

INCLUSION BY DESIGN



A MISSION OF INCLUSION

The mission of the Urban League is to enable African-Americans and other disadvantaged persons to secure economic self-reliance, parity, power and civil rights.

For more than 100 years, the National Urban League has actively lived its mission to empower and inspire communities to create more inclusive societies. ☹️ But inclusion does not come by accident. The Urban League remains vigilant and deliberate in strategically creating programs that promote acceptance, belonging, worth and dignity for all persons regardless of race, age, gender or economic status. ☹️ It's a mission of **"Inclusion by Design"**. ☹️ The heart of the Urban League movement is the professionally-staffed Urban League affiliates in over 100 cities in 36 states and the District of Columbia. The Urban League of Greater Chattanooga is part of this \$200 million national organization that serves over two million people annually and creates a \$10 billion impact on the U.S. economy. ☹️ This past year alone, the Urban League of Greater Chattanooga assisted more than 6,000 people through education and youth empowerment programs, workforce development initiatives, and health and wellness resources. ☹️ With a vision toward the future, the Urban League of Greater Chattanooga has plans that will continue to impact and empower this community. ☹️ Through inclusion by design, everyone counts. **Can we count you in?**

ACADEMIC SUCCESS BY DESIGN

With a long-standing history of programs to prepare both children and adults for academic success, the Urban League provides assistance in reading, language arts and mathematics, as well as artistic and athletic enrichment activities. In 2011, the Urban League of Greater Chattanooga proudly served more than 800 young people in grades K-12 through new and ongoing community partnerships.



Street Academy

More than three hundred K-5th grade students showed gains in reading and mathematics through the Urban League's Street Academy after school program, operating at East Lake Elementary, Calvin Donaldson Elementary, Clifton Hills Elementary and Orchard Knob Elementary.

STEM Academy

The majority of middle school students in our STEM (*Science Technology Engineering and Math*) Academy improve their science scores by at least one letter grade with an enthusiastic engagement in robotics, aviation and technology. The program documents a 20% post program increase in students'

knowledge and understanding of STEM careers and the types of courses they will need to take in high school to successfully enter the profession. The program operates at *Dalewood Middle, Tyner Middle Academy, Ivy Academy, the South Chattanooga Recreation Center* and the *Urban League's MLK Facility*.

Digital Connectors

Opportunities, information and resources rely heavily on digital knowledge. Students in our Digital Connectors program volunteered more than 900 hours teaching digital literacy to community members to narrow the digital divide.

More programs of design:

The Equity and Excellence Project takes a grassroots approach to awareness about important education issues. 2011 events included film screenings and panel discussions, forums and parent workshops on educational standards.

The 2011 Infinite Scholars Scholarship Fair gave high school juniors and seniors the opportunity to apply for almost \$1.7 million in scholarships, from \$2,500 - \$100,000!

With support from the ***Benwood Foundation's Gaining Ground network***, the Urban League established four community gardens representing Emma Wheeler Homes, South

Average academic gain was
32% in *mathematics* and
32% in *reading/language arts*.

Chattanooga, Alton Park, MLK Neighborhood and Orchard Knob.

The National Achievers Society is the National Urban League's academic honor society which promotes and rewards academic excellence and scholarship among African American and Latino students in grades 9 - 12.

The Urban League's Education and Youth Empowerment programs are funded by the Tennessee Department of Education, Unum, the Tennessee Department of Health, the Lyndhurst Foundation, the Benwood Foundation, Comcast, AT&T, the National Urban League, BI-LO Charities and the Bill and Melinda Gates Foundation.

"COUNT ME IN"



"The National Achiever's Society helps gear high school juniors up for their senior year and assists seniors in finding colleges that are the best fit. The program has gained momentum and last year we had over 100 children participate. I'm proud that Chattanooga has an organization like this that's able to help a diverse group of people in a diverse set of ways."

Stacy Lightfoot
National Achiever's Society Volunteer,
Public Education Foundation

"The Urban League helps us at the South Chattanooga Rec Center address the needs of the youth in our community. The staff has been more than willing to help us and I applaud the efforts that are done. The impact on our kids is amazing and I greatly appreciate the partnership and collaboration to help the youth in our community."

Don Jenkins
Chattanooga Parks and Recreation



"COUNT ME IN"

"COUNT ME IN"



"We recently moved into the area and my daughter became part of the *STEM Academy*. We saw a component of Chattanooga that was just awesome. I was so happy to see a program that incorporates math and science and makes it fun and engaging. Thanks to the Urban League, my daughter now has a joy about science, math and learning."

Mary Edwards
Parent of *STEM Academy* Student

ECONOMIC EMPOWERMENT BY DESIGN

For many, inclusion means the opportunity to achieve their potential and find success in the workplace. Since July 2010, more than 700 people have visited the Urban League's Employment Center for job counseling, job information sessions, training and coaching. Fifty-three percent (377 people) of those continued the support process and were placed in jobs. The Urban League's Employment center also offers helpful resources such as computer and internet training and career workshops. Workshop topics include resume writing, interviewing tips, making a great first impression, and resolving workplace conflict.

The Urban League's Economic Empowerment program positively impacts Chattanooga by design in a variety of ways:

Workforce Development

Clients who have been placed in companies throughout the Chattanooga metropolitan area have totaled \$6.2 Million in wages, contributing greatly to Chattanooga's economic well-being.

Volunteer Income Tax Assistance

In partnership with the City of Chattanooga and the IRS, the Urban League coordinates the Volunteer Income Tax Assistance (VITA) network which provided tax

assistance at no cost for more than 4000 people this past year. These returns represented approximately \$5.2 million in tax refunds that were reinvested in the local economy.

Homeownership Counseling

The Urban League is a THDA Certified Homeownership Counseling Service, providing the training and skills to help potential homebuyers become creditworthy is our goal.

Job Training

Seventy-three Urban League clients completed the 2011 Green Construction and Highway Construction Training. They each "graduated" with OSHA 10, CPR/First Aid, Flagger and Lane Control nationally recognized certificates. The students were also able to complete the Green Advantage (Green Construction) Certification. They gained valuable on the job experience by volunteering with Habitat for Humanity.

Contract Compliance

The Urban League works with local governments to ensure equal job opportunities for women and minority employees. During 2011, the Urban League monitored more construction job sites and documented women and minority hiring patterns for Hamilton County Government.

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\$6.2 million in new wages



“The workforce development program is a lending hand. Having someone who’s connected and can help you network is beneficial to anyone looking for employment.”

Veronica Bass
Workforce Development Program Volunteer



“To me, the Urban League is a place of opportunities who give second chances. They’ll give you hope in your life. A lot of times we lose direction because of the economic downturn or things we’re having problems with. But when you find programs like the Urban League, you have the opportunity to overlook and overcome barriers. I’m glad the Urban League gave me a second chance.”

Ezzard Robinson
*Green Advantage
Construction Program Participant*



“One thing the Urban League does so well is partner with different companies to help individuals find what they’re looking for based on their criteria. To me, the Urban League is a family, a resource center for people in the community and a place that can provide information about what is going on in the community.”

Jatari Settles
*Enhanced his career by finding a better job
through the Workforce Development Program*



“During my term of unemployment, I stopped into the Urban League. They were a viable source of information I didn’t know about. It was a wealth of information and they showed me possibilities I didn’t even knew existed. The UL had that information. They had the facility and the equipment to use.”

Sherrian Stinson
*Secured a job through the
Workforce Development Program*

HEALTH AND WELLNESS BY DESIGN

A healthy community equals a stronger, more inclusive community. The Urban League is at the forefront of assisting the disadvantaged people in our community with core programs to help reverse negative health outcomes.

Fit For Life

The Urban League of Greater Chattanooga continues to promote good health by developing a sustainable model for healthier living that addresses the epidemic of obesity. Fit for Life is a program designed to encourage young people to maintain a healthy weight by becoming more physically active and eating healthier foods. By working with students and their families, who make most of

the household food and nutrition decisions, the Urban League hopes to impact the entire family. During 2011, more than 250 children and adults participated in the program.

The program staff partnered with Hamilton County Schools Coordinated School Health and the Benwood Foundation to offer participants workout sessions, nutrition classes, cooking classes, pre and post health screenings,

and community gardening experiences. Community sites where sessions were offered are: Orchard Knob Elementary, Clifton Hills Elementary, Calvin Donaldson Elementary, and East Lake Elementary.

Community Health Navigator

Often with the loss of a job, a person loses health insurance. The Urban League's Community Health Navigator Program links the

uninsured with local, low or no cost health and prescription services. The Program served 721 people in the target zip codes. Most of them reported household incomes of \$5,000 or less. At least 70% of them reported being diagnosed with at least one chronic disease; yet, almost 65% did not have a primary care doctor. Of the persons who accessed our services, 82% were uninsured at the time of their first visit.

Established **4** urban vegetable gardens



"I went to the Urban League to have my blood pressure checked out of curiosity. I found out that I had high blood pressure and my asthma was getting out of control. They recommended me to the Westside Clinic and I could not have been more pleased with the program. They make you feel comfortable and relaxed. I would not have gone anywhere else.

So many people today can't afford health insurance or health care. It's a great thing for anyone. The Urban League takes you under their wings and guides you through, step by step.

To me the Urban League is a lifesaver."

Lucy Ann Burney
Wellness and Fitness Program Participant

A MESSAGE FROM THE PRESIDENT AND BOARD CHAIR

Inclusion by design. It's what we strive for every day at the Urban League of Greater Chattanooga by bringing together people of diverse backgrounds to help them reach personal and professional goals. Through programs that help individuals and families achieve better education, better jobs, better job training, and better health... the Urban League continues to impact the community and empower its people by helping them realize their potential and pave a new way.

In 2011, our organization served over 6000 people in our region and in the coming year we plan to increase that impact dramatically. Looking into 2012, it's obvious that Chattanooga is changing. We are a more culturally diverse society than ever before, which means deliberate actions of inclusion by design have never been more important to strengthen the economic development of our region. We are taking steps in 2012 to challenge businesses to see how this changing landscape creates opportunities to attract new talent, fill jobs and connect with new customers.

Our dream is that every individual in our community feels vested, accepted and empowered and that those who come here see that they have value and something to bring to the table, irrespective of backgrounds. Together, we CAN make Chattanooga a city of inclusion, a city of opportunity, a city of choice.

Warren E. Logan, Jr.
*President and CEO,
Urban League of Greater Chattanooga*



Charlesetta Woodard-Thompson
Board Chair
Erlanger Health Systems



“The mission of Inclusion by Design has been part of the Urban League’s DNA for more than 100 years. Today, we are pleased to announce a new business initiative that takes our mission and translates it into tangible results for business. The Inclusion By Design business program will encourage and support local businesses to create success through the collective brainpower of multi-cultural talent. It’s about business and it’s new in 2012!

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