2020 - 2022 REPORT
THE COVID ERA
For More Than 100 Years

the Los Angeles Urban League has served as a vocal advocate for African Americans and other minorities by making sure our communities have access to careers with living wages, opportunities to create successful businesses, and pathways to educational and economic growth.

When the pandemic began, our workers were among the first and worst affected, our businesses the most prone to shutter, our students the most apt to fall behind, and our elderly and infirm among the most likely to perish. The Urban League reacted swiftly to turn the tide in numerous ways, thanks to its dedicated staff, board, sponsors, and volunteers. The following pages chronicle the League’s response to the COVID ERA which, though declared over, will take years to fully recover from and for which the League’s services and advocacy are needed, now more than ever.
In 2021, the Urban League celebrated its 100th anniversary of service to Los Angeles. However, in the midst of a pandemic unparalleled by any since our founding, we turned to alternative methods of commemorating our centenary. Namely, we doubled down on serving the needs of those hit hardest by the pandemic.

With unwavering support from long-time donors – and a host of sponsors new to the League – we added more staff; created innovative new programs to help small businesses and job-seekers; partnered with other community-based organizations and governmental entities; took on health education and vaccine distribution efforts; and converted our brick-and-mortar services to virtual delivery.

And, though we were forced to cancel our traditional annual fundraising gala, the Whitney M. Young, Jr. Awards Dinner, for the years of 2020 and 2021, we still found ways to mark the occasion, extending the celebration into 2022.
One of John Mack’s last civic acts was recommending to Mayor Eric Garcetti that he hire Michel Moore as LAPD Chief of Police – which the Mayor did, just two weeks before Mack’s passing in June, 2018.

That Mr. Mack shared hours of his final evening with close friend and long-time ally, Fred Ali, then-CEO of the Weingart Foundation, along with LAUL CEO Michael Lawson and COO Brian Williams, was indicative of how John Mack spent his life: in service to others, envisioning the future, and bringing people together.

In April, 2022, when LAUL commemorated the 30th anniversary of the 1992 Uprising in the aftermath of the beating of Rodney King and the death of Latasha Harlins, it was the echo of John Mack’s voice we heard calling for peace, understanding, racial equity, and progress.
BOARD CHAIR'S LETTER

A lot has changed for African Americans in Los Angeles since 1921 when the Los Angeles Urban League opened its doors. By many metrics blacks in Los Angeles are better off than 100 years ago, and the Los Angeles Urban League has actively contributed to this improvement through boom times, riots, recessions, crises and pandemics. Yet significant racial disparities in housing, policing, education, jobs and capital access continue to infest our society and prevent African Americans from fully realizing their potential in Los Angeles. So work remains to be done.

Our vision for the next decade is to create a thriving ecosystem of local Black businesses, homeownership, and jobs that can generate $1-2 billion in Black household wealth by 2030. Over this time our programs will aim to increase Black business value (which on average earn one-half of the revenue of White companies) to match median business values in Los Angeles. Our job training and placement programs target an increase in the average worker’s annual salary by $30,000. New economic development programs will focus on turning renters into homeowners and encouraging consistent investments to build wealth over time. We will amplify our impact by building corporate and community partnerships and advocating before key political officials.

Yes, we challenge ourselves and all of Los Angeles to be better, to do better. I invite you to review this report on our recent successes and our future vision, and to support the Los Angeles Urban League through your time, talents or treasure.

Thank you for supporting our work to uplift entire communities and lives.

Sincerely,

Elliot Hinds
Board Chair
PRESIDENT’S LETTER

The past two years have been like no others in our lifetimes. Far too many in our communities have experienced devastation, heartache, and loss. Despite or maybe because of these circumstances we remained inspired by the resiliency of our fellow Angelenos, the strength of our hope for a better tomorrow, and our willingness to work towards that vision. The Los Angeles Urban League staff have put forth unparalleled effort to address the many challenges that have been faced by the communities we serve. And because of the unending support of our board of directors and the generosity of our corporate and community partners, we were able to heed the call of our communities to not only sustain our programs and services, but to expand our reach, and increase our capacity to serve more families, students, job-seekers and entrepreneurs.

This past year we felt the disproportionate impacts of a pandemic that still rages on. Together, with government and community partners we were able to set up and support a vaccination site at Baldwin Hills Crenshaw Plaza where we vaccinated over 15,000 people. The pandemic hit our small businesses hard with owners being forced to close or having to pivot to new business models. In response our Urban Center for Entrepreneurship served over 500 businesses, distributing more than $400,000 in grants, providing over 450 hours of counseling, and numerous workshops.

Our construction, entertainment, and healthcare programs grew to serve more than 500 people looking to gain new skills, change their careers, start a new job or enter the workforce. Working with our hiring partners across Los Angeles we placed 220 job seekers into new careers and provided personalized career counseling to 300 others. This past year we launched three new education programs for middle and high school students, including America on Tech, Urban Bridge Builders, and Project Ready. In the coming year we have more programs on the way and we are excited about our new partnerships and look forward to widening our impact moving forward.

In 2020 we collectively witnessed the Minneapolis police murder of George Floyd which sparked global protests, fueled the Black Lives Matter movement, and exposed the systemic racism that has plagued our social and political institutions, and systems of justice nationwide. Millions of people took to the streets and peacefully marched for justice and demanded police reforms. Those passionate voices demanding change translated to the ballot box in November of 2020. We made history by showing up to the polls in record numbers and electing the first female Vice President of the United States, Kamala Harris.

While federal reform legislation is temporarily stalled, the work we did in helping to register voters, fight voter suppression, and demanding reforms to our justice systems has set in motion a course of change that will certainly impact our city and our nation for the better.

We thank you for supporting the mission of the Los Angeles Urban League during the “Pandemic Era.” Without you our work would not be possible, and it is because of you that our impact continues to grow. We are honored and humbled by your support as we look to our second century of service.

Michael Lawson
President and CEO
# MEETING THE CHALLENGES OF COVID-19:

## 2020 March - April
- LAUL staff begins working remotely March 16
- Launched Business Crisis Management Webinar Series
- Hosted “College and COVID” with USC
- Converted Backstage Careers program to online delivery after February launch
- Canceled Whitney M. Young Gala

## 2020 May - June
- Construction Career Academy goes online with laptops provided by LAUL
- 1st annual Virtual Black H.S. Graduation broadcast
- Community College & COVID workshop with LA Community Colleges
- LAUL co-founds Community Response System of Los Angeles

## 2020 July - August
- Launched Emergency Capital Assistance consulting hotline and grant program (ECAP)
- Launched Virtual Biz Camp 2020
- Co-hosted “Advancing Black Entrepreneurs” series with Chase
- Co-Hosted Small Business Resiliency series with Women’s Business Center
- Michael Lawson appears on ABC regarding George Floyd unrest
- Launch Census and Get-out-the-Vote campaigns on KJLH and social

## 2020 September - October
- Backstage Careers Visual Effects Training launched with computers provided by LAUL
- Created LAJobs.laul.org job board
- Voting Access webinar with Secretary of State, Alex Padilla, and Jewish Federation
- Election Series co-hosted with World Affairs Council and Town Hall
- Co-sponsor CA Community Polls with CauseUSA and Hope
- Recruited and sponsored trainees for UCLA Medical Assistant Program
- Hosted “Fireside Chat” with Byron Allen

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# THE FIRST YEAR AT A GLANCE

## 2020
**November - December**
- Backstage Careers Advanced Editing cohort with Ri-Karlo Handy
- Pathway to union membership for Editing trainees created with Local 800
- Antioch University mentorship program with Young Professionals launched
- Published 2020 Voters Guide
- "Understanding Black Health and COVID Disparities" webinar with Jewish Federation, King Hospital and Drew Medical School
- Recruited seasonal drivers for UPS
- Conducted 2021 Tax Strategies with Bank of America and Merrill Lynch

## 2021
**January - February**
- Launched Black Wealth Attainment and Retention (BWAARP) with Parkside EDC
- Farmers Insurance Agency Owner information session planned
- Black College Expo Career Pavilion powered by LAUL
- "Three Mothers" Black History event with Anna Malaika Tubbs
- "100 Years of Black LA" Centennial event with Lawson, Bakewell, Manly
- "Hot Jobs and Skills" series of job fairs co-sponsored with LA Southwest College
- ECAP granted 80 companies over $300K

**March - April**
- COVID-19 Community Conversations" with Cedars-Sinai
- "Asian Americans and the Meaning of Allyship" panel
- UCLA Medical Assisting Training Program recruits 8
- Black Wealth Attainment and Retention workshop Wellness is Wealth
- WSS retail recruitment information session
- Vaccinated over 15,000 people

**May - June**
- 2nd Annual Black High School Graduation broadcast
- LAUL partners with NCRF to award $100k+ scholarships to 50 graduating high school seniors
- BWAARP session 3 “A Foundation Built on Home and Business Ownership”
- Advancing Black Entrepreneurs: “Navigating Your Cashflow”
- LAUL and the Young Professionals hosted online Q&A with IRS Director on taxes
- Juneteenth Freedom Day Celebration sponsored by Sherwin Williams
Throughout the COVID era the Los Angeles Urban League has addressed numerous challenges that affect the communities we serve. From advocating for students and parents, to small businesses and disenfranchised voters, Los Angeles Urban League continues to serve as a strong voice for our communities of color. Some of these issues included:

| Providing job and entrepreneurial training opportunities to the underserved in our communities, including support for foster youth. |
| Working to ensure that everyone eligible to vote was registered, free from voter suppression efforts, and able to vote in elections. |
| Strengthening ties with LatinX, Asian and Jewish communities and speaking out against the rise in hate crimes across the country. |
| Holding our elected officials accountable to ensure access to safe, affordable healthcare and vaccines in our most vulnerable communities. |
| Working with students, teachers, coalitions, and LAUSD administrators to eliminate the educational gaps throughout our school system. |
| Supported the completion of a decennial census in the middle of a pandemic. |
| Taking actions to shrink and erase the disparities in access to fast, reliable, and affordable broadband internet services. |
| Holding police and sheriff’s departments locally and nationwide accountable in an ongoing effort to root out systemic racist policies, procedures, and officers. |

Thankfully, we continue to meet our many challenges due to an outpouring of support from individuals, corporations, foundations and city, county and state governmental agencies that gave their time, treasure, and talents. Our mission is never more critical in these challenging times, and your support has never been more urgent or more welcome.
This past February the Los Angeles Urban League joined the Diversity in Leadership Institute to call on the L.A. Unified School District Board to pass a critical resolution aimed at hiring, training, and retaining more Black educators in LAUSD schools.

An increase in Black educators benefits more than just Black students. A racially diverse and culturally responsive teaching community leads to better outcomes for all students. Having more Black educators and administrators will not eliminate the systemic racism in our society, but it is a critically important step.

With a broad coalition of local organizations and a vocal base of supporters the resolution was passed unanimously. We are grateful for the support of our community on this issue and we look forward to strengthening our common bonds to ensure a better future for our children.
ENTREPRENEURSHIP

Los Angeles Urban League’s Urban Center for Entrepreneurship provides minority and women-owned companies best-in-class business intelligence, one-on-one strategies for success, and a network of advisors and mentors aimed at helping small businesses grow and succeed. We are a newly named partner of the SBA’s “Community Navigator” program.

In the aftermath of the COVID-19 outbreak, we have seen more than 40% of black-owned businesses close their doors, while 32% of LatinX-owned and 26% Asian-owned businesses closed shop.

We have also seen our entrepreneurs bounce back in force. The Kaufman Foundation reported that African Americans started more business endeavors over the past 18 months than at any time in the past quarter century.

Black entrepreneurs, either through inspiration or necessity, continue to create their opportunities and find ways to build more businesses than any other group during the pandemic. But more support is needed to help these businesses survive and ultimately thrive.

Throughout the pandemic, our Entrepreneurship Center has been hard at work supporting Los Angeles’s minority-owned business. Our Entrepreneurship Center prepares small businesses throughout Los Angeles for grants and interest-free loans. We provide training in loan readiness, business readiness, marketing, strategy, and pricing.

Our 6-month incubator program helps established businesses access capital, become contract ready and enhance their ability to grow their business. We provide technical assistance, coaching, access to professional back office support, and match-making with contract opportunities.

During the first 12 months of the pandemic we provided workshop training to more than 500 entrepreneurs, distributed over $400,000 in COVID relief grants, and provided 454 hours of 1-on-1 counseling to 159 clients who received customized technical assistance.

2020-21 Emergency Capital Access Program Data

- 219 small businesses who expressed interest/inquired about ECAP
- 159 Clients counseled – 93% Black/African American
- 454 Hours counseled
- 121 Grant Applications submitted
- 81 grants awarded – 100% Black/African American
- $405,000 awarded
- 52 Women; 29 Men awarded

The Urban Center for Entrepreneurship leveraged resources to support its Emergency Capital Access Program (ECAP), which provided COVID-19 related Black-owned business support in Los Angeles County, including live, on-demand business counseling, coaching, technical assistance and mini-grants to qualifying business owners.

OVERVIEW
Services provided to Black owned businesses include:

- Mini-grant awards of $2000-$500 to qualifying Black owned business in Los Angeles County.
- Live, on-demand business consultation available by phone or video, featuring technical assistance, financial and accounting instruction, and strategic advisory for adapting to the post-COVID economy.
- Personal financial management tools and credit consultation, loan preparation assistance and referral to COVID-related banking and lending resources.
- Webinars to help minority business owners survive.
- Robust set of entrepreneurial training courses.
- Direct business services and resources (i.e. ad placements and PPE equipment).

Entrepreneurship Spotlight
In the Fall of 2021 Ms. Ronda Jackson of Decor Interior Design Inc. was awarded a grant of $5,555 as a winner in the Small Business Matters Courvoisier Pitch Competition. Decor is a commercial interior design firm that specializes in tenant improvements, office furniture solutions, and facility support services.

The LA Urban League Entrepreneurship Center worked with Ms. Jackson to make sure her business met all the qualifications and was ready to take full advantage of the grant funds.
Black Wealth Attainment and Retention Program

In the fall of 2021 the Los Angeles Urban League teamed up with Parkside EDC to create a program designed to increase opportunities for economic empowerment and help stem the erosion of wealth among Black families in Los Angeles.

For Black America, the wealth gap is pervasive, and it continues to grow. Black households account for about 13 percent of the U.S. population but hold just 4 percent of total household wealth. African Americans own $6 of assets for every $100 owned by whites. These numbers are not new. For decades, the wealth gap has been stubbornly persistent, and today, there are justified concerns that the COVID-19 pandemic has only made things worse.

The slavery, riots, segregation, systemic discrimination, and mass incarceration that African Americans have suffered for generations still reverberate today. Through access to education, capital, and credit and continued advocacy and action, we can shrink the wealth gap and pass on our lessons and our assets to future generations.

From homeownership to financial stability, to generational wealth and healthy living, our Black Wealth Attainment and Retention Program provides straight talk about money. This series of quarterly workshops is designed to provide education, inspiration, and spark meaningful conversations around the dinner table about home ownership, money, health, death, taxes, insurance, retirement and estate planning.

BWAARP by the Numbers

The Black Wealth Attainment and Retention Program (BWAARP) was spawned from a conversation between Rev. Jerrold Smith and LAUL President, Michael Lawson about the gentrification of our neighborhoods and the protection of generational wealth. Since the fall of 2021 BWAARP has hosted educational sessions that have included:

- 1,100+ webinar registrations
- 24 Volunteer subject matter experts sharing their knowledge
- 12 webinars on wealth building topics
EDUCATION

Los Angeles Urban League offers junior high and high school students programs in entrepreneurship, STEM, web development, and our annual virtual celebration of black high school graduates across the nation.

BIZ CAMP/BIZ INSTITUTE
Biz Camp is a free four-week entrepreneurship summer camp for boys and girls ages 13-18 where students learn how to turn their business ideas into reality through planning, analysis, and real world application of what they learn in the classroom. Biz Institute is the “advanced class” in which young entrepreneurs start a real business.

URBAN BRIDGE BUILDERS
Urban Bridge Builders Camp provides teens, a chance to explore the numerous dynamic, diverse and lucrative careers associated with their science, technology, engineering and mathematical pursuits.

AMERICA ON TECH
These workshops provide students with a hands on learning experience to explore what it takes to be a successful web developer. Students ages 14-19 will learn about HTML, CSS, JavaScript, UX Design, and Podcasting.

PROJECT READY
Project Ready works with high school students to provide the knowledge, tools and skills needed for postsecondary success. This program focuses on STEM, mentorship, leadership development, historical and cultural literacy, campus tours, a national case competition, and career preparation.

BLACK HIGH SCHOOL GRADUATION
Black College Expo™ and the Los Angeles Urban League have teamed up to celebrate high school graduates across the nation. This virtual event, televised locally on KTLA, features celebrity appearances and shout-outs, social media influencers, scholarship presentations, student recognitions and notable cultural, political, and academic leaders.

2.5k
Clients Served

370
Youth in Academic Enrichment Programs

81
College Ready

23
College Scholarships Awarded
Biz Camp

In partnership with Network for Teaching Entrepreneurship (NFTE), Biz Camp is a free four-week summer program that aims to activate students’ entrepreneurial mindset while they learn the fundamentals of starting a new business and creating and pitching original business opportunities.

Today’s students are tomorrow’s business moguls and at the LA Urban League we are giving them the opportunity to dream big and turn their ideas into reality. Students ages 13-18 are given the chance to create their own businesses during this four-week program that provides a free entrepreneurship summer camp to the bright young students of our LA community.

During a time when Biz Camp made major shifts and transitioned online during the course of the last two years, the interest in and support of Biz Camp never wavered. Parents and students continue to look forward to each July when we inspire our young entrepreneurs to turn their business ideas into a reality.
Biz Institute

Students who wish to take their business to the next level are encouraged to join Los Angeles Urban League’s Biz Institute. This unique program ignites the entrepreneurial mindset with unique learning experiences that empower all students to own their futures.

This year-round small business training program inspires youth to grow their businesses and explore all their opportunities while building upon their business fundamentals. Students are coached through testing business opportunities, developing a unique selling proposition, creating customers, pitching their business, and pricing and making profit.

As with all LA Urban League programs during the pandemic, Biz Institute continued to serve and support students with online classes and webinars. Throughout the year students are given access to grants, scholarships and encouraged to compete for national prizes, while delivering real goods and services, and earning revenue.

Meet Amylah Charles

Amylah joined our Biz Institute young entrepreneurs program last year as the budding founder and CEO of Curly Crownz Hair Care, a haircare brand focused on 100% natural products for natural hair. With encouragement from her mentors, she signed up to compete in the Network For Teaching Entrepreneurship (NFTE) national entrepreneurship competition. Ms. Charles advanced to the finals where she became co-national champion and received a check for $10,000 to put towards her business and education.
Black High School Graduation

In April, 2020, as the reality and intransigence of COVID-19 became apparent, we recognized that students would not be able to enjoy their graduation festivities in the traditional ways. So, with a kernel of inspiration from LAUL’s Advocacy and Outreach Manager, Maiesha Kif, LAUL decided to collaborate with Dr. Theresa Price’s National College Resources Foundation – presenter of the Black College Expo™ – to create and host the virtual “2020 Black High School Graduation: Rites of Passage.”

The 2020 event celebrated Black academic achievement, featuring inspiring profiles of Black graduates, highlighting academic all-stars, and sharing congratulatory messages from university presidents, celebrities, our own Urban League and Black College Expo leaders, and a special message from then-Senator Kamala Harris.

Thousands of students from 30 states joined us virtually on a platform that allowed guests to interact with each other and with their graduating seniors online, and our local television partner, KTLA, aired and streamed the event live.

The 2021 second edition of the event featured compelling stories of young people who had overcome great obstacles – on top of navigating virtual learning – to become first generation college students, or to achieve valedictory status in their high schools. With sponsors including Comerica Bank, Farmers Insurance, American Airlines, and others, we awarded more than $100,000 in scholarships to graduates.

The spirit and purpose of Black HS Graduation: Rites of Passage, is to celebrate academic excellence, elevate the pursuit of vocational training as a post-secondary option, and give current and soon-to-be graduates insight into the multitude of great options that their futures can manifest.

As the pandemic wanes, LAUL and NCRF are taking a hiatus and revamping the 2023 Black High School Graduation 2023 to potentially make it a nationwide broadcast and streaming event.
Project Ready

Project Ready prepares 8th-12th graders for college and careers by providing learning and enrichment during out-of-school hours. The goal is to expose youth to the many possibilities of higher education and then provide them with the skills and pathways to get there.

In 2020-2021, Los Angeles Urban League enrolled 54 students in the Project Ready program with workshops for college, career exposure, college readiness, entrepreneurship skill building, financial education, mentorship, and math readiness in the curriculum. LAUL offers an average of 50 hours per month in programming for each cohort member:

- 10 hours (group activities, including general instruction, college planning, etc.)
- 15 hours (case management)
- 25 hours (average 1-on-1 time with students, including tutoring assistance)

Although Project Ready only launched in May of 2021, Los Angeles Urban League had one student selected for the National Youth Council - Jordan Plange!

All parents surveyed said they plan to re-enroll their eligible students next year.
WORKFORCE DEVELOPMENT

Los Angeles Urban League offers free training and job placement programs for people looking to enter the workforce, gain new skills to get a better job or start a new career. Current programs focus on construction, entertainment and healthcare, in partnership with leading employers for mentorship and job placement opportunities.

CONSTRUCTION CAREER ACADEMY
This 10-week program prepares candidates for union apprenticeships with the skills and knowledge necessary to pass a trade union entrance exam.

BACKSTAGE CAREERS
Backstage Careers prepares participants to start a new career in the entertainment industry through education and training, and by partnering with employers in the industry looking for qualified applicants.

UCLA MEDICAL ASSISTANT
Students can start a new career as a medical assistant in one year with an industry leader. UCLA's Medical Assistant program includes 200 internship hours and prepares students for a rewarding career. No college degree required.

LA JOB SEARCH
Job seekers can upload their resume and get in front of Los Angeles's top employers. Companies looking for diverse talent can post jobs and review resumes.

520
Clients Served

220
Placed in Jobs

$18k
Avg. Salary Increase
Construction Career Academy

The Los Angeles Urban League works in partnership with SoCal Gas, the Southern California Building Trades and other construction trades, and utility unions to increase minority access to apprenticeship programs and to make real the promise of a construction, mechanical, technical and/or engineering career for Los Angeles residents who are often shut out of such opportunities.

OVERVIEW

- Recruit underemployed, unemployed or hard to employ young adults age 18+.
- JT Mitchell Academy provides math exam prep, soft and hardskill training opportunities for 8 hrs./week (Two evenings + Sat. mornings) for 10 weeks.
- Graduates will receive union apprenticeship opportunities from our employing partners.
- Union mentors, corporate partners and site visits will be incorporated into the experience.

FY20 HIGHLIGHTS AND MILESTONES

- Successfully launched Virtual CCA Class Sessions
- Cohorts included homeless, ex-offenders, disabled, women
- 90% passed SoCal Gas Exam
- 88% Construction Union Exam Pass rate; 30% improvement in Construction Math in Pre vs Post Assessment
- 14 currently placed in Union Apprenticeships
- 10 placed in SoCal gas union apprenticeship jobs
- Average annual salary increase = $20,000 in year one, $40,000 by year three
- LAUL Awarded thousands in scholarships in support of student exams fees, tools, uniforms/clothing, work boots, and transportation

Success Stories

Sempra Energy/SoCal Gas

- Board Member Wallace Rawls facilitated introductory meetings with Sempra Energy President Maryam Brown and SoCal Gas Director of Community Relations, Trisha Muse
- Wallace Rawls served as a guest speaker for CCA training classes
- SoCalGas has hired more than a dozen CCA trainees since 2020
- SoCal Gas has donated more than $100,000 to LAUL
UCLA Medical Assistant Training

In partnership with UCLA Health, the Urban League’s Medical Assistant Certification program offers trainees – ages 18 and up – the opportunity to become certified Medical Assistants in 12 months, and guaranteed job placement at one of UCLA’s nine hospitals and clinical sites. In addition, all Medical Assistants receive national certification as phlebotomists, and eligibility for the University Professional and Technical Employees union.

In 2020, the Urban League placed two Black women who completed the program in October 2021. The Urban League covered the tuition, lab fees, textbooks, nursing shoes, and transportation costs for the two, at a cost of approximately $6,000 each. One graduate, a single mother previously on TANF, has doubled her annual income. The other graduate, a 19-year-old recent high school graduate, has decided to continue to pursue studies at UCLA to obtain a nursing degree.

In 2021, we recruited 12 students for the program, nine of whom graduated fall 2022. All nine are Black/African American, and two African American males represent the first Black men enrolled in the program’s history. We launched recruitment for the 2022-23 term in May, successfully recruiting more than the prior year.
Backstage Careers

In 2019, the Urban League launched Backstage Careers, a workforce development program aimed at closing the diversity gap in behind-the-scenes, production-oriented careers in the burgeoning fields of TV, film, live events, and music. A team of Hollywood professionals, veteran tradespeople, music producers, and college professors teach the technical or “hard skills” necessary to start a career in these industries.

We combine this technical training with the Urban League’s “soft skills” training, exposing our 18 to 30 year-old trainees to industry pathways, work norms, guest speakers and mentors. Simultaneously, LAUL provides supportive services to trainees to enable them to meet their daily needs while progressing through 8-16 weeks of training. Upon graduation, we help needy students pay their first year’s union dues, and place trainees in apprenticeships, full time jobs and contract gigs to pursue their careers.

Less than a year after the program’s inception, the pandemic severely limited the abilities of our trainees to do hands-on instruction with our partners, like LA City College’s TV and Cinema Department. With their help, we pivoted toward training for careers – like video editing and visual effects – that could both be taught online and worked remotely.

We are proud of our mentoring, training and hiring relationships with partners including Amazon Prime Video, Lionsgate Entertainment, Lena Waithe’s Hillman Grad Productions, the Handy Foundation, Los Angeles City College, Netflix, the Grammy Museum Foundation, and our newest partner, the state-of-the-art 1500 Sound Academy in Inglewood, where our first cohort of trainees is learning multiple aspects of the music industry from Grammy-award winning artists, producers and sound engineers.
Career Connections

Los Angeles Urban League hosts quarterly career fairs and regularly partners with companies to help recruit qualified candidates for open positions. The League is a proven partner working with companies that are committed to strengthening their workforce through diversity, equity and inclusion.

For 100 years Los Angeles Urban League has been connecting people to jobs and providing pathways to careers with living wages. Since our inception in 1921, when our founding Executive Secretary, Ms. Katherine Barr, and Dr. A. C. Garrott, opened an employment office at 102 S. Spring Street in Downtown Los Angeles, our organization has provided jobs and dignity through self-reliance. The Los Angeles Urban League continues this legacy through job training programs and direct partnerships with employers looking to grow their teams with eager, qualified candidates.

When it comes to diversity and inclusion in the workforce, it is more than simply checking a box with a so-called diversity hire. Numerous studies have shown that diverse companies perform better and are more profitable.

We are proud to work with all of our hiring partners throughout the pandemic and look forward to partnering beyond 2022 to help them grow their organizations and provide pathways to rewarding careers.

UPS Partners with LAUL for Recruitment

Working with UPS’s regional management, LAUL created a campaign to recruit South LA residents interested in seasonal employment, or new career paths in logistics and transportation.

In multiple information sessions UPS managers described job opportunities and requirements to interested workers. Then, workers who met UPS’s requirements were invited to apply for positions with UPS, culminating in their enrollment in an intensive package-delivery training program, followed by gainful employment with UPS!
Online Employment Center

lajobs.laul.org

To better meet the needs of our constituents and employer partners, Los Angeles Urban League launched a new online hub for job postings in 2021. The new jobs board continues to grow and aims to provide current job openings from local employers and practical resources for job seekers and recruiting tools for companies.
FOSTER YOUTH RESEARCH STUDY AND FINDINGS

With the generous support of the Hilton Foundation, LAUL commissioned an in-depth research study in 2021 to assess, analyze and understand the challenges facing Black foster youth, transitional age foster youth, and young adult mothers. Our objective was to use these findings to inform our programs’ structure, content, and supportive services offered to the most vulnerable of participants in our educational, financial literacy, and job training programs.

The study began with a comprehensive landscape analysis of the service and support ecosystems serving these populations, followed by quantitative and qualitative research designed to gain insight into the experiences and needs of these Black youth and young adults.

Respondent demographics included:

- Female former foster youth, ages 18-24
- Male former foster youth, ages 18-24
- Female foster youth, ages 16-17
- Mothers, ages 18-24

The research highlighted gaps in service and support that transitional age foster youth, former foster youth, and young parents face. The results indicate how Los Angeles County foster youth and young adult parents feel and think about their experiences, their needs, and the types of resources and programs that would be helpful in supporting their well-being and success. We discovered considerable opportunity for LAUL to meet critical needs in the areas of mentorship, job training, career counseling, and life skill development for these underserved young adults.

We must invest much more in youth education and job training relative to policing and incarceration.

Until that day becomes a reality, the Los Angeles Urban League believes there is an urgent need and opportunity for non-governmental organizations to provide best-in-class wraparound social services for Black foster youth. In this effort, the Los Angeles Urban League has started a pilot initiative, Project STAR (Supporting Transitional Age Residents), that focuses on career counseling, skills training, financial empowerment, and parent/family enrichment for Black foster youth and families. The Los Angeles Urban League is not the first or the only organization to focus on these issues and hopefully, we will not be the last.

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TOP CONCERNS AMONG ALL GROUPS INCLUDED FOOD AND HOUSING INSECURITY, A LACK OF CHILDCARE, AND FINANCIAL INSTABILITY.

Former foster youth expressed frustration and difficulty with navigating the qualifying thresholds and requirements for benefits and resources to meet basic needs. Several expressed that a lack of financial support and economic opportunity severely constrained their ability to achieve stability and pursue basic aspirations such as living independently and building a family.

In addition to financial support, many identified mentoring and the presence of a caring adult as one of the most critical areas of need. While few participants had longstanding mentors, those who did recounted the significant difference that caring adults had made in their lives.

Participants expressed a shared feeling that asking for help is hard. Challenges associated with asking for help were rooted in past experiences when asking for help and being let down, disappointed, betrayed, or ignored. Participants also shared feelings of guilt and shame associated with needing support from others.

Finally, participants identified a number of key resources and programs they believe would help foster youth and young parents achieve financial stability and independence. Their priorities for services and supports included:

- Financial literacy education and practical guidance;
- Transportation assistance;
- A support system of caring adults and other young people with similar life experiences;
- Access to therapy and mental health services;
- Life skills and coaching services (Anger management, parenting workshops, how to maintain healthy relationships);
- Guidance with important documents (taxes, job applications, resumes);

Thank You

A thank you letter from a program participant – a former foster youth and parent of a young child – who received significant support from LAUL:

Tuesday, October 19, 2021

Good morning,

Hope all is well, I’m just checking in to let you know I’ll be graduating in May! I’m officially a senior!

I just wanted to personally thank you and your team for helping me during a low point in my life. Without getting your support during that time I don’t know how I was going to make it. I definitely would have dropped out!

I am humbled by your generosity during hard times! What you and your team did for me was so remarkable and I’m beyond grateful. Words fail me, but you didn’t.

It’s awesome to see that people still care! Thank you for being an important part of my story.

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THE GUILD

The Guild volunteers, or Guilders, are the heart and soul of the Urban League Movement. Together they contribute thousands of volunteer hours each year and fulfill a pivotal role in connecting the Urban League’s mission to the communities we serve. Guild members act as tutors and mentors, helping community members develop leadership skills and engage them in issues that shape their lives.

The National Urban League Guild was founded by Mollie Moon in New York City in 1942. Ms. Moon served as secretary to the Board of Trustees of the National Urban League and was challenged by then National Executive Secretary, Lester Granger, to help The League increase its financial standing. Moon proved to be an innovative fundraiser whose creative ideas and projects helped to support the Urban League and raise awareness about its programs. At first an informal group, The Guild eventually developed bylaws and held elections, with Moon serving as president until her death in 1990.

Today the National Council of Urban League Guilds is made up of over 40 Guilds serving major metropolitan areas across the country in support of the Urban League mission.

The Los Angeles Urban League Guild (Guild/LAULG) was formed in 1952 with 10 founding ladies. It included women with experience and knowledge of business, health and welfare, education, social and civic organizations. Florence Vaughn served as the LAUL Guild’s first president.

Los Angeles Guilders have been instrumental in organizing highly effective voter registration drives and have raised hundreds of thousands of dollars for Urban League community programs and events. When the pandemic hit, the Guild focused on serving our most vulnerable populations by managing food, clothing and donation drives for homeless veterans in what was called “Tent City” in Downtown Los Angeles. During the historic 2020 election cycle the LAUL Guild partnered with Los Angeles County Registrar’s office to host a series of trainings in our communities on how to use the new voting machines.
YOUNG PROFESSIONALS

In the 1980’s and 1990’s, several Urban League affiliates recognized the need to prepare a new generation of young leaders to take the mantle of leadership of the civil rights movement. Young African American men and women in their 20’s and 30’s were invited to participate in and take an active leadership role in their local Affiliate Urban League programs and activities.

These volunteer auxiliary groups actively support the Urban League movement by educating other young professionals about the movement, recruiting new members, furnishing young volunteers, sponsoring educational initiatives like youth mentoring and tutoring programs, coordinating fundraisers for scholarships and for the financial support of the affiliate, and offering networking opportunities to young professionals in their local communities.

The Los Angeles Urban League Young Professionals are working individuals, business professionals, and entrepreneurs who are committed to social and economic empowerment through volunteerism. LAULYP cultivates its members to take on senior leadership roles, i.e CEO’s, executives, policy makers etc. LAULYP’s target demographic is 21 - 40 year olds.

LAULYP is a grassroots organization that mobilizes and participates in activities such as voter registration drive, voter education, health forums, professional networking, and other enriching content. LAULYP along with its affiliate, is empowering communities, sharing resources and changing lives.
## Statement of Activities
For the 12 Month Period Ending June 30, 2022 (unaudited)

### Revenue
- Contracts, Grants & Fees: $1,511,903
- Corporate Contributions: 897,500
- Foundation Contributions: 469,450
- Fundraising Events: 1,174,845
- Other Income: 48,690

**Total Income**: $4,305,525

### Expenses
- Program: $1,536,725
- General & Administrative: 1,417,022
- Fundraising: 631,732

**Total Expenses**: $3,585,479

### Change in Net Assets
- $720,046

### Net Assets
- Beginning of year: $1,383,033
- End of year: $2,103,079

## Statement of Financial Position
As of June 30, 2022 (unaudited)

### Assets
- Cash and Equivalents: 1,655,542
- Contracts and Grants: 797,475
- Property and Equipment: 41,550

**Total Assets**: $2,494,567

### Liabilities
- Accounts Payable: 188,967
- Deferred Revenues: 75,000
- Fiscal Sponsorships: 72,236
- Accrued Payroll: 55,287

**Total Liabilities**: 391,488

### Net Assets
- Non Donor Restricted: 561,234
- Donor Restricted: 821,799
- Net Income: 720,046

**Total Net Assets**: $2,103,079

**Total Liabilities and Net Assets**: $2,494,567
A Financial Turnaround

To enable the enhanced community services LAUL offered during the pandemic era, it was critical to have a strong financial base, solid infrastructure, and the ability to add new skills and energy to our roster.

Our board and executive team—buoyed by steadfast support from our sponsors—collaborated during the toughest of circumstances to ensure that the League’s turnaround persisted. The League’s financial stability and positive trajectory is demonstrated by the adjacent chart:

During the COVID era, LAUL bolstered its financial staff (+1), program delivery team (+4 including key consultants), and communications staff (+1). These additions allowed LAUL to serve its constituents with new, innovative relief initiatives in response to the pandemic, along with proven-effective, continuing programs in education, entrepreneurship, financial literacy and workforce development.

A Bold Vision for the Future

The Los Angeles Urban League rededicated itself to the mission of improving the economic empowerment and financial health of our constituents, both during and after the pandemic. We sharpened our focus for the coming decade on methods to increase the net worth of the Black community, other minorities, and disadvantaged individuals and communities we serve.

LAUL aims to grow the net worth of Angelenos we serve by upwards of $1 billion over the coming decade by focusing on the following levers:

- **Home ownership**: Building equity by converting 1,000 renters to owners
- **Business growth**: Increasing the net worth of 1,000 Black businesses to the LA median value
- **Education & Financial Literacy**: Fostering the enrollment of 2,500 students in higher education; plus providing investment education and financial tools
- **Job training, upskilling and placement**: Enabling 5,000 trainees and recruits to increase their earnings and, therefore, their ability to save and invest
BOARD OF DIRECTORS

BOARD OFFICERS

NOEL MASSIE
Chairman Emeritus
United Parcel Service - Retired

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Board Chair
Sheppard Mullin

FAYE McClure
Secretary
Urban Advantage Insurance

MICHAEL FERRERA
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Michael Ferrera, Inc.

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Los Angeles Urban League
Young Professionals

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BILLY RUSNACK
Premor Inc., Valero (Retired)

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AT&T

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LeadersUp

PAMELA WILEY, PHD.
Los Angeles Speech & Language Therapy Center

STANLEY WASHINGTON
Pantheon Consultants

JONATHAN WILSON
Dub Value Creation
Term ended 2021

LILLIAN WILSON
Los Angeles Urban League Guild
LOS ANGELES URBAN LEAGUE STAFF

MICHAEL LAWSON
President and CEO

BRIAN WILLIAMS
Executive Vice President and COO

DEIDREA SHERMAN
Vice President of Finance

SHANNON NELSON
Vice President of Development

JAMECCA MARSHALL
Vice President of Programs

DARRELL HILLS
Programs Manager

BONNIE THOMAS-JETER
Entrepreneurship Center Coordinator, Assistant to COO

MAIESHA KIF
Community Relations Manager

WESLEY KALIM
Assistant to CEO

JACQUELINE ROGGE
Programs Associate

MICHAEL RODRIGUEZ
Director of Marketing & Communications

JAMES GANDHI
Bookkeeper

STEPHANIE DE ANDA
Development Associate

SAMIRA MENASCHE
Communications Manager

MARGIE PERONA
Program Accountant

Consultants

CARL GIST
Director of Entertainment Initiatives

CLIFTON JOHNSON
Fund Development Consultant

GRACIELA MEIBAR
Fund Development Consultant

KELLY REDMOND
Fund Development Consultant

RON CARTER
Public Relations Consultant
THANK YOU TO OUR PARTNERS

With sincere gratitude to the partners and sponsors that supported Los Angeles Urban League between 2020-2022. You enabled us to meet the unforeseen demands of a pandemic while continuing to provide training and jobs to hundreds of Angelenos; technical assistance and grants to Black-owned small businesses; and educational opportunities to children and young adults throughout Los Angeles County.

While these organizations and individuals represent our largest donors, we are also grateful to the many hundreds of people and companies who contributed smaller sums, in-kind donations, volunteer time, and other efforts to help our clients survive – and thrive – during this COVID era.

Thanks to you, we are prepared to continue serving the most vulnerable citizens in Los Angeles for the next century.

AIDS Healthcare Foundation
Albert & Mackenzie LLP
Amazon Studios
American Airlines
American Business Bank
Annenberg Foundation
Aon Commercial Solutions
AT&T
Bank of America
Banc of California
Baron Davis Enterprises/BIG LLC
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UPS Foundation
USC
Walton Family Foundation
Weingart Foundation
Wells Fargo
A VERY SPECIAL 'THANK YOU' TO THE MAJOR SPONSORS WHO HAVE SUSTAINED LAUL DURING THE PANDEMIC ERA