



National
Urban League

*Empowering Communities.
Changing Lives.*

NATIONAL URBAN LEAGUE

2025 AFFILIATE CENSUS SURVEY

SUMMARY OF PROGRAM ACTIVITIES + ECONOMIC IMPACT



DR. SILAS LEE & ASSOC

SOCIAL & ECONOMIC IMPACT ANALYSIS

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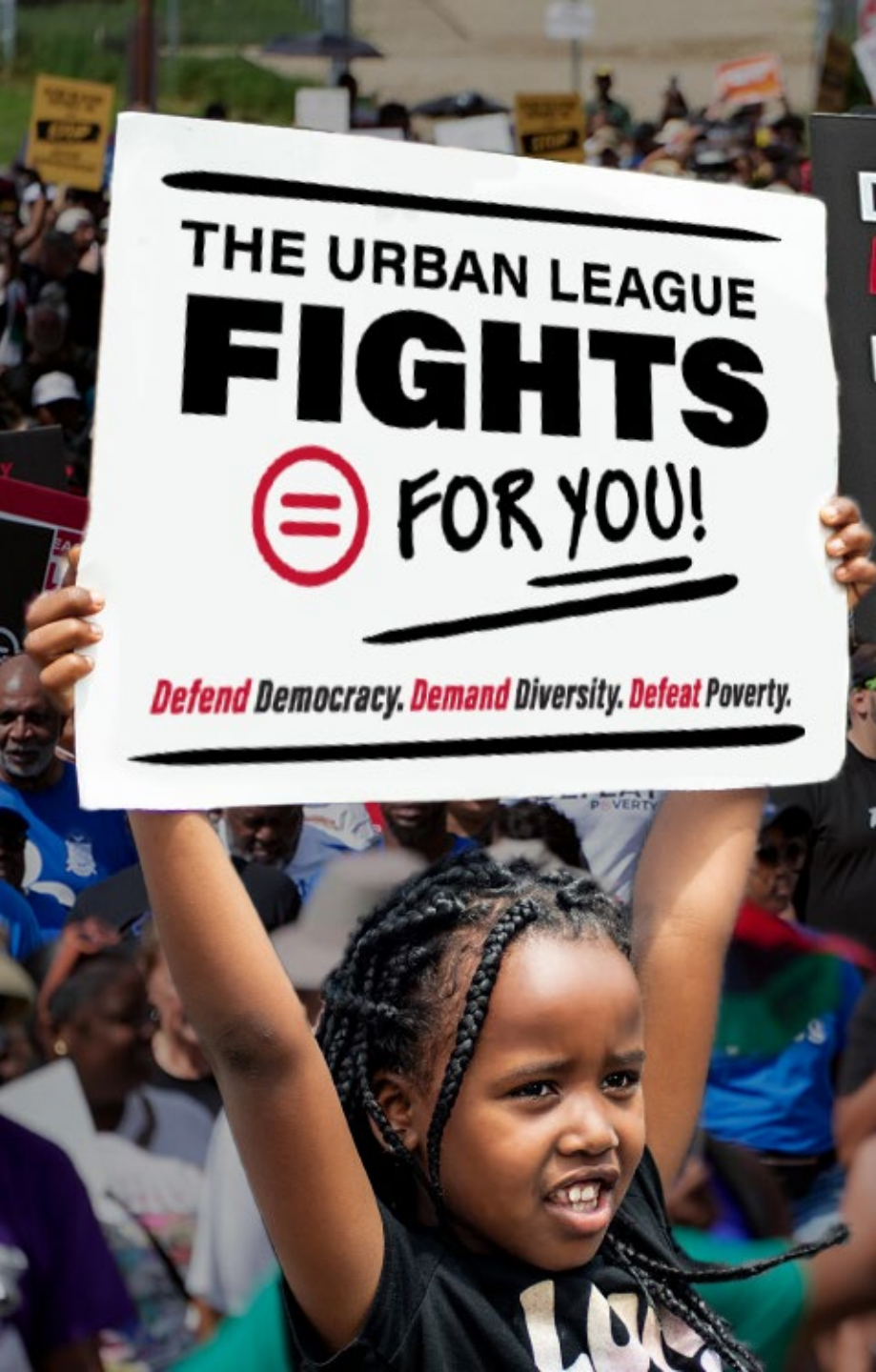
A NOTE ABOUT TIMING AND CENSUS DATA

The data in this report covers affiliate activities conducted in 2024, with collection and analysis completed in 2025.

This explains why you'll see 2024 referenced throughout.

This mirrors the process for federal income tax, where you report income earned in the previous year.

2024-2025



INTRODUCTION

**IN 2024, THE 92 AFFILIATES
SERVED MORE THAN
300 COMMUNITIES**

AFFILIATE PROGRAMMING DIRECTLY ALIGNED
WITH THE NATIONAL URBAN LEAGUE'S MISSION
OF ECONOMIC EMPOWERMENT, EQUITY, SELF-
RELIANCE, SOCIAL JUSTICE, AND CIVIL RIGHTS.

CONTEXT OF THE SOCIAL ENVIRONMENT

DESPITE CHALLENGES, WE REMAIN DEDICATED

2024 was marked by widespread discontent and rising challenges. We observed demographic shifts, the persistent effects of systemic inequalities, and increased obstacles for social justice programming.

These factors, combined with a growing frustration toward the political establishment, led to a rise in distrust toward societal institutions.

Despite these challenges, the Urban League movement remained dedicated to its mission: eradicating racial inequality and advancing and protecting the economic and civil rights of marginalized communities.



THE EMPOWERMENT PROGRAMS: PARTICIPANTS SERVED IN 2024

PROGRAMS	NUMBER SERVED	+/- CHANGE NUMBER SERVED	+/- CHANGE NUMBER OF PROGRAMS
Education	107,579	+29,068	+7
Entrepreneurship	35,611	+1,063	-1
Health	333,011	- 168,120	+9
Homeownership, Housing Counseling and Community Development	85,931	+4,169	-19
Workforce Development	59,130	+1,941	-18
Other Programs and Emergency Relief Activities	186,452	-136,938	+2
Civic Engagement Activities / Civil Rights / Voter Registration	5,576,667	+2,667,218	-
TOTAL NUMBER OF PARTICIPANTS (Civic Engagement Data Tracked)	6,384,381	+2,766,723	
TOTAL PROGRAM PARTICIPANTS (Civic Engagement Data Not Tracked)	807,714	-278,699	

HEALTH PROGRAMS

The health outcomes of African Americans continue to lag those of white Americans in most health metrics, ranging from chronic diseases to life expectancy. Additionally, African Americans are less likely to have health insurance and more likely to delay routine health maintenance due to costs.

As reflected in the census, **over 168,000 fewer participants received health programs through the affiliates than the previous year**, which indicates deterioration in the health status of many underserved residents primarily due to a loss of funding. Thus, programs most vulnerable to cuts were Medicaid, SNAP, and Black Maternal Health.





HEALTH PROGRAMS

Despite these challenges, Urban League affiliates served 333,011 participants last year, becoming a vital resource for alleviating structural and social barriers.

Health services that experienced the largest growth in participants include:

- 1. HEALTH INSURANCE ASSISTANCE**
- 2. MENTAL HEALTH SUPPORT**
- 3. WIC**
(SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN)
- 4. VACCINE EQUITY INITIATIVES**
- 5. FOOD PANTRY ACCESS**



HOUSING PROGRAMS

In 2024, increased demand for affordable, quality housing led to a severe shortage for African Americans in urban areas. Rising rents and stagnant wages have made it increasingly difficult for African American families to secure quality housing, exacerbating existing disparities in access and affordability within their communities.

The collateral impact of these housing challenges produces the following critical consequences:

1. RACIAL AND SOCIOECONOMIC HYPERSEGREGATION
2. OVERCROWDING
3. LONGER COMMUTES TO WORK
4. UNDERINVESTMENT IN COMMUNITIES

HOUSING PROGRAMS



To address this deepening housing crisis, Urban League affiliates supported more than 37,471 participants last year with vital services including housing assistance and counseling, financial management and literacy, and foreclosure and eviction prevention.

Key outcomes and achievements for these participants included:

1,716
HOMES PURCHASED

2,915
FORECLOSURES PREVENTED

4,556
HOUSEHOLDS ACCESSED
HOUSING RESOURCES

11,944
ENGAGED IN HOMEOWNERSHIP
EDUCATION OR INQUIRY

16,340
CLIENTS RECEIVED ASSET-
BUILDING AND FINANCIAL
COUNSELING



EDUCATION PROGRAMS

Urban League affiliates deliver education support programs designed to enhance academic achievement, prepare students for college and careers, and address the needs of under resourced schools.

In 2024, affiliates served 107,579 participants, representing a 29,068 increase. This growth was driven by the addition of seven new educational programs.

A sampling of signature education programs and support areas provided by the affiliates includes:

- PROJECT READY
- AFTER-SCHOOL TUTORING
- SCHOLARSHIP OPPORTUNITIES
- STEM PROGRAMS
- SCHOOL SUPPLY DISTRIBUTION
- SCHOOL-BASED COMMUNITY EVENTS

WORKPLACE DEVELOPMENT PROGRAMS

WORKFORCE DEVELOPMENT PROGRAMS

Affiliate programs equip participants with essential skills for employment, fostering economic stability in communities amid rapidly evolving changes in the workplace.

As automation continues to challenge traditional jobs in the service and healthcare sectors, local affiliates have tailored workforce development programs to align with community employment opportunities.

In 2024, affiliates served 59,130 participants seeking employment in healthcare, construction, or apprenticeships.

ENTREPRENEURSHIP PROGRAMS

Affiliates provided business acceleration services and assistance to over 30,000 participants last year, fostering their growth and development.





CIVIC ENGAGEMENT

The Urban League's civic engagement initiatives empower communities through advocacy, voter registration, community forums, and racial justice promotion.

As a result of these initiatives, community discussions are stimulated, and residents are mobilized.

In 2024, two issues attracting the largest growth in participation by local residents from 2023 were:

2,923,097
ADVOCACY

2,032,326
RACIAL JUSTICE

EMERGENCY SERVICES

2024 was an active year for natural disasters in the United States, with 27 confirmed weather and climate events, **each resulting in losses exceeding \$1 billion**. These included:

1 FLOOD	1 DROUGHT	5 TROPICAL CYCLONES
1 WILDFIRE	2 WINTER STORMS	17 SEVERE STORMS

In response, **Urban League affiliates provided essential resources to 126,602 citizens impacted by natural disasters**, including food, medical assistance, and clothing.



2024 MEDIA IMPRESSIONS

EARNED MEDIA : 56 BILLION + SOCIAL MEDIA : 16.7 MILLION = **72.7 BILLION IMPRESSIONS**

Earned and social media content from the Urban League generated a combined 72.7 billion media impressions, an estimate of the number of times content has been displayed on a screen. In 2024, affiliates and the national office collaborated on several joint events. The following reflects media impressions for paid, social and nonpartisan direct voter engagement.

2024 SIGNIFICANT MEDIA EVENTS

- **The 2024 State of Black America Report (Released March 1):**
1.26 billion earned media impressions with over 650 mentions.
- **The 2024 National Conference (July 24-27, New Orleans):**
3 billion earned media impressions with over 743 mentions, including a feature story in People magazine.
- **Black History Month**
- **Essence Festival 30th Anniversary**
- **Marc Morial's speech at the Democratic National Convention**
- **Marc Morial hosting America's Black Forum**
- **The fight to preserve corporate Diversity, Equity, and Inclusion(DEI) initiatives**
- **Appearances on Podcasts**
- **Reclaim Your Vote campaign and Black Voter Awareness Day**
- **Passing of Marc Morial's mother and civil rights activist Sybil Haydel Morial**
- **Urban Empowerment Center construction in Harlem**
- **Civil Rights Act 60th Anniversary**
- **Marc Morial's news show commentary on the presidential election**
- **National Urban League publications**
- **The Washington Bureau's public policy advocacy and research (National Urban League's Washington Bureau)**
- **Marc Morial's regular commentary on the Rickey Smiley Show**



CUMULATIVE SOCIAL IMPACT SINCE 2005

Over nineteen years of social and economic impact analysis, the Urban League affiliate movement has demonstrated substantial growth, increasing the number of people served from **628,000 in 2005** to more than **6 million in 2024** including civic engagement activities.

ACCOMPLISHMENTS IN 2024

The programs and services provided by the affiliates have accomplished the following:

- **16.1 million** citizens have been mobilized in civic engagement/civil rights activities
- **12 million** have benefitted from healthcare services
- **3.6 million** students and adults have benefitted from education services
- **3.1 million** citizens received emergency and other services
- **267,637** workforce development and welfare to work clients secured employment
- **150,072** homeowners avoided foreclosure
- **31,300** aspiring homeowners purchased their first home



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ECONOMIC IMPACT OF THE NATIONAL URBAN LEAGUE

DR. SILAS LEE & ASSOC

ECONOMIC IMPACT OF THE NATIONAL URBAN LEAGUE IN 2024

INTRODUCTION

The National Urban League, founded in New York City in 1910, is a community-based, not-for-profit organization that provides a range of community services. With headquarters and affiliates in 92 U.S. cities, the organization offers a comprehensive range of services aimed at promoting and protecting social justice, as well as eliminating racial and economic disparities that affect African Americans and other population groups.

The economic impact of the National Urban League is defined as the dollar value of economic activity it generates. This activity supports the organization's mission to achieve equal social and economic opportunities for minority groups in the United States.

The National Urban League's work makes a significant contribution to the American economy. Our economic impact analysis, summarized in this report, comprises two main components:

1. DIRECT ECONOMIC IMPACT

This includes spending by NUL headquarters and its 92 affiliates for program operations.

2. SECONDARY ECONOMIC IMPACT

This represents economic activity generated by participants receiving services from Urban League affiliates, such as workforce development, housing assistance, and business development guidance and instruction.

HOMEOWNERSHIP

- In 2024, a total of 16,239 participants enrolled in homeownership classes at Urban League affiliates, of whom 2,322 purchased homes.
- The economic impact of first-time home buyers was \$219,695,472 in 2024.
- The average home purchase price was \$94,576.
- 16,340 participants served through asset building and financial coaching services.
- 3,719 families assisted by affiliates to avoid foreclosure.



WORKFORCE DEVELOPMENT PROGRAMS

- There was a slowdown in hirings in 2024, caused by increased adaptation of technology and automation, reshaping the labor market and displacing many jobs.
- However, the economic impact of non-welfare to work participants placed in jobs was \$193,568,211.



ENTREPRENEURIAL CENTERS

- In 2024, 12 affiliates operated entrepreneurial centers that served 9,242 individuals, and created 113 new businesses.

- The economic impact of the centers was \$45,332.388.

- The centers provided a wide range of counseling and training services to the participants, including financial management, marketing, human resource consultation, and contracting.



ECONOMIC IMPACT OF THE NATIONAL URBAN LEAGUE IN 2024

The total economic impact by services provided to participants in the empowerment programs was:

\$641,986,110

This impact includes:

DIRECT IMPACT	\$114,290,265
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INDIRECT IMPACT	\$527,695,845
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Secondary impact is determined by multiplying the number of participants served by the average economic value of service delivery. For instance, non-welfare workforce development alone generated \$193,568,211 in economic impact.



OBSERVATIONS ABOUT THE 2024 ECONOMIC IMPACT OF THE NATIONAL URBAN LEAGUE

Business activity significantly declined during the pandemic due to the restrictions on interpersonal contact implemented to limit the spread of the virus.

At the same time, the National Urban League experienced a decrease in financial support from corporate, government, and individual sources.

Despite these challenges, the Urban League increased the number of participants served by 57% between 2022 and 2024, during the recovery period.



TOTAL ECONOMIC IMPACT OF THE URBAN LEAGUE MOVEMENT SINCE 2005

\$21.6 BILLION



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ABOUT THE SOCIAL AND ECONOMIC IMPACT REPORT

The social and economic impact report tracks the quantitative significance of the Urban League’s work. This is information not collected and reported on for any other national organization with affiliates. Despite an increase in demand for services, fluctuations in financial support from federal, state and local governments, foundations, and corporations have impacted the Urban League's ability to perform its mission.

The Urban League has experienced a decrease in its economic impact since 2022 due to multiple factors, including rising inflation, economic restructuring in the workforce, and the termination of some funding for empowerment programs in workforce development and housing.

Additionally, workforce development participants are placed in jobs paying wages in the bottom quartile of the income distribution. Also, participants in the welfare-to-work programs receive the lowest wages. As a result, all of these factors have contributed to a decline in the Urban League's economic impact.

ECONOMIC IMPACT	\$ MILLIONS
2022	\$1.2 BILLION
2023	\$996 MILLION
2024	\$641 MILLION

CONCLUSION

As the Urban League movement enters its 114th year of service, it remains steadfast in its commitment to empowering African Americans and other underserved communities. This is achieved through initiatives focused on economic development, education, health, and social justice. While dedicated to addressing social and economic inequalities, the enduring impact of systemic racism continues to hinder the full realization of this objective.

Recent political, economic, and technological shifts have introduced new challenges for Urban League affiliates. This is evidenced by fluctuations in the number of participants served in health, workforce development, and education over the past two years.

The future of the affiliate movement presents both challenges and opportunities. Nevertheless, it remains fully committed to fulfilling its vital mission. It is a mission needed now, more than ever.





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