

Relevant and Effective: Redefining the Columbus Urban League

2013-2014 Progress Update

Central Ohio's oldest and most effective civil rights and urban family advocate, a revitalized Columbus Urban League is well on the path to realizing critical strategic objectives around foundational education, economic transformation, family stabilization and a more sustainable organization. The following outlines the 2013 – 2014 CUL benchmarks:

Housing

- Assisted 143 clients in becoming homeowners with their combined mortgage value totaling over \$14 million – 82% were African-Americans and 93% were low to moderate income
- Served 264 foreclosure counseling clients with 69% being able to stay in their homes through the Save the Dream program or other loan modification programs
- We successfully concluded our Mediation Pilot Project with HandsOn Central Ohio and the Community Shelter Board. In the 12 months of the program, our housing counselors served 175 individuals and exceeded our goal of diverting 20% of individuals from entering into emergency shelter

Education and Youth Services

- **Summer Youth Empowerment Program (SYEP)**
Successfully employed a total of 330 youth during the summer of 2015. The total hours worked by youth equated to 58,973.75. The total wages earned by youth equated to **\$589,737.70**. The grant awarded in 2014 was largest in program's history at \$1 million dollars
- **Afterschool Enrichment Initiative**
For the 2013-2014 school year, 35 youth were enrolled. Participating youth saw a 15% academic gain. Enrichment activities included Family Skate Night, Horseback Riding, and an End of the Year Lock-In in partnership with the Eldon Ward Branch of the YMCA. Program funding was extended and increased for school year 2014-2015
- **Community Conversation**
Convened over **50 members** (activist, educators, neighborhood leaders, agitators, etc.) from the community to discuss the issues around Equity in Education and how to develop a community driven plan for Columbus City Schools. A final report will be issued to the community by end of the year

Workforce Development

- **EmpowerU**
We secured **\$150,000** in funding through ADAMH to provide A.O.D. and supportive services programming
- Successfully placed more than 300 adults in jobs. Many of the adults were ex-offenders, chronically unemployed people and parents of our Head Start children

African American Male Initiative

- **Applications for Pride, Purpose and Success (APPS)**
Conflict mediation – From March 2013 to November 2014 there were 26 incidents involving our Columbus Intervention workers (CIW). Ten (10) of those incidents were defused by a CIW or Team Lead. To date we have eight (8) success stories from Eastside and 1 from Southside; individuals on the case load are employed, completed school and the gang involvement has been reduced or are no longer affiliated with gang members. Program funding extended to FY15

HIGH PERFORMANCE

Certifications

- Career Coach (Derrick Owens) received a Career Coaching certification
- Three counselors (Lois Poindexter, Marcella Norah, Sebrena Rogers) earned national certification in financial capability services
- Housing counselor, Ebony Wheat, earned national certification in Homeownership Counseling
- Senior Program Manager, Stephanie Andrian, earned national certification in Homeownership Counseling for Program Managers and Directors
- All five housing counselors are nationally certified in at least one service area

Awards

- Received award from Ohio Housing Finance Agency (OHFA) for being 3rd of 24 other housing counseling agencies in the state with the highest success rate for the most house closings for the clients we serve through the homebuyer education telephone counseling service
- In the National Urban League affiliate network, recognized as being one of the top five affiliates for the services provided by our housing services department

FUNDRAISING / GRANTS / SPONSORSHIPS

- 2013 Summer Youth Employment grant amount \$373,233 compared to **2014 grant amount 1,029, 011.** (175% increase over the prior year / \$655,778 increase in grant funding)
- 2014 COWIC First Step grant awarded at **\$140,000.** (new grant)
- 2014 ResCare pilot award funded at \$87,923. After successful results, CUL awarded three year ResCare contract for the **\$1,411,126.** CUL continues to earn a reputation for high performance and positioned in the market for multiple year contracts. (new grant)
- Secured grant from the NFL for \$65,000 to plan, develop and execute a character building program
- Comprehensive campaign has raised **\$2,747,500, 92%** of goal

FINANCIAL AND BUSINESS AFFAIRS

Relevant Financial improvements:

- Increased revenue, (not including CUL Head Start grant) by 89,094, unaudited, a 2% increase. In spite of the loss of an \$ 8 million grant we have been able to stabilize and grow the agency
- 2014 Budget revenue was exceeded by \$500,000 (unaudited)
- 2014 operations resulted in a **173,000 increase**, unaudited, in fund balance before the effect of Head Start grant closing
- Improved financial stability of the agency by increasing the current ratio or liquidity ratio, from 1.52 to 1.97, unaudited, and decreased the debt to equity ratio from 1.41 to 1.02, unaudited, thereby improving CUL's ability to obtain compatible interest rates on debt

RELATIONSHIP MANAGEMENT

- Solidified position as a key advisor with the Columbus Partnership on Education and serves as a member of the Partnership Education committee
- Work closely with Congresswoman Joyce Beatty and her staff. Invited as her guest to attend the 2014 Congressional Black Caucus convening in Washington, DC
- Recruited to serve on the Columbus Zoo Board of Directors by incoming Chair Chad Jester, Nationwide
- Strengthened CUL's role as a leading affiliate in the Urban League movement. NUL President Marc Morial recruited me to serve as a co-chair of committee to explore Social Enterprise and Entrepreneurial revenue opportunities for urban league affiliates

EVENTS

- **2014 AAMI Fishing with Dad** – Over **1000** fathers (Mothers also included) and their children enjoyed a fun-filled Saturday at Franklin Park fishing, eating and socializing. Partners included The Department of Natural Resources (filled the ponds with fish and provided bait), Walmart donated and catered meals, as well as donated bikes for the raffle. The Faith-based community attended, recruited and invited Dads and their children to attend Father's Day services.
- **Empowerment Day Luncheon** - the 2014 signature fundraising event attracted over 575 participants and netted **\$398,350 (95% of goal)** in unrestricted revenue

HUNTINGTON EMPOWERMENT CENTER (HEC)

- Neighborhood Design Center, referred by McCormack Baron Salazar is currently working on a design plan for the HEC at no cost to CUL. The firm will host a charrette on December 17, 2014 to include representatives from the city, county, Columbus 2020, community partners, private equity firms and investors to finalize HEC designs.