounted to \$1,972,372. In addition, the publicity value soared to over \$5 million, specifically amounting to \$5,917,101, marking substantial reach achieved through our strategic communications approach.

The Urban League is still growing in our ability to effectively leverage social media platforms. In 2023, our social media reach grew amassing over 73 million impressions, excluding any paid campaigns. This remarkable milestone underscores our ability to effectively engage with diverse audiences and disseminate the Urban League’s messaging.

**73M**

In 2023, our social media impact soared with 73 million organic impressions, showcasing our strong connection to diverse audiences and the Urban League’s empowering message.

**\$6M**

The earned media publicity value surpassed \$6 million, illustrating the substantial recognition garnered through unpaid media across multiple channels

**\$5M**

The publicity value soared to over \$5 million, specifically amounting to \$5,917,101, marking substantial reach achieved through our strategic communications approach.

**200K**

Primary focus, post-pandemic emergency, was to highlight the impact of the work throughout the agency to empower over 200,000 clients in 2023.

**1.5K**

The Communications Division secured an average of 350 story counts and mentions per quarter, totaling an impressive 1,543 placements.



## All In! Covid-19 Outreach Campaign:

The Urban League continued its partnership with the National Urban League, the U.S. Centers for Disease Control and Prevention, and the National Action Network, to engage vulnerable communities with a goal of increasing COVID-19 education and vaccination. Through the Partnering for Vaccine Equity/All In! initiative, we equipped neighborhood leaders, social media influencers, and others with training and education to engage with our most vulnerable populations. Our ambassadors leveraged their influence and personal relationships to promote healthy behaviors and dispel myths about COVID-19 and its treatments. A combined COVID-19/Influenza campaign helped promote the need for vaccination throughout virus season. We hosted a highly informative and successful virtual town hall as part of our effort under the initiative.



## Urban League Screens “Gumbo Coalition” Documentary Featuring Save Our Sons :

The Urban League was well-represented at the St. Louis International Film Festival’s screening of The Gumbo Coalition documentary profiling the work of National Urban League President and CEO, Marc Morial and Unidos US President and CEO Janet Murguía. The film also gives an in-depth look at our Save Our Sons re-entry program at Algoa. President Michael McMillan, Save Our Sons re-entry coordinator Jamie Dennis, and featured participant Bradley Cobb attended the screening and participated in the ensuing panel discussion.



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## Lifetime Achievement Award:

Grammy-winning singer, songwriter, and actress Stephanie Mills received the Salute to Women in Leadership Lifetime Achievement Award alongside actresses Kym Whitley and Victoria Rowell and CBS News anchor Michelle Miller. Urban League Vice President and Controller Barbara Bowman was recognized as the Urban League Woman of the Year. Nancy Flake Johnson, President and CEO of the Atlanta Urban League was honored as Urban League CEO of the Year, and Nakischa Joseph is the Urban League Guild Member of the Year. The Urban League also celebrated 14 local women leaders whose leadership and community service have left indelible marks on our region. The Salute to Women in Leadership Gala is an esteemed event acknowledging the remarkable contributions of phenomenal women who also embrace and demonstrate the tenets of the Urban League Movement. This was the 19th year for the awards. More gala information can be found at [ulstl.com](http://ulstl.com).



## Hyundai Anti-Theft Clinic Serves Nearly 600:

In response to persistent thefts targeting certain Hyundai vehicles without push-button ignitions and immobilizing anti-theft devices, Hyundai Motor North America collaborated with St. Louis County, the City of Jennings, the St. Louis County Police Department, and the Urban League to host a two-day, free anti-theft software clinic. The event far exceeded Hyundai's expectations servicing 594 vehicles and providing anti-theft clubs to 25 Kia owners. Special thanks to Quenesha Catron and Robert Cotton who received extensive praise from the Hyundai team for their support and assistance.



## Sybrina Fulton, Mother of Trayvon Martin Keynotes 2023 MLK Joint Celebration :

The annual Martin Luther King Jr. Memorial Tribute hosted by Saint Louis University and the Urban League of Metropolitan St. Louis was held Wednesday, January 11 2023 at the Busch Student Center. The event, featuring speaker Sybrina Fulton, mother of Trayvon Martin, featured a fireside chat following a breakfast and awards ceremony.

Sybrina Fulton is dedicating her life to transforming family tragedy into social change. Since the death of her 17-year-old son, Trayvon Martin, during the violent confrontation in 2012, Fulton has become an inspiring spokesperson for parents and concerned citizens across the country. Her book co-authored with Tracy Martin, *Rest in Power: The Enduring Life of Trayvon Martin*, shares the intimate story of a tragically foreshortened life and the rise of a movement that awoke a nation's conscience.



## UL Hosts National Workforce Conference:

The Urban League hosted the National Urban League workforce conference. The National Urban League, Urban League of Metropolitan St. Louis, and the North America's Building Trades Unions hosted a special joint event bringing together local Urban League affiliates and union leaders for an in-person convening on the Urban Construction Jobs Partnership (UCJP). The UCJP is a historic agreement between the National Urban League and the North America's Building Trades Unions to further construction union diversity.







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## Influencer Event Showcases New HQ, Programs:

The Urban League Young Professionals were on hand to support the Communications Division's first Influencer Mixer and Briefing at the Regional Headquarters. The event was designed to provide an insider's look at the new Regional Headquarters and share information on our mission, programs, and opportunities to support ULSTL. The goal is to create a solid group of ambassadors that will help amplify our messaging and deepen our relationships in the community.



## Journalists Honored at Black History Month Event:

The Urban League celebrated the accomplishments of 14 local media and communications professionals at a special Salute to Excellence in Communications and Media recognition program on February 24, 2023. The awards program was held at the Marriott St. Louis Grand Hotel in the Crystal Ballroom with a reception beginning at 11:30A.M. followed by the luncheon program. Honorees were:

- Jess Anderson, Media Influencer
- Earl Austin, The St. Louis American Sports Editor, SLU Billikens Announcer
- Joseph Brown, STL TV Videographer/Engineer
- Michael Claiborne, KMOX Radio, St. Louis Cardinals Broadcaster
- Jade Harrell, 9 Network Director on Demand and Content
- Bernie Hayes, Pioneering Radio Personality, Host of The Bernie Hayes Show
- Tammie Holland, Host, This Week with Tammie Holland
- Kelly Jackson, KSDK Five on Your Side News Anchor
- Samantha Jones, Anchor, KMOV News 4
- Blair Ledet, Anchor/Reporter KTVI Fox 2 News
- Lorenzo Savage, Publisher, I Am ESL Magazine,
- Lou “The Real JR” Thimes, Jr., Radio Personality, Operations Director Mix995 radio
- Hank Thompson, KDHX Talk Show Host, Tanzango, Veteran Radio Personality
- Kimberly Young, KTVI Fox 2 News Supervising Producer







## Webster University Hosts Dr. Charles Steele, Jr.:

Webster University hosted Dr. Charles Steele, Jr., the President and CEO of the Southern Christian Leadership Conference, originally co-founded by Dr. Martin Luther King, Jr., at a special on-campus luncheon attended by Suggs Scholars, faculty, staff, alumni, Chancellor Beth Stroble, President Julian Schuster, Chief Diversity Officer Vincent Flewellen, and Urban League President and CEO

Michael McMillian. This is the tenth luncheon Webster University has hosted for the Urban League's annual dinner keynote speaker. The luncheon is another indication of the University's commitment to the Urban League's work .

## Urban League Hosts U.S. Navy Captain Charleese Hasan:

Navy Captain Charleese Hasan, originally from Tarrytown, NY, visited Save Our Sisters and Urban League to support women's empowerment during Navy Week. She became an Intelligence Officer in 1997 after Officer Candidate School in Pensacola, FL, and holds degrees from St. Louis University and Webster University. Capt. Hasan's honors include multiple Meritorious Service Medals, Joint Service Commendation Medals, and the Herman Dworkin Award for maritime analytic excellence.



## UL Awarded \$348,000 Neighborhood Transformation Grant for Housing Project:

The Urban League has been awarded a \$348,000 Neighborhood Transformation Grant from the St. Louis Community Development Administration to support development of The Urban League Village, a project of 17 single family homes near the headquarters campus. Funds will support surveys, assessments, design plans, and technical support.

## President McMillan Receives Inaugural SBA Award:

President Michael P. McMillan was chosen to receive the inaugural SBA Champion Award, an SBA St. Louis District Director's Award, for the Urban League's valuable contributions to the small business community and as a US Small Business Administration partner! The award was presented by SBA Administrator Isabel Guzman and St. Louis District Director Maureen Brinkley at the Small Business Week Awards Luncheon on May 2, 2023.



## U.S. Energy Secretary Visits ULSTL Client:

The Urban League's Weatherization Department was selected for a visit led by U.S. Department of Energy Secretary Jennifer Granholm and Congresswoman Cori Bush. The rare, high-level visit was an opportunity to showcase our energy efficiency work in the community. The dignitaries visited our client, Ms. Jeffries' home and saw over \$20,000 worth of work that the Urban League team weatherized and learned, through her testimony, that she is seeing over \$100 a month reduction in her energy bills.



@ULSTL

A row of five social media icons: Facebook, Twitter, Instagram, Snapchat, and YouTube.



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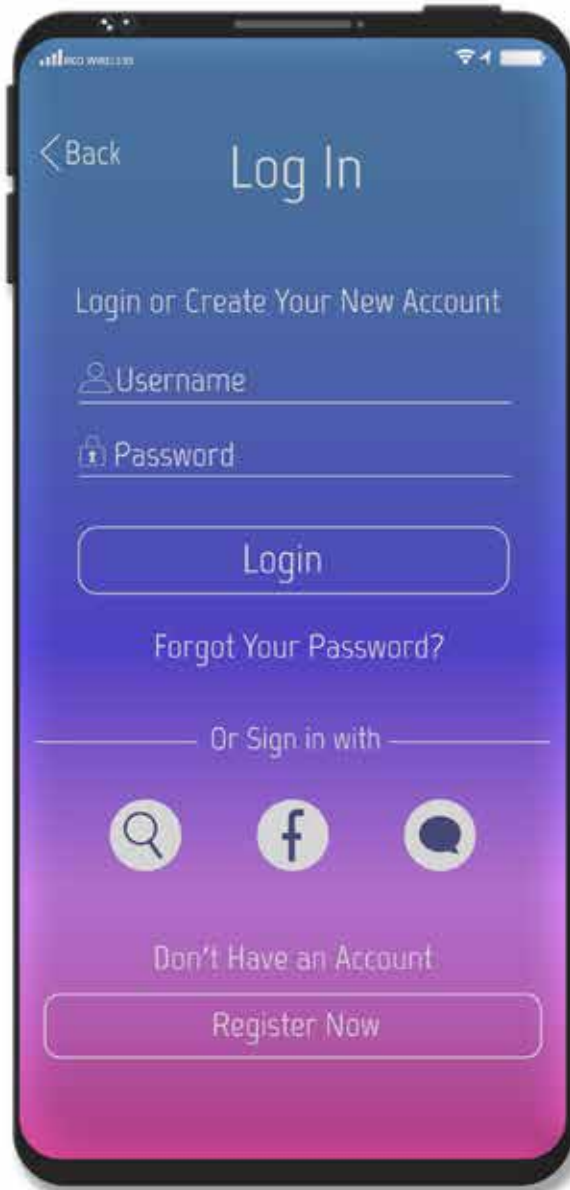
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**Robert C. Vogel**  
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**Patricia A. Washington**  
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U.S. Bank is proud to sponsor the  
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# Finance & Accounting

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# URBAN LEAGUE

of Metropolitan Saint Louis, Inc.

EMPOWERING COMMUNITIES. CHANGING LIVES.

STATEMENT OF FINANCIAL POSITION  
AS OF DECEMBER 31, 2023

ASSETS	UL of Metro STL	Ferguson Fund	POB-HQ	Consolidated
Cash and Cash Equivalents	8,003,228	101,326	701,378	8,805,932
ACCOUNTS RECEIVABLE:	-	-	-	-
Governmental & Other agencies	10,104,640	261,344	269,573	10,635,557
Pledges Receivable Net	6,709,495	-	-	6,709,495
Prepaid Expenses	1,279,278	4,018	-	1,283,296
Other Current Assets	30,757	1,400	-	32,157
Inventory	-	-	-	-
Investment in POB-Ferguson	-	-	-	-
Investment in HQ Leveraged Lender	4,128,578	-	-	4,128,578
Investments	6,104,321	-	-	6,104,321
Deferred Pension Asset	904,427	-	-	904,427
Due to/Due From	(322,586)	58	322,586	58
Intangibles	2,455	1,923	35,834	40,212
FEC Other Fixed Assets	-	1,703,453	-	1,703,453
PROPERTY AND EQUIPMENT: NET	16,047,152	639,393	4,858,879	21,545,424
<b>Total Assets</b>	<b>\$ 52,991,745</b>	<b>\$ 2,712,915</b>	<b>\$ 6,188,250</b>	<b>\$ 61,892,910</b>
<b>LIABILITIES</b>				
Accounts Payable & Accrued Exp	789,250	5,050	4,537	798,837
Short Term Notes Payable	-	-	-	-
Accrued Payroll & Related Tax	253,005	-	-	253,005
Deferred Income	8,423,250	-	-	8,423,250
LONG TERM LIABILITIES:	-	-	-	-
Long Term Note Payable UL Plaza	1,640,232	-	-	1,640,232
Long Term Note Payable PBGC Grace Hill	110,000	-	-	110,000
Mortgage Payable GH	739,988	-	-	739,988
Long Term Notes Payable - POB/FEC	-	-	-	-
Long Term Notes Payable - POB/HQ	-	-	5,445,000	5,445,000
Less: Unamortized Debt Issuance Costs	-	-	(100,349)	(100,349)
Total Long Term Notes Payable	2,490,220	-	5,344,651	7,834,871
<b>Total liabilities</b>	<b>\$ 11,955,725</b>	<b>\$ 5,050</b>	<b>\$ 5,349,188</b>	<b>\$ 17,309,963</b>
<b>FUND BALANCE</b>				
POB Member Equity	-	(433,153)	467,866	34,713
Without Restrictions & Board Designated	10,769,835	3,141,018	371,196	14,282,049
Perpetual in nature	3,850,118	-	-	3,850,118
Time & Purpose Restricted	26,416,067	-	-	26,416,067
Total Net Assets	41,036,020	2,707,865	839,062	44,582,949
<b>Total Liability and Net Assets</b>	<b>\$52,991,745</b>	<b>\$ 2,712,915</b>	<b>\$ 6,188,250</b>	<b>\$ 61,892,910</b>

(Unaudited)





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

CONSOLIDATED STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDING DECEMBER 31, 2023

	UNRESTRICTED	RESTRICTED	TOTAL
<b>SUPPORT AND REVENUE</b>			
<b>Public Support</b>			
Contributions	366,764	107,500	474,264
In Kind Contributions	3,973,352		3,973,352
Corporate & Foundation Grants	801,501	1,831,128	2,632,629
Memberships	130,771		130,771
Special Events (Net of Expense)	727,500	2,500	730,000
United Way of Greater St. Louis	1,262,307		1,262,307
<b>Total Public Support</b>	<b>7,262,195</b>	<b>1,941,128</b>	<b>9,203,323</b>
<b>GOVERNMENTAL GRANTS</b>	<b>\$ 36,828,714</b>	<b>-</b>	<b>\$ 36,828,714</b>
<b>Other</b>			
Program Service Fees	1,068,427		1,068,427
Investments	183,127	169,520	352,647
Miscellaneous	138,924	975	139,899
Gain on Debt Extinguishment	3,174,000		3,174,000
Releases From Restriction	1,234,441	(1,234,441)	-
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 49,889,828</b>	<b>\$ 877,182</b>	<b>\$ 50,767,010</b>
<b>EXPENSES</b>			
<b>Program Services</b>			
Educational Excellence	17,874,753		17,874,753
Economic Opportunity	13,576,531	-	13,576,531
Community Empowerment	7,953,204		7,953,204
Public Safety & Neighborhood Stabilization	2,692,854		2,692,854
<b>TOTAL PROGRAM SERVICES</b>	<b>\$ 42,097,342</b>	<b>\$ -</b>	<b>\$ 42,097,342</b>
<b>Supportive Services</b>			
Management and General	5,519,755		5,519,755
Fundraising and Communications	\$ 2,034,593		\$ 2,034,593
<b>TOTAL SUPPORTIVE SERVICES</b>	<b>\$ 7,554,348</b>	<b>\$ -</b>	<b>\$ 7,554,348</b>
<b>TOTAL EXPENSES</b>	<b>\$ 49,651,690</b>	<b>\$ -</b>	<b>\$ 49,651,690</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$ 238,138</b>	<b>\$ 877,182</b>	<b>\$ 1,115,320</b>

(Unaudited)

# Urban League Major Contributors & Events Supporters

## Corporate Contributions

### \$1,000,000 or more

Crawford Taylor Foundation  
Enterprise Holdings Foundation  
United Way of Greater St. Louis

### \$100,000 or more

Ameren/Ameren Charitable Trust  
Anheuser-Busch Foundation  
Anonymous  
AT &T  
Boeing Company Charitable Trust  
Centene Charitable Trust  
Greater St. Louis, Inc.  
National Urban League  
Panera  
Pershing Charitable Trust  
Regional Business Council St. Louis  
Schnuck Markets Inc.  
Spire Inc./Spire Foundation  
US Bank/US Bank Foundation  
Wells Fargo  
World Wide Technology  
/Steward Family Foundation

### \$50,000 or more

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Enterprise Bank & Trust  
Freddie Mac  
Guild Mortgage  
Keeley Cares  
Siemer Foundation  
Simmons Bank  
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Bunzl USA LLC  
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JPM Chase Foundation  
McCarthy Charity Golf Classic  
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The Church of Jesus Christ  
of Latter-day Saints  
Trio Foundation  
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Twain Foundation Partners Holding  
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Webster University  
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### \$5,000 or more

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Linda Wielansky  
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Alice M Williams  
Robert Williams  
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# Thanks for making a difference in our community

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- Marc H. Morial  
National Urban League President



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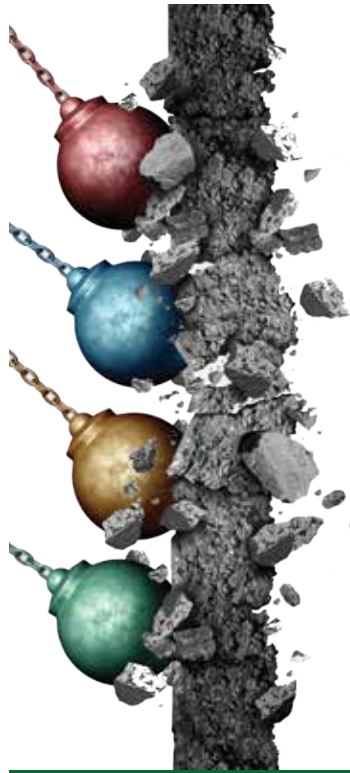
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Doniele Benson  
Oscar Berryman  
Angelia Bills  
Barbara Bowman  
Chris Bray  
Gail Bunce  
Dr. Julia Burke  
David Cade  
Deborah Catchings-Smith  
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*20th Anniversary*

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RECEPTION 5:00 P.M. | DINNER 7:00 P.M.

**SATURDAY, SEPTEMBER 7**





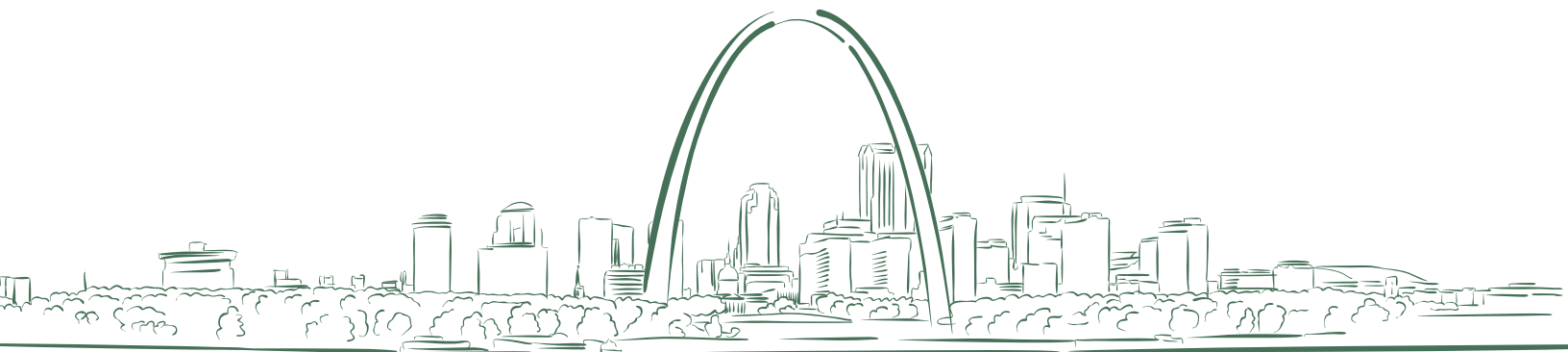


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1408 N. KINGSHIGHWAY BLVD.  
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## **SAVE OUR SONS SOUTH CITY**

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ST. LOUIS, MO 63118  
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## **SAVE OUR SONS EAST ST. LOUIS**

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EAST ST LOUIS, IL 62205  
(618) 342-4443

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(314) 528-5200

## **MLK PLAZA - URBAN LEAGUE FAMILY RESOURCES CENTER**

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ST. LOUIS, MO 63113

## **NORTH SPRING COMMUNITY CENTER**

929 NORTH SPRING  
ST. LOUIS, MO 63108

## **WOMEN'S BUSINESS CENTER**

6722 PAGE AVE  
ST. LOUIS, MO 63133  
(314) 584-6700

## **HEAD START HEADQUARTERS**

(HEAD START/EARLY HEAD START)  
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JENNINGS, MO 63136  
(314) 867-9100

## **NORTH SPRING CENTER**

(HEAD START)  
911 NORTH SPRING  
ST. LOUIS, MO 63108  
(314) 652-2406

## **MT. ZION CENTER**

(HEAD START/EARLY HEAD START)  
1440 S. COMPTON  
ST. LOUIS, MO 63104  
(314) 773-0733

## **MARTIN LUTHER KING, JR. CENTER**

(HEAD START/EARLY HEAD START)  
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(314) 389-8800

## **MAGNOLIA CENTER**

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(314) 584-6363

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