

# Our Advocacy Agenda

We change lives through advocacy, especially for those who do not understand how public policy impacts their lives.

In the United States, public education is still viewed as the best way to create equal opportunities for families, children and youth to advance and succeed.

We will continue working with national policy leaders, the Tennessee Department of Education, elected officials, our local district, school board and teachers to make our public schools the best possible for all students.

Our agenda is to build a strong bridge between education and work; provide more pathways for young people and adults to secure a quality education, employment and grow professionally; create opportunity for entrepreneurship; and through diversity and inclusion, help transform the greater Knoxville area into a place where everyone can succeed, thrive and enjoy raising their families. Diversity and inclusion are critically important, an economic principle that should be on everyone's agenda.



A renovation and renewal campaign for the Knoxville Area Urban League

This past year marked significant achievements as we completed a series of renovations, upgrades and new construction at our existing location. The facility renovation has been a leading focus of our strategic plan for many years and will allow us to meet growing client, as well as community, needs for years to come.

- Provided architectural identity with an improved front entrance.
- Improved energy efficiency and ADA compliance.
- Expanded our technology and enhanced our ability to provide services and improved staff working areas.

- Increased our ability to host large events and allow the secure use of common areas by other community groups.
- Remained a cornerstone institution in the revitalization of the Magnolia Area Corridor.

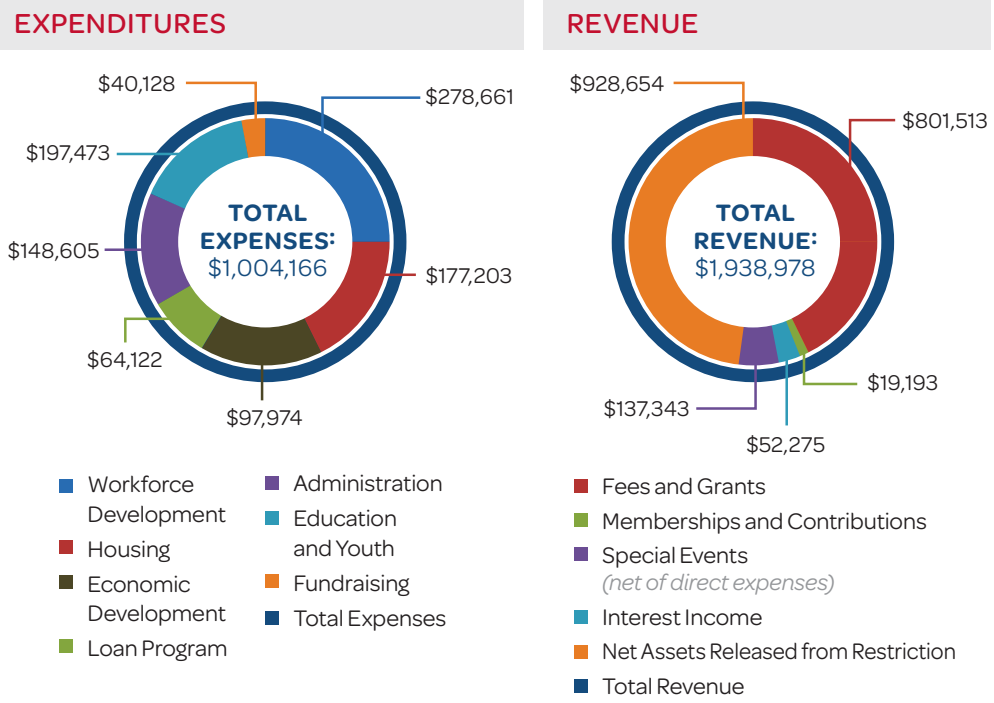
The “Opportunity to Grow Campaign” supports much more than a renovated building. We remained committed to our mission: To enable African-American and disadvantaged others to secure economic self-reliance, parity and civil rights.

We established an ambitious campaign goal. Investments created the physical infrastructure to support our Pathways to Empowerment – helping individuals and families achieve their goals. To date, we have raised \$1.8 million of our \$2.6 million three-year campaign goal through individual, corporate, foundation and public dollars.

- Cavanaugh Mims, Board Chair  
Knoxville Area Urban League
- Rev. Dr. Harold A. Middlebrook, Sr.  
Campaign Chair
- Phyllis Y. Nichols, President/CEO  
Knoxville Area Urban League

## 2018 FINANCIAL HIGHLIGHTS

Statement of Financial Position for year ending June 30, 2018. Audit available for review.



ASSETS			
Cash and Cash Equivalents	\$1,505,818	Property and Equipment, Net	\$1,680,291
Restricted Assets	\$2,286,438	Other Assets	\$40,031
Long-Term Pledges Receivable	\$189,163	<b>Total Assets</b>	<b>\$5,701,741</b>

LIABILITIES AND NET ASSETS			
Accounts Payable and Accrued Expenses	\$352,572	Long-term Debt	\$1,053,619
Deferred Revenue	\$42,800	Net Assets (Unrestricted)	\$3,151,744
Current portion of long-term debt	\$572,311	Net Assets (Temporarily Unrestricted)	\$502,682
Amount Held for Others	\$26,012	<b>Total Net Assets</b>	<b>\$3,654,426</b>
<b>Total Liabilities</b>	<b>\$993,695</b>	<b>Total Liabilities and Net Assets</b>	<b>\$5,701,741</b>

GRANTS AND FOUNDATIONS		
<b>GRANTS</b>	U.S. Department of Housing & Urban Development	Comcast Foundation
City of Knoxville Community Development	Workforce Connections	East Tennessee Foundation
Conexión Américas		First Tennessee Foundation
Community Action Committee		State Farm Mutual Automobile Insurance
Knox County	<b>FOUNDATIONS</b>	SunTrust Foundation
National Urban League	Allstate Foundation	The Haslam Family Foundation
Tennessee Housing Development Agency	Arconic Foundation	The L.A.M.P Foundation
United Way of Greater Knoxville	Bank of America	UPS Foundation, Inc.
	BB&T	
	Charis Foundation, Inc.	
	Clayton Family Foundation	

The Knoxville Area Urban League is grateful to the following organizations for their in-kind support received during the period of July 1, 2017, to June 30, 2018.

Moxley Carmichael | Knoxville News Sentinel | Tennessee Valley Authority

## 2018 KNOXVILLE AREA URBAN LEAGUE BOARD OF DIRECTORS

### OFFICERS

**Board Chair**  
**Cavanaugh Mims**  
President  
Visionary Solutions

**Vice Chair**  
**Jan Brown**  
Senior Manager & Alternate Designated  
Agency Ethics Official  
Tennessee Valley Authority

**Secretary**  
**Eleni Stratigeas**  
Formerly, Senior Vice President  
Business & Legal Affairs  
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**Treasurer**  
**Dana D. Dorcas**  
Director, Business Sales  
SE Region, U.S. Cellular

**Immediate Past Chair**  
**Al Pirie**  
Vice President of  
Human Resources  
Uster Technologies

**Phyllis Y. Nichols**  
President & CEO  
Knoxville Area Urban League

### MEMBERS

**Ursula Bailey**  
Attorney  
Law Office of Ursula Bailey

**Brian Bills**  
Senior Vice President  
SunTrust Mortgage

**Bob Booker**  
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**Katy Brown**  
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Government and Regulatory Affairs  
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Sales Leader  
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**Lonnie Jones**  
Principal  
Allstate Insurance

**Justin Maierhofer**  
Vice President, Government Relations  
Tennessee Valley Authority

**Rosa Mar**  
Community Volunteer  
and Advocate

**Dr. Jim McIntyre**  
Director  
UT Center for Educational Leadership

**Gwen McKenzie**  
City Council  
Senior Advisor, Client Relations  
CVS Caremark

**Rev. Harold Middlebrook Sr.**  
Activist, Community Volunteer  
Retired Pastor

**Cynthia Moxley**  
CEO  
Moxley Carmichael

**Tim Romero**  
Regional Vice President  
Enterprise Holdings

**Tyvi Small**  
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Talent Management Diversity  
& Community Relations  
Haslam College of Business  
University of Tennessee

**Nikitia Thompson**  
Owner  
Realty Executives-Nikitia Thompson  
Realty

**Stanford Williams**  
Vice President  
Chief Inclusion And Diversity Officer  
Messer Construction Co.

**Avis Young**  
Operations Supervisor  
United Parcel Service

PATHWAY TO  
EMPOWERMENT

## 2018 Annual Report Executive Summary



thekaul.org



# President’s Message

Dear Friends of the Urban League,  
  
We report on our 50th year – a year of great challenge and significant achievement.



Even during relocation and returning to our newly renovated facility, we continued to empower thousands of individuals and families through service delivery, advocacy, effective collaborations and strategic programming.

As a trusted community resource, the Knoxville Area Urban League provides the people we serve with skills needed to navigate and overcome personal and professional obstacles. We are fully committed to investing in people, launching careers and businesses and transforming lives. With the continued support of partners like you, we are creating Pathways to Empowerment that put individuals and families on track to reach their goals. For some, it’s buying that first home; for others, it’s finding a good job or starting their own business. For our students, it’s an equal

opportunity education that will prepare them for college, career and life and help them achieve their full potential.

We are pleased to share our recent accomplishments in this 2018 annual report. The Knoxville Area Urban League has a dynamic board of directors, committed staff and dedicated volunteers who always are willing to serve the community. Our impact and longevity are due, in large part, to the support of a diverse community of partnerships. Those efforts, combined with your investment, make the Urban

League a viable institution as we head toward our next 50 years of service.

On behalf of all the people we have placed on Pathways to Empowerment, we thank you for your continued support and look forward to transforming more lives in partnership with you.

With gratitude,

Phyllis Y. Nichols  
President and  
Chief Executive Officer

## WORKFORCE DEVELOPMENT

### THE ISSUE:

In a tight job market, there are greater employment needs among a broader, more diverse sector of our community.

#### NUMBERS

- 356 clients received individual counseling services.
- 379 clients increased employability through job search activities, group instruction, use of computer lab and attendance at workshops and career fairs.
- 335 clients developed updated resumes with assistance submitting online and other applications.
- 537 employers posted more than 1,085 jobs.
- 83 people found new jobs.
- Economic impact: \$1,252,640.

#### WORKFORCE DEPARTMENT

We provide assistance to unemployed and under-employed individuals ages 16 years or older. We help those with limited skills and education, as well as those who have degrees and skills, to increase their career opportunities and income level. We provide job counseling and coaching, resume writing assistance, mock interviews and techniques, certifications, job readiness workshops, integrated case management, and financial literacy classes. We also offer computer classes, hiring events and career fairs.

#### FUNDERS

- United Way of Greater Knoxville
- National Urban League
- Bank of America
- Comcast
- Tennessee Department of Human Services Division of Rehabilitation Services
- National Retail Federation
- City of Knoxville

## EDUCATION AND YOUTH

### THE ISSUE:

Today’s student needs out-of-school support and a wide range of competencies to succeed. For Tennessee to reach its goal of preparing all students for success in college and career and increasing the overall number of students with college degrees, education partners must place priority on supporting academic growth for students of color and students living in poverty.

#### NUMBERS

- 2,000 books distributed to preschool and elementary-aged children.
- 180 high school scholars inducted into the National Achievers Society.
- 90 scholars contributed more than eight hours of community service for

a total of nearly 1,000 hours, valued at more than \$22,000.

- 96 scholars participated in college and behind-the-scenes tours for a hands-on college and career access opportunity.
- 7 National Achievers scholars participated in the 29<sup>th</sup> National Urban League Annual Youth Leadership Summit, a weeklong immersive education experience, at Ohio State. Students had an opportunity to meet more than 400 attendees from nearly 40 cities. Summit highlights included a hands-on college experience, a visit to the Honda plant, and a few celebrity drop-ins.

#### PROJECT READY MENTOR

Project Ready, a National Urban League supported program, provides students with cultural, social, leadership and academic support through mentoring and targeted educational initiatives. The students receive 182 hours per year of individual, group and virtual mentoring. The activities include service learning projects, college tours, behind-the-scenes business tours, college readiness and career exploration.

- 35 students participated in the Project Ready Mentor Program, which matched them with local mentors who provided advice to enhance professional performance and development.
- 24 scholars participated in Kuder Navigator, a career exploration tool, to discover how their interest and skills match to an array of educational and career paths.

#### HISTORICAL AND CULTURAL LITERACY LEGACY PROJECT

The purpose of the Project Ready Historical and Cultural Literacy Legacy Project is to empower students through the development of research and presentation skills to want to investigate and think critically about the events of the past 100+ years to foster their intellectual and creative engagement with the present, as well as the future.

- 35 students participated in researching and interviewing local civil rights legends and local leaders.
- Students created, filmed and edited a 25-minute video documenting their research.

#### SHOES FOR SCHOOL

Shoes for School, a mammoth undertaking that gets bigger each year, provides new shoes and school supplies to about 2,000 area kids who are most in need. The carnival-like atmosphere included more than 40 booth sponsors and hundreds of volunteers who provide games, food and school supplies to the children.

- 1,300 pairs of new shoes distributed to area elementary school students.
- 500 backpacks distributed to middle school students.
- Thousands of school supplies distributed through community partners and corporate sponsors.

#### SUPPORTERS

- National Urban League
- State Farm
- Comcast
- Covenant Health

## ECONOMIC AND BUSINESS DEVELOPMENT

### THE ISSUE:

While more individuals are starting businesses, others are struggling to keep their small businesses afloat. Minority-owned businesses are less likely to receive loans than non-minority-owned businesses and when awarded, loans are at lesser amounts.

#### EMPOWERMENT OPPORTUNITY LOAN PROGRAM

As a Certified Community Development Financial Institution, the Knoxville Area Urban League provides access to capital, entrepreneurship training and 1-to-1 technical assistance to entrepreneurs starting or growing a business. We make loans to businesses that cannot qualify for traditional bank loans. The primary focus is building the capacity of entrepreneurs and businesses to provide jobs, goods and services in low-income and economically distressed communities.

#### ENTREPRENEURSHIP TRAINING

The CO.STARTERS Program equips entrepreneurs with the tools and resources needed to start and grow their business. Our program makes business concepts and language easy to understand, so entrepreneurs can focus on the practical steps necessary to launch their business. During this 10-week program, participants cover everything from identifying customers and their needs to creating a marketing message and plan to setting prices and finding funding. We also connect participants with mentors, experts and other local entrepreneurs through interactive discussions, lessons and case studies.

GrowthWheel is our visual toolbox and cloud-based platform used

by our certified business advisors to help entrepreneurs and growth companies make decisions and take action. GrowthWheel is a coaching and advising tool to help clients start, build and grow their companies. We help entrepreneurs see their business from a 360-degree perspective so they can get focused on what matters now and next.

#### FISCAL YEAR 2018 OUTCOMES

- 4 loans totaling \$173,000 to support hardwood floor refinishing business, food truck, behavioral counseling and a pet product business.
- 14 jobs created or retained.
- \$464,200 in economic impact.
- 20 weeks and 60 hours of entrepreneurship training.
- 19 entrepreneurs trained.
- 76 hours of 1-to-1 technical assistance, advising and coaching.

## HOUSING AND COMMUNITY DEVELOPMENT

### THE ISSUE:

Once considered a problem of the poor, housing issues now confront people at every income level. Homeownership is still the American dream.

#### IMPACT & OUTCOMES

- 40 clients completed workshop to resolve or prevent foreclosure.
- 274 clients received comprehensive housing counseling services.
- 116 clients completed homebuyer education course, 102 of whom achieved their goals of homeownership.
- \$12.2 million financial impact through new home purchases and maintenance of homeownership.

#### HOUSING COUNSELING

In 2018, our Housing Counselor helped 116 clients improve access to safe and affordable housing. Direct service providers engage clients in goal-setting, budgeting, credit building, helping negotiate terms with agents and identifying emergency and financial assistance. As an affiliate of the National Urban League, we tailor our services to our community and work with a diverse group of public and private organizations to increase impact.

#### FORECLOSURE PREVENTION

We help distressed homeowners understand, evaluate and navigate a financial crisis by providing specific action steps and, when possible, helping them avoid foreclosure by negotiating an affordable loan modification or terms of forbearance. In 2018, we served 274 homeowners with the assistance of HUD-approved Housing Counselors.

#### FINANCIAL CAPACITY BUILDING

A comprehensive bundled service delivery approach integrates career development with income supporters and financial coaching to help adults and families build the financial capability needed to reach financial stability and upward mobility. As an agency, we focus on empowering people to earn more, to manage and retain more of what they earn, to reduce debt, enhance credit scores, increase savings and build assets.

#### FUNDERS

- U. S. Department of Housing and Urban Development
- National Urban League
- Tennessee Housing Development Agency
- United Way of Greater Knoxville
- East Tennessee Foundation
- City of Knoxville
- Knox County
- BB&T