

URBAN LEAGUE OF ROCHESTER 2017-2018 ANNUAL REPORT



OUR MISSION

The mission of the Urban League of Rochester, NY is to enable African-Americans, Latinos, the poor and other disadvantaged to secure economic self-reliance, parity and power and civil rights.

Our three-pronged strategy for pursuing the mission is:

- Ensuring that our children are well educated and equipped for economic self-reliance in the 21st century;
- Helping adults attain economic selfsufficiency through good jobs,
 home ownership, entrepreneurship and wealth accumulation; and
- Ensuring our civil rights by eradicating all barriers to equal participation in the economic and social mainstream of America.

LOOKING TO THE PAST TO ENSURE THE FUTURE

MESSAGE FROM OUR PRESIDENT & CEO

When I began my career at the Urban League of Rochester in 1981, I did not realize that I had started a 37-year journey of love that would empower tens of thousands of Rochester's most vulnerable citizens to gain economic self-sufficiency.

During the 1980s, I worked with Former President & CEO William A. Johnson to establish our Home Store, Minority and Women Business Center, Developmental Disabilities Division, and the Urban League of Rochester Economic Development Corporation. When I became the President & CEO in 1994, I oversaw the Urban League get a permanent home at 265 North Clinton Avenue and helped the organization diversify its financial assets. I also worked with our Board, staff, community partners, legislators, and funders to ensure that the organization adapted successfully to the changing political and economic environments.

As the League moves into the next fifty years of service, it is imperative that we not let the changes in our environment impact the high quality of care we provide to our clients. While I will be retiring from the organization next April, I will always be an Urban Leaguer and will remain a fierce advocate as the League continues to empower our community for the future.

William G. Clark. President & CEO

MESSAGE FROM OUR BOARD CHAIR



I have known our President & CEO Mr. William G. Clark for more than twenty years, and it is amazing to look at what the Urban League of Rochester has accomplished under his leadership. During this time of transition, it is important to turn to our past in order to prepare for and grow into our future.

Over the past fifty-three years, despite the shifts in our community and nationwide, the Urban League of Rochester has consistently provided youth, education, workforce, housing, business, family, and developmental disabilities services. How did this happen? It happened through strong leadership and the dedication of Board Members, staff, volunteers, and partners. As we enter into the next phase of the organization's history, we must maintain this steadfast commitment to the League's mission and work together to strategically plan for the future.

CELEBRATING OUR HISTORY: FROM 1965 TO 2018

The League grew exponentially in both staff and services. The Community Organizing and Development Division produced reports on racial isolation in schools and housing discrimination in Rochester. In **1973**, William A. Johnson Jr. traveled to Rochester from the Urban League of Flint, Michigan to become the next President & CEO.



1970s



1960s

The Urban League of Rochester was founded in **1965** in the wake of racial unrest and riots that crippled the community. Dr. William Knox, Chairman of Friends of the National Urban League, spearheaded the effort. The League's first set of programs focused on giving minorities equal access to jobs, education, and housing.



Democrat & Chronicle Staff Photo July 1964



1980s

Despite drastic federal funding cuts, the agency continued to thrive. In **1980**, the Salute to Black Scholars Program recognized its first class of students. In **1984**, the agency launched its first Developmental Disabilities program. In **1988**, the Minority and Women Business Center was founded and the Family Consultant Program served **111** families.





In 1994, William G. Clark was promoted from the League's Chief Financial Officer to the President & CEO. Former President William A. Johnson became Rochester's first black mayor. In 1995, the Urban League **Economic Development Corporation** opened its first large-scale construction project, Blossom Village.

1990s



In 2014, the Home Store celebrated 20 years of providing homeowner assistance to low and moderate income individuals and families. In 2015, the Urban League celebrated 50 years of serving the Rochester community. In 2016, the YouthBuild Program celebrated 20 years of empowering youth by helping them gain employment within in-demand careers.

2010s





In **2000**, the League raised \$720,000 to renovate its main office. In 2005, the agency began its Project Ready program for young black males. The National Urban League President, Marc Morial, visited Rochester for the first time to speak at the League's 2005 Annual Luncheon. He praised the agency for becoming one of the most successful Urban League affiliates in the country.

2018

In 2018, the League, as part of the New York Equity Coalition, advocated to create accountability standards that work for all students. The Salute to Black Scholars Early Recognition Ceremony was so well-attended that the ceremony will need to move to a bigger venue next year.

AFTER 53 YEARS OF SERVICE, THE URBAN LEAGUE OF ROCHESTER REMAINS A STRONG PILLAR OF THE COMMUNITY, IMPLEMENTING MORE THAN 25 PROGRAMS AND PROVIDING DIRECT SERVICES TO 4,000 INDIVIDUALS ANNUALLY.

YOUTH EDUCATION & DEVELOPMENT

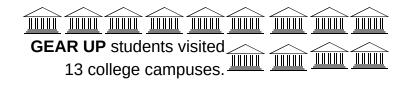
The Youth Education & Development Division is comprised of five academic achievement and enrichment programs that prepared students in grades 6 to 12 for college, work, and life.

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students in Genesee, Monroe, Livingston, Ontario, Orleans, and Wayne counties were recognized as **Black Scholars** for maintaining a "B" or better average throughout high school.

90%

of **Afterschool Academy** middle school students maintained or increased their math skills over the summer.



Through a grant from Charter
Communications (Spectrum), 20 **Project Ready** youth completed 30 hours of
community service by participating in
Connect Rochester, a project where
they taught digital literacy skills to 289
seniors and families in our community.

"Deciding to become a mentor through the Urban League has given me a much improved perspective on life. I feel great pride and accomplishment by providing guidance to my mentee and, most importantly, making sure that she knows that I am there for her at times when she wants to talk and when she has to make decisions that will shape her future. The fact that I am able to play an important role is both humbling and exciting. Her future is my reward."

Christian Valentino, PJC Mentor & Attorney at Pullano & Farrow



55 youth in YouthBuild, Face Forward 3, Project B.E.A.M., Navigator and AmeriCorps earned their TASC (GED) or an industry-recognized credential.

The Urban League launched the Pathways to Justice Careers for Youth Program (PJC), providing in-school youth with the academic and career services they need to enter into the emergency services and justice career fields.

90 individuals attended the **Urban**Apprenticeship Jobs Program's first Apprenticeship Forward Expo, which included a panel discussion and job fair to promote diversity in apprenticeships.

The Workforce Development Division has five programs that worked with in-school and out-of-school youth to help them gain the job skills required to enter into indemand occupations.



WORKFORCE DEVELOPMENT

BUSINESS DEVELOPMENT & THE HOME STORE

The Business Development Center assisted minorities and women in launching and growing their businesses.

The Home Store promoted home ownership and provided financial literacy education for first-time home buyers.

38

Home Store clients who took the Homebuyer Education Class closed on a home during the 2017-2018 program year.

16 **Business Development** clients increased their business sales by \$7,174,819 within the 2017-2018 program year.



The Business Development Center expanded its capacity to serve more entrepreneurs by starting the KeyBank Build & Boost Program, a collaboration between the Urban League and the IBERO-American Action League. The goal of the program is to expand ULR's Business Development services to individuals in the neighborhoods IBERO serves, a predominately Latino population.

"I'm not where I used to be. I used to be homeless, I used to be jobless at one point in time. Now I'm able to give jobs, now I'm able to run a business....the Urban League gave me the education I needed to pursue what I wanted to do."

Devon Crittenden, MWBE Client & Owner of Bobo's Chicken Shack



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Rochester area residents accessed affordable housing through the **Urban League Economic Development** Corporation this past year.

The Urban League of Rochester **Economic Development** Corporation is a wholly owned subsidiary corporation of the Urban League of Rochester. Its mission is to improve the living and working conditions of disadvantaged and underserved populations in the Rochester region through economic development and community revitalization initiatives.



DEVELOPMENTAL DISABILITIES

The Developmental
Disabilities Division provided
programs that assisted
developmentally disabled
persons of all ages to gain
access to services geared
to meet their needs and
those of their families.

The Urban League has served individuals with developmental disabilities for

34 years

Day Habilitation Program serves 20 adults by teaching them independent living skills in a state-of-the-art Living Center.

Community Habilitation provides individualized, intensive, at-home training in budgeting, shopping, and more.

Family Care provides NY State-certified private, community-style living to help individuals work towards independence.

Individual Support Services assist adults who have a developmental disability to establish and/or maintain their own household.

Parenting Support/Training helps support and strengthen parenting skills of individuals with a developmental disability.

Respite Care offers families who are caring for individuals with developmental disabilities funding for time to rest and relax without the burden of care.

Family Reimbursement Program offers financial reimbursement for goods and services that enhance the quality of life for individuals who reside in a family.

Jennifer Jackson has been a part of the Day Habilitation Program for 7 years. The program gives her a safe space to learn key life skills such as budgeting and cooking. Over the years, Jennifer has developed stronger social skills and grown into a leader among her peers.



"The parenting classes were helpful to me because they gave me more structure on how to take care of my baby while I'm young."

Tajanique Mceachron, Parenting Education Client

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seniors remained in their homes through the **Urban League's Expanded In-Home Services for the Elderly Program**(EISEP) by providing appropriate and cost-effective non-

medical support services.



of the children served in the **Family Consultant Program** avoided foster care placement.

The Division provides weekly Parenting

Education Classes where participants
gain knowledge of positive parenting
practices, child development
and age-appropriate
expectations for their
children.

Family & Children Services
Division provided programs
to improve the quality of
life for senior citizens
and vulnerable families
with children.



FAMILY AND CHILDREN SERVICES

MEMBERSHIP

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Ms. Phyllis Gordon

Mr. Charles Guarino

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Mr. Glen Jeter

Dr. Louise Richardson

Ms. Carolyn Vitale

Dr. Kenneth Williams

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Mr. Joseph Searles

Ms. Mary Simmons

Ms. Shanette Simmons

Ms. Lucy Sprouts

Mr. Raymond Sykes

Ms. Eleanor Whitte

Mr. Charlie Williams

Ms. Victoria Williams-Briggs

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Henderson Ford

Radec Corporation

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Ms. Rachel Swafford

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Ms. Gladys Vasciannie

Mr. Allen Vaala

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Elder Ruthie Williams Ms. Esther Wilson

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Ms. Catina Carter

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Mr. Ralph Fornuto

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Mr. Patrick Macey

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Ms. Thomasene Moorehead

Ms. Abigail Phillips

Ms. Mary Phillips

Ms. Lizzie Pendleton

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Mr. William Richardson

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Reverend James Simmons

Ms. Donna Smith

Mr. John Smith

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GOVERNMENT GRANTS

City of Rochester

Corporation for National and Community Service

Dormitory Authority of the State of New York Monroe County Department of Human Services

Monroe County Department of Social Services

New York State Department of Labor New York State Education Department

New York State Entrepreneurial Assistance

New York State Higher Education Services Corporation

New York State Office of Children and Family

New York State Office for People with

Developmental Disabilities

New York State Office of Medicaid

Rochester-Monroe Country Youth Bureau

US Department of Education

US Department of Health and Human Services

US Department of Housing and Urban

Development

US Department of Justice

US Department of Labor

RELIGIOUS ORGANIZATIONS

Abundant Life Faith Center, Inc.

Adams Street Church of God by Faith

Aenon Baptist Church

Antioch Baptist Church

Baber AME Church

Church of God & Saints of Christ

Church Divine Inspiration

Ebenezer Baptist Church

Faith Tabernacle of Prayer

Faith Temple Apostolic Church

First Church Divine

Greater Harvest Church

God's House of Refuge

Goodwill Baptist Church

Higher Heights Church of God

Holy Trinity

In Christ New Hope

Memorial AME Zion

Mt. Olive Baptist Church

Mt. Olivet Baptist Church

Mt. Vernon Baptist Church

New Bethel CME Church

New Progressive Cathedral

Peace Baptist Church

St. John Baptist Church

Summerville Presbyterian Church

Trinity Emmanuel Presbyterian

Triumph the Church & Kingdom of God in Christ

True Light Church of God in Christ Zion Hill Missionary Baptist Church

COMPANIES AND ORGANIZATIONS

Action for a Better Community Alpha Kappa Alpha Sorority, Inc.

Alstom Signaling Foundation Ausar Natural Products

Avangrid Foundation / Rochester Gas & Electric JCPennev

Baden Street Settlement of Rochester, Inc.

Baldwin Richardson Foods Company Benevity Community Impact Fund

Bergmann Associates Engineers

Bonadio Group

Burnett Process, Inc.

Cannon Industries

Charter Communications (Spectrum)

Citizens Bank Cobblestone Capital Advisors

Corn Hill Neighborhood Association

Constellation Brands

Creative Solutions Management

CS Business Systems Inc.

Delta Sigma Theta Sorority **Empire Justice Center**

Enterprise Holdings Foundation

Entre Computer Services

ESL Federal Credit Union

Excel Educational Services LLC

Excellus BlueCross BlueShield

Farash Foundation

Feinbloom Supporting Foundation

First Niagara Foundation

Five Star Bank

Flaherty Salmin LLP

Flower City Monitors

Fred & Floy Willmott Foundation

Gamma Iota Boule Foundation

Genesee Brewing Company Greater Rochester Health Foundation

Habitat for Humanity

Hamilton Stern Construction

Harter Secrest & Emery LLP Hillside Family of Agencies

IBERO American Action League, Inc.

Jack & Jill of America

John J. and Edna M. Holahan Fund

JP Morgan Chase

Key Bank LaBella Associates P.C.

LeCesse Construction Company

Lewis Tree Service, Inc.

MAR Foundation, Inc.

M/E Engineering PC

McGurk Electric Metropolitan Funeral Chapel

Monroe Community College

National Urban League

Network for Good

Nixon Peabody LLP

Omega Psi Fraternity Inc.

Out of Darkness

Perfect Consumers

Pullano & Farrow

R.O.C. City's Line Dance Express

Recharge Networks, Inc.

Reliant Community Credit Union

Rochester Association of Black Journalists

Rochester Cornerstone Group

Rochester Riverside Convention Center

Rochester West Indian Festival Organization RochesterWorks

Savin Engineers

Sisters for a Better Black Community, Inc.

State Farm Insurance

Sigma Gamma Rho Sorority

The Women's Foundation of Genesee Valley

TJK Foundation

SWBR Architects

Truckway, Inc.



Cannon Industries has supported the Urban League for more than 21 years. Thank you for helping empower our future!

United Way of the Greater Rochester

Visit Rochester

WHEC-TV 10

Xerox Foundation

YMCA of Greater Rochester

YourCare Health Plan

Zeta Phi Beta Sorority, Inc.

OUR TEAM

EXECUTIVE STAFF

William G. Clark, President & CEO
Shelia James, Vice President of Program Planning Evaluation
Geraldine Rombaut, Vice President of Finance & Administration
Carolyn Vitale, Vice President and Chief Operating Officer, ULREDC
Sebrone Johnson, Senior Director of Innovation & Special Projects
Henrene Brown, Developmental Disabilities Division Manager
Donnalynn Sullivan, Payroll & HR Coordinator
Patricia Butler, Assistant to President & CEO

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Stephanie Young



Congratulations to the winning team of the 21st Annual Golf Invitational!

Captained by Board Chairperson Glen A. Jeter

FINANCIALS

The Financial Statements below reflect our final audit balances as of the fiscal year starting 4/01/17 and ending 3/31/2018,

ASSETS

Cash	\$ 432,713
Fee for service and grants receivable, net	576,694
Due for United Way of Greater Rochester, Inc.	51,000
Prepaid expenses and other assets	94,184
Other receivables, net	1,793,635
Deposits - HUD	789,985
Investments	1,018,190
Funds held by RACF	280,119
Investments in limited partnerships	1,146,991
Property and Equipment, net	12,490,927
	\$ 18,674,438

LIABILITIES

TOTAL LIABILITIES AND NET ASSETS

Lines of Credit Accounts payable and accrued expenses Accrued payroll and payroll taxes Deferred revenue Representative payee accounts Deposits Mortgages and notes payable Due to Affiliates - net	\$ 0 439,209 172,908 299,901 19,737 30,809 3,013,110 45,942 4,021,616
NET ASSETS	\$ 14,652,822

Highlights from the 2018 Annual Luncheon

Primary sponsor: Greater Rochester Health Foundation



The theme of the League's 53rd Annual Luncheon was children's behavioral health. The event's keynote speaker was Karen Pittman, co-founder and president of The Forum for Youth Investment. Ms. Pitmman spoke to attendees about the importance of addressing the needs of the whole child through comprehensive youth programming, Pictured above from left to right; Jessica Lewis, William A. Johnson, William G. Clark, Kaci Jones, Essie Calhoun-McDavid, Karen Pittman, Reverend Derrill Blue, and Glen Jeter.



Wynn shares about his experience in the Urban League youth programs.



presented the William A. Johnson Jr. Award to Interim CEO of the Greater Rochester Health Foundation, Dennis Richardson (center).

REVENUE BY SOURCE

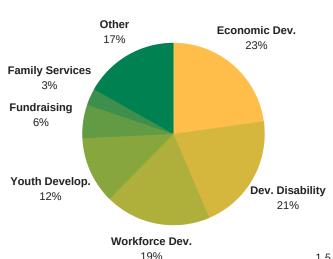
\$ 18,674,438

TOTAL REVENUE & PUBLIC SUPPORT: \$5,421,418

Other 4% **United Way** 5% **Rental Income** Government Grant 13% 37% **Public Support** 17% Medicaid 24%

EXPENDITURES BY DIVISION

TOTAL EXPENDITURES: \$5,984,211



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Urban League of Rochester

265 North Clinton Avenue Rochester, NY 14605

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