

Our Advocacy Agenda

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

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

The Urban League Movement supports public education as the best way to create equitable opportunities for families, children and youth to advance and succeed.

Our advocacy agenda also includes building a strong bridge between education and work; providing more pathways for young people and adults to secure a quality education and employment; creating opportunity for entrepreneurship; and through diversity and inclusion efforts, helping transform the Greater Knoxville area into a place where everyone can succeed, thrive and enjoy raising their families.

WORKFORCE DEVELOPMENT SUCCESS STORY:

Gary came to us in May 2019 wanting to find more suitable employment. Underemployed in a low-paying position of housekeeping and sanitation in a production facility, Gary didn't feel appreciated and saw no chance for advancement.

Counseling and assessment clarified Gary's skills and identified what could be rewarding work. He developed an online-compatible resume, prepared for interviews and did internet searches with local companies. Gary focused on a maintenance position with Knoxville's Community Development Corporation (KCDC), but he did not get the job after interviewing and was very disappointed, so our counselors identified areas of improvement. In October, the position was posted again, Gary submitted his application and interviewed again. He received a job offer with better pay, full benefits package and an environment that suited him much better.

Gary said: "I'm having a lot of fun. I'm learning new things. This is a really good job. I got my uniform. I got a company phone, so everything is good right now. Thank you for your help!"

EDUCATION AND YOUTH SUCCESS STORY:

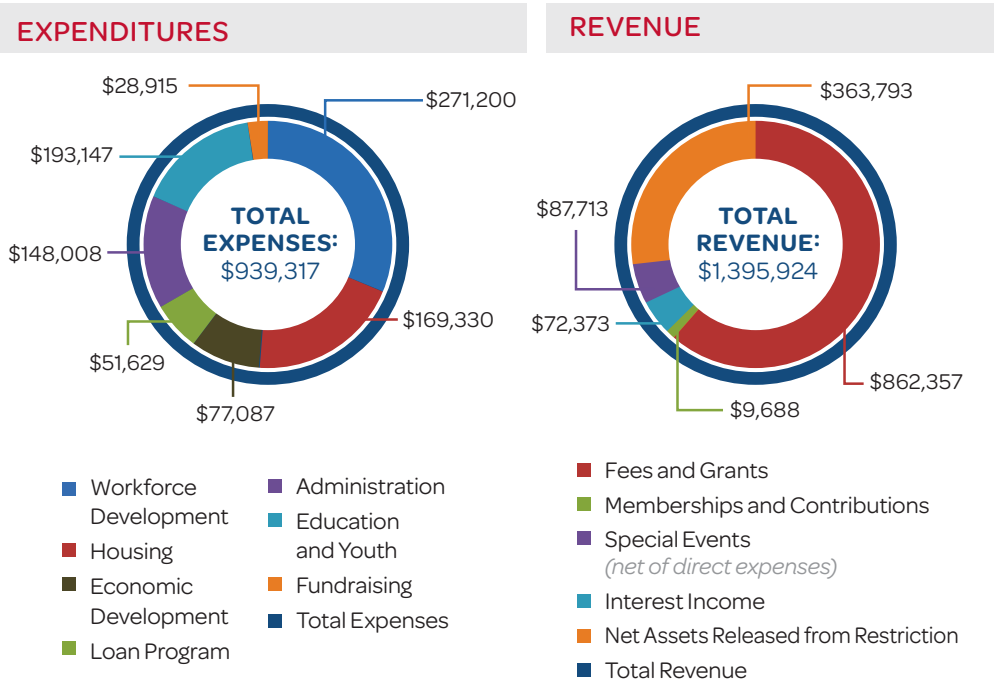
Each year the National Urban League holds a Case Competition during the Annual Youth Leadership Summit that allows students to solve real world problems by working together to research and present a solution. This year's topic, *Breaking Barriers: Transforming Pathways to Quality Education*, required development of a policy change, program or technology tool that would address education for underserved youth.

Our scholars explored the disparities in our district and designed a funding system that provided additional assistance and technology for students based on school performance. Our scholars were one of four semifinalists among nearly 30 teams from across the country and qualified for an all-expenses paid trip to present to their peers and a panel of judges at the summit, which was held in Indianapolis on July 23-28, 2019. Our scholars were a crowd favorite and placed second overall.



2019 FINANCIAL HIGHLIGHTS

Statement of Financial Position for year ending June 30, 2019. Audit available for review.



ASSETS			
Cash and Cash Equivalents	\$1,342,694	Property and Equipment, Net	\$2,541,319
Restricted Assets	\$2,634,374	Other Assets	\$41,235
Long-Term Pledges Receivable	\$19,255	Total Assets	\$6,578,878

LIABILITIES AND NET ASSETS			
Accounts Payable and Accrued Expenses	\$41,070	Long-term Debt	\$1,371,507
Deferred Revenue	\$42,800	Net Assets (Unrestricted)	\$3,608,351
Current portion of long-term debt	\$1,127,710	Net Assets (Temporarily Unrestricted)	\$389,622
Total Liabilities	\$1,209,397	Total Net Assets	\$3,997,973
		Total Liabilities and Net Assets	\$6,578,878

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

The Knoxville Area Urban League is grateful to the following organizations for their in-kind support received during the period of July 1, 2018, to June 30, 2019.

Moxley Carmichael | Knoxville News Sentinel | Tennessee Valley Authority

2019 KNOXVILLE AREA URBAN LEAGUE BOARD OF DIRECTORS

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Knoxville Area
Urban League

thekaul.org

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PATHWAY TO
EMPOWERMENT

2019 Annual Report
Executive Summary

President’s Message

Dear Friends of the Urban League,

As a trusted community resource for over 51 years, the



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 finding a good job or starting a business; for others, it’s buying their first home. For our students, it’s an equity-based education that will prepare them for college, career and life and help them achieve their full potential.

We are pleased to share our 2019 accomplishments of

services and programming impacting more than 10,000 individuals and families in this annual report. The Knoxville Area Urban League has a highly engaged board of directors, committed staff and dedicated volunteers who serve the organization and community with great passion and purpose. 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 Knoxville Area Urban League a viable institution as we focus on our

capacity and financial stability.

We pledge to continue to empower thousands of individuals and families through impactful service delivery, advocacy, effective collaborations and strategic programming.

With gratitude,

Phyllis Y. Nichols
President and Chief Executive Officer

second in 2019 National Urban League Youth Leadership Summit’s Case Competition.

NATIONAL ACHIEVERS SOCIETY

National Achievers Society (NAS) empowers today’s youth to become tomorrow’s leaders by celebrating academic achievement and professional and personal development and raising social awareness and the level of consciousness to make responsible and well-informed decisions for life. The National Achievers Society is open to students of color throughout Knoxville and surrounding areas (including Anderson and Blount counties) in grades 10-12 with a 3.0 or higher cumulative grade point average. Scholars participate in programs throughout the school year that promote the importance of academics, cultural enrichment, service learning and college and career readiness.

WORKFORCE DEVELOPMENT

THE ISSUE:

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

IMPACT AND OUTCOMES

- 310 individuals served through workforce program.
- 125 clients received one-on-one career counseling and coaching sessions.
- 185 increased employability through individual and group instruction, lunch and learn sessions, career readiness workshops and computer training.
- 203 clients updated resumes and received job search tools and assistance with online employment applications.
- 105 clients gained employment.

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.

INVESTORS

- 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.

IMPACT AND OUTCOMES

- 153 scholars inducted into the National Achievers Society.
- 60 senior scholars graduated, and 98% enrolled in degree-granting postsecondary institutions.
- Knoxville Area Urban League’s National Achievers Society placed

SHOES FOR SCHOOL

Shoes for School, a mammoth undertaking that gets bigger each year, provides new shoes and school supplies to about 5,000 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.

- 1,400 pairs of new shoes distributed to area elementary school students.
- 600 backpacks distributed to middle school students.
- Thousands of school supplies distributed through community partners and corporate sponsors.

INVESTORS

- Covenant Health
- National Urban League
- East Tennessee Children’s Hospital
- Tennessee Valley Authority

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.

IMPACT AND OUTCOMES

- 156 individuals served through economic and business development programs.

- 77 individuals attended workshops and seminars.
- 51 individuals received 1-to-1 technical assistance.
- 20 individuals received 20 weeks of entrepreneurship training.
- Loans totaled \$170,000.
- \$5.2 million loan portfolio managed.

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.

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 AND OUTCOMES

- 302 clients served overall.
- 120 clients completed homebuyer education course.
- 75 clients completed financial education.
- 27 clients received counseling to address, resolve or prevent foreclosure.
- 115 clients purchased homes with total economic impact of \$17,825,000.

HOUSING COUNSELING

In 2019, our Housing Counselor helped 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.

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.

INVESTORS

- 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



Knoxville Area Urban League