

2012 Annual Report



Urban League of
Greater Cincinnati



Opening Doors...
Building Futures

The Urban League of Greater Cincinnati



is the region's oldest and largest community-based organization devoted to empowering African American individuals and families to enter the economic and social mainstream. Our services include youth and adult education, job training, business development, leadership development, and the shaping of public policy.

Our Mission

To transform generations by promoting personal empowerment and economic self-sufficiency.

Our Vision

We visualize vibrant communities with thriving individuals, families and businesses.

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Urban League of Greater Cincinnati

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3458 Reading Road
Cincinnati, OH 45229
Phone: 513.281.9955
Fax: 513.281.0455
www.gcul.org

Youth Services Department

Buford Gaston Sickle Cell Center
3770 Reading Road
Cincinnati, OH 45229
Phone: 513.281.4450
Fax: 513.281.0455

Small Business Development Center Union Institute & University

440 E. McMillan Street
Cincinnati, OH 45206
Phone: 513.487.1155

Sickle Cell Awareness Group

Buford Gaston Sickle Cell Center
3770 Reading Road
Cincinnati, OH 45229
Phone: 513.281.4450
Fax: 513.281.0455



Letter from the President and Chairman

Dear Friends,

We are extremely pleased to present you with our 2012 Annual Report. Two thousand twelve was an incredible year – filled with exciting challenges, programmatic victories and the creation of amazing opportunities for the communities and people we serve!

The recession that began in 2007 and only recently ended for many not-for-profit organizations, took its toll on a number of fine institutions in our communities. The Dayton Urban League succumbed to the effects of that recession and was unable to continue operations. In October, 2012 we formally announced the creation of our new corporation – the Urban League of Greater Southwestern Ohio, which will act as the parent corporation to the Miami Valley Urban League that covers the Greater Dayton area and to the Greater Cincinnati Urban League that covers Greater Cincinnati and Northern Kentucky. The Dayton community has embraced our efforts and we look forward to building on the legacy the Dayton Urban League had during its legacy period spanning over 65 years.

Also in 2012, we announced a promising partnership between the League's Customer Contact Center and Total Outsourced Systems, Inc. (TOS) and its contract with the Kroger Company for its Special Requests campaign. This partnership has proven valuable to both the League and TOS. We promised a low turnover rate – and we delivered. Only three people left during the entire year. Two of the Contact Center's staff were promoted and—incredibly—today the entire Center is filled to capacity with sixty-five people recently employed.

Our Youth Services department continues to excel in helping young people to thrive. Our Small Business Development Center and our African American Business Development Program are helping create and strengthen businesses throughout the region. The Ohio River Valley - Women's Business Council – our arm that certifies women-owned businesses and helps position them to gain a competitive edge—has continued to blossom. Very importantly as well, our flagship training programs have continued to produce graduates whose lives change for the better. Over 716 adults came through our doors in 2012 looking for help and a reason to hope. League staff worked hard to guide and assist ninety percent of them through our programs. Seventy percent of graduates found employment—and 70 percent of them kept that job for over a year, and 95 percent of our Construction Connections graduates kept their job for a year!

We leave you with a quote a participant made during a recent SOAR graduation ceremony: “When I came to the Urban League, I felt like the gum on the bottom of somebody's shoe. The League didn't just help me find a job; they helped me find ‘me’ again and helped me gain my manhood back”. We invite you to attend one of these ceremonies. You, too, will leave a changed person.

Sincerely yours,



Donna Jones Baker
President/CEO



Richard Dyer
Chairman, Board of Trustees

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WLWT 5

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Strategic Direction and Expansion

2012 marked the implementation of our five year strategic plan, which will dictate our growth and shape our impact on the region. By 2016 we hope to:

Increase the number of people we train by

100%

Increase the number of people we place in jobs by

100%

Create

500

new jobs.

Engage

85%

of the parents we serve.

Influence

2

major policies.



Build a

9 month

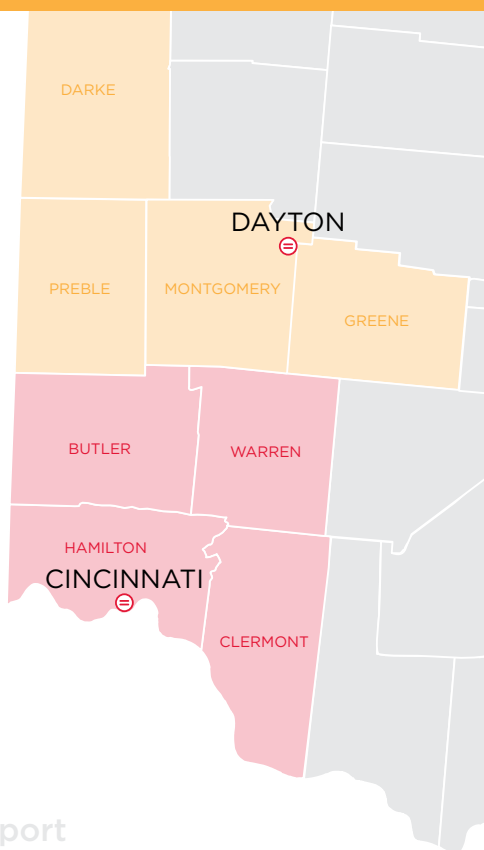
operating capital reserve.

Diversify revenue streams equally by source.

The Urban League of Greater Southwestern Ohio

-  Greater Cincinnati Urban League
-  Miami Valley Urban League

A key part of the strategic growth is expansion of the Urban League territory. In October 2012 the League formally announced the formation of a parent company, The Urban League of Greater Southwestern Ohio, with two subsidiaries: The Urban League of Greater Cincinnati and the new Miami Valley Urban League. Serving Darke, Green, Montgomery, and Preble counties, the Miami Valley Urban League will bring back much needed Urban League services to the area.



Workforce Development

2012 marked another successful year for the Urban League's adult Workforce Development programs, as we continued our commitment to provide opportunities for adults in our region to receive free job training and job placement. Rooted in our core initiatives—**SOAR and ACE**—we continued to train and place adults in jobs across our region. In 2012, **452 adults found jobs** earning wages and working to support their families because the Urban League was here to help.

Solid Opportunities for Advancement and Retention - SOAR

The intense three-week program directly addresses the adverse factors that impact the chronically unemployed individual. It simulates the demands of an actual job and takes participants through a rigorous curriculum that addresses soft skills, attitudinal changes, basic computer skills, and how to conduct a job search. The program provides individual job placement assistance and has averaged an **81% graduation rate and 76% job placement rate over the last 4 years.**

The average SOAR graduate sees their need for public assistance decrease by 50% after completing SOAR - saving valuable public resources and taxpayer dollars!

78%

of the SOAR program graduates found jobs in 2012.

Accelerated Call Center Education - ACE

The free, four week program provides specialized training for this industry, unlike anything else in the area. The innovative curriculum covers soft skill development, keyboarding, financial literacy, and uses simulation software to allow ACE students to navigate customer records as they take live calls. **ACE graduated 90% of its program graduates and helped 77% of those find employment** in the call center or customer service industry - an industry predicted to have high job growth through 2018.

77%

of the ACE program graduates found jobs in 2012.

In 2012

716

adults came to the Urban League looking for help finding a job.

646

graduated from our workforce development programs.

Snapshot of Success

Dawn Yates came to the Accelerated Call Center Education (ACE) program after being unemployed for 8 months. She was behind in her rent, unable to keep her car running and slipping into depression. She came to the Urban League as a last resort and on the recommendation of her landlord. When she came to the Urban League, staff could see despair and sadness in her eyes. Since she had a customer service background, she was referred to the ACE program for additional training and to polish her job seeking skills.

With car trouble and not enough money for gas, Ms. Yates struggled to get to class every day. With each day of class, her despair lessened, little by little. When the class visited the Call Center operated by Citi, hopelessness turned to hope. She was determined to make Citi her new employment home. She was on a mission: she had set her sights on Citi and would settle for nothing less. She honed her skills and applied for a position with Citi. She was interviewed the day of her ACE graduation and offered a position. Ms. Yates is currently working in Citi's mortgage department.



The collective stories of people like Ms. Yates represent the 452 individuals who are now working—individuals earning a paycheck and supporting their families. This is the essence of the Urban League, and how we bring our mission to life.

Volunteer Income Tax Assistance (VITA)

2012 marked the League's first year as a full Volunteer Income Tax Assistance (VITA) site. Operated by our Financial Opportunity Center, our VITA site completed free tax returns for qualifying individuals, generating the following results in our community:

- **180 individual tax returns completed.**
- **\$289,000 in tax credits and refunds returned to the community.**
- **\$25,000 in tax preparation fees saved.**
- **15 volunteers gave over 760 hours of their time.**

452

found employment, earning an average wage of \$10.87 per hour.

Approximately

70%

of program graduates maintain employment for a year.

253

men received professional attire from our free, on-site Gentleman's Clothing Closet.

Business Development and Entrepreneurship

Achieving our vision of a community with thriving businesses cannot occur without strategically designed services to support these efforts. Business Development & Entrepreneurship is our vehicle for saving & creating jobs and paving the way to boost business growth and achievement of local entrepreneurs.

In 2012 counseling from our Small Business Development Center led to the following results for local businesses and entrepreneurs.

77

Jobs Created

51

New Businesses Started

133

Jobs Saved

616

Clients Trained

572

Clients Counseled

13 loans secured worth

\$3,555,000

for local businesses.

Contracts worth

\$61,333,853

secured for local businesses.

Statewide Recognition

- Sheila A. Mixon, Vice President of Entrepreneurship and Director of the Ohio SBDC at the Urban League, received the Ohio SBDC Peer Recognition Award and was appointed to the City of Cincinnati's Small Business Advisory Council.
- The Ohio SBDC at the Urban League was awarded the 2012 Small Business Administration's Small Business Development Center of Excellence & Innovation Award by the Columbus District Office and received a District SBDC award for Overall High Performance by a District.



African American Business Development Program participants and award finalists at the Goering Center for Family & Private Business Annual Awards. Left to right: Quincy Hightower, Tim Hughes, & Howard Hughes, Sr.

Building Business, Opportunity, and Revenue

Customer Contact Center - Creating Viable Jobs and Generating Operating Revenue

2012 marked the beginning of our on-site Customer Contact Center. What started as a dream of jobs for Ace graduates and revenue became a reality in October 2012 as we partnered with Total Outsource System, Inc. to handle customer service needs for The Kroger Co. To date our Customer Contact Center is outpacing national averages with only a 6% turnover rate, compared to 51% nationally.



The **Ohio River Valley - Women's Business Council** continued its work certifying women business enterprises, positioning them to grow with a competitive edge and unlocking the door to corporate and government supplier diversity contracts. In addition to the advantages provided to women-owned businesses, the initiative generates important operating revenue to support Urban League programs.

175

New women business enterprises certified

744

Re-certified women business enterprises

Preparing Children and Youth for Success

Job Readiness and Concrete Workplace Experiences

For the second year in a row, the Urban League was the lead agency for the City of Cincinnati's Summer Youth Employment Program. The program paves the way for youth to have positive and educational paid work opportunities that provides them with wages, financial literacy training, concrete skills, and experiences to build their resume and college applications.

376

Youth were trained.

320

Youth entered the workforce and completed the program.

93%

of employment partners had a positive experience with their youth worker and the program.

55

Employers hosted youth workers.

Youth earned an average of \$7.70 per hour and \$1000 over the course of the program.



Breanna Jones stands outside of Fifth Third Center, her Summer Youth Employment placement site.

Supporting Children & Youth through Life and Learning



The Urban League continued to positively shape the life and outcomes of 481 local students from Rockdale Academy, South Avondale School, and Woodward Career Technical High School during the 2011-2012 school year. Collectively, the program provided over 2,400 hours of tutoring to students to boost math and reading achievement.

Rockdale Academy

100% of students that participated 2 or more times per week in our programming were promoted to the next grade level!



Promoting a peaceful and cooperative culture is an integral part of the AfterSchool League. Rockdale students with excellent communication, cooperation, and conflict-resolution skills are recognized as 'PeaceBuilders of the Week.'

Woodward Career Technical High School

Students in Woodward Career Technical High School's AfterSchool League document important high school events as an integral part of the Media Workshop. Each member of the film crew serves as a positive example for their peers and for younger students at Rockdale and South Avondale Schools.



Digital Workshop students filming student activities.

South Avondale

In response to Cincinnati Public Schools' research challenge, AfterSchool League students from South Avondale and US Bank Boys and Girls Club designed a project entitled "Looking at Eyes." Children used computer and print materials to research the eye structure of different animals and then applied their learning to the study of a live chinchilla.



A student from South Avondale learns about animal eye structures.

481
students served

**Over 2,400 tutoring hours
in math and reading**

Promoting a Diverse Community

Community Police Partnering Center

Founded in 2004 as part of the historic Collaborative Agreement, the Community Police Partnering Center has an eight year history of serving our city to positively engage community members with the Cincinnati Police Department. In 2012 the CPPC:

- Worked with Over the Rhine to leverage funding and resources to establish a Youth Council, modeled on the best practice of the Avondale Youth Council;
- Provided technical assistance and guidance to young entrepreneurs from the Avondale Youth Council who are starting a business;
- Trained more than 100 landlords on their responsibility under local laws and regulations to create a safe and clean environment for residents and the community; and
- Delivered PeaceBuilders anti-violence model in five Cincinnati Public Schools.



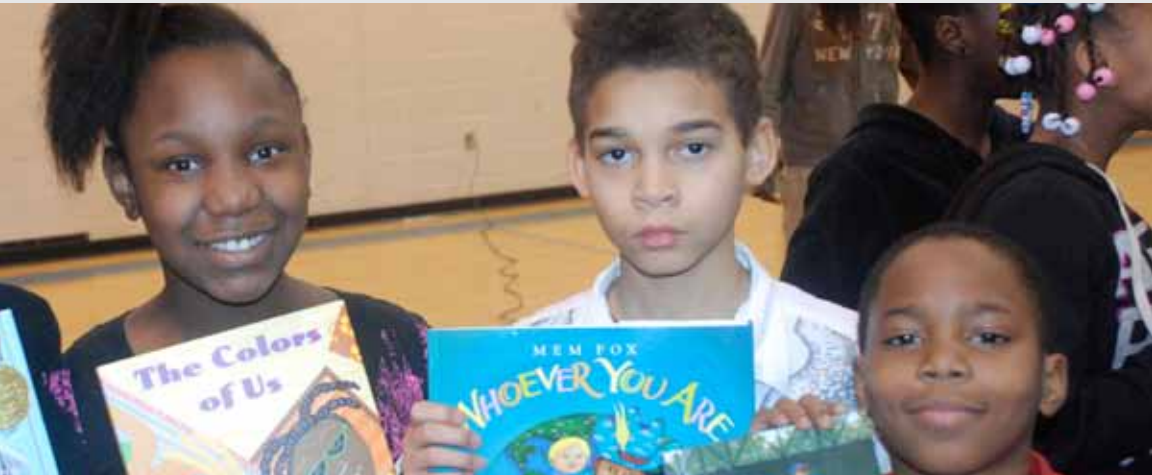
COMMUNITY POLICE
PARTNERING CENTER

Supporting communities in problem solving...



African American Leadership Development Program

As the second oldest leadership program in the area, AALDP continues to prepare African American professionals to shape businesses, local government, and the communities where they live. Class XVIII demonstrated their commitment to the learning and success of future generations by raising \$3,000 to purchase 200 books for the AfterSchool League program.



Volunteer Impact

The work outlined in this report could not have been achieved without the dedication and time of over **250** volunteers who dedicated over **3,800** hours to the Urban League in 2012. Based on data from the Independent Sector, their commitment and service to the Urban League was worth **\$84,000!**



Volunteers in action at the Urban League.

250 \times **3,800** = **\$84,000**

volunteers











hours

added value



Financials

Support and Revenue

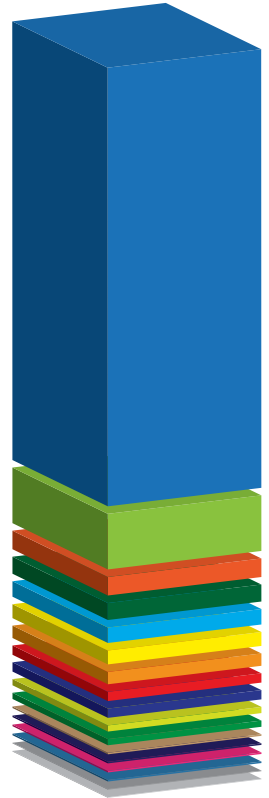
	62% - Fees and grants governmental agencies	\$3,251,848
	11% - United Way of Greater Cincinnati allocation	\$558,374
	10% - Program service fees	\$524,779
	8% - Contributions	\$435,582
	3% - Special events	\$150,345
	3% - Grants	\$141,464
	2% - Investment income	\$113,558
	.75% - Membership fees	\$38,246
	.25% - Miscellaneous income	\$11,856
	0% - Net assets released from restrictions: Expiration of time restrictions	\$0



Total Revenues and Other Support \$5,226,052

Expenses

	71% - Salaries	\$3,817,117
	9% - Professional fees	\$486,315
	3% - Occupancy	\$155,647
	2.75% - Depreciation	\$147,102
	2.5% - Awards & Grants	\$139,761
	2.25% - Supplies	\$118,597
	2% - Travel	\$105,707
	1.5% - Equipment	\$88,849
	1.5% - Conference, Conventions & Meetings	\$86,839
	1% - Printing and Publications	\$73,965
	1% - Telephone	\$62,022
	.25% - Postage	\$15,990
	.25% - Banking Fees	\$14,267
	.25% - Miscellaneous	\$12,517
	.25% - National organization membership dues	\$12,500
	less than .25% - Other membership dues	\$4,813
	less than .25% - Insurance	\$4,619



Total Expenses \$5,346,627

Staff List

Urban League of Greater Cincinnati Staff*

Executive Office

*Donna Jones Baker, President/CEO
Jenny Laster, Special Assistant to the President

*Constance Phillips, Executive Assistant to the President

Adult Services

*Stephen Tucker, Vice President of Workforce Development

Renita Brooks
Teresa Dixon
Brian Harris
Torrance Jones
Albert Long, Jr
Carmel Kindell
Kenetra Mathis
Toviyah McMahan
Sara Ratto-Miller
Robert Rodgers
Rahman Shabazz
LaKishia Thomas
Ayanna Wallace

African American Leadership Development Program

Pat Bready, Program Director

Business Development and Entrepreneurship

Economic Empowerment & SBDC

*Rea Waldon, PhD, COO
*Joseph Flack, Vice President of Operations
*Sheila Mixon, Vice President of Entrepreneurship
Marjorie Solomon, Program Director
ORV-WBC
Karla Boldery
Thomas Dillingham

Everett Gregory, PhD
Trenise Stowers
Catherine Gamble
Maudie Moreno

Development

*Matthew Hughes, Vice President of Development & Marketing
Kristi Lee
Judy Levenson
Jera Oliver
Aurelia Simmons
Josephine Steagall

Finance

*Jeanette Shoecraft, CFO/Chief Administrative Officer
Keith Caldwell
Angelika Hollis
Amber Rodgers
Spencer Strong

Human Resources and Facilities

*Angela J. Williams, Director of Human Resources & Quality Assurance
Oliver Garr
Jenifer Johnson
Anna Parrish

Miami Valley Urban League

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Tamara Boddie
Enriqueta Carter
Teresa Evans Lane
Teresa Taylor
Ernest Stockton

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Deborah Brock-Blanks
Yvonne Cameron
Lisa Chenault Sloan
Dolores Crowley
Kenny Davillier, Jr.
Harim Ellis
Lisa Favors
Carmen Gaines
Gwendolyn Hall
Nyeisha McCoy
Marina Hopkins
Carolyn Johnson
Meggan Johnson
Karen Jones
Willie Jones
Lisa McDonald
Sharon McPherson
Kimberly Richards-Bragg
Cassandra Robinson, CPPC
Terrance Rogers
Brandy Taylor
Elvie Walker
Renee Williams

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†As of May 2013



Some Urban League Staff.

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Coca-Cola Refreshments
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Fifth Third Bank

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Ohio National Financial Services
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Partners \$1,000 - \$4,999

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Please forgive any unintended errors, and notify us of
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National Urban League President Marc Morial greeting supporters during a visit to Cincinnati in October 2012.

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WLWT 5

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Whitney M. Young, Jr. Giving Society Personal gifts of \$1,000+

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