



Urban League of  
Greater Atlanta

*Empowering Communities.  
Changing Lives.*

PROGRAMS & SERVICES

# TRANSFORM WESTSIDE SUMMIT



**FRIDAY, FEBRUARY 3, 2017**

# Presentation Agenda

- Greetings
- History of the Urban League Movement
- Mission and Vision
- Programs and Services
- Volunteer Auxiliaries
- Q&A



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# Challenges Facing Greater Atlanta and OUR Communities

The primary factors that drive our work at the Urban League are:

- **The State of Georgia has the 3<sup>rd</sup> highest poverty rate in the nation** and is rated as one of the hardest states to move out of poverty.
- **The State of Georgia continues to rank among the highest ten states in unemployment** in the nation at 5.4 percent as of **December 2016**. The unemployment rate for African Americans is estimated at almost twice that rate or higher.
- Last year, **Georgia graduated 79 percent of its high school students**. This is compared to 60-62 percent of Black and Hispanic students who graduate in Georgia within four years. **Only 49 percent of Black males graduate from high school in Georgia**.
- **Georgia has a “skills gap”** in our workforce. Georgia has thousands of unfilled jobs because companies cannot find workers with the needed skill sets.
- **Georgia incarcerates more people per capita than 44 other states and the majority of them are African American**. Of the men incarcerated in Georgia in 2013, 61 percent were African American, while blacks constitute 31 percent of Georgia’s population.



# History of the Urban League Movement

- **Founded in 1910** in New York City to support African American families migrating from rural communities to urban centers as a result of racial discrimination and the dawn of the industrial revolution.
- **Three inter-racial non-profit organizations** created to support migrating families decided to merge, led by the “odd couple” Ruth Standish and George Haynes, and created what we now know as the National Urban League.
- **Urban League Movement** has grown to 88 affiliates in 35 states and the District of Columbia across the country led by Marc Morial, National President.





# Our Mission, Vision and Program Areas of Focus

**Our Mission** is to enable and empower African Americans and others in underserved communities to achieve their highest potential and secure economic self-reliance, parity, power and civil rights. **Our Vision** is for all youth, adults and families in Georgia to have the skills, tools and access to be economically empowered to earn a middle class wage or better and move up the economic ladder toward success.

The **six core focus areas** are:

1. Education and Job Skills Training
2. Employment and Careers
3. Entrepreneurship
4. Housing and Wealth Building
5. Youth Development
6. Civic Engagement and Leadership

**We Meet People Where They Are...And Support Them to Get Where They Want to Go!**



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# ULGA Focused on Solutions

## Our Approach

The Urban League strategy is to tackle the challenges in three ways:

- **Prevention:** Our high school **Project Ready Program** supports students “at promise” to complete high school on time, ready for college, careers and life.
- **Intervention:** Our **Urban Youth Empowerment Program (UYEP)** supports out of school and unemployed young adults 18-24 to earn secondary and post-secondary education credentials and explore and identify high demand career pathways; **Youth Build** supports high school dropouts to earn GED credentials and a Construction Worker Certificate and go on to earn stackable credentials in welding, carpentry, HVAC, plumbing, painting and apprenticeships.
- **Reintegration:** Our **Pathways 2 Empowerment, Training 2 Work Adult Reentry** and **New Beginnings** programs equip the long-term unemployed, professionals that have been laid off, people with barriers to employment and those returning from incarceration to gain job skills and enter or re-enter the workforce “job ready” and in pursuit of high demand careers.





# Our ULGA Services for Adults/Parents

## “Pathways to Empowerment”

Gain Ability to Secure Employment and Earn a Middle Class+ Income

- Goal: Living Wage: \$26.71/Hour = \$55,556 within 3 – 5 years
- Explore and choose a high demand Career Pathway that aligns with passion, purpose and talents
- Job Readiness & Life Skills Training
- Job/Career Coaching/Computer Skills Classes
- Support to earn secondary and post-secondary credentials
- Employer Network: Secure full and part-time employment
- Get connected with supportive services



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## Our ULGA Services for Adult Reentry and Transitional Services

### • **TRAINING 2 WORK ADULT REENTRY:**

- **250 returning citizens** in regional transitional centers to prepare for release
- Explore and choose high demand career pathways
- Earn industry recognized stackable credentials
- Secure employment
- Funded by the US Department of Labor
- Partnerships with ATC, AMSC and other institutions

### • **NEW BEGINNINGS TRANSITIONAL EMPLOYMENT:**

- Supports unemployed and under-employed adults with challenges to employment
- Earn a GED via partner
- Get job ready – training and skills
- Explore and embark on a high demand career pathway
- Secure sustainable employment







# Our ULGA Services for Opportunity/At Promise Youth

**Youth are our Future.....and too many are in CRISIS**, which is why the Urban League of Greater Atlanta is focused on supporting our “opportunity” youth to get the support they need to achieve their highest potential and achieve their dreams. **Target Population:** 14 – 24 year olds.

ULGA Youth Programs:

1. **Project Ready:** supports high school students to graduate on time, ready for college, careers and life. **Where:** Benjamin E. Mays H. S. and Booker T. Washington H.S.
2. **Urban Youth Empowerment Program - RISE:** supports out of school youth connected to the juvenile system to gain credentials, secure employment and life skills.
3. **YouthBuild:** supports out of school 16 – 24 year-olds to earn a GED, Construction Certificate, secure employment and life skills.

All youth engage in community service and mentoring activities.



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# Our ULGA Services for Building Wealth, Homeownership & Entrepreneurship

**Building Wealth** – To build wealth, you need an understanding of how to manage money, save, invest, maintain a solid credit score and manage risk. The ULGA offers financial literacy workshops to support youth and adults to obtain these skills and knowledge.

**Homeownership** – One of the ways to build wealth is to own a home. The ULGA is a HUD Certified Housing Agency that offers:

- First-time Homebuyer Workshops Monthly
- Pre and Post Home Purchase Counseling
- Foreclosure Intervention Counseling
- Affordable and Transitional Housing Assistance & Referrals

**Entrepreneurship** – Most adults have two choices of ways to generate income: 1) working for an employer 2) owning a business. ULGA operates The Entrepreneurship Center to support aspiring entrepreneurs to launch and existing business owners to grow their small business through:

- Small Business Development Workshops
- Small Business Coaching with a focus on:
  - Access to Contracts
  - Access to Capital





# Advocacy, Health, Volunteering & Civic Engagement

The ULGA serves as an advocate for education, health, volunteering and civic engagement. We support these platforms through the following initiatives:

**Volunteers:** The ULGA utilizes volunteers in all of our programs to engage the community, support our programs, serve as mentors, coaches and voter registrants. We also support our partners by serving as volunteers.

**Education Equity:** The ULGA partners with the Georgia Coalition for the Peoples Agenda, the Center for Pan Asian Community Services, NAACP Atlanta Branch Education Committee and other partners to be advocates for equity in education relative to legislative and policy issues, parent engagement and support, and teacher and student advocacy.

**Civic Engagement:** ULGA is an advocate for civic engagement and engages in voter registration and voter education activities. We also support our civil rights partners in their civic engagement activities.

**Community Outreach:** Engages in a variety of activities to connect the community with ULGA programs and services.

**Project Wellness Young Mothers & Fathers –to- be:** ULGA sponsors a program to support young mothers and fathers to be to understand pre- and post- natal care, parenting skills, job readiness and life skills.



# New for ULGA in 2017

- **Atlanta Police Foundation Westside “At Promise Youth and Community Center”**
  - Partners: Chris 180, Boys & Girls Clubs, Street Smart
  - Youth Diversion Protocol
  - ULGA UYEP
- **Fulton County Sheriff’s Department Youth SMART Program**
  - Partners: Chris 180
  - UYEP Program
- **Film Industry Access Project**
  - Partners: Invest Atlanta, Tyler Perry Studios, WorkSource Atlanta, Georgia Film Academy, Fort McPherson LRA Community Engagement Subcommittee
  - Employment and Vendor Training and Opportunities
  - Fulton County Youth SMART

# ULGA Auxiliaries – Get Involved

The Urban League and our communities are supported by two ULGA auxiliaries made up of dedicated volunteers who believe in the mission and work of the League.



- Young Professionals across metro Atlanta who are dedicated to supporting the work of the Urban League of Greater Atlanta.
- Serving their local communities through social and community activism.
- ULGA-YP engages in voter registration, voter education, fundraising and volunteerism for the ULGA, community projects, professional and social development activities. For more information about membership please visit the website: [www.ulga-yp.org](http://www.ulga-yp.org).



- Serves as a volunteer core to assist with the fundraising, civic engagement and programs of the ULGA
- Fundraising events; community service projects, as well as other program support as defined by the affiliate. For more information visit the website: [www.ulgaguild.org](http://www.ulgaguild.org).



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# ULGA Partners

**Partnerships and collaboration** are key to ULGA's success. The ULGA forges partnerships with a cross section of stakeholders in the public and private sectors:

## **Education Partners**

- GED Prep Providers: Youth Enhancement Services/Atlanta Public Schools Adult Education/Atlanta Technical College/Georgia Piedmont Technical College/Georgia State University/Atlanta University Center/Vocational Training Institutions/Atlanta Public Schools/Trade Unions

## **Civil Rights & Community Partners**

- Community Based Organizations/Workforce Investment Boards/Child Care Providers/Civil Rights Organizations/Elected Officials/The King Center for Nonviolent Social Change/The United Way/Mentoring Organizations

## **Government Agencies**

- Department of Human Services/Atlanta and DeKalb Housing Authorities/US and Georgia Departments of Labor/US Housing & Urban Development/US Small Business Administration/Department of Justice/Dept. of Education

## **Employers**

- Home Depot, State Farm, UPS, MARTA, Atlanta Hartsfield Jackson International Airport, Grainger Logistics, Walter's Cold Storage, Comcast, Au Bon Pain

## **Criminal Justice Partners**

- US and County District Attorneys Offices/Municipal and County Courts/Department of Juvenile Justice/Georgia Department of Corrections





**ULGA is Committed to  
Supporting Youth,  
Adults and Families to  
be Strong and to move  
up the Economic  
Ladder.**



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# Our ULGA Staff Team & Auxiliary Contact Information

## Workforce, Education & Training Programs

- Nancy Flake Johnson, President/CEO  
[njohnson@ulgatl.org](mailto:njohnson@ulgatl.org) 404-659-6575
- Kyrstle Jones, Director of Workforce, Education & Training  
[kjones@ulgatl.org](mailto:kjones@ulgatl.org) 404-659-6577
- Angela Marshall, Director of Adult Reentry & Transitional Employment  
[amarshall@ulgatl.org](mailto:amarshall@ulgatl.org) 404-549-6586
- John Moye, Career and Employment Coach – P2E  
[jmoye@ulgatl.org](mailto:jmoye@ulgatl.org) 404-659-6585
- Sheree Knowles, Professional Coach – Accelerated Business Professionals Program  
[sknowles@ulgatl.org](mailto:sknowles@ulgatl.org) 404-659-6587

## Youth Development Services

- Tracey Mosley, Director – Youth Services (UYEP, Neighborhood College, Project Ready)  
[tmosley@ulgatl.org](mailto:tmosley@ulgatl.org) 404-546-3652
- Charles Walker, Director – YouthBuild  
[cwalker@ulgatl.org](mailto:cwalker@ulgatl.org) 404-659-6470
- Chanetha Vaughn, Manager – Urban Youth Empowerment Program (UYEP)  
[cvaughn@ulgatl.org](mailto:cvaughn@ulgatl.org) 404 546-3653

## The Entrepreneurship Center

- Marc Parham, Director – The Entrepreneurship Center  
[mparham@ulgatl.org](mailto:mparham@ulgatl.org) 404-659-6593

## Advocacy & Volunteers

- Deborah McClary – Director of Advocacy & Volunteers/Human Resources  
[dmccclary@ulgatl.org](mailto:dmccclary@ulgatl.org) 404-659-8478

## Housing & Homeownership

- Johnette Brown, Sr. Certified Housing Counselor – Housing Program  
[jbrown@ulgatl.org](mailto:jbrown@ulgatl.org) 404-659-6584

## ULGA Guild

- Pamela Heglar, President  
[pheglar6@gmail.com](mailto:pheglar6@gmail.com) 404-659-1150

## ULGA Young Professionals

- Tereance Puryear, President  
[president@ulga-yp.org](mailto:president@ulga-yp.org) 404-659-1150



# Q&A

Thank You for the  
Opportunity to Share our  
Work and Resources for  
our Community!



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