

## EMPOWERING COMMUNITIES. CHANGING LIVES.

With the community's support, the Jacksonville Urban League continues to develop solutions for emerging challenges as it assists its increasingly diverse group of clients to realize success.



#### THE JACKSONVILLE URBAN LEAGUE



#### PRESIDENT AND BOARD CHAIR



#### **WORKING THROUGH COVID-19**



#### **ENTREPRENEURSHIP PROGRAM**

WHAT'S INSIDE

#### **HOUSING COUNSELING**



# CENTER FOR ADVOCACY AND SOCIAL JUSTICE

#### CENTER FOR EDUCATION, CAREER DEVELOPMENT AND WORKFORCE SERVICES

#### WELLS FARGO HISTORIC SPRINGFIELD COMMUNITY LEARNING CENTER

#### VETERANS AND COMMUNITY EMPOWERMENT CENTER







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. . . . THE JACKSONVILLE URBAN LEAGUE

The Jacksonville Urban League is a nonprofit, social-service and advocacy organization that works to empower communities and change lives.



# Our Mission

The mission of the Urban League movement is to enable African Americans as well as other underserved communities to secure economic self-reliance, parity, power and civil rights.

# Educate. Empower. Employ.

We accomplish our work through the direction of the following centers:

**CENTER FOR ECONOMIC EMPOWERMENT** 

ENTREPRENEURSHIP PROGRAM HOUSING COUNSELING

**CENTER FOR ADVOCACY AND SOCIAL JUSTICE** COMMUNITY AND YOUTH INTERVENTION SERVICES NEIGHBORHOOD BILL OF RIGHTS

CENTER FOR EDUCATION, CAREER DEVELOPMENT AND WORKFORCE SERVICES

# **A MESSAGE OF GRATITUDE**



Michele Godfrey-Watson



President and CEO Dr. Richard Danford, Jr.

As the Jacksonville Urban League commenced upon its 75th Anniversary it is with thankfulness and gratitude to serve as a beacon in Duval County and surrounding communities.

Seventy-five years represents a myriad of rewards as well as challenges that impact our organization's sustainability. One of which is dependent-upon the continuous support of our community partners, funders and the individuals we serve.

The past two years have been an example of what can happen when individuals and organizations work together toward one goal. During the COVID-19 pandemic, the JUL and our community was faced with several challenges; but we still maintained our vision. We moved past these challenges and focused-on our mission: "To assist African American and others to secure economic self-reliance parity and power and civil rights." We have been successful in this goal. For this we are enormously thankful and grateful for you, our supporters.

We are reminded of the many lives lost and we respectfully salute each of them in their respective places. In addition, to those of you that have been personally affected, the entire Urban League family offers our sincere condolences and encouragement.

In our seventy fifth year, we will continue to build on our challenges and successes that create who we are and what we do to remain a beacon in the community for years to come. On behalf of the JUL family, we thank you.

# **WORKING THROUGH COVID**

The Jacksonville Urban League answered the call with open doors during the pandemic. As COVID-19 created challenges across the world, the Urban League's mission was steadfast and strong. The JUL pivoted quickly to the changing times although challenged in its ability to provide direct services in-person, discovered new ways to support families and businesses during this crisis. As many individuals and small businesses experienced unprecedented challenges in the community, telework and virtual conference calls became more relevant to continue to provide services to reach those hardest hit by the pandemic. The JUL partnered with many organizations to continue its commitment to empowerment:

- The Jacksonville Urban League partnered with the Population Health Consortium of Northeast Florida to advocate for more COVID testing centers in lower income communities.
- The JUL partnered with the Partnership for Child Health and the Population Health Consortium of Northeast Florida to hire Community Health Workers to visit Health Zone 1, Jacksonville's poorest community, providing vaccines and vaccine information.
- The Urban League added health, wellness, and vaccine training to its Small Business Training Program.
- The Urban League assisted the Population Health Consortium of Northeast Florida in creating the legal structure for a sustainable nonprofit entity that goes beyond the pandemic and focuses on the social determinants of health. The JUL continues to assist other partners in public health relief needed to cope with the impacts of the pandemic.
- The Urban League conducted a series of virtual town halls featuring medical and other experts providing up-to-date scientifically based information on COVID-19. The Urban League continues to spread the word about access to testing and vaccines.

Throughout the Pandemic and the resulting economic downturn, the services that the Jacksonville Urban League provides have never been more important than ever before.

#### Jacksonville Urban League Center for Advocacy

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Dr. Danford and Dr. Smith-Baugh (President and CEO of the Broward County Urban League) in Ft. Lauderdale discussing issues around COVID and ways to continue its mission of "Empowering Communities and Changing Lives".







President and CEO of the Phoenix Urban League, Mr. George Dean, Dr. Richard Danford Jr. and Richard D. Danford, III

# Center for Economic Empowerment Entreprendentes States Program

The Entrepreneurship Program provides counseling, mentoring, and training services focused on developing business management skills to enable minority entrepreneurs to obtain financing and/or contracts that support job creation and preservation.

The Center for Economic Empowerment has a history of providing training services to minority owned businesses in the community; therefore, it has the potential for continued growth. The current market conditions in Jacksonville are conducive to the continued growth of the Entrepreneurship Program.

The Center's short/long-term strategy is to continue providing services based upon local client and market needs. The reputation for providing excellent, timely and valuable services to its clients at no cost has given the Center a distinct competitive advantage. Additionally, the Center for Economic Empowerment's training services are provided by consultants that are all experts in their fields.



The Entrepreneurship Program seeks resources to develop and implement initiatives that empower individuals, entrepreneurs, and disadvantaged business entities to become successful.

# **ENTREPRENEURSHIP PROGRAM IMPACT**

\$88,000

**Business Grants Awarded** 

Small Business Loans Awarded

\$470,206

**18** Small Business Loans Facilitated

**42** New Businesses Created

**52** Jobs Created

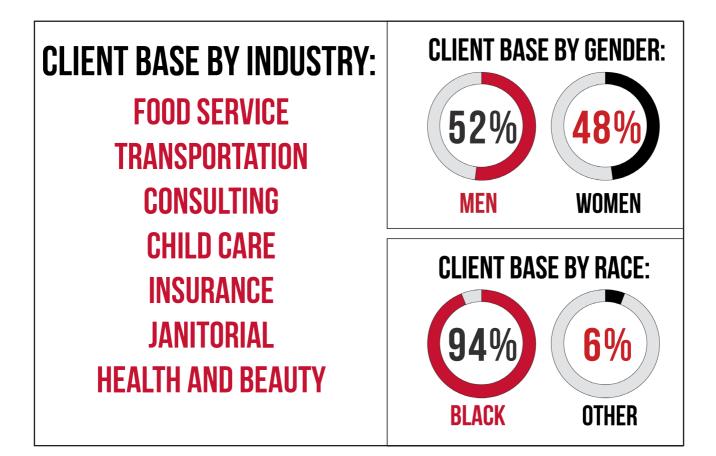
316 1.554 Training Hours

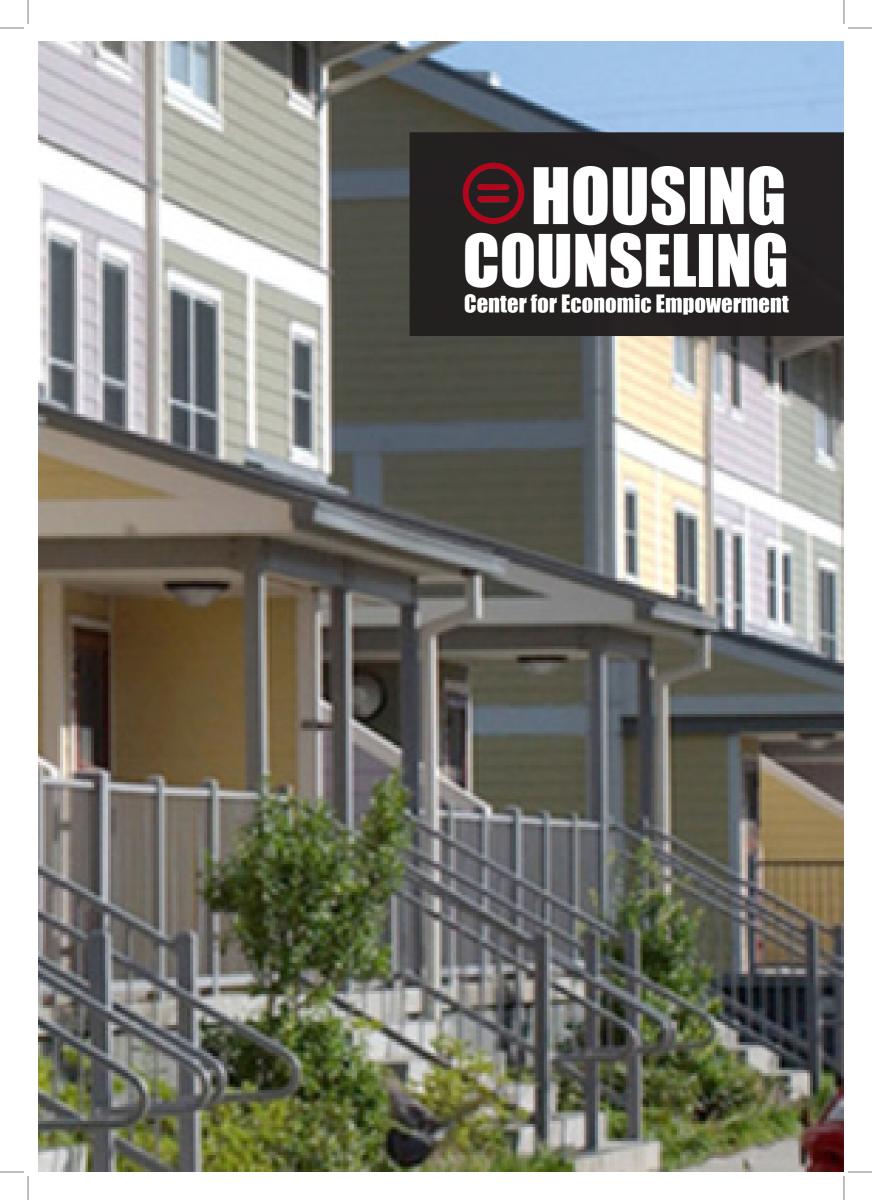
**Clients Served** 

# WORKSHOPS

In addition to the one-on-one counseling service that the Entrepreneurship Program provides to its clients, it also developed and conducted a series of specialized workshops which included the following:







# **HOUSING COUNSELING**

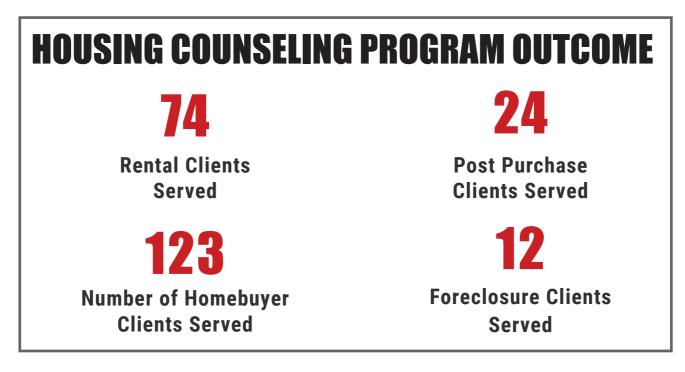
Housing Counseling provides community wealth building and sustainability strategies in the urban area of Jacksonville where opportunities may be stagnant. Training, workshops, individual coaching sessions are offered to ideate and initiate financial education and wealth building tools that improve the community's quality of life, particularly in asset poor households.

The Jacksonville Urban League provides financial literacy, home ownership and financial counseling workshops and supportive economic enterprises to aid individuals in realizing their personal economic goals. Minority low to moderate income families continue to fall behind in building asset security for their families.

For 30 years, the Jacksonville Urban League has been a HUD-approved housing counseling agency assisting in the following areas:



- Homeownership Counseling and Coaching
- Rental Counseling and Coaching
- First Time Homebuyer Workshops
- Foreclosure Prevention & Loan Modification



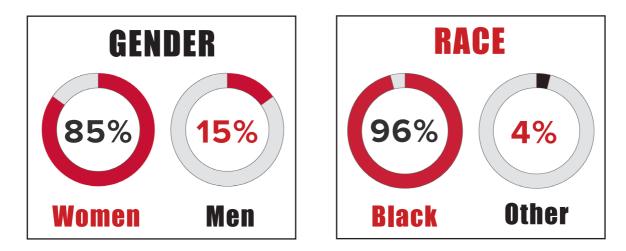


#### **CLIENT SUCCESS STORY**

"When I took the Jacksonville Urban League Framework Homeownership course it helped me understand the breakdown of finance, credit, budgeting and what to look for in purchasing a home and how you can determine your monthly mortgage."

#### **TIERRA GATES - 27 YEARS OLD**

## **CLIENT BASE**



## **HOUSING COUNSELING SERVICES**





#### **Center for Advocacy and Social Justice**

The Center for Advocacy and Social Justice is a leading advocate for promoting access to quality education, economic opportunity, civic engagement, and health and wellness. The Center promotes the development of good citizens and the proper and equal treatment of all residents regardless of race, ethnicity, religion, economic status or sexual orientation. Partnering with other social justice allies, educational and religious institutions and individuals the Center for Advocacy and Social Justice advocates for:

- Regular and open communication between citizens and government
- Legislation promoting human potential over incarceration and a consistently just application of the law
- Opportunities for individuals to gain access to knowledge, training, education initiatives and that facilitate healthy life outcomes
  - Basic services to African Americans and other underserved individuals in the urban core

The Jacksonville Urban League's Center for Advocacy and Social Justice began program development in the summer of 2020. The goals of the Center for Advocacy and Social Justice for 2020-2021 is to identify critical equity gaps and to inform the Northeast Florida Community and to inspire community action. The Center for Advocacy and Social Justice reached out to like organizations and



established partnerships focusing on its mission and the identified equity gaps.



# **IMPACT ON SOCIAL JUSTICE**

2021 Initiatives & Partnerships Activities

#### **Community Organizer for Education**

Obtained \$100,000 in funding - Hosted 2 Townhalls

Partnered with Innovate Public Schools, local education-based organizations, community leaders and parents to identify actions that need to be taken

#### Center for Social Advocacy and Social Justice Network

Assisted Austin Area Urban League

Partnered with the Austin Urban League to assist in establishing a Center for Advocacy and Social Justice

#### LGBTQ+ Outreach

Established partnerships - 20 Townhall Attendees

JASMYN, a local organization, and Zebra, a statewide organization collaborated with JUL CASJ in starting townhalls and data gathering

#### **Economic Equity**

#### 2 Townhalls - 2 Research initiatives

Launched "Economic Barriers to Business Research Program" involving interns from across the country who researched barriers and suggested solutions

#### **Criminal Justice Reform**

#### 6 Townhalls - 370 Attendees - 5,000 views

Partnered with the JUL Youth Crime Prevention Program, Bethune Cookman University, All Things Diverse, Inc, City of Jacksonville Safer Together Program to engage the community relative to focus on pretrial detention, street crime, etc. Data gathering program launched

#### **Voter Suppression Group**

#### 900+ Recorded attendees and views

Raised awareness on efforts to suppress voting among the disabled. Through town halls and collaborative meetings the JUL connected with key players and raised awareness among the community

#### **Reclamation Program for Returning Citizens**

Developed partnership for program

16

Partnered with Prisoners for Christ and Impact Church to recruit and assistant formerly incarcerated individuals to prepare for employment

## **NEIGHBORHOOD BILL OF RIGHTS** Community Engagement

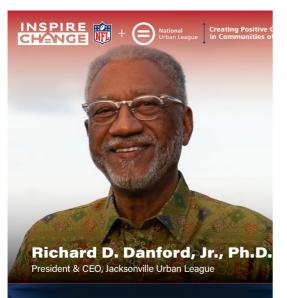
By Dr. Richard Danford, President (Jacksonville Urban League) -

Neighborhood Bill of Rights: The more citizen involvement in matters of the present, the better will be the future. Common sense does not become outdated. For example, in 1995, recognizing the most important part of Jacksonville's fabric is its residents, the City Council established the Neighborhood Bill of Rights (NBR), City Ordinance 95-247-106. This clearly stated directive grants neighborhood citizens the opportunity for formal input into the annual budget process, including the opportunity to express preferred City government priorities, suggested capital improvement projects, and other statements that fairly represent the opinion of Jacksonville's citizens.

It is obvious that widespread community involvement in every phase of Jacksonville life is the foundation to ensuring a good place to live for all. Every effort should be taken to encourage and rely upon the insight, involvement, and engagement of our most important resource: our people. There are limitless opportunities, such as town halls, our City Council Special Committee on Social Justice, structured surveys, and virtual focus groups that can and should be used to carry out the mandate of Neighborhood Bill of Rights.

If one obtains proper engagement across all political spheres, those in the community with the least amount of power will feel that they have a pathway into government. That is why the Jacksonville Urban League is asking the City of Jacksonville to abide by the Neighborhood Bill of Rights and work with members of the community and community organizations join us in developing a comprehensive community engagement initiative.

# NFL Partnerships Inspire Change



Inspire Change showcases how NFL players, clubs, and the Urban League are joining together to ensure that access to opportunity is a reality for all and to create progress in police-community relations, criminal justice reform, and education and economic advancement.

Grant Partner Since: 2020

NFL Funding Supports: Chapters in the following markets: Atlanta, Chicago, Jacksonville, New Orleans & Philadelphia.

# Jacksonville Jaguars My Cause My Cleats

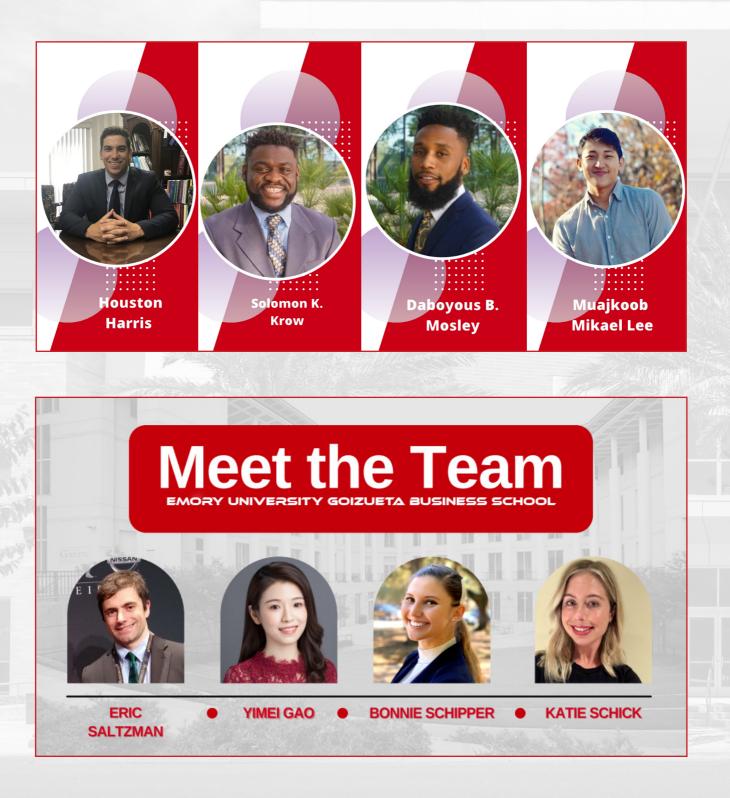


My Cause My Cleats allows players to express their commitment to the causes that are most important to them.

Jaguars rookie CB Tyson Campbell represented the the National Urban League on the fied in 2021 to "get the attention out about the African American community not having the equality and fair resources that everyone else has."



The Center for Advocacy and Social Justice attracted undergraduate, graduate, and law students from across the country to assist in establishing the Center's social justice programs.



# **Solution** INTERNS HAVE ANSWERED THE CALL FROM THE FOLLOWING INSTITUTIONS OF HIGHER LEARNING:

American University 1 Boston University Law School 2 Columbia University 1 Emory University School of Law 2 Florida A&M School of Law 4 Florida Coastal School of Law 11 Florida State University 2 Harvard University School of Law 1 Johns Hopkins University 1 UCLA School of Law 1 University of Central Florida 1 **University of Delaware 1** University of Iowa School of Law 1 University of North Florida 2 University of South Florida 4 University of Virginia 2 William and Mary University 1

# C L COMMUNITY AND YOUT S NO RVENT Ζ



The Jacksonville Urban League is committed to reducing crimes in Jacksonville focusing on prevention as a long-term strategy.

The Jacksonville Urban League is one of seven Urban League affiliates in the State of Florida and the Derrick Brooks Charities that receive funding from the State of Florida Office of the Attorney General to implement proactive initiatives to address and impact crime in their local communities.







The Youth Crime Prevention and Intervention program is a public awareness and education effort to motivate youth and the community to support, promote and participate in crime prevention programs and activities.

Activities are intended to strengthen, empower, and engage youth to keep them safe and healthy.

The program workshops and activities focus on approaches aimed at reducing factors associated with at-risk, problematic behaviors, and strengthening protective factors.

The goal is to reduce the likelihood that youth will embark upon a life of crime by providing resources to increase self-esteem, promote social and personal responsibility and encourage academic achievement.

# Signature Events

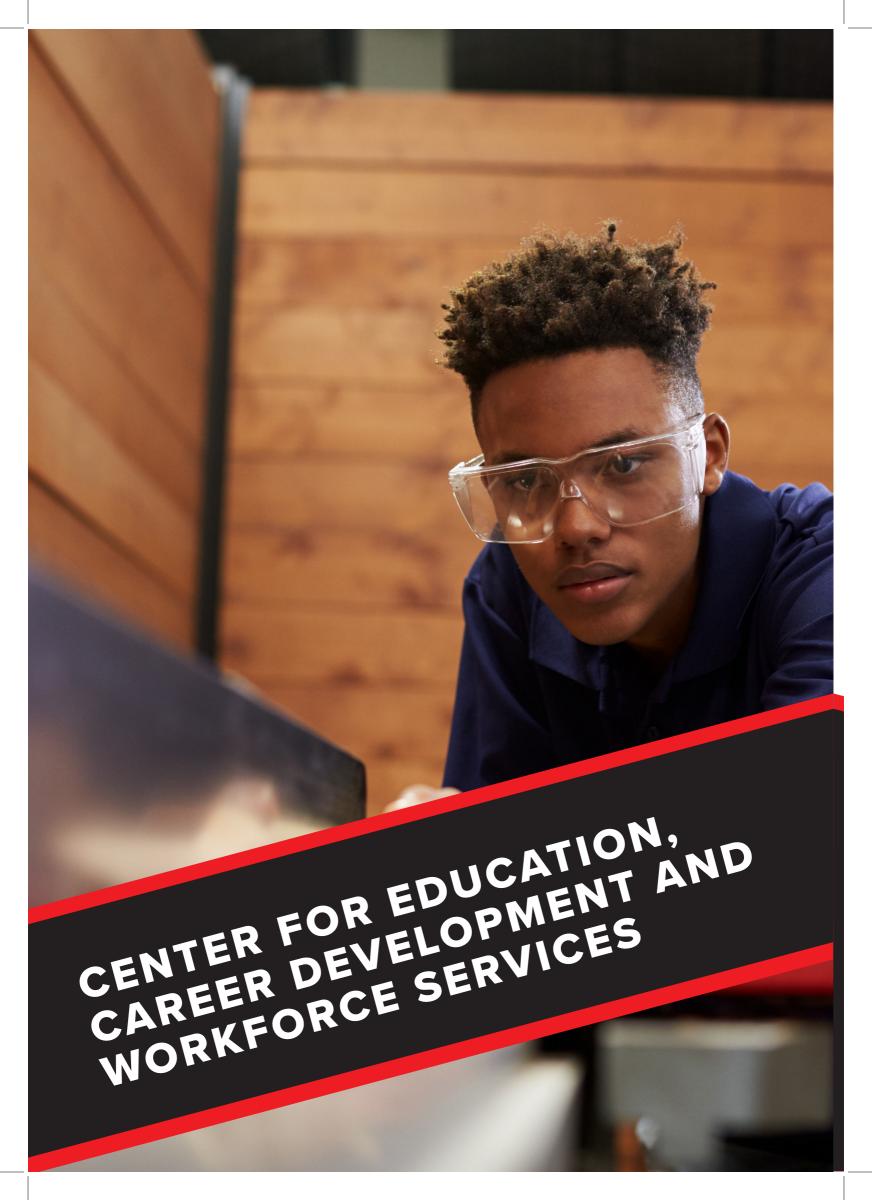
Multiple aspects of prevention are addressed to help youth and community members gain an understanding of how important their voice is in helping to diminish violence in their community. In addition to workshops the Jacksonville Urban League collaborates and/or participates in two signature events annually.

#### Annual Community Wide Event

The goal of the event is to equip participants with strategies to reduce crime, improve safety, and increase trust between law enforcement, youth, and community residents. More than 150 participants attend annually.

#### The Florida Office of The Attorney General National Conference on Preventing Crime

The conference is a collaborative effort to foster communication and action among practitioners through sharing of innovative ideas and prevention strategies that have been successful in their communities. The goal is to showcase successful programs and promote a positive exchange of ideas on crime prevention and intervention.



# Center for Education, Career Development and Workforce Services

The Center for Education, Career Development and Workforce Services is a multi-service level community-based program committed to empowering children, youth, adults, veterans, and seniors. The Center uses a holistic approach inclusive of essential tools and resources to empower participants to succeed in life. The Center partners with local organizations, employers, apprenticeship programs, and universities to offer a set educational training and job placement services.

50	Jobs	65	Job Listings
35	Mock Interviews	231	Youth Trainees & Interns
15	Career Fairs	600	Total Clients

### Youth Employment Services

**Client Resume Referrals** 

To meet the increasing demand of high school and first year college students seeking internships relating to their career interest, the Center expanded its program from six to eight weeks. The Center added twenty additional positions and an eight week academic reinforcement designed to prevent summer learning loss.

# **BUILDING THE WORKFORCE**



The Center provides essential services to prepare job seekers to meet the demand for new and exciting career opportunities through the following:

- Aspire Academy (career certification)
- Career preparation
- Workforce skills enhancement
- Job Search and Resume Techniques
- Interview attire and preparation
- Summer internship

The Jacksonville Urban League in partnership with the Adecco Group offers free certifications through the Aspire Academy to provide learning programs that assist individuals in securing a better job, a better wage and a better future.

# Wells Fargo Historic Springfield Community Learning Center



The Wells Fargo Historic Springfield Community Learning Center is a Place-Based Initiative (PBI) long-term investment made by Wells Fargo in support of the community's revitalization efforts. The Center is a partnership between Wells Fargo and the Jacksonville Urban League Economic and Community Development Foundation. The Center is intended to be a place where individuals and organizations can convene, learn, receive support, and collaborate. Residents and organizations located in or serving Springfield are a priority for it's work.

# EST. 2012



Served over 100,000 individuals Provided space for 500 organizations Assisted over 1,000 Small Business owners Delivered homebuyer education workshops



**Pearl Conference Room** 



Hubbard Conference Room



Liberty Conference Room

All of the programs, services, and events held at the Center are intended to support the Center's guiding principles to promote:

- Small business development
- Homeownership
- Financial literacy
- Job skills training
- Support of the nonprofit sector



## **VETERANS AND COMMUNITY EMPOWERMENT CENTER**

Technology based facility honoring, promoting and high-lighting the contributions and culturally different experiences of our African-American Veterans who served America in times of war

Multi-purpose space for community healing and engagement, workforce development, counseling, research, advocacy and resource development and health and wellness

# Fundraising Goal \$5,000,000





#### Your contribution provides:

Opportunity for real, transformative community change
Short and long-term community engagement
Improved community environment and crime reduction
Increased employment opportunities
Connect assets in Durkeeville, New Town, and Railyard District
Access to downtown and Lavilla via I-95 and Kings road US-1
Tourist attraction and heritage opportunities

#### **Programs/Services:**

Veterans counseling - community, family and research support
 Health-Smart holistic health and wellness activities
 Family education - improving study and life skills, parenting, family
 Literacy, homeownership and entrepreneur support



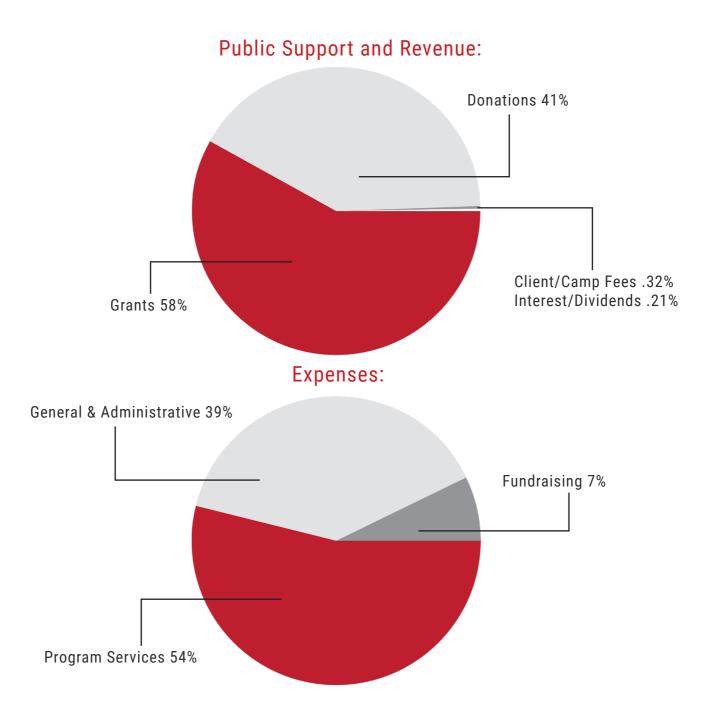
# **Support Our Veterans**



# **FINANCIALS**

#### Assets and Liabilities:

Current Assets: \$1,295,452 Current Liabilities: \$316,412 Total Assets: \$1,334,258 Total Liabilities: \$400,646



# **2020-2021 Board of Directors**

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FIFTH THIRD BANK









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# **Affinity Groups**

Jacksonville Urban League Young Professionals

> **President** Danté Jennings

Senior Vice President Nicole Hamm

> **Secretary** Rhianna Scyster

Vice President of Programs Nicole McCall

> Membership Chair Kayla Bruce

Jacksonville Urban League Guild

> President Jocelyn Turner

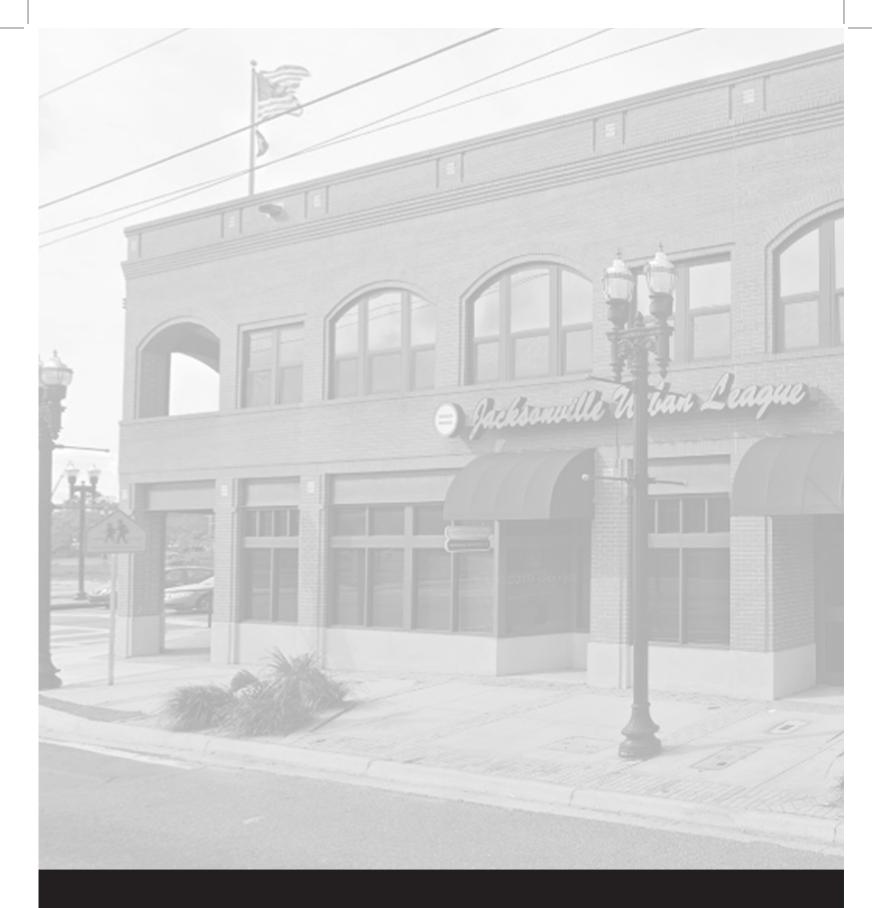
Dr. Rogers Cain Faith Danford Jacqueline Feagin Linnie Finley Carlottra Guyton Sharon Harris Octavius Holiday Carlton Jones Mary Madison Gerald Minnifield Cheryl Owens Juanita Powell-Williams, Esq. Anethette Roper



The Jacksonville Urban League expresses sincere appreciation to our Board of Directors, the JUL Economic and Community Development Foundation, the Young Professionals, and the Guild. A special thanks to our contributors, funders, and donors. We especially thank our employees, consultants/contractors, and volunteers.



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903 West Union Street, Jacksonville, FL 32204 (904) 723-4007 www.jaxul.org

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