



**ULGA** | YOUNG PROFESSIONALS

Urban League of Greater Atlanta Young Professionals



**2017 NULYP CHAPTER AWARDS SUBMISSION**

# FROM THE PRESIDENT'S DESK

**Hello Urban Leaguers,**

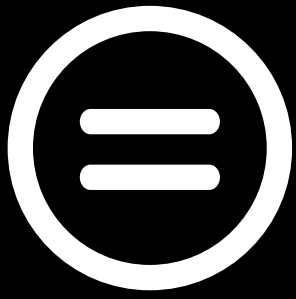
Today, as is every day, is a great day to be an Urban Leaguer. I bring you greetings from the Mighty South, Atlanta to be exact, on behalf of the Executive Leadership Team and membership of the Urban League of Greater Atlanta Young Professionals (ULGA-YP). As we bring this year to a close, we reflect on the wins celebrated and the losses endured across our city, country, and world. The smiles and the tears are constant reminders of our WHY in the community. Over the last year, ULGA-YP has focused efforts in three key areas: affiliate support, personal and professional development of our members, and engaging our youth. This year we acted passionately and intentionally to champion each at record levels. We humbly submit our awards packet for your review of our 2016-2017 year.

Founded in 2001, ULGA-YP continues a long-standing tradition of excellence in our community. Following the hard work of our affiliate since its inception in 1920, Empowering Communities and Changing Lives is at the forefront of all we do. ULGA-YP serves as strong extension of our affiliate services to the community, training ground for all young professionals through a passion of service, and a positive role model to our next generation of young leaders.

We are comprised of young professionals across metro Atlanta who are dedicated to serving their local communities through social and community activism. Over the next several pages I invite you to review our work and hope our passion for the movement leaves you inspired and #YPEmpowered.

**Tereance Puryear**  
President,  
Urban League of Greater Atlanta  
Young Professionals





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# QUICK STATS

## Membership Number & Increase

**350**  
members

**245** New (Up 78%)

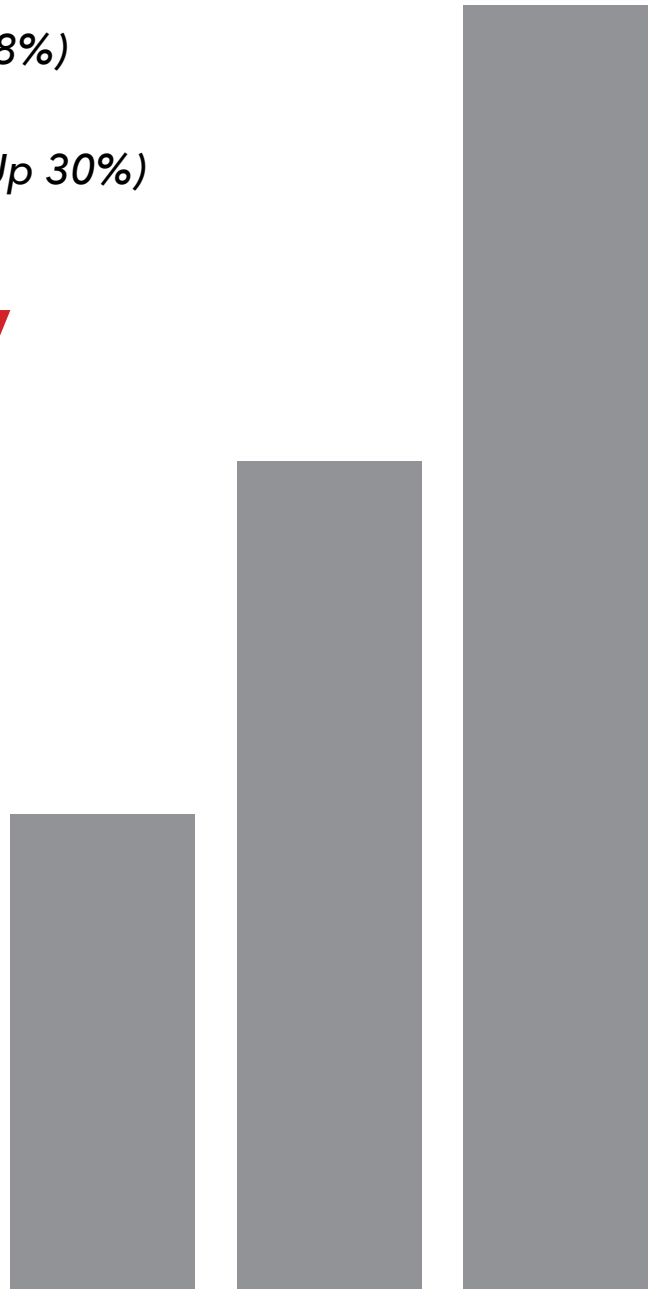
**99** Renewals (Up 30%)

## Volunteer Hours & Increase

**7656**  
(Up 130%)

## Affiliate Give & Increase

**\$53,355**  
(Up 256%)







We operate, first, to serve our Urban League of Greater Atlanta affiliate. Much of our focus this year has been to ensure that our affiliate has all it needs from YPs to support their operations and community engagements. Beyond the financial support, we put in sweat equity! In conjunction with our affiliate programs leads, we aided with the following events: 6th Annual Spirit of the League Luncheon, Super Saturday Homebuyer Educations Workshop, Georgia Gives Day, 55th Annual Equal Opportunity Day Dinner, and 2017 Annual Stakeholders Luncheon.

**Total \$53,355 given!**

Final Give to Affiliate for Operational Support	\$15,000
Project Ready (\$5,500 for travel to NUL Conference)	\$8,206
Apportionment of Membership Dues	\$7,138
Georgia Gives Day Support	\$6,688
Dream Catchers Scholarships to Youth Division	\$4,500
Southern Company Sponsorship	\$3,000
ULGA-YP President Stretch Give	\$2,059
Equal Opportunity Day Dinner Silent Auction Support	\$1,665
Equal Opportunity Day Dinner Table Sponsorship	\$1,500
Annual Stakeholders Meeting	\$1,500
6th Annual Spirit of the League Annual Awards Luncheon	\$1,500
ULGA Family Holiday Gift Support	\$600







# LEADERSHIP DEVELOPMENT

## *Leadership Growth through Personal & Professional Development*

ULGA-YP understands that we, the movement, are the leaders of TODAY! This year we executed eight (8) sessions that focused on key development areas that hit the four empowerment goals of the National Urban League. These engagements ensure our members and guests are well-rounded and prepared to lead.

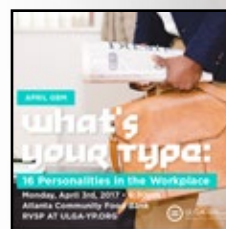
### Highlights

**Four Leadership Languages** - An in-depth discussion on the 4 Leadership Languages of Innovation, Influence, Authenticity, and Courage from a leadership perspective.

**Emancipate Your Pockets** - Hosted by the Federal Reserve Bank of Atlanta, attendees were educated on ways to accumulate wealth, save for retirement, nuances of the housing market, and how to achieve financial freedom.

**Navigating the Corporate Landscape** - Hosted by The Coca-Cola Company, four senior Coca-Cola executives shared their strategies, tips, and tricks on how to effectively drive success and climb to the next level on the corporate ladder.

**What's Your Personality Type** - An interactive, self-guided discussion on how you can spot the 16 different Myers Briggs Type Indicator(MTBI) personalities in the workplace and leverage opportunities for self-discovery and growth.





# LEADERSHIP DEVELOPMENT

## **LEAD Atlanta 17 Graduates**

Shalondan Hollingshed  
Christopher Bruce  
Terance Puryear

## **LEAD Atlanta 18 Class**

Jennifer Young  
Ashely Nealy  
Germaine Austin  
James Hammond  
Brandon Fleming

## **United Way VIP**

Brittany Marshall  
Meagan Bens  
Hakeem Atwaters  
Tennielle Clark

## **Georgia Forward Young Game Changers**

James Hammond  
Brittany Marshall  
Jared E. Tolbert

## **Emerging Leaders of Dekalb**

Brittany Marshall  
Brad Hill  
James Hammond

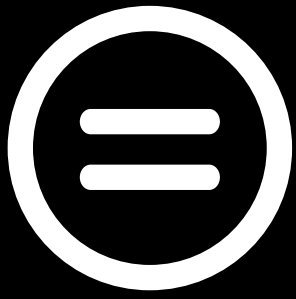
James Hammond -ARC Global  
Advisory Panel

Germaine Austin - State Bar  
Leadership Academy 2017

Meagan Bens - Leadership UGA

Charis Goff - Georgia Women's  
Policy Institute Class of 2017;  
NULYP Programs Chair





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# 2015 - 2017 ELECTED OFFICERS



President  
Tereance Puryear  
president@ulga-yp.org



Vice President  
Ashley Nealy  
vp@ulga-yp.org



Secretary  
Brittany Davis-Hurt  
secretary@ulga-yp.org



Personal & Professional  
Development Chair  
Brittany Marshall  
ppd@ulga-yp.org



Social & Cultural Chair:  
Christie Sithiphone  
social@ulga-yp.org



Fundraising Chair  
Kwame Ofori  
fundraising@ulga-yp.org



Treasurer  
Michael Twum  
treasurer@ulga-yp.org



Membership Chair  
Shalondan Hollingshed  
membership@ulga-yp.org



Wade Ivy  
procedures@ulga-yp.org



Community Service Chair:  
Shalondra Young  
service@ulga-yp.org



Political Awareness  
Chair: Keith Bell, political@  
ulga-yp.org



Public Relations  
Chair: Nicole Albertie,  
news@ulga-yp.org



Immediate Past President  
Ciji Tatum, ipp@ulga-yp.org



# COMMUNITY IMPACT

## *Community Impact through Direct Engagement*

What is the Urban League without community engagement that touches the people early and often? ULGA-Y.P. engaged heavily this year on voter registration and education, entrepreneurship, and STEM!



### **7th Annual Entrepreneurship Boot Camp**

In step with the National Urban League's commitment to economic empowerment, we hosted our 6th annual Entrepreneur Boot Camp! During this day-long conference, participants received guidance and training from key leaders in the metro Atlanta business community during workshop sessions, where they discussed various aspects of business ownership.



### **7th Annual Dream Catchers Awards Reception**

Our signature event focused on identifying and recognizing students in the metropolitan Atlanta area who exhibit academic success, while rewarding businesses and individuals that exhibit excellence in areas relevant to the four empowerment goals







# COMMUNITY IMPACT

## 9th Annual Super Saturday

A civic engagement event that seeks to enhance the civic and political knowledge of the metro-Atlanta community. Community members have the opportunity to listen to speakers on issue based topics and engage in interactive activities that will provide education and solutions.



URBAN LEAGUE OF GREATER ATLANTA-YOUNG PROFESSIONALS

# SUPER SATURDAY

## VOTER EDUCATION EVENT

**OCT 1 2016**  
10 AM - 4 PM

Q&A with Elected Officials & Candidates  
PANELS covering Community Issues + Voter Registration & Info

The Mall at West End  
850 Oak St SW, Atlanta, GA 30301

Register at [www.ulga-yp.org](http://www.ulga-yp.org) #YPSS2016  
FREE & Open to the Public | Food, Contests & Giveaways

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Urban League of Greater Atlanta

Urban League of Greater Atlanta Guild



## 8th Annual Day at the Capitol

Young Professionals from across the metro were invited to learn how to advocate and engage their elected officials. Hosted by State Representative Erica Thomas, YPs learned how bills become law, an overview of the legislature, and how to effectively lobby.





# MEMBERSHIP DEVELOPMENT

*Membership Development through Hands-on, Interactive Engagement*



Membership is the lifeblood of an organization. ULGA-YP members go through three phases to ensure they are connected, comfortable, and confident in their knowledge of the Urban League  
**Orientation** – Launched new member orientation program drawing 111 members with a 44% participation rate increase over last year.

**YPeer Program** – assist the organization in promoting the development and engagement of new YP members by providing one on one interactive relationship that serve to connect new members to the organization.

**YP Ambassador** – designed to train members to serve as representatives for ULGA-YP to the Atlanta community at large. YP Ambassadors play an integral role in advancing ULGA-YP's mission, increasing the visibility of ULGA-YP across the metro Atlanta region, and recruiting new members to the organization.

**BELIEVE  
THE HYPE:  
THE YP WAY**  
NEW. FUN. INTERACTIVE. ULGA-YP ORIENTATION.







# MEMBERSHIP DEVELOPMENT

**Join Week**  
NATIONAL URBAN LEAGUE  
YOUNG PROFESSIONALS  
#BeTheMovement

1/30 MONDAY  
YP Spotlight: Social Media Day

1/31 TUESDAY  
The YP Connect: BOE @ 7PM

2/1 WEDNESDAY  
The YP Advantage: ACFB @ 7PM

2/2 THURSDAY  
The Political YP Twitter Chat @ 8PM

2/3 FRIDAY  
What's the Tea?: Top Golf @ 7PM

2/4 SATURDAY  
Suited and Boozed: UL Office

2/5 SUNDAY  
YP Super Bowl Watch Party: M

ULGA-YP  
visit [www.ulga-yp.org](http://www.ulga-yp.org)

**ULGA-YP Members  
5+ Years of Service**  
Tereance Puryear  
Sherry Ann Marshall  
Shani Woolard  
Jatisha Marsh  
Charis Goff

**Join Week**  
NATIONAL URBAN LEAGUE  
YOUNG PROFESSIONALS  
#BeTheMovement

JOIN US JAN 30TH - FEB 5TH  
RSVP AT [ULGA-YP.ORG](http://ULGA-YP.ORG)

**SERVICE SOURCE & TROLLEY DRIVE**  
TUESDAY, MARCH 7  
8 pm to 9 pm  
BOE Restaurant & Lounge  
42 Edgewood Ave NE, Atlanta

We cordially invite you to the Service Source & Trolley Drive Tuesday, March 7 from 8 pm to 9 pm. Free entry with voluntary donation. All donations benefit Urban League clients. Every \$5 items donated receive a token for our exclusive Atlanta Hawks raffle.

RSVP at [ULGA-YP.ORG](http://ULGA-YP.ORG)

FOLLOW THE URBAN LEAGUE OF GREATER ATLANTA - YOUNG PROFESSIONALS

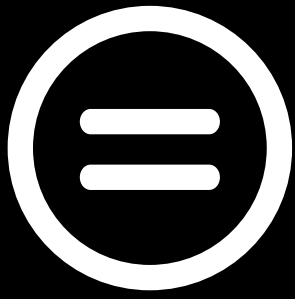
## MEMBERSHIP STATS

Marital Status		
Single	296	85%
Married	38	11%
Undisclosed	8	2%
Divorced	7	2%
Grand Total	350	100%

Gender		
Female	227	65%
Male	122	35%
Grand Total	350	100%

Ethnic Background		
Black/African-American	336	96%
Other	7	2%
Asian	4	1%
White	2	1%
Grand Total	350	100%

Highest Level of Education Completed		
Bachelor's	147	42%
Master's	86	25%
Some College	33	9%
JD	17	5%
MBA	14	4%
Other	6	2%
PHD	5	1%
High School	2	1%
Grand Total	350	100%



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# FUND DEVELOPMENT

Our community partners help keep the movement moving! ULGA-YP is thankful for all the supporters that have helped us continue work in the community. Below is a snapshot of major contributions that were major catalyst this year.

**Membership Donations** - \$30,000+ given

**Dream Catchers** - \$12,000+ raised

**Georgia Gives Day** - \$6,688

**Southern Company** - \$3,000



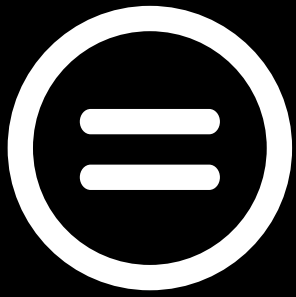
## Supporters

My Cabinet  
OurErrands  
I Am Black Business  
SeeJones Creative  
Humanoid Playground Advanced  
Software Development  
My Vision Tools LLC  
Alabaster Box Boutique  
The Bruce Firm LLC  
The Intuition Consulting Firm, LLC.  
Kings N Queens Matchmaking  
(KNQ)  
Our Future Generation  
Big Thinkers Science Exploration  
iwi fresh  
Blu Cantina  
255 Tapas and Lounge

Spinning Pie  
The Wine Cellars  
Desta Ethiopian  
Boogalou  
Emerging 100 of Atlanta  
National Sales Network Atlanta  
New Leaders Council Atlanta  
National Black MBA Atlanta  
American Jewish Committee  
Atlanta  
General Assembly  
South Atlanta High School  
Mays High School  
NAACP Atlanta  
The Coalition for the  
Peoples' Agenda  
United Way

League of Women Voters  
IKON Filmworks  
Mindly Maven  
New Georgia Project  
100 Black Women  
Atlantis  
Eleven45  
BQE Restaurant & Lounge  
The Commerce Club  
Pearl  
The Gathering Spot  
Atlanta Community Food Bank  
Walmart  
The Iron Yard  
Nelson Mullins





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# COMMUNICATIONS

When the events are planned, work is done, and lives are changed the people must know. Our communications team spreads the good word of ULGA-YP via several channels.



2148 Followers



3681 Likes

*MailChimp*

3729 Subscribers



3878 Followers





# NATIONAL DAY OF SERVICE



This year ULGA-YP partnered with Mindly Maven, South Atlanta High School, Lockheed Martin, and Make Music Count to bring a two-day NDOS event to life. On Friday, April 28th, we hosted a free screening of Hidden Figures for the community at the African American Research Library in Atlanta, Georgia. On Saturday, April 29th we welcomed selected students and their parents/guardians to South Atlanta's Advocating for the Community Through STEM Program. Over 100 students and their parents were informed about STEM opportunities at the school and in Atlanta. Additionally, speakers explained the importance of their participation given the disproportionate number of Blacks in STEM and STEM related professions.

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## HIDDEN FIGURES SCREENING

FRIDAY, APRIL 28, 2017  
DOORS OPEN AT 6:00 PM

**AUBURN AVENUE  
RESEARCH LIBRARY  
ON AFRICAN AMERICAN  
CULTURE & HISTORY**

101 AUBURN AVE NE  
ATLANTA, GA 30303

- Participate in STEAM activities before the movie.
- Hear from a STEAM Professional.

This event is free and open to the public.

RSVP at [ulga-yp.org/events](http://ulga-yp.org/events)  
(RSVP is not required for admission)

 **mindlymaven, llc**  
a creative solutions company

 **dreamsteam**  
NATIONAL DAY OF SERVICE



# NULYP MEMBER OF THE YEAR NOMINEE: SHALONDAN HOLLINGSLED

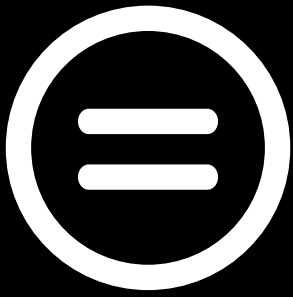


Shalondan Hollingshed joined ULGA-YP in January of 2014 and immediately found her home on the membership committee.

Shalondan Hollingshed is the Sr. Manager of revenue cycle operations for 10 divisions at The Emory Clinic. She provides support to over 200 physicians and administrators in clinics and hospitals all across metro Atlanta. Shalondan's passion for learning and service led her to obtain a Bachelor's degree in Finance and a Master's degree in Public Administration at the University of Georgia. She also has an M.B.A in Organizational Management from Georgia State University and is currently a participant in two premiere leadership development programs; LEAD Atlanta and the NUL Emerging Leader Program. Shalondan enjoys serving the community through various nonprofit organizations and traveling all over the world. Her favorite saying is "Be the love this world needs to see."

Shalondan served as membership chair from 2015-2017 and is a large contributor to the growth of the organization in the 2016-2017 year. We all know the Membership Committee organizes all efforts to attract and retain members, including New Member Orientation mixers and attendance at events where the young professional demographic is present. However, Shalondan has also:

- Graduated of the NUL Emerging Leaders Program
- Founded the ULGA-YP YPeer peer mentor program which helped increase engagement and retention by over 20%
- Founder of the YP Ambassador Program (Leadership/ Recruitment tool) which takes seasoned members and prepares them to be in leadership; 50% of participants are on the incoming board. Referrals doubled!
- Launched New Member Orientation program and provided training to chapters nationally (National Membership Committee member)
- Totaled 397 volunteer affiliate hours
- Facilitated over \$1,250 to the organization
- Attended 2016 NUL Conference and 2016 Whitney M. Young
- Supported Join Week, National Day of Service, and National Day of Empowerment



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Urban League of Greater Atlanta Young Professionals

**YP President Name:** Tereance Puryear  
**Phone Number:** 678-908-3356  
**Email Address:** president@ulga-yp.org ; tereance.puryear@gmail.com  
**Year Chapter Founded:** 2001

2015-2016	2016-2017
<b>Number of Members</b>	
210	350
<b>Number of Affiliate Service Hours</b>	
2,898	7,656
<b>Total Affiliate Dollars Given</b>	
\$15,000	\$53,355
<b>Number of Corporate Sponsors</b>	
7	3
<b>Number of Community Service Events</b>	
9	44
<b>Number of Community Partners</b>	
60	61
<b>Number of Sister Chapters Supported</b>	
0	4
# of Chapter Members at NUL Conference 2016: Baltimore	10
Chapter Attendance @ WMY 2016 (Yes/No)	Yes
Chapter Attendance at Legislative Policy Conference 2017 (Yes/No)	Yes
Leadership Training: List Officers Trained w/ NULYP (President, VP, Secretary, Treasurer, Parliamentarian/ P&P)	President, VP, Secretary, Treasurer, Policy & Procedures

## AWARD CATEGORIES

### NATIONAL AWARDS

National YP Chapter of Excellence  
National Day of Service  
Affiliate Service Chapter Award

### REGIONAL YP CHAPTER

Southern Region YP Chapter of Excellence

### REGIONAL CHAPTER MEMBER

Southern Region Outstanding YP Member

Signature of YP Chapter President: Tereance R. Puryear  
Signature of Affiliate President & CEO: Nancy L. H. H.