



National Urban League
Young Professionals

*Empowering Communities.
Changing Lives.*

Urban League of Greater Atlanta Young Professionals

Atlanta, GA

Urban League of Greater Atlanta Young Professionals

Atlanta, Georgia

INSTRUCTIONS: Please complete the information below to submit your 2021 Awards Packet. If your Chapter is not submitting a Chapter Awards Packet.

CHAPTER INFORMATION

YP President Name: ___ Brittany Marshall_____

Phone Number: ___ 561-346-7091_____

Email Address: _____ president@ulga-yp.org _____

Year Chapter Founded: _____ 2001 _____ Chapter Term Start and End Date: _____ July 1-June 30 _____

CHAPTER METRICS

The following metrics will be used in the review process for Chapter Awards. The data submitted below will be verified with monthly data submitted to Regional Vice President's.

Metric	June 2020 - Dec 2020	2021
Number of Members	240	184
Number of New Members	49	72
Number of Membership Renewals	56	112
Number of Affiliate Service Hours	2288.60	10,290.40
Total Affiliate Dollars Given	0	15,000
Number of Corporate Sponsors	3	20
Number of Community Partners	10	48
Number of Sister Chapters Supported	0	3

*****All supporting text, metrics and photos must be submitted directly in the packet.*****

2021 NULYP Chapter Awards Packet [ULGA-YP]

Number of Affiliate focused programming	4	16
Number of Civic and Advocacy Focused Programs	5	9
Marketing Metrics		
Facebook	4,357	4,466
Instagram	5,216	5,998
Twitter	1,988	2,307
Newsletter	5,029	5,137
Other social media outlets: Linked In	151	426
# of Chapter Members Registered for Conference 2022: Washington, D.C.	1	

*****All supporting text, metrics and photos must be submitted directly in the packet.*****

CHAPTER AWARD CATEGORIES

Check which awards your chapter is applying for and complete all applicable information related to your chapter's submission. Chapters will only be considered for awards selected below.

NATIONAL CHAPTER AWARDS

Hugh B. Price National YP Chapter of Excellence

Affiliate Service Award

National Day of Empowerment Award

Robert Ingram National Day of Service Award

Excellence in Advocacy Award

REGIONAL CHAPTER AWARDS

Regional Chapter of Excellence Awards

James W. Compton Central Region Chapter of Excellence Award

Maudine R. Cooper Eastern Region Chapter of Excellence Award

Sylvia K. Brooks Southern Region Chapter of Excellence Award

John W. Mack Western Region Chapter of Excellence Award

NATIONAL MEMBER LEVEL AWARDS

Social Justice Warrior (Regional, Member Level) (One per region)

NULYP New Black Power Award (Member Level) (Up to one per chapter)

NULYP Vice President of the Year Award (one male and one female)

***Any President that held office during the 2021 term is not eligible for these awards

LONGEVITY RECOGNITION

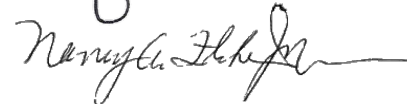
For the Longevity Recognition for members please add their name to the [Longevity Spreadsheet](#).

SIGNATURES

Signature of YP Chapter President:



Signature of Affiliate President & CEO:



All supporting text, metrics and photos must be submitted directly in the packet.

CHAPTER AWARD CATEGORIES

NATIONAL AND REGIONAL CHAPTER OF EXCELLENCE AWARDS

LEADERSHIP DEVELOPMENT

In keeping with the theme of “Back to Basics: Rebirth. Rebuild. Reconnect”, this year, ULGA-YP deepened its commitment to developing young professionals across Metro Atlanta to step into their greatness as the next generation of corporate, civic and community leaders. Through in person and online programming, ULGA-YP reached over 1000 professionals covering various topics.

ELT Development: ULGA-YP continues to dedicate resources to develop the skills of the ULGA-YP Executive Leadership Team through retreats and training. This year, ULGA-YP made a concerted effort to focus on succession planning by revamping the Vice Chair program, revising our Bylaws and instituting a new Policies and Procedures Committee, and revamping the elections process to ensure that future ULGA-YP leaders are well prepared for board service.



- **ELT Retreat:** The three-day Executive Leadership Team (ELT) Retreat included a teambuilding activity where we learned about sustainability and planted a tree, trainings on event ideation and innovation and community engagement, and strategic planning (including getting to your "why", asset mapping, ELT theme brainstorming, calendar build, budget discussion, review of NULYP awards, etc).
- **NULYP Trainings:** Each member of the Executive Leadership Team attended their assigned NULYP training as organized periodically by the NULYP Executive Leadership Team to further develop their leadership skills at the local level and hear best practices from around NULYP. President Brittany Marshall attended the Presidents 101 training hosted by then NULYP President Ray Shackelford in Summer 2021.
- **In-Kind Donation Training:** An in-kind donation professional training and process implementation was administered by Amaris Clements, the 2021-2022 Fund Development Chair. During the training, she provided insight on how the ELT can maximize impact through leveraging the power of in-kind donations. The training centered on defining the utility of in-kind donations, how to source them, and the importance of internal tracking systems.
- **Vice Chair Program:** To ensure that our committee members are both well engaged and prepared to become the next leaders of our Executive Leadership, each standing Committee Chair appointed a Vice Chair to assist Committee Chairs in the management and oversight of the committee, lead special projects as assigned, and help recruit members to the committee. We are thankful for the contribution of

this year's Vice Chairs: John Clark (Advocacy), Shannon Woodward (Communications), Derrick Martin (Community Service), Aemon Weaver (Personal and Professional Development), and Kevin Osahon (Social and Cultural).

- **Bylaws Revisions:** This year, ULGA-YP Parliamentarian, Crystal Jordan, created a Policies and Procedures ad-hoc committee which led the revision of our Bylaws for the first time in three years. This allowed ULGA-YP members to provide input on the operations of our chapter and learn more about the process of revising organizational Bylaws.
- **Elections Process and Candidate Bootcamp:** This year, we revised our elections process to include an application, hosted a "Leading Within YP" panel discussion that consisted of past ULGA-YP leaders, and made enhancements to our candidate bootcamp to better prepare candidates for the election and to ensure candidates were clear on the expectations of each leadership role up for election.
- **ELT Engagement Program:** The purpose of the 2021-2022 ELT Engagement Program is to foster a sense of community amongst ELT members while advancing the mission and strategic goals of the ULGA-YP. Utilizing a points-based system, ELT members receive credit for activities completed throughout the term as it relates to teambuilding, chapter operations, and leadership development between October 1, 2021 and May 2, 2022. Example activities include attending social outings with their assigned ELT Small Group, welcoming new members in the ULGA-YP Slack, securing partnerships and sponsorships, and attending events of other NULYP chapters.

General Body Meetings: ULGA-YP hosts monthly General Body Meetings to enhance the personal and professional development skills of attendees. This year, we hosted 9 sessions, including one during Join Week 2021, that focused on key development topics to ensure that our members and guests are well-rounded and prepared to lead.

January 2021 – What's Your Roadmap to Success?: As we entered into a new year, ULGA-YP held a panel discussion featuring young entrepreneurs and corporate leaders to discuss strategies they've used on their personal journey to success. Topics included how to build a professional and business brand to give us a significant advantage in our careers and business to ultimately lead us down a path of success.

February 2021 – Blast into The Future: Diversity in Tech: As part of Join Week 2021, ULGA-YP hosted a General Body Meeting to celebrate the profound movements of tremendous individuals within the tech world. Our panelists shared how to break into the tech field and the necessary skills to help any young professional on their journey.

March 2021 - Level Up Service: A Call to Action!: ULGA-YP educated new, prospective and current members about the services and programs our affiliate, the Urban League of Greater Atlanta, has to offer, highlighted the ULGA-YP committees, and tested members' knowledge of our organization with fun games and prize giveaways.

May 2021 – Working from Home or the Office: We Still Building Wealth: During this session, attendees heard from Brian Thomas, founder of Fast Track Consulting, on how employees can make the best out of working

from home or the office and still build wealth. We also held elections for our 2021-2022 Executive Leadership Team.

July 2021 – Member Awards and Induction Ceremony: ULGA-YP held its annual Member Awards and Induction Ceremony as the July General Body Meeting. During the event, our outgoing committee chairs presented a recap of their activities for the year, we presented awards for Committee Members of the Year, Man of the Movement, Lady of the League, Committee of the Year, and ELT Member of the Year, and inducted our 2021-2022 Executive Leadership Team.

August 2021 – Back to Basics: Guest speaker Breaua Arteese Dorelus, MPA, Chief Cause Consultant at Connecting the Cause, discussed toxic volunteerism, the impact on the communities we serve and strategies to be more conscious servant leaders. We also held a ULGA-YP committee fair where members met our new committee chairs and signed up to serve within the chapter.

September 2021 - Justice and the YP Movement: ULGA-YP examined Justice & the YP Movement with a focus on Economic Justice in Atlanta. Participants heard from Abiola (Abbie) Henderson founder of the Gangstas to Growers & the Come-up Project focused on equipping returning citizens with skills to re-engaged with society, create opportunities to address food insecurity through agriculture, while establishing the foundations for entrepreneurship.



October 2021 – Rules of Engagement: Building Authentic Connections: ULGA-YP members and guests heard from master connector and networking coach, Mr. Ray Abram, about why building authentic connections is important for young professionals to progress, whether for professional or personal relationships.

November 2021 – YP Roundtable: To close out 2021, ULGA-YP hosted an authentic and interactive discussion about the chapter and heard a refresher of the 2021-2022 strategic plan as presented by President Brittany Marshall. The meeting was sponsored by Plush Vodka and Boards & Platters.

Other Leadership Development Initiatives

TECHTALKS: An Intro into AWS and Machine Learning: ULGA-YP hosted an interactive session where we took a look into Amazon Web Services capabilities and Machine Learning possibilities. Participants received an intro to the platform and discovered the many ways that this highly used platform may be used in their particular field of expertise. Our discussion was led by Data Consultant/Cloud Engineer Jamarc Hurd, owner of Hurd Consultants and Analytics.

YP University: YP University is a series of online personal and professional development workshops aimed to enhance life skills among young professionals. This year, we held YP University sessions focused on career

development featuring presentations facilitated by ULGA-YP members. Career Coaches Kaila Epps, Brett Ellis and Brenda Bridges shared their expertise on personal branding to help participants stand out to employers and the do's and don'ts of virtual interviewing.

Tapped In: LinkedIn Endorsement Drive: In order to support our members in their growth personally and professionally, ULGA-YP partnered with Association of Fundraising Professionals Greater Atlanta Chapter to host a LinkedIn Endorsement Drive. Members registered with their LinkedIn profile and the top three skills they want to be endorsed and were then assigned a member from our partner organization to endorse and write Linked In recommendations.

From Segregation to C-Suite: The Black Excellence Panel: ULGA-YP hosted a fireside chat with two executives about their career journey and what it's like to be black elite in corporate spaces. The panel included Milton Little, President and CEO of the United Way of Atlanta and Dia Taylor, Acting Chief Operating Officer of the Centers for Disease Control and Prevention.

Headshot Happy Hour: ULGA-YP encouraged members to take their professionalism up a notch with a new headshot and light bites at a socially distanced happy hour.

YPs in Leadership

NULYP Executive Leadership Team: Three (3) Past Presidents of ULGA-YP served on the NULYP Executive Leadership Team this year. Shalondan Hollingshed served as the Southern Region Vice President, Tereance Puryear served as the Innovation and Technology Chair, and Michael Twum served as the Treasurer.

ULGA Board of Directors: Two ULGA-YP Presidents, Michael Twum and Brittany Marshall, served on the Board of Directors for the Urban League of Greater Atlanta. Michael was elected to the ULGA Board of Directors for a one-year term following his time as ULGA-YP President.

NULYP Committees: A total of three (3) ULGA-YP members served on national committees for NULYP: Meagan Bens (Membership Development and Retention), Korri Jones (Innovation and Technology), and Brittany Marshall (Leadership, Training, and Development and Programs).

Who's Who in ULGA-YP

- **Nura Williams:** Post-Seat Holder for Fulton Democrats
- **Paul Duke:** Who's Who in Black Atlanta
- **Ashley King:** Young Government Leaders Atlanta President
- **Geoffrey Loften:** University of Georgia PSO Vivian H. Fisher Leadership Academy, Georgia Young Gamechangers, Director of Social Media/Director of College Ministry at Timothy Baptist Church – Athens
- **Amaris Clements:** Austin Tyler Foundation Events Chair
- **Lamar Thomas:** Co-Founder and Membership Chair of Heineken USA Black ERG
- **Joshua Gray:** Atlanta 'Canes Community President-Elect

- **Brittany Marshall:** 2021 Georgia Trend 40 Under 40 Recipient, American Public Health Association Executive Board Member
- **Christie Sithiphone:** Founder of the Collective for Community Empowerment, 2021 Outstanding Atlanta Recipient
- **Keith Bell:** Member of the Emerging 100 of Atlanta
- **Kevin Osahon:** Board Member of Millennials of Atlanta
- **Missy Goss:** 2021 New Leaders Council Atlanta Fellow
- **Sandy-Asari Hogan:** 2021 Outstanding Atlanta Recipient, American Public Health Association Intersectional Council (ISC) Chair-Elect

COMMUNITY IMPACT

Service is the core component of our theme “Back to Basics: Rebirth. Rebuild. Reconnect”, ULGA-YP set out to support the mission and programming of the Urban League of Greater Atlanta and impact the Metro Atlanta community through the empowerment goals of Jobs, Health, Education, Housing, and Justice. This year, ULGA-YP members logged a total of 10,290.4 affiliate service hours.

Affiliate and Community Service Initiatives

Project Ready Mentorship: ULGA-YP continued our mentorship initiative to support the ULGA Project Ready program. ULGA-YP members became trained as mentors to impact the lives of Project Ready students, with Advocacy Chair Joshua Gray being recognized as the Project Ready Mentor of the Year. In addition, ULGA-YP members served as volunteers for the 2021 Project Ready Dress for Success event by providing support to affiliate staff the day of the event.

Race to Read 2.0: ULGA and ULGA-YP, along with other organizations, partnered with the Atlanta Public Schools (APS) to launch a public will campaign to engage the community to support APS students to increase their pleasure reading time by 10 million minutes by the end of the school year. As part of the campaign, ULGA-YP members have logged hours towards the initiative, which has recorded close to 7.5 million hours to date. President Brittany Marshall represents ULGA-YP and ULGA on the Race2Read partners call to provide strategic insight on the initiative.

SHOP-N-SERVE Holiday Service Event: ULGA-YP in partnership with Walmart, the National Urban League, and CoupleyFit shopped, packed and delivered groceries for 5 families that receive services from ULGA to celebrate the holiday season and encourage families to be healthier together.



Signature Events Support: Vice President, Sandy-Asari Hogan, served as a member of the ULGA Signature Events Committee where she provided insight into the planning for the affiliate's centennial celebration.

Black Leadership Coalition Participation: President Brittany Marshall served as a member of the Black Leadership Coalition through ULGA that brings together civic leaders around Greater Atlanta and the State of Georgia to foster collaboration.

ULGA Policy Council Participation: President Brittany Marshall and Advocacy Chair Joshua Gray served as members of the ULGA Policy Council to hear from community leaders and discuss issues that are important to the Urban League empowerment goals.

ULGA COVID-19 Support: During the COVID-19 pandemic, President Brittany Marshall and Vice President Sandy-Asari Hogan supported affiliate staff by fielding questions via email and answering phone calls of those seeking services from ULGA.

Coats for Kids: ULGA-YP engaged in a winter clothing drive during the winter months to collect new and gently used coats, jackets, hoodies, gloves, scarves, and hoods for children aged 0-18 in support of The Covenant House of Atlanta, a homeless shelter in the city. Coats were sorted and delivered to needy families in February 2021.

Special Delivery: The devastating impact the COVID-19 pandemic has had on our seniors is undeniable. ULGA-YP partnered with Meals on Wheels Atlanta to deliver smiles and nourishing meals to low-income and homebound seniors throughout Fulton County.

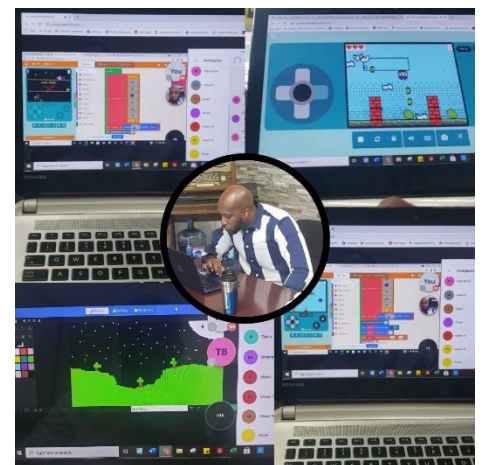
MLK Day of Service: ULGA-YP members celebrated 2021 MLK Day of Service by preparing meals, sorting donations, and assembling housing kits for the homeless population at Partners for HOME.

H.O.P.E. in the Hood: As part of Join Week 2021, ULGA-YP joined Everybody Eats Together, a pop-up food market, to serve the historic Ashview Heights community through food distribution and a road clean up. In addition, attendees toured the community and learned about the first planned African American neighborhood in the city of Atlanta.

NULYP Participation

National Day of Service: For our 2021 National Day of Service, ULGA-YP partnered with Kids Next Code to offer a Coding and App Design workshop for kids ages 11-18. During this workshop, students learned how to create different game characters, gaming backgrounds, and the fundamental of designing an App. In addition, one lucky student walked away from this workshop with a brand new laptop from ULGA-YP and Kids Next Code.

National Day of Empowerment: ULGA-YP partnered with Morris Brown College, an HBCU in Atlanta, Georgia, to deliver a pitch competition and hack-a-thon experience to ULGA-YP members and college students with entrepreneurship ideas, innovations, and creations. Additional partners



included the Urban League of Greater Atlanta, Tapestry Consulting, Morris Brown College, Moore Law, LLC, and Altus Cloud, LLC.

Advocacy Initiatives

National Voter Registration Week: As part of 2021 National Voter Registration Week, ULGA-YP partnered with their affiliate, the Urban League of Greater Atlanta, to hold a voter registration drive at a MARTA station to register voters as they entered and exited the subway. A total of 20 voters were registered during the event.

Atlanta Mayoral Debate and Watch Party: ULGA-YP partnered with the six (6) organizations within the Collective for Community Empowerment to host an Atlanta Mayoral Debate, which was broadcast on local television. Representatives from each member organization asked a question on-air related to their organizational mission. The leadership team of each organization gathered for a watch party and were able to network and enjoy dinner and drink specials with one another.

Neighborhood Planning Unit (NPU) Initiative: This year ULGA-YP joined forces with the Center for Civic Innovation for the NPU Initiative by signing onto a letter to Mayor Keisha Lance Bottoms calling for a review and revision of the existing NPU structure. In addition, we educated our members around the importance of getting involved in their NPU to drive policy change at the local level. ULGA-YP members reported on happenings at their NPU meetings at our Advocacy Committee meetings.

State of Young A.T.L.: This signature ULGA-YP event was curated to deliver a blend of education, advocacy and fun via the Hopin platform. The main stage featured panels with experts on police reform, the digital divide and education and voting rights, in addition to lively roundtable discussions on reparations and healthcare access. Speakers at the event included:

- Kenneth Mitchell Esq., Former Chief Senior Assistant District Attorney at Fulton County
- Dr. Tauheedah Baker, Atlanta Public Schools' Chief Equity and Social Justice Officer
- Jestin Johnson, Deputy Chief Operating Officer for the City of Atlanta
- Deborah Scott, Georgia Stand Up CEO
- Daniel Blackman, Author, Philanthropist, & Statesman
- Brandon Hayes, Community Liaison Officer

Participants also visited the virtual Expo Hall and engage with local businesses or learn more about a ULGA-YP committee.

We The People: Next-Gen Georgia's Role in Democracy: As part of Join Week 2021, ULGA-YP hosted a panel discussion to discuss effective ways to stay engaged in the political process and how to hold elected officials accountable on the issues that matter most to our communities.

NULWB Certificate in Advocacy Program: This year, ULGA-YP had three (3) members selected to participate in the National Urban League's Congressional Advocacy Program: Christopher Johnson, Henry Wynne, and Meagan Bens.

MEMBERSHIP DEVELOPMENT

ULGA-YP members are our heartbeat and without them, none of our work would be possible. This year, ULGA-YP worked to ensure that our members experienced a supportive and inclusive environment, were able to participate in events and initiatives that they could not get anywhere else and build lasting connections with one another. We ended 2021 with 184 chapter members. We recruited 72 new members (47% increase in recruitment) and retained 112 members (100% increase in retention).

Chapter Operations

Surveys and Evaluation: To ensure we are meeting the needs of our members, ULGA-YP released an in-person events climate survey to our members in 2021 and hosted a members roundtable in late 2021. Feedback from both the townhall and survey were utilized by the Executive Leadership Team to enhance the member experience and programming. In addition, a survey was provided to the Executive Leadership Team as part of their onboarding to drive operational improvements by the President and Vice President.

Members of the Month: ULGA-YP members submitted nominations for their peers to be recognized with the Member of the Month award in a People's Choice format. The Membership Committee selected the Member of the Month winners who were presented at General Body Meetings.

Longevity Recognition: This year, we have 22 ULGA-YP members who have celebrated 5 years in The Movement. We are beyond thankful for their commitment to ULGA-YP. Our 2021 Longevity Members are: Brittany Marshall (13), James Guest (8), Darien Grant (5), Tiffany Scott (5), Sigele Winbush (5), Jean-Claude Davis (5), Deborah Acio (5), Johnathan Williams (5), Vett Petty (6), Ayanna Cummings (6), Keith Bell (6), Koreen Hall (6), Shalondan Hollingshed (7), Crystal Beal (7), Ashley Nealy (7), Christie Sithiphone (7), Alvin E. Miller (7), Tereance Puryear (8), Michael Twum (6), Christopher Bruce (7), Sandy-Asari Hogan (7), and Ciji Townsend (10). Collectively, these 22 members represent 148 years of service to the Urban League movement.

New and Prospective Member Orientation: This year we hosted two New Member Orientations to introduce participants to the National Urban League movement through an interactive open house format. Each orientation concluded with a toast with participants affirming their commitment to ULGA-YP.

YPeer Program: The purpose of the YPeer Program is to accumulate new members to The Movement through a peer-to-peer relationship with a seasoned member. Through the YPeer Program, ULGA-YP aims for new members to build genuine relationships and connections with other ULGA-YP members and learn more about the Urban League and the myriad opportunities for service and philanthropy.

Chapter Programming

Affinity Groups: ULGA-YP has several affinity groups designed to bring together members with common interests. Our Men of the Movement and Ladies of the League affinity groups bring together ULGA-YP members of the same gender to connect with one another around gender issues. Our YPFit affinity group brings together ULGA-YP members with an interest in living their best, healthiest lives. In order to foster self-care during COVID-19, ULGA-YP hosted a YPFit Hike. Lastly, our Book Club connects members who are passionate about books and looking for people to discuss literature with one another. This year, ULGA-YP members enjoyed reading and discussing “The Vanishing Half” by Brit Bennett.



Empower Hours: Our Empower Hours are a series of low-key evenings encouraging networking and genuine fellowship among our members in a fun and casual setting. During our Empower Hours, typically following our General Body Meetings, businesses provided personalized food and drink specials for our members, and we were proud to financially support black owned businesses in our community.

Members Only Meetup: ULGA-YP hosted a members only, social distanced meet up at Piedmont Park where members engaged in quality networking, community building and fellowship.

Wine Down Wednesday: ULGA-YP hosted a virtual mid-week wind down networking event where we played games, listened to music, and had a cocktail demonstration by Maegan Moguel, owner of Tasteful Gatherings. Additionally, members were encouraged to order food from black-owned businesses to be delivered on UberEats.

Good Skincare Matters: ULGA-YP hosted a skincare forum where participants heard from Jazz it Upp Skin and Body Spa owner Jasmine Luckey, a registered nurse with more than 15 years of experience who specializes in organic skincare treatments for African American skin. Our speaker shared some helpful tips on proper skincare maintenance and gave a live DIY face scrub demo.

Paint and Sip: ULGA-YP hosted a virtual paint and sip where we provided mini wine bottles, charcuterie boards, and an art kit with acrylic paint, paintbrushes, and a pre-sketched canvas.

THE KICKBACK: Good Vibes Only: ULGA-YP kicked off Summer 2021 with a members-only social. Each member was allowed to bring one guest and received drink tickets, bites from Amorous Tacos, and sounds from DJ Iabonita.

PHILANTHROPIC: ULGA-YP partnered with Black Millennials 4 Flint and Privileged, LLC for a night of Young, Gifted & Green black excellence in Environmental Justice. This exclusive networking experience for members-only was co-hosted by ULGA-YP, LaTricea D. Adams, MAT, EdS, BM4F Founder CEO & President and White House Environmental Justice Advisory Council Appointee, Founder and Creative Director of Privileged, LLC Jamal Whitlow. The event included opportunities to network with high profile national and local community leaders, politicians, activists, influencers, and policy makers coming together to strategize and organize the Black

+ Latinx Agenda to Act On Climate Change, protect the Black & Brown Vote, secure the bag, and Fight for Environmental Justice.

Create Your Legacy Now: A Tale of Two Wills: ULGA-YP hosted a members-only panel discussion around end of life planning in conjunction with Tapestry Consulting, LLC and Moore Law, LLC in order to dive into how to create a legacy through estate planning and why it is needed.

Join Week

ULGA-YP held 5 events in 7 days to expose young professionals across Greater Atlanta to the awesome work of the Urban League Movement and our chapter. With over 150 participants engaged in Join Week, this year, 28 new members joined ULGA-YP and 39 members renewed their membership and commitment to ULGA-YP.

Member Appreciation Drive By (Hosted by Executive Committee): To show their appreciation for your dedication to The Movement, President Michael Twum, Vice President Brittany Marshall, and the elected officers hosted a drive-by on Super Bowl Sunday where members could stop by and pick up lunch, drinks, and YP swag.

Blast into The Future: Diversity in Tech (Hosted by Innovation and Technology Committee): ULGA-YP hosted a General Body Meeting to celebrate the profound movements of tremendous individuals within the tech world. Our panelists shared how to break into the tech field, tech, tech and entrepreneurship and the necessary skills to help any young professional on their journey.

We The People: Next-Gen Georgia's Role in Democracy (Hosted by Advocacy Committee): ULGA-YP hosted a panel discussion to discuss effective ways to stay engaged in the political process and how to hold elected officials accountable on the issues that matter most to our communities.

Black Love: Chicago versus ATL (Hosted by Social and Cultural): This Valentine's weekend game show competition pitted ULGA-YP against the Metropolitan Board of the Chicago Urban League. We introduced eligible singles from each chapter and then competed chapter against chapter in a game of Trap Wars for a chance to win prizes. Additionally, we launched a social media campaign including our respective Presidents, Michael Twum and Kevin Itima, to drum up some friendly competition.

H.O.P.E. in the Hood (Hosted by Community Service): As part of Join Week 2021, ULGA-YP joined Everybody Eats Together, a pop-up food market, to serve the historic Ashview Heights community through food distribution and a road clean up. In addition, attendees toured the community and learned about the first planned African American neighborhood in the city of Atlanta.

FUND DEVELOPMENT

2021 proved to be a year of the pivot. With the looming uncertainty of an ever-changing COVID-19 pandemic, our fund development initiatives gave new meaning to “YP One Stop” as we found new and creative ways to support our Affiliate and the Movement. This year, ULGA-YP created several successful fundraising campaigns and while reimagining key fundraising events to generate revenue. Additionally, we placed special emphasis on securing in-kind donations and corporate and community partnerships. As a result of our efforts, dollars raised for the 2021 totaled \$20,000, and through our affiliate give of \$15,000 coupled with our affiliate service hours totaling 10,290.4, this represents a total cost savings of \$89,605.40 to the Urban League of Greater Atlanta.



Giving Campaigns

ELT We Give Back: The #WeGiveBack campaign challenged our ULGA-YP Executive Leadership Team members to make a thoughtful contribution - be it monthly, one-time, or a portion of the ELT give commitment to ULGA-YP. 100% of the ELT made a financial contribution to ULGA-YP.

Monthly Giving: ULGA-YP members have the opportunity to donate funds monthly through a “subscription-style” service. Allowing members to give incrementally, chapter member participated in the monthly giving for the 2021 year giving over \$1400.

Member Corporate Matching: This year, we conducted targeted outreach to ULGA-YP members that work at companies with gift matching programs. As a result of our campaign, two members participated in the corporate match in the 2021 year donating \$1065 to ULGA-YP

The COVID-19 Small Business Relief Fund: In response to the ongoing COVID-19 pandemic, ULGA-YP created the COVID-10 Small Business Relief Fund aimed to provide immediate financial relief to Atlanta’s small businesses in the form of mini-grants to help with expenses such as rent, payroll, and much more due to reduced cash flow. Corporate sponsor UPS Capital provided an additional \$10,000 after our initial campaign in 2020 to continue our efforts to support our small businesses locally hit hard by the pandemic.

Georgia Gives Day: ULGA-YP encouraged our members to make a donation to the Urban League of Greater Atlanta for Georgia Gives Day in Fall 2021.

Signature Fundraising Events

Holiday Soiree: ULGA-YP hosted its annual Holiday Soiree, this year featuring a whimsical YP in Wonderland theme! Admission included complimentary cocktails from our wonderland themed bar, and fun entertainment such as a DJ, multiple photo booths, themed characters, and decor. With over 110 attendees, young professionals across Greater Atlanta partied with a purpose raising over \$13,075 this year.

Falling in Love Back in Love with YP: ULGA-YP wanted to get back to the basics of service and leadership with a night of networking, food, and fundraising. YPs reconnected with YP and one another at this event raising over \$600 to support our mission.

Dream Catchers: Each year, we honor college-bound high school students and community heroes during our annual Dream Catchers Scholarship and Awards Reception. With COVID-19 still looming we took our Dream Catchers event virtual! We awarded two (2) scholarships totaling \$10,000 to ULGA Project Ready students and honored three (3) community leaders doing work in the community that uplifts and advances the efforts of the Urban League of Greater Atlanta. In addition, ULGA-YP made a \$5000 donation towards the ULGA Financial Empowerment & Emergency Relief Center (FEERC) to support families impacted by the COVID-19 pandemic.

Other Fundraising Initiatives

YP Store: ULGA-YP continues to provide an online platform for members and supporters to purchase YP swag. Our YP Store continues to grow and provide a means to financially support the organization outside of events and sponsorships. This year, we updated our YP swag to encourage chapter unity and philanthropy raising close to \$1000 through t-shirt sales to date.

Amazon Smile: ULGA-YP maintains an Amazon Smile account where a percentage of purchases made by members and supporters are matched by Amazon in a donation. This year, we encouraged our members to make a donation through Amazon Smile for Amazon Prime Day.

Corporate Sponsors

The Urban League of Greater Atlanta Young Professionals has worked hard to develop key relationships to support the mission of the Urban League. Through targeting and strategic partnerships and sponsorships we have been able to provide scholarships to Atlanta students, curate programming to advance the movement and to increase the reach of our organizations. In 2021 we welcomed key sponsorships from organizations like the Walton Family Foundations, Delta Community Credit Union and Tito's Vodka. These corporate sponsors have demonstrated their commitment to our organization as well as the value of our efforts within our community.



Walton Family Foundation: Education is one of the core empowerment pillars of the Urban League. Partnering with the Walton Foundation allowed us to explore education advocacy and choice while providing key financial resources to our college ready students to the tune of \$10,000!

Delta Community Credit Union: Economic empowerment is foundational to the existence of the Urban League. Partnering with local credit unions helps to ensure equitable access to small business, home loans as well as equitable banking practices. Delta Community Credit Union's contribution of \$2500 has created opportunity for ULGA-YP to not only raise money for efforts to support small business but to share critical information about the benefits and pathways for entrepreneurial pursuits.

Tito's Vodka: Tito's Vodka has committed itself to the support of community-based organizations working to positively impact their local communities. Tito's commitment in 2021 allowed for ULGA-YP to support the second round of the ULGA-YP COVID-19 Small Business Relief Fund sponsoring \$25,000 toward this effort.

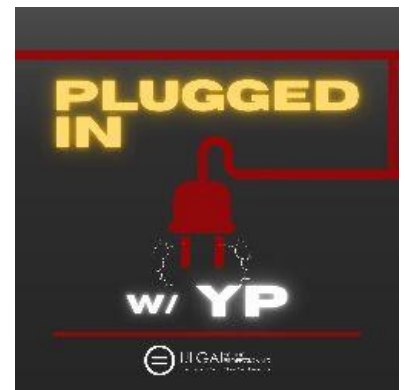
Sponsors Listing

Along with our Corporate sponsors we have a number of in-kind sponsors that have contributed over the last year to bring our programming to fruition and highlighting the important work of the Urban League in the metro Atlanta area. We thank these sponsors for their continued support:

Number 1 Productions	Aryn Olivia Designs	Linton's Caribbean Cuisine
Eventology23	Morris Brown College	Mitivate
HER Wines	Tapestry Consulting, LLC	Bomb Brands ATL
Lyfe Driven Photography	Moore Law, LLC	BLK Child Welfare, LLC
Events by Amaris Janelle	Altus Cloud IT	
Rent A Flower Wall Atlanta	JJ RE Group	

COMMUNICATIONS

Effectively promoting the mission of the Urban League and ULGA-YP through creative and thoughtful internal and external written and oral communications is integral to the success of our chapter. This year, we grew our social media and newsletter platforms showing a 2.5% increase on Facebook, 15% increase on Instagram, 16% increase on Twitter, 182% increase on Linked In, and 2% increase in newsletter subscribers.



Plugged in w/YP Podcast

The Urban League of Greater Atlanta Young Professionals' podcast "Plugged in w/YP" covers an array of topics from community service to how the Urban League of Greater Atlanta and ULGA-YP are working and showing up in the greater Atlanta community. Episodes were released on a quarterly basis in 2021.

- Episode 1: Our inaugural episode featured President Michael Twum where he discussed the aftermath of the 2020 Election and how to stay engaged moving forward.
- Episode 2: In this episode, we sat down for a personal conversation with Patricia Latimore, who served as the personal assistant to Coretta Scott King for 40 years. Latimore discusses her how she started in

the role and assisted Mrs. King over the years. She also touches how the city of Atlanta has changed over the years, her thoughts on how this generation is showing up to make a difference and what she is doing today.

- Episode 3: In this episode, we had a discussion with Atlanta entrepreneurs, Dr. Jacqueline Dow, owner of J. Dow Fitness, and Joshua Jackson, owner of 4th Quarter Performance. Our guests discussed the importance - and power - of the Black dollar and how entrepreneurs in Atlanta are supporting each other through places such as The Gathering Spot and The Village Market of ATL.
- Episode 4: In this episode, we spoke with ULGA-YP members who have chosen either the path of 9-5, entrepreneurship, or both as they shared their experiences and advice for those who are considering either path.

Social Media Campaigns

Meet the ELT: Meet the ELT was a social media campaign designed to introduce the 2021-2022 Executive Leadership Team

NPU Education: To coincide with the 2021 Atlanta Mayoral Election, ULGA-YP launched a social media campaign to spread awareness about Atlanta's neighborhood planning units and how young professionals can get involved in decision making within the city

Blog

ULGA-YP continues to host blog page on the ULGA-YP website featuring event recaps and reflections from a team of dedicated writers. Soon, the blog page will be converted to a landing page for the Plugged in w/YP podcast which will feature show notes.

Media Interviews

President Brittany Marshall participated in two media interviews this year. The first was an interview with 11Alive, a local news station, following the Collective for Community Empowerment's Mayoral Debate where she discussed her perception of how the candidates addressed issues important to the Urban League. The second interview was with Rolling Out Magazine where she discussed her involvement in the Urban League and the importance of HIV prevention in the Black Community.

[Mayoral Debate Interview](#)

[Rolling Out Interview](#)

Strategic Partnerships

Partnerships are key to getting the word out about the great work of the Urban League as well as building a sense of community with other organizations that have a similar mission. This year, we were thoughtful about building partnerships to reach a larger audience that may not necessarily be exposed to our message.

The Collective for Community Empowerment: Founded by Christie Sithiphone, Presidents Michael Twum and Brittany Marshall and Vice President Sandy-Asari Hogan served on board for the Collective for Community Empowerment (CCE). CCE brings together the Presidents and Vice Presidents of key minority young professional stakeholders across Greater Atlanta as a coalition to identify opportunities for partnership and collaboration. The other members of CCE include: Emerging 100 of Atlanta (the young professional auxiliary of 100 Black Men of Atlanta), National Association for Asian American Professionals (NAAAP), Hispanic Young Professionals and Entrepreneurs (HYPE) of the Georgia Hispanic Chamber of Commerce, ACCESS Atlanta (Atlanta Journal Constitution's Jewish Young Professionals), and Metro Atlanta Association of LGBTQ+ Young Professionals (MAAP). During CCE meetings, ULGA-YP leadership reported on upcoming events and weighed in on how other coalition members could support our chapter. Involvement in CCE locked ULGA-YP into a network of close to 1,000 young professionals in Atlanta of diverse backgrounds.

CDC Young Professionals Network: ULGA-YP entered a memorandum of understanding (MOU) with the Centers for Disease Control and Prevention's Young Professionals Network (CDC YPN). CDC YPN is the employee resource group for young professionals under 40 at the nation's leading public health agency. Through this MOU, ULGA-YP is able to advertise and promote events and initiatives to all 1,700+ members of CDC YPN via their weekly newsletter, providing access to an untapped demographic in the city.

Other Communication Initiatives

Website Refresh: ULGA-YP conducted a usability assessment of our current website to gain feedback on the user experience on the external facing and the internal members-only facing portions of the website. The usability assessment was used to refresh the members-only portal, with plans to update the external website in the coming year.

Real-Time Membership Metrics on Tableau: With such a large and robust membership, ULGA-YP continues to utilize a Tableau dashboard that updates every day to give us live information about our membership. This is done in a secure and de-identified way, to protect member personal information, while providing great insights about whom is in our room.

Text Messages: Aside from our social media, Slack, and email blasts, ULGA-YP utilized a text messaging platform through our website to message our members about happenings within the chapter.

NATIONAL DAY OF EMPOWERMENT AWARD



ULGA-YP partnered with Morris Brown College, an HBCU in Atlanta, Georgia, to deliver a pitch competition and hack-a-thon experience to ULGA-YP members and college students with entrepreneurship ideas, innovations, and creations. Additional partners included the Urban League of Greater Atlanta, Tapestry Consulting, Morris Brown College, Moore Law, LLC, and Altus Cloud, LLC.

In order to promote the event, we conducted email outreach to ULGA-YP members via our list serv and to our non-member partner organizations and email subscribers. Our partner, Morris Brown

College, advertised the event on their college campus and the event was disseminated to participants of the ULGA Entrepreneurship Center. In addition, we advertised the event via social media by hosting a video campaign featuring our judges/panelists as they discussed the importance of small, black business. Also, we had an accompanying episode of our “Plugged in w/YP” podcast which launched two weeks prior to NDOE that featured a panel discussion of ULGA-YP members who own their own businesses to discuss their entrepreneurial journeys.

Prior to the hack-a-thon and pitch competition, attendees heard from Nancy Flake Johnson, President and CEO of the Urban League of Greater Atlanta; The Honorable Thelma Wyatt Moore, Retired Judge and Attorney at Law; Paul McKenzie, MBA, Interim Chair of Business Department at Morris Brown College; and Caroline Templeman, Community Program Manager CBRE at Microsoft around sustainable solutions to black owned businesses in Atlanta and the State of Georgia. Lastly, attendees enjoyed a catered box lunch as part of the event.



The Empowerment Pillars that were emphasized for the event were Education, Entrepreneurship, and Social Empowerment to tie into the NDOE theme of Retooling for Sustainability. Invitations for participants were sent to Clark Atlanta University, Atlanta Technical College, Year Up, and the Atlanta Public Schools by way of Georgia Junior Achievement. Participants were asked to develop a presentation no more than eight minutes long to enhance the offerings of the Urban League of Greater Atlanta’s Financial Empowerment and Emergency Relief Center (FEERC). The presentations covered:

- Problem: Clearly identifies the problem that needs to be solved
- Solution: Identifies customer pain points and how they plan to solve the problem
- Business Model: Clearly explains how the company will make money
- Marketing and Sales: Clearly identifies target market and go-to market strategy (distribution channels)
- Next Steps: There is a clear path to move forward with key milestones identified

Participants were judged by our panelists and ultimately, a team of two won a cash prize and the option of having their proposed business registered with the Secretary of State of Georgia and a free hands-on business boot camp training with the affiliate, the Urban League of Greater Atlanta. In total, 25 ULGA-YP members attended NDOE in person with another 25 turning in virtually; ULGA-YP was pleased to be able to offer a hybrid NDOE event. On site, five (5) chapter members volunteered at the NDOE event, with our Economic Empowerment Committee of five additional members coordinating planning and logistics.

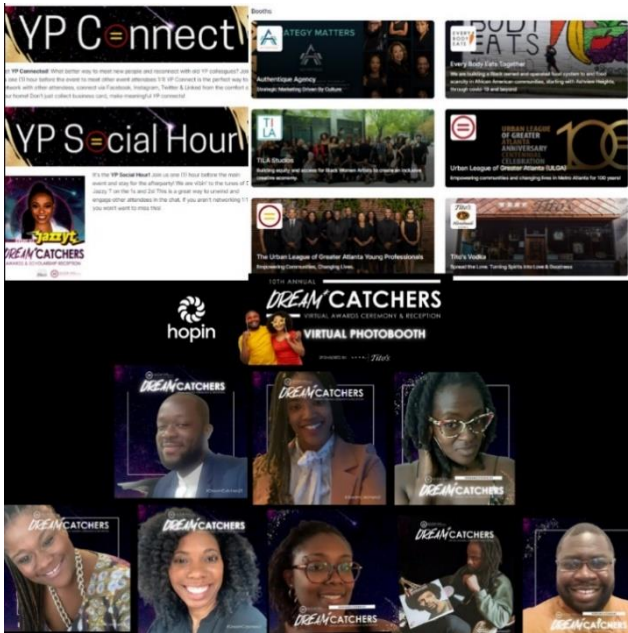
PIVOT AWARD

Dream Catchers Scholarship & Awards Reception: Each year, we honor Urban League of Greater Atlanta Project Ready college-bound students and community heroes during our annual Dream Catchers Scholarship and Awards Reception. This is our chapter's signature event and largest fundraiser. In 2020, we were unable to have the event due to the pandemic, however we didn't want another year to go by without honoring our Project Ready students and community leaders so we took our Dream Catchers event virtual for the first time in our chapter's history. The uncertainty of the COVID-19 pandemic allowed ULGA-YP the opportunity to find an innovative and creative way to honor students and community leaders while remaining true to our commitment as a chapter to support the Urban League of Greater Atlanta through our giving and fundraising.



On the heels of a recent resignation of our Fund Development Chair and with COVID-19 at the forefront of our minds, we made the decision to pivot our annual event taking it to the Hopin platform. Using Hopin we were able to curate an experience that mirrored aspects of our in-person event. YP is a about connection! Dream Catchers attendees included a diverse group of individuals from across the Atlanta area and across the Movement. Attendees were able to connect during our pre-reception networking allowing for short “speed-dating like” sessions where YPs were able to meet new or reconnect with old friends. Dream Catchers attendees were also invited to party with a purpose at our event kick-off, where we jammed to the tunes of DJ Jazzy T and offered real time opportunities to support our fundraising efforts.

With this shift to a virtual format, promotion of our largest fundraising event was critical. Our promotions team curated general event, honoree specific, as well as other specialized promotional resources (photo and event copy) that would be shared with event honorees, our event DJ and leadership to share with their networks. This allowed ULGA-YP to expand our reach beyond our current audiences. During the event, our promotions team took the “reception” area to the next level. In the reception area we provided key details about the event agenda and speakers, as well as directed attendees to opportunities to donate in real-time and engage with specially



curated virtual activations. Our team developed activation opportunities that included an event expo that highlighted honoree specific organizations, our event sponsor as well as sharing information about The Urban League of Greater Atlanta, NUL, ULGA-YP and NULYP. Additionally, we created a virtual photobooth equipped with various branded frames that attendees used to mark their participation in the event along with strategically place prompts to tag, share, and like ULGA-YP across our diverse social media platforms and outlets.

Humanitarian, Hometown Hero, and Entrepreneurship honorees and scholarship recipients elevated our virtual event by sharing videos on social media that demonstrated

why they were selected for their respective honors. These videos shared insights into their professional journeys (or their future aspirations), content that showed acceptance of and gratitude for the award while also sharing with attendees why organizations like ULGA-YP are necessary.

The Dream Catchers Scholarship and Awards reception is the highlight and culmination of our hard work throughout the year. We awarded two (2) scholarships totaling \$10,000 to ULGA Project Ready students and honored three (3) community leaders doing work in the community that uplifts and advances the efforts of the Urban League of Greater Atlanta. In addition, ULGA-YP made a \$5000 donation towards the ULGA Financial Empowerment & Emergency Relief Center (FEERC) to support families impacted by the COVID-19 pandemic.

[2021 Dream Catchers Virtual Award & Scholarship Reception \(vimeo.com\)](https://vimeo.com/611111111)

BLACK POWER AWARD

Derrick Martin



Derrick Martin is a native Georgian with a strong passion for helping others and improving the community he resides in. Living in the metro Atlanta area for over 20 years, he has had a chance to use that passion inside and outside the workforce.

With seven years of customer service experience, Derrick has worked with various companies, such as Alorica, Donnelly Communications, Mckesson, and Ncourt, to name a few. Currently, Derrick is on a new professional journey as a Program Coordinator with Centene Corporation. Outside of the corporate world, Derrick is an active member of the Urban League of Greater Atlanta Young Professionals, where he currently serves as Vice Chair of the Community Service Committee. He was also named Member of the Month for August 2019 and during 2021, he completed NULYP's Certificate of Advocacy Program.

Since joining YP, Derrick has developed personally and professionally by taking on a leadership role as Vice Chair. This role has given him an opportunity to see what it takes to run a committee, from visioning to execution of events. As President, I feel that this role has enabled him to be equipped to run for a position on our Executive Leadership Team or to serve on a NULYP committee because I have observed his boost in confidence and unwavering passion for the Urban League. Derrick often shows up to events that he is not required to attend, and he usually manages to be the first person in the room after, in some instances, driving over an hour in Atlanta traffic. This past year, the Community Service Committee was chaired by a brand-new member, and I specifically appointed Derrick to serve as the Vice Chair to provide his perspective and support as a model volunteer in our chapter to one of our most critical committees. The Chair eventually resigned and instead of running in the other direction, Derrick remained committed to community service and stayed in the role to provide support to the committee. He is the type of volunteer that we crave in this organization and truly embodies what it means to #BeTheMovement.

VICE PRESIDENT OF THE YEAR AWARD

Brittany Marshall



Brittany Marshall joined the Urban League of Greater Atlanta Young Professionals (ULGA-YP) in August 2015 and has been a dedicated member ever since. Prior to joining ULGA-YP, Brittany was a member of the Central Florida Urban League Young Professionals and the Dallas-Fort Worth Urban League Young Professionals (formerly known as the Greater Dallas Urban League Young Professionals). As a nearly 14-year member of the National Urban League Young Professionals (NULYP), Brittany has demonstrated a strong and long-lasting passion for The Movement as she has moved around the Southern Region. Brittany served as the Vice President of ULGA-YP between January and June 2021 and was affectionately known as “MVP” (Madame Vice President).

In her day job, Brittany lives out the “Health” Empowerment Goal as a Behavioral Scientist at the Centers for Disease Control and Prevention. Prior to serving as the Vice President of ULGA-YP, Brittany served as the Personal and Professional Development Chair from January 2017 until June 2018, is a 2017-2018 graduate of the National Urban League Emerging Leaders Program, Fall 2019 Cohort of the National Urban League Congressional Advocacy Program, held two appointments on NULYP Committees (Programs and Leadership, Training, and Development) and served on the NULYP Chapter Awards Committee in 2018 and 2019. A West Palm Beach, Florida native, Brittany holds a Bachelors of Science in Health Education from the University of Florida, a Masters of Public Health from the University of South Florida, and a Doctorate of Public Health from the University of North Texas Health Science Center.

ULGA-YP Accomplishments

- Provided ongoing support of ULGA-YP Committee Chairs and Lead Deputies
- Logged 400 affiliate service hours between January 2021 and June 2021
- Logged an affiliate give of \$500 between January 2021 and June 2021
- Attended 100% of Executive Leadership Team and Executive Committee Meetings between January 2021 and June 2021
- Attended 100% of ULGA-YP events, including 100% of 2021 Join Week events, and 2021 National Day of Service

- Organized and facilitated the 2021 ELT Retreat and onboarded the 2021-2022 Executive Leadership Team during June 2021
- Revised the chapter's ELT Guide and operational processes ahead of the 2021-2022 term, including revising the Lead Deputy Program into the current Vice Chair structure during June 2021
- Managed the chapter events calendar and oversaw the process for the transition of the 2020-2021 Executive Leadership Team during June 2021
- Wrote and submitted the June-December 2020 Annual Report and submitted all metrics to NULYP during this time period
- Upon the resignation of the Membership Chair in January 2021, stepped up to chair the committee from January-June 2021. This included managing all 2021 Join Week events, chapter recruitment, and new member onboarding efforts. During her time as interim Membership Chair, she managed the YPeer Program for new members, organized and implemented a New Member Orientation in March 2021, and introduced a new members only event, The Kick Back: Good Vibes Only in an effort to re-engage the membership at an in-person event during the pandemic; all in addition to her duties as Vice President
- Upon the resignation of the Fund Development Chair in January 2021, stepped up to chair the committee from January-June 2021. This included working with the Treasurer to implement the 10th Annual Dream Catchers Annual Awards and Scholarship Reception, the chapter's signature fundraiser, in addition to her duties as Vice President
- Actively engaged with other Vice Presidents across NULYP during trainings and in the Vice President slack channel, including providing the 2019-2021 NULYP Executive Vice President with the ULGA-YP ELT Guide that was distributed to all Vice Presidents

NULYP Accomplishments

- Served on the NULYP Programs Committee from January-June 2021 as the Subcommittee Lead for Awards and Recognitions prior to her need to step down from this role to serve as Chapter President. In this role, she assisted the NULYP Programs Chair in overseeing the Distinguished YP and Chapter Awards programs. Notable achievements include the conceptualization of the "New Black Power Award" and the "Vice President of the Year Award"
- Served on the NULYP Leadership, Training, and Development (LTD) Committee from January-June 2021 and was responsible for planning the Non-Profit Board summit. Due to time constraints, the Non-Profit Board Summit was not implemented prior to her need to step down from this role to serve as Chapter President

Sister Chapter Support

[Sister Chapter Support Letter from Thursday Network](#)

[Sister Chapter Support Letter from Metro Board](#)

[Sister Chapter Support Correspondence from Los Angeles](#)