



**ULGA** | YOUNG PROFESSIONALS  
Urban League of Greater Atlanta Young Professionals

2019-2020  
**ANNUAL  
REPORT**



## NANCY FLAKE JOHNSON

CEO & PRESIDENT  
URBAN LEAGUE OF GREATER ATLANTA

As I write this message, I marvel over the resilience, creativity, and dedication of our Young Professionals as they continue to accomplish their goals despite the disruptions caused by the deadly Coronavirus pandemic. And while I marvel, I am not really surprised. This dynamic group of young adults had already exceeded expectations and established a collaborative model that would serve them well under any challenges.

This year's annual report theme, **YP One Stop: Serve. Grow. Play**, reflects an understanding of the 21st century demand to accommodate the lifestyles of people who face multiple pulls on their time. By molding a program that targets a young adult's need for professional growth, social interaction and an outlet for "doing good," the YP leadership has attracted and engaged a top tier membership that gives us pride and confidence for the League's future.

I am certain that you will enjoy this annual report that details their accomplishments including surpassing goals in raising funds through sponsorships, hosting 85+ events for membership development, forming new corporate and community partnerships, and awarding \$20,000 in scholarships to high school seniors for their first year in college.

In addition, I am deeply grateful to our Young Professionals for embracing the historical mission of the League to advocate for the civil and economic rights of people in our communities. They organized the ULGA's participation in the local MLK Day parade, with a focus on voting rights; and they have initiated other campaigns around the necessity of participation in the Census count as well as, more recently, advancing the League's effort to assist local entrepreneurs in receiving resources from the COVID-19 Small Business Relief Fund.

Throughout these undertakings, the Young Professionals dedicated more than 13,000 volunteer hours and elevated awareness of the Urban League's mission. They increased the understanding that we are as relevant to their age group today as we were for young adults 100 years ago. We are celebrating ULGA's centennial in 2020 with the knowledge that our future is strong in the hands of brilliant, compassionate, and highly capable young people who are prepared to carry the torch and pass it on.

Thank you, Young Professionals.



## MICHAEL TWUM

PRESIDENT  
URBAN LEAGUE OF GREATER ATLANTA YOUNG PROFESSIONALS

Over the past year as President of the Urban League of Greater Atlanta Young Professionals (ULGA-YP), I have seen how our auxiliary has continued to align and partner with our Affiliate, the Urban League of Greater Atlanta (ULGA) to push forward a One Stop Shop that has helped to empower our communities and change lives all around Atlanta.

This has been a year of change, of growth and increased dedication from ULGA-YP. I have seen so many of our young professionals step up in the name of service and servant leadership to take on critical tasks needed to help move the Urban League mission forward. I have seen sacrifice as our organization dedicated countless hours to the youth ensuring they realize their dreams of post-secondary education. I continue to be inspired by the same youth joining the young professionals hand in hand as we marched and chanted for equality. I have seen and joined them as we have worked together to drive forward the agenda of economic empowerment.

Our team is ecstatic of all the work we have accomplished this year. We COULD NOT do this without the help of our members, community sponsors, community partners, ULGA and past leaders who gave their time and treasurers to ULGA-YP. As a One Stop shop, we through service reached thousands of individuals, gave our young professionals more unique development opportunities, engaged hundreds of young professionals civically, boosted our college scholarship dollars to first year college students, exposed individuals to the cultural aspects of our city and connected hundreds of individuals to the community and each other. YP One Stop is dedicated to ensuring that we provide our members and communities with all the resources they need to grow and push forward in life.



ULGA | YOUNG PROFESSIONALS  
Urban League of Greater Atlanta Young Professionals

# A MESSAGE FROM THE PRESIDENTS.



# MEET THE ELT EXECUTIVE LEADERSHIP TEAM



**MICHAEL TWUM**  
President



**BRITTANY MARSHALL**  
Vice President



**JAZMYRN FRYE**  
Secretary



**SANDY-ASARI HOGAN**  
Treasurer



**CHARITY HOWARD**  
Parliamentarian



**SHALONDAN HOLLINGSHEDE**  
Immediate Past President



**MEAGAN BENS**  
Membership Chair



**DEBORAH ACIO**  
Community Service Chair



**CRYSTAL KENNEDY**  
Social and Cultural Chair



**LYDIA MCCOY**  
Communications Chair



**TIFFANY SCOTT**  
Fund Development Chair



**JOHNATHAN WILLIAMS**  
Advocacy Chair



**KORRI JONES**  
Innovation &  
Technology Chair



**ANDRE ALBRITTON**  
Personal & Professional  
Development Chair



**ASHLEY WINSTON**  
Affiliate Services Liaison



**AMARIS CLEMENTS**  
Signature Events Chair



# ELT DEVELOPMENT

ULGA-YP continues to dedicate resources to develop the skills of the ULGA-YP Executive Leadership Team through retreats and trainings. This year, ULGA-YP made a concerted effort to focus on succession planning by launching the Lead Deputy program 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 "Rep Yo City" teambuilding social, trainings on board fundraising strategies and brand building for non-profits, a ULGA-YP Past Presidents Panel, 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 in the fall and spring to further develop their leadership skills at the local level and hear best practices from around NULYP.

## IN-KIND DONATIONS TRAINING

An in-kind donation professional training and process implementation was administered by Tiffany Scott, the 2019-20 Fund Development Chair and Senior Director of Development for OneGoal. 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.

## WORDPRESS WEBSITE NAVIGATION & UNDERSTANDING RETREAT

As part of ULGA-YP's longstanding commitment to being able to leverage technology to further the movement, the 2019-2020 IT Chair, Korri Jones facilitated a Wordpress website training for our entire ELT. During this training, he walked the entire team through how to make updates to the website, ensured everyone had their individual login's setup, and he showcased a few techniques and learnings from his time working with the platform.

## LEAD DEPUTY PROGRAM

To ensure that our committee members are both well engaged and prepared to become the next leaders of our Executive Leadership Team, each standing Committee Chair appointed a Lead Committee Deputy (or Vice Chair). Lead Committee Deputies assist Committee Chairs in the management and oversight of the committee, lead special projects as assigned, and help recruit members to the committee. The Lead Committee Deputy was responsible for capturing committee meeting minutes and was invited to attend the Midyear Retreat. In the end, a total of four (4) Lead Deputies went on to become Committee Chairs for the 2020-2021 term.

## MIDYEAR RETREAT

The two-day midyear retreat included a teambuilding social at Top Golf, lessons in time management and finding balance from ULGA-YP President Emertis, Ciji Townsend, an event planning bootcamp facilitated by Amaris Clements, ULGA-YP Signature Events Chair, and small group strategic planning utilizing the results of the 2019 ULGA-YP member survey.

## ELECTIONS PROCESS & CANDIDATE BOOTCAMP

This year, we revised our elections process to include an application and resume submission for a better understanding of each candidates' fit for the roll, as well as an assessment of other skills they bring to the ELT and organization. Additionally, we 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. For enhanced touchpoints between our candidates and the general body, we added Candidate Campaign Videos to the process and distributed them electronically to every member. This created familiarity and ensured each member is aware of the direction of leadership for the committees in the upcoming year. Originally, we planned to host a speed-networking style Candidate Forum, however, due to COVID, we pivoted to an online platform. Lastly, we extended the length of online voting to ensure that more members were able to cast votes for 2020-2021 leadership during the time of COVID.



# LEADERSHIP DEVELOPMENT

In keeping with the theme of “YP One Stop: Serve. Grow. Play”, 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 **1,500** professionals covering various topics, representing a **15% increase** from the previous year.



**OVER 1500 PROFESSIONALS**

**15% INCREASE**

## YP IN LEADERSHIP

**NULYP ELT: Two (2)** Past Presidents of ULGA-YP served on the NULYP Executive Leadership Team this year. Shalondan Hollingshed served as the Southern Region Vice President and Tereance Puryear served as the Innovation and Technology Chair.

**ULGA Board of Directors:** Our current ULGA-YP President, Michael Twum, served on the Board of Directors for the Urban League of Greater Atlanta.

**NULYP Committees:** A total of **five (5)** ULGA-YP members were selected to serve on national committees for NULYP: Meagan Bens (Membership Development and Retention), Charity Howard (Policies and Procedures), Korri Jones (Innovation and Technology), Brittany Marshall (Leadership, Training, and Development and Programs), and Ashley Winston (Leadership, Training, and Development)

**NUL Emerging Leaders Program: One (1)** ULGA-YP member, Darien Grant, was selected to participate in the National Urban League Emerging Leaders Program. Darien is a past Communications Chair for ULGA-YP and was recently elected to serve as Membership Chair for the 2020-2021 term. **Seven (7) ULGA-YP members have participated in the program over the course of the last four years.**

**NUL Conference: Eleven (11)** members had the opportunity to attend various leadership development sessions at the NUL Annual Conference held in Indianapolis, IN. The major highlight of this year's conference was ULGA-YP being crowned Southern Region Chapter of Excellence for the third consecutive year. Additionally, two past presidents (Tereance Puryear and Shalondan Hollingshed) were elected to the NULYP Executive Leadership Team.

# 19

**ULGA-YP MEMBERS SERVING IN NATIONAL POSITIONS**



# WHO'S WHO IN ULGA-YP

## **Deborah Acio**

AT&T Management Development  
Program Participant

## **Andre Albritton**

40 under 40 in Black Atlanta  
Award Recipient

## **Meagan Bens**

Secretary, National Urban League Young Professionals  
Membership Retention and Development Committee  
Market Manager for Everybody Eats Together

## **Bharat Bhatia**

ATLytics Co-Lead

## **John R. Clark**

Vice President of the Savannah State University  
National Alumni Association - Metro Atlanta Chapter  
2020-2021

## **Joshua Gray**

Homeowners Association President  
for Cascade Parc Subdivision  
Spring 2020 Cohort NUL  
Congressional Advocacy Program Participant

## **Kelli Harper**

LEAD Atlanta Class of 2021 Participant

## **Sandy-Asari Hogan**

National President, Society for the  
Analysis of African American Public Health Issues  
Leadership Buckhead 2020  
Immediate Past Chair & Nominations Chair,  
Public Health Education & Health Promotion  
Section, American Public Health Association  
Board Member, Black Ladies in Public Health  
Spring 2020 Cohort NUL  
Congressional Advocacy Program Participant  
Leader in Equitable Evaluation &  
Diversity Scholar 2019-2020  
2019 Marvin C. Goldstein Black-Jewish Project  
Understanding Participant

## **Charity Howard**

Founder/Owner of "Dope Culinary Reactions"  
Cannabis Science Consulting Company  
Member of Zeta Phi Beta Sorority, Inc.  
Junior League of Atlanta 2019-2020  
Provisional Member of the Year

## **Christopher Jones**

President of the Emerging 100 of South Metro Atlanta  
Who's Who in Black Atlanta 2019 Recipient  
Artwork included in City of Atlanta Memorial for Missing  
and Murdered Children

## **Korri Jones**

New Leaders Council Atlanta 2020 Fellow

## **Ashley King**

President, Centers for Disease Control and Prevention  
(CDC) Young Professionals Network

## **Tania Lamothe**

United Way of Greater Atlanta  
VIP Program Graduate

## **Averri Liggins**

1st Vice President of Programs,  
National Council of Negro Women (Greater Atlanta)  
Deputy Chair, Georgia Technology Authority State  
Charitable Contributions Committee  
NCNW Living the Legacy Award Recipient

## **Amani Marshall**

School Leadership Program Participant at  
Harvard Graduate School of Education  
Urban Scholars Award Recipient,  
Harvard Graduate School of Education

## **Brittany Marshall**

United Way of Greater Atlanta  
Young Professional Leaders 2019-2020 Gala Chair  
Junior League of Atlanta 2019-2020  
Awards and Recognition Chair  
American Public Health Association  
Executive Board Member, 2019-2023

## **Sherena Readous**

Luminary and Values in Action Award Recipient

## **Maurice Raeford**

Candidate for Georgia State Senate District 10

## **Mitchell Robinson**

President of the Emerging 100 of Atlanta, 2019-2021

## **Tiffany Scott**

United Way of Greater Atlanta VIP Program Graduate  
Association of Fundraising Professionals (Greater  
Atlanta) Diversity Fellow

## **Christie Sithiphone**

VP of Professional Development for the National  
Association of Asian American Professionals (NAAAP)  
Atlanta Chapter

## **Michael Twum**

Vice Chairman/Board Member Clay's Tournament for  
Boys and Girls Club DeKalb County -

## **Natasha Walker**

Vice President for Cox Media Toastmasters  
Big Brother's Big Sister's  
Beyond School Walls Mentor  
Stronger Than Award Recipient, Cox Media



# GENERAL BODY MEETINGS

ULGA-YP hosts monthly General Body Meetings in order to enhance the personal and professional development skills of attendees. This year, we hosted **10 sessions**, including one during Join Week 2020, that focused on key development topics to ensure our that members and guests are well-rounded and prepared to lead.



JULY  
2019

## MEMBER AWARDS & INDUCTION CEREMONY

To kick off a new year of service, ULGA-YP celebrated the accomplishments of our chapter, introduced incoming committee chairs, and recognized the recipients of our annual committee awards at our annual Induction Ceremony. We also heard from **James "Jay" Bailey**, the Executive Director of the Russell Center of Innovation and Entrepreneurship Center, who issued a leadership charge to our attendees.

AUG  
2019

## THE FOUNDATION FOR A SUCCESSFUL LIFE

ULGA-YP hosted an interactive tabling fair to introduce committees to members & non-members. Attendees visited committee tables to learn more about each individual committee and had the opportunity to sign up for more information. Our special guest was **Christopher Gilmore**, a successful corporate lawyer, whom is a part of YP and sits on several boards throughout Atlanta.

SEPT  
2019

## HOW TO CRUISE THROUGH CUFFING SEASON

How to Cruise Through Cuffing Season: This session covered an important topic for millennials, which is dating and relationships in Atlanta. The special guest speakers were **Mecca and Alduan Tarrt**, who hold marriage workshops for professionals in Atlanta and host a relationship talk-show.

OCT  
2019

## HEALTHY MINDSET

During this session, attendees heard from **Kelli Center**, a professional in the mental health field. She provided helpful tips on how stay in a healthy mindset while thriving in Corporate America. Members were introduced to a black owned spa, iwi fresh, in the Castleberry Hill Art district inside of Atlanta. At the event our attendees were encouraged to take their self-level to a new level while supporting a local black business.

NOV  
2019

## BUILDING STRONG TEAMS FOR SUCCESS

ULGA-YP hosted an entrepreneurship panel featuring **Ryan Wilson**, Founder and CEO of Gathering Spot, **Emmelie De La Cruz**, Serial Entrepreneur, and **Marianne Ladupo** the Owner of Lenox Cupckaes. Members learned from these top-notch entrepreneurs of ways to build a team around themselves, and the importance and services that are provided at the Russell Center of Innovation and Entrepreneurship Center.

JAN  
2020

## MEMBERS ONLY TOWN HALL

As ULGA embarked on its 100th year in 2020, ULGA-YP hosted a fireside chat with Urban League of Greater Atlanta President and CEO, **Nancy Flake Johnson** to discuss the future of The Movement in Greater Atlanta and how we as young professionals can continue to support our local affiliate.

MAR  
2020

## #METOO

ULGA-YP hosted motivational speaker and author **Latisha Russell** as she shared her story of the MeToo movement and how it affects others and best ways to handle difficult situations in the workplace. Attendees opened up about their own personal situations, the impact of the #MeToo movement on young black professionals, and the controversy around #HimToo.

APR  
2020

## A HEALTHY CONVERSATION

ULGA-YP members and guests heard from **Jerlyn Jones**, a registered dietitian nutritionist, on popular eating diets and living a healthy lifestyle while being at home more often during the time of COVID-19.

MAY  
2020

## BECOMING A BETTER LEADER

Featured speaker **Ray Shackelford**, NULYP President, discussed how we as young professional all have the capacity to be a leader with or without a title in the community while focusing on the greater good. We also celebrated the accomplishments of ULGA-YP during the 2019-2020 during ULGA-YP President's, Michael Twum, State of the Chapter address.



# OTHER LEADERSHIP DEVELOPMENT INITIATIVES

## ENTREPRENEUR INSTITUTE: OWNING YOUR FUTURE

ULGA-YP and NMBBAA Atlanta Chapter Presents – Entrepreneur Institute: Owning Your Future. ULGA-YP, in partnership with the Atlanta Chapter of the National Black MBA Association, hosted the "Entrepreneur Institute: Owning Your Future – Expanding the Possibilities and Exceeding the Vision." This day-long conference, allowed participants to receive guidance and training from key leaders in the metro Atlanta business community during workshop sessions, where they will discussed various aspects of business ownership.

## 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 healthy living. Sessions included “Meal Prepping with Rebel Chef Ashley” and “Essential Pantry Items during COVID” with Atlanta Dietician Jerlyn Jones.

## LAND YOUR DREAMS JOB IN 2020

ULGA-YP hosted a session for those on the job hunt for their “dream career” in 2020. The event featured one expert, ULGA-YP member Brett Ellis who shared their insight on the art of landing interviews without applying and how to create a winning job search strategy.

## FINANCIAL "LEVEL UP" MASTER CLASSES

As part of an ongoing partnership with the Piedmont Group of Atlanta, ULGA-YP held four (4) Saturday sessions as part of its “Level Up” financial series. Attendees learned about paying down debt, homeownership, credit scores and investing. The event also featured a speaker from Operation Hope a non-profit organization focused on financial health for the community nationwide

## THE INTERVIEW PROCESS FOR DATA SCIENTISTS

This session was designed to help guide prospective job seekers in the Data & Analytics space to better understand the interview process. Jeremy Holtzman and his company, JRTest, were so kind to facilitate and coordinate the session for us and attendees left with a better understanding of how to find the right way to get their foot into the door and navigate the challenging data analytics career search and interview process.

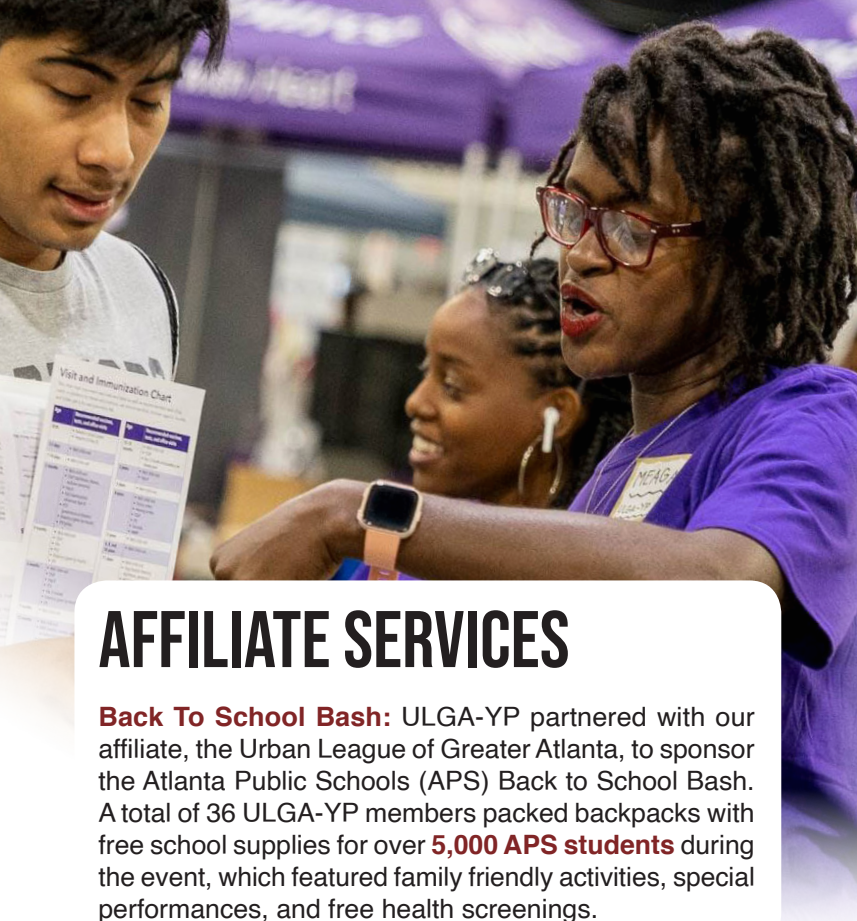
## BUILDING SLACK APPLICATIONS/BOTS

During a 4-part series, the Innovation and Technology Committee met on Sundays to learn how to build a Slack based application. This was coordinated and facilitated by committee member Sammantha Johnson based on an idea she had, and in Innovation fashion, the committee spun up some work and everyone was able to learn along the way.

## DATA & ANALYTICS TRAINING

The Innovation and Technology Committee coordinated a hands-on training and demonstration of a populate data science software, know as Dataiku. The team was able to learn how to leverage some of the foundational components of Artificial Intelligence as well as general data pipelining and engineering best practices. Dataiku is a possible partner, in the case that they are willing to provide their software free of charge so that ULGA-YP can leverage data in ways completely different from other chapters.





## COMMUNITY IMPACT

Service is the core component of our theme “**YP One Stop: Serve. Grow. Play**”. 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 **13,033 affiliate service hours**, representing a **62% increase** from the 2019-2020 year.

**13,033**  
AFFILIATE SERVICE  
HOURS

**62%**  
INCREASE FROM  
2019-2020 YR

## AFFILIATE SERVICES

**Back To School Bash:** ULGA-YP partnered with our affiliate, the Urban League of Greater Atlanta, to sponsor the Atlanta Public Schools (APS) Back to School Bash. A total of 36 ULGA-YP members packed backpacks with free school supplies for over **5,000 APS students** during the event, which featured family friendly activities, special performances, and free health screenings.

**March on Selma:** To commemorate the 55th Anniversary of the Selma to Montgomery March which led to the passing of the Voting Rights Act for African American, ULGA, ULGA-YP, and the ULGA Guild in partnership with Voter Empowerment Collaborative traveled to Selma, AL on Sunday, March 1st on bus pilgrimage to the Edmund Pettis Bridge.

**Project Ready Mentorship Training:** ULGA-YP launched a mentorship initiative to support the ULGA Project Ready program. **Twelve (12)** ULGA-YP members became trained as mentors in order to impact the lives of Project Ready students.

**College Student Support:** ULGA-YP provided financial support to a student attending Howard University upon the request of ULGA. The mother of the student is an alum of the ULGA Workforce Development program and we were proud to be of assistance during their time of need.

**Conversation on the Future of HBCUs:** ULGA-YP supported the affiliate at “A Conversation on the Future of HBCUs”. The enlightening conversation featured a speaker panel including Urban League of Greater Atlanta’s President & CEO Nancy Flake-Johnson.

**Homebuyers Workshop:** ULGA-YP supported the ULGA Housing Division by volunteering each month at their Homebuyers Education Workshop that teaches community participants everything they need to know to purchase a home, such as Simple Steps to Homeownership, Home Loan Products & Down Payment Assistance, Who are your key “team players” in the homeownership process?, and closing the deal. A total of **30 ULGA-YP members** volunteered over the course of the year.

**Project Ready College Tour:** ULGA-YP provided **\$5,000 in support** of the 2019 Project Ready College Tour. A total of **35 Project Ready Students** and Staff visited Valdosta State University, Albany State University and Fort Valley State University.

**Suppressed: The Fight to Vote World Premiere:** ULGA-YP members attended and volunteered on behalf of ULGA at the world premiere of “Suppressed: The Fight to Vote”, a new documentary by Robert Greenwald that weaves together personal stories from voters across the state of Georgia to paint an undeniable picture of voter suppression in the 2018 midterm election. The session included a panel discussion in which Maurice Raeford, ULGA-YP member, participated.

**MLK Day of Service:** This year, the ULGA affiliate, auxiliaries (Young Professionals and the Guild) and Project Ready students participated in the annual MLK March and Rally. Before the march, we prepared over **1,000 bags** of goodies containing information on Urban League resources offered for free to community and passed the bags out along the parade route.

**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 in May 2020. As part of the campaign, ULGA-YP adopted Harper Archer Elementary School and secured volunteers to become Reading Buddies to spend a minimum of 1-2 hours per month reading with or to a Harper Archer Elementary School student both in school and via Skype.

# COMMUNITY SERVICE EVENTS



**\$1,000**  
WORTH OF SUPPLIES  
FOR T.A.G.

**Sip 'n Sort Happy Hour - Teacher's Lounge:** ULGA-YP supported the Tuskegee Airmen Global (T.A.G.) Academy, an elementary school in Southwest Atlanta with our “The Teacher’s Lounge” initiative. We hosted a Sip 'n Sort Happy Hour and collected **\$1,000 worth of vital items** to help support the T.A.G Academy teachers!

**Be The Match:** As part of the National Urban League Young Professionals (NULYP) partnership with Be The Match, ULGA-YP committed to fostering awareness about Be The Match registry across Greater Atlanta. ULGA-YP embarked on a social media awareness campaign and hosted a virtual DJ party as part of its efforts to encourage young Black men and women to join the Be The Match registry.

**LinkedIn Linkup:** ULGA-YP members helped students attending Clark Atlanta University create a professional profile that highlights their abilities and accomplishments prior to heading into career fair season. Students learned to network with social media and how to market themselves to employers. In addition, we provided free headshots to all students who attended and made real time updates to their LinkedIn account.

**Cangineering Competition:** ULGA-YP hosted a cangineering competition at the November General Body Meeting to raise non-perishable food donations for Grace Community Food Pantry. Each ULGA-YP committee built a structure made from their donations in a show of friendly competition. A total of **100 donated items** were received as a result of the initiative.

**One CAN Make a Difference:** The Urban League of Greater Atlanta Young Professionals was thrilled to partner with The NETwork (AT&T’s African American Employee Resource Group) for “One CAN Make a Difference”; a service event at Grace Community Food Pantry where we collected, sorted and packaged nonperishable food for our community. Thanks to our volunteers and the generous donations we were able to serve **98 families** and package **700 pounds of food**.

**Mingle and Serve:** The Urban League of Greater Atlanta Young Professionals (ULGA-YP) joined the 6th Annual HoliDAY of Service to spread holiday cheer to the residents of Big Bethel Senior Living. Volunteers helped serve lunch and interacted with the residents by playing throw-back board games and karaoke. We then fellowshipped with **200+ volunteers** at a festive post-volunteering party.

**Book Bank 28 Challenge:** In honor of Black History Month, ULGA-YP hosted a collection drive for books that feature African American characters for our partner school, Tuskegee Airman Global (TAG) Academy. A total of **50 books** and **\$166 in monetary donations** were raised.

**Sending Smiles to our Seniors:** ULGA-YP partnered with the ULGA Guild to create care packages for the seniors at Big Bethel to lift their spirits during COVID-19. Members created their care packages and wrote a notes of encouragement to the residents during a virtual event where we put the packages together prior to dropping off the items to the residents. We delivered **150** care packages to the residents and raised **\$65** in monetary donations.

SERVE GROW PLAY



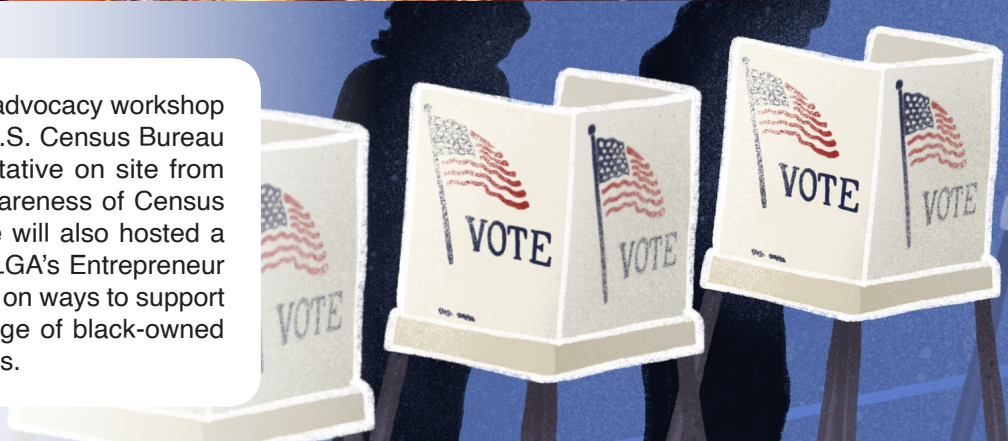
# NATIONAL DAY OF EMPOWERMENT (NDOE)

Super Saturday is an event that seeks to enhance the civic and political knowledge of the metro Atlanta community. This signature event is an integral part of the ULGA-YP mission to facilitate civic empowerment and political engagement. The goal of this year's event was to educate the community around the upcoming 2020 Census as well as educate entrepreneurs around minority government contracts. Super Saturday 2019 was hosted in conjunction with the **Urban League of Greater Atlanta (ULGA) Guild and the ULGA Entrepreneurship Center**. In order to promote the event, we developed a social media campaign which counted down to the event and included stats specific to the city of Atlanta regarding the census. In addition, we conducted email outreach to both ULGA-YP and ULGA Guild members via our list serv and to our non-member partner organizations and email subscribers. Lastly, the businesses that we chose to patronize during our Black Business Bar crawl advertised our events in their establishments over the course of the week leading up to the event.



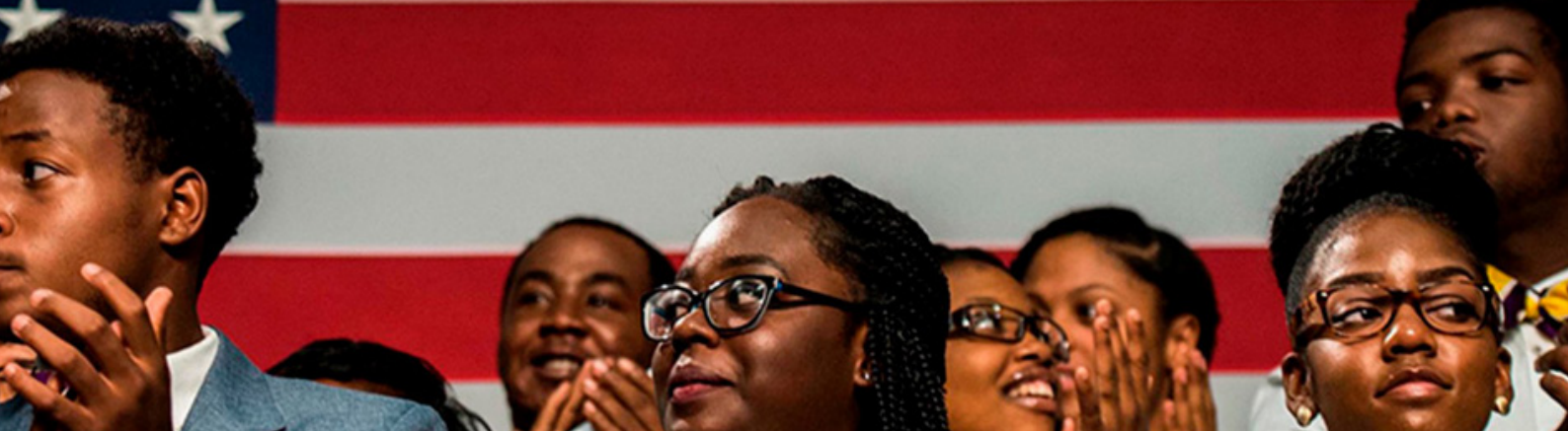
We kicked off our National Day of Empowerment (NDOE) Weekend by hosting a Black Business Bar Crawl to educate business owners and patrons about the importance of the Census during a fun and social atmosphere. A total of **200 community members** were provided information on the Census and a total of **\$500 was raised** through ticket sales from the bar crawl to benefit scholarships for our Annual Dream Catchers Scholarship & Awards Reception.

In addition, ULGA-YP hosted a half-day advocacy workshop featuring a panel of speakers from the U.S. Census Bureau and local activists. We had a representative on site from the U.S. Census Bureau to increase awareness of Census jobs and Census survey responses. We will also hosted a minority vendor fair with graduates of ULGA's Entrepreneur Center in order to engage the community on ways to support minority economics through the patronage of black-owned establishments and entrepreneurial efforts.



Following the Census presentations, Amy Reese, founder of ARC Business Solutions presented on the process of applying and winning government contracts and bids available in Georgia. Attendees learned the ins and outs to understanding what contracts and bids they would be eligible for and the best tactics for success. After the panel, we held an entrepreneur networking hour led by networking king **Corey Moore of Pro Networker**. Lastly, attendees enjoyed a catered buffet brunch as part of the event. In total, over **150 participants** attended the NDOE events, **83** of which were ULGA-YP members and **30** chapter members volunteered.





## EXCELLENCE IN ADVOCACY

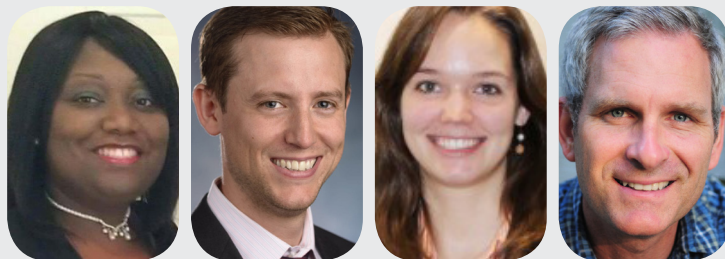
**State of Young A.T.L.:** This signature ULGA-YP event included engaging discussions on livability in Metro Atlanta, including transportation, environmental justice, and resources for those hardest hit by the coronavirus; the impact of potentially undercounting hard-to-count populations such as black men in the U.S. Census, particularly on political representation; and ways to become more civically engaged and effect change in our communities. Due to COVID-19, the event pivoted to an online platform where participants were able to discuss said topics with an array of speakers in breakout sessions. Guest speakers included:



1. Antonio Brown - Atlanta City Councilmember, District 3
2. Theron Johnson - State Director, Georgia, National Redistricting Action Fund
3. Rohit Malhotra - Executive Director, Center for Civic Innovation
4. Valerie Hill Rawls - Director, Black Green Agenda, The New Georgia Project
5. Ed Reed - Program Director, Fair Count
6. Jacob Tzegaegebe - Senior Transportation Policy Advisor, City of Atlanta.

**Voter Registration Training:** ULGA-YP hosted its first ever Voter Registration Training for our members in partnership with the New Georgia Project. **Fifty (50)** ULGA-YP members learned strategies around how to engage the public in preparation for conducting other voter registration drives during the 2020 election cycle.

**Beyond the Ballot – Affordable Housing and Gentrification:** Knowing that providing access to affordable housing is critical to Greater Atlanta, especially as our city remains one of the nation's most unequal regarding income, ULGA-YP hosted a panel discussion around Atlanta's current housing landscape, and the resources and strategies in place designed to increase housing affordability. Guest speakers included:



1. Bambie Hayes-Brown - GAACT
2. Professor Jean-Paul Addie - GSU Urban Planning
3. Mandy Eidson - ATL Neighborhood Development Project
4. Gregor Turk - Artist and local activist.

**NULWB Certificate in Advocacy Program:** This year, ULGA-YP had a total of **eight (8)** members selected to participate in the National Urban League's Congressional Advocacy Program Fall 2019 and Spring 2020 cohorts. This is the most participants we've had in the history of our chapter, demonstrating our commitment to advocacy during the 2019-2020 term: Brittany Marshall, Raphella Norahun-Chaneyalew, Ngonzi Crushshon, Missy Goss, Joshua Gray, Kyree Shockley, Sherena Readous, Sandy-Asari Hogan

**Justice Day at the Capitol:** This year YP joined forces with ULGA and ULGA's coalition partners to support Justice Day at the capital. The event included speakers, bill review sessions, and opportunities to speak to representatives and senators.

**National Voter Registration Week:** For National Voter Registration Week, ULGA-YP as part of the Clark Atlanta University initiative, partnered with Mr. CAU to hold a voter registration drive on the Clark Atlanta University campus. In total, ULGA-YP **registered 85 voters** over the course of this week.



# Join Week

OUR MOMENT OUR MOVEMENT  
NATIONAL URBAN LEAGUE YOUNG PROFESSIONALS

OVER  
**250**  
PARTICIPANTS

**40**  
JOINED/RENEWED  
MEMBERSHIPS

Hello  
my name is

**7 EVENTS**  
**7 DAYS**

ULGA-YP held 7 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 **250 participants** engaged in Join Week, this year **40 joined or renewed** their membership and commitment to ULGA-YP.

### **February General Body Meeting – Secure the Bag**

(Hosted by Personal and Professional Development): Attendees were provided access inside the Federal Reserve Bank of Atlanta for a catered reception and to learn from seasoned money experts about how to create their own money story.

**New and Prospective Member Orientation** (Hosted by Membership): New and prospective members learned how to best utilize their membership investment and were able to get familiar or reacquaint with all the benefits, events and programming offered by ULGA-YP.

**Game Night Out** (Hosted by Membership): ULGA-YP hosted a YP Game Night Out at Pin and Proper, a black owned bowling alley. Attendees enjoyed a fun night of networking, food, drinks, games, & karaoke with fellow young professionals.

**The Green Rush** (Hosted by ULGA-YP Parliamentarian Charity Howard): Attendees engaged in a discussion on cannabis as it stands in America today and the differences in CBD and THC on a legal and functional level. Topics of discussion included methods of entering the cannabis industry from an entrepreneurial standpoint.

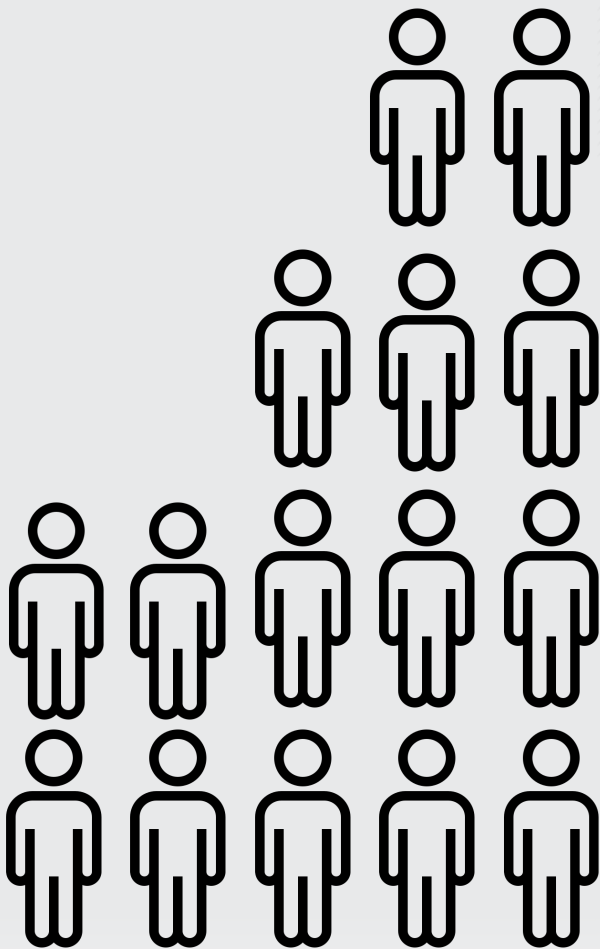
**Know Your Rights** (Hosted by Advocacy and Community Service): Hosted at the ACLU of Georgia offices, ULGA-YP hosted a discussion on civil rights issues one may face in their personal or professional life and strategies for navigating situations that challenge civil liberties by evaluating fundamental rights, responsibilities, and resources. The panel of speakers included an attorney, a member of law enforcement, and a human resources professional. Key topics that were addressed included traffic stop protocols, ICE raid procedures, reporting racism and/or sexism in public and at work, whistleblowing, and tips for finding the right attorney.

**Affiliate Appreciation Day** (Hosted by Affiliate Services): ULGA-YP catered a luncheon to show appreciation for the Urban League of Greater Atlanta staff and their commitment and dedication to the Movement during their centennial year. We also presented them with a television for the new affiliate office space.

**“Thank Goodness It’s Friday” Member Appreciation Mixer** (Hosted by ULGA-YP President Michael Twum and ULGA-YP Vice President Brittany Marshall): To show their appreciation to ULGA-YP members for their dedication to The Movement, President Michael Twum and Vice President Brittany Marshall for this exclusive members only mixer inside the Atlanta Google Office. Dinner, drinks, and other goodies were provided.

# MEMBERSHIP DEVELOPMENT

As young professionals, it is often difficult to find balance in our busy lives. That is where the “Play” comes in within our theme of “YP One Stop: Serve. Grow. Play”. ULGA-YP members are our heartbeat and without them, none of our work would be possible. This year, ULGA-YP worked tirelessly 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 built lasting connections with one another.



# 150

NEW MEMBERS

# 183

RETAINED MEMBERS

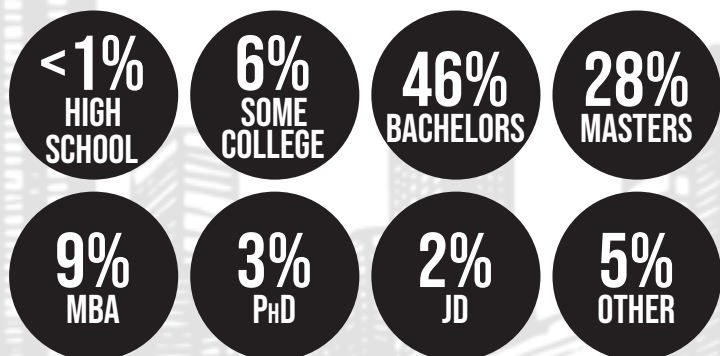
## MEMBERS ONLY PROGRAMMING

**Members of the Month:** New this year, 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. Our 2019-2020 Members of the Month were Derrick Martin, Sequoyah Glenn, Alisha Henderson, Sonya Cooper, Corderell Cuyler, Missy Goss, Nikki Rumph, Sherena and Crystal Jordan.

**Surveys and Evaluation:** To ensure we are meeting the needs of our members, ULGA-YP released a member survey in late 2019 and hosted a member townhall in early 2020. Feedback from both the townhall and surveys were utilized by the Executive Leadership Team and Lead Deputies to enhance the member experience and programming moving into the second half of the term. In addition, a survey was provided to the Executive Leadership Team and Lead Deputies to receive their feedback in order to drive operational improvements by the President and Vice President. Lastly, the Membership Committee began discussions around “Stay Interviews” for seasoned ULGA-YP members in order to gain insight into why members chose to renew their membership in order to drive retention programming.



## EDUCATION

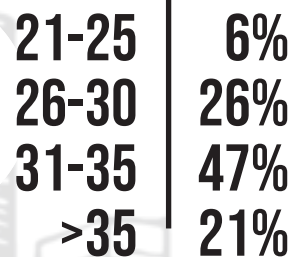


**33%**  
MALE MEMBERS

**67%**  
FEMALE MEMBERS



AGE



**333**  
ACTIVE MEMBERS

**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. This year we hosted a "Kick-Off" event in the fall to introduce the YPeers with their mentors and a "YPeer Brunch" in the spring for members to reconnect face-to-face in a fun, interactive setting while learning about one another and fostering positive relationships.

**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, most healthiest lives. Lastly, our **Book Club** connects members on a bi-monthly basis who are passionate about books and looking for people to discuss literature with one another.

**YPFit Virtual Workout:** In order to foster self care during COVID-19, ULGA-YP hosted a virtual workout session with personal trainer **Byron Walter** of ManiFIT.

**Macallan Manor:** ULGA-YP members were granted an exclusive opportunity to participate in a whisky tasting as part of Macallan Manor, hosted by Macallan.

**Longevity Recognition:** This year, we have 25 ULGA-YP members who have celebrated **5 years or more** in The Movement. We are beyond thankful for their commitment to ULGA-YP. Crystal Beal (6), Keith Bell (5), Meagan Bens (7), Ayanna Cummings (5), Jasmine Gurley (5), Koreen Hall (5), Shalondan Hollingshed (6), Christopher Jones (5), Korri Jones (10), Kendra Manigault (5), Brittany Marshall (11), Lydia McCoy (10), Drew McLeod (5), Ike Ndukwe (5), Aaron Petty (5), Tereance Puryear (7), Christie Sithiphone (7), Wade Sloan (6), Ty Smith (5), Justin Squirewell (5), Michael Twum (5), Vett Vandiver (5), and James Wise (6). **Together these 25 members represent 141 years of service to NULYP.**

**New and Prospective Member Orientation:** This year we hosted 3 New and Prospective 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. A total of 50 prospective members joined after attending orientation.

**YP Census:** In order to encourage YP engagement, membership and census advocacy, ULGA-YP launched a YP Census campaign to spread awareness about the importance of the 2020 census, encourage members to update their ULGA-YP member profile, and renew their membership.

**Empower Hours:** Our Members Only Empower Hours are a series of low-key evenings that encourage networking and genuine fellowship among our members in a fun and casual setting. During our quarterly Empower Hours, businesses provided personalized food and drink specials for our members. We are excited to announce that we poured over **\$3,000** back into those black owned businesses!

# SOCIAL AND CULTURAL PROGRAMMING

**Wine Down with YP:** ULGA-YP hosted an exclusive wine education and tasting event at Purple Corkscrew, a local black-owned wine shop. During the event, attendees heard from featured speakers Sukari Bowman, host of the podcast “The Color of Wine” and Theodora Lee “Queen of the Vineyards”, founder of Theopolis Vineyards. **Proceeds from the event went towards providing scholarships to high school seniors from our ULGA Project Ready program.**

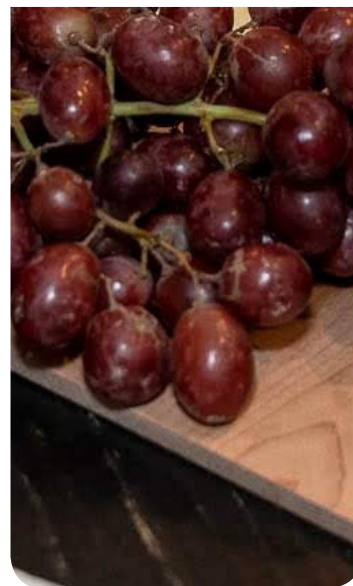
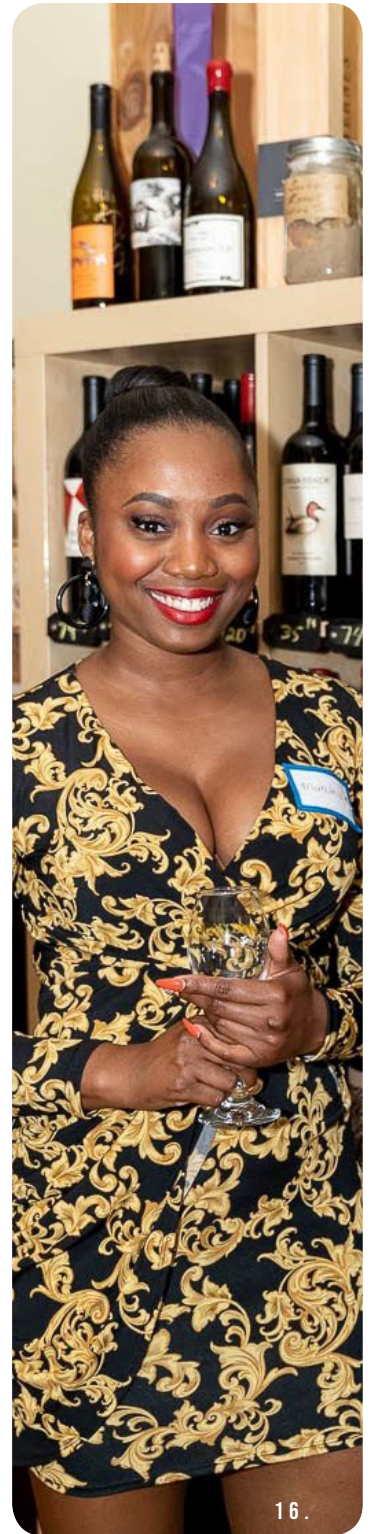
**YP Night Out with the Atlanta Hawks:** ULGA-YP was hosted by our hometown NBA team, the Atlanta Hawks, for the Golden State Warriors game. Attendees had access to the exclusive 212 Tower at State Farm Arena, the opportunity to mix and mingle with a Hawks’ executive pre-game (Andrea Carter, Vice President, Corporate Responsibility and Inclusion.), and a \$10 food and beverage credit. **A portion of each ticket was donated back to the chapter.**

**YP Night at the Orchestra:** Members of ULGA-YP enjoyed a beautiful night at the Atlanta Symphony Orchestra for a performance of Beethoven’s Symphony No. 6. As an added member benefit, members were able to receive discounted tickets for the DELTA SKY360° CLUB with complimentary drinks.

**Alvin Ailey:** Members of ULGA-YP met up at the historic Fox Theater to enjoy the annual “Alvin Ailey” showcase during Black History Month.

**Bad Boys For Life Moving Screening:** ULGA-YP members enjoyed a free and private members-only showing of the highly-anticipated film “Bad Boys for Life” at Studio Movie Grill, compliments of ULGA-YP member Anita Carter.

**COVID Virtual Engagement Weekend:** In order to foster connections virtually during the time of COVID-19, ULGA-YP hosted several social and cultural events for members over the course of a weekend. Events included a Biker Shuffle Workshop, a “Men of the Movement vs. Ladies of the League” Stimulate Me Card Game, a Netflix and Chill Movie Night, and a 90s Trivia Night.





## SOUTHERN REGION MEMBER OF THE YEAR NOMINEE

# BRITTANY MARSHALL



Brittany Marshall joined 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. As a nearly 12 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. Currently, Brittany serves as the Vice President of ULGA-YP, where she is affectionately known as Madame Vice President. This year, Brittany truly was the “MVP” of our chapter.

In her day job, Brittany lives out the “Health” Empowerment Goal as the Climate and Health Program Manager at the CDC Foundation. In that role, she leads a landscape analysis of the capacity of local health departments to address the impacts of climate change on health through an equity lens in collaboration with the CDC’s National Center for Environmental Health. 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. A West Palm Beach, Florida native, Brittany holds a Bachelors of Science in Health Education from the University of Florida, and 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.

“

How she does it all, we will never know, but we are honored and proud to have Brittany as a member of our chapter as she is the prototype of an Urban Leaguer, a model example of the #MightySouth in the flesh, and what it truly means to #BeTheMovement.

”

### ULGA-YP Accomplishments

- Provided ongoing support of ULGA-YP Committee Chairs and Lead Deputies
- Logged **704.5** affiliate service hours during the 2019-2020 year
- Logged an affiliate give of **\$5,000** during the 2019-2020 year
- Attended **100%** of Executive Leadership Team and Executive Committee Meetings
- Attended **70%** of ULGA-YP events, including **100%** of 2020 Join Week events
- Organized and facilitated the 2019 ELT Retreat and 2020 Midyear Retreat
- Revised the chapter’s ELT Guide and operational processes
- Developed and implemented the Lead Deputy Program
- Organized the “Macallan Manor” members only event
- Facilitated corporate sponsorships from Delta Community Credit Union and Uber
- Designed and launched the 2019 ULGA-YP Member Survey
- Managed the chapter events calendar and oversaw the process for developing the 2019-2020 Annual Report
- Facilitated chapter partnership with United Way of Greater Atlanta Young Professional Leaders
- Upon the resignation of an ELT member, stepped up to chair our 10th Annual Dream Catchers Scholarship and Awards Reception, our largest chapter fundraiser, in addition to her Vice President duties
- Served on the Urban League of Greater Atlanta Special Events Committee to support the affiliate’s Centennial Celebration and signature fundraising events on behalf of ULGA-YP
- Actively engaged with other Vice Presidents across NULYP during trainings and in the Vice President slack channel

### NULYP Accomplishments

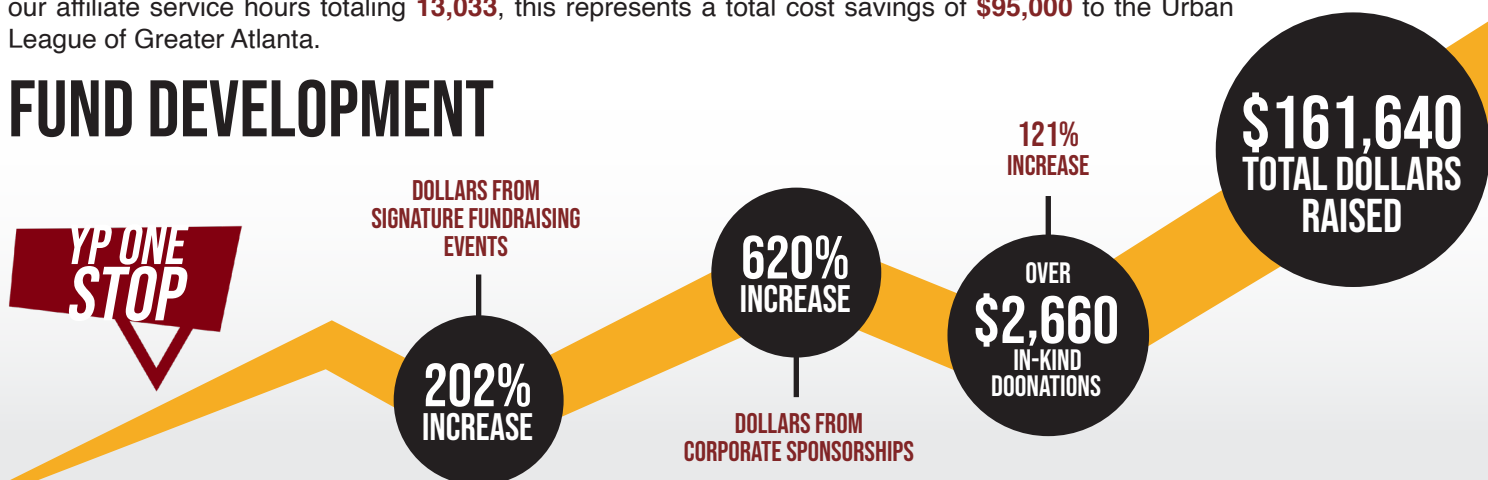
- Graduate of the 2018 National Urban League Emerging Leaders Program and the Fall 2019 Cohort of the National Urban League Congressional Advocacy Program
- Served on the NULYP Chapter Awards Committee in 2018 and 2019. In 2019, served as the Co-Deputy for the Chapter Awards Committee and created the new priority points matrix to aid in the scoring of awards packets
- Honored as a 2018-2019 Selected Distinguished Member of NULYP and attended the 2019 National Urban League Conference in Indianapolis, IN.
- Reappointed to the NULYP Programs Committee for the 2019-2020 year, serving as the Subcommittee Lead for Awards and Recognitions. In this role, assists the NULYP Programs Chair in overseeing the Distinguished YP and Chapter Awards programs. Within the Programs Committee, also served on the NULYP Honors Subcommittee.
- Reappointed to the NULYP Leadership, Training, and Development (LTD) Committee for the 2019-2020 year, serving as LTD Committee Deputy. In this role, assists the NULYP LTD Chair in overseeing the entire LTD Committee. Within LTD, assisted in interviewing all prospective committee members, provides support for 2020 NUL Conference, developed and analyzed surveys for NULYP ELT Trainings, oversees committee members working to revise the NULYP Leadership Handbook, oversees committee members in the development of a LTD Slack Channel Engagement plan, and leads the development of a training assessment for all NULYP members in order to inform training curriculum.

### National and Local Community Accomplishments

- Youngest person elected to the Executive Board of the American Public Health Association (APHA) in 2019, consisting of over 25,000 public health professionals around the world. APHA will celebrate its 150 year anniversary in 2022.
- One of only 10 individuals selected for Outstanding Atlanta in 2019, one of the highest honors for community service and civic engagement in the City of Atlanta
- Selected as an inaugural “40 Under 40 in Public Health” by the deBeaumont Foundation

Money makes the world go 'round, and our fund development initiatives have helped us make "YP One Stop" a reality. This year, ULGA-YP created several successful fundraising campaigns and enhanced 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, our dollars raised from our signature fundraising events increased by **202%**, our corporate sponsorships reported a **620%** increase and we secured over **\$2,660** in-kind donations representing an overall fundraising increase of **121%** dollars raised for the 2019-2020 totaled **\$161,640**, and through our affiliate give of **\$73,925** coupled with our affiliate service hours totaling **13,033**, this represents a total cost savings of **\$95,000** to the Urban League of Greater Atlanta.

## FUND DEVELOPMENT



## GIVING CAMPAIGNS

**ELT We Give Back:** The #WeGiveBack campaign challenged 100% of 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 by September 9, 2019. **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 has raised **more than \$1,981** in funds for the 2019-2020 year.

**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, we were able to raise **\$3,860**.

**Express Feedback for Good:** ULGA-YP participated in the Express Feedback for Good campaign in partnership with NULYP. Over the course of the campaign, ULGA-YP completed the highest amount of feedback in the Southern Region during Week 2 and ultimately went on to complete most feedback overall in all of NULYP! This **generated \$1,000** for the ULGA affiliate.

**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. To date, ULGA-YP members have raised a total of **\$3,385** from **80 donors** for the fund through peer to peer solicitations from colleagues, friends and family.

**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 2019.

## 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.

**Amazon Smile:** Through members and supporters purchasing products on Amazon and a percentage of their purchases being matched by Amazon in a donation, this year we have been able to make a **36% improvement** in donations received from the Amazon Foundation for purchases made between July 2019- March 2020.

**ULGA Signature Event Support:** ULGA-YP supported our affiliate, the Urban League of Greater Atlanta, by purchasing tables at several signature fundraising events including: Annual Stakeholders Meeting and Luncheon, Spirit of the League Awards Luncheon, and the Equal Opportunity Day (EOD) Dinner. In addition, our Lead Deputies served as volunteers for the EOD Dinner and helped to manage the on-site raffle as part of our affiliate give.







## HOLIDAY SOIREE

ULGA-YP hosted its annual Holiday Soiree, this year featuring a fun nighttime circus theme! Admission included complimentary cocktails from our circus themed bar, a raffle hosted by the Fund Development Committee and fun entertainment such as a DJ, multiple photo booths, stilt walkers, and acrobats. With over **250 attendees**, young professionals across the Greater Atlanta area partied with a purpose raising **over \$16,000** this year. This was largest amount of raised in the history of our Holiday Soiree, representing a **60% increase** from the previous year. Our party with a purpose attracted the likes of UPS Capital, our VIP title sponsor who graciously **donated \$5,000**, Millennial Properties and Delta Community Credit Union who both were gold sponsors contributing **\$1,000** each, and our official liquor sponsor Tito's Vodka. We're truly thankful for the value our In-kind Sponsors provided for the Holiday Soirée. In total their contributions were valued at **over \$4,000**. The list includes Inspire Aerialists, Rivulet Artisan Pecan Liqueur, Events by Amaris Janelle, Monday Night Garage, Tower Beer Wine & Spirits and Oriental Trading. Our raffle and swag bags brought in additional revenue to help us reach our fundraising goal. Those sponsors were Makers Mark, the High Museum, XOCOATL, Fogo de Chao, Atlanta Movie Tours, Cinnaholic, Studio Movie Grill, and Luxury Love Events LLC.



OVER  
**250**  
ATTENDEES

OVER  
**\$16,000**  
DOLLARS RAISED

## OTHER SIGNATURE EVENTS

**Halloween Party:** In partnership with the Emerging 100 of Atlanta, we hosted our annual Halloween Party, "A Costumed Affair". Over **550 people** were in attendance, with the event raising over **\$12,000** a **26% increase** from the previous year.

**Dream Catchers:** Each year, we honor college-bound high school students and community heroes during our annual Dream Catchers Scholarship and Awards Reception. Unfortunately, we had to postpone our 10th annual event due to COVID-19. However, recognizing the challenges that COVID-19 has brought upon college students, we awarded four (4), **\$5,000 scholarships** to first year undergraduate students who are alumni of the ULGA College Ready program. We plan to hold the event to formally recognize our honorees during the 2020-2021 term.

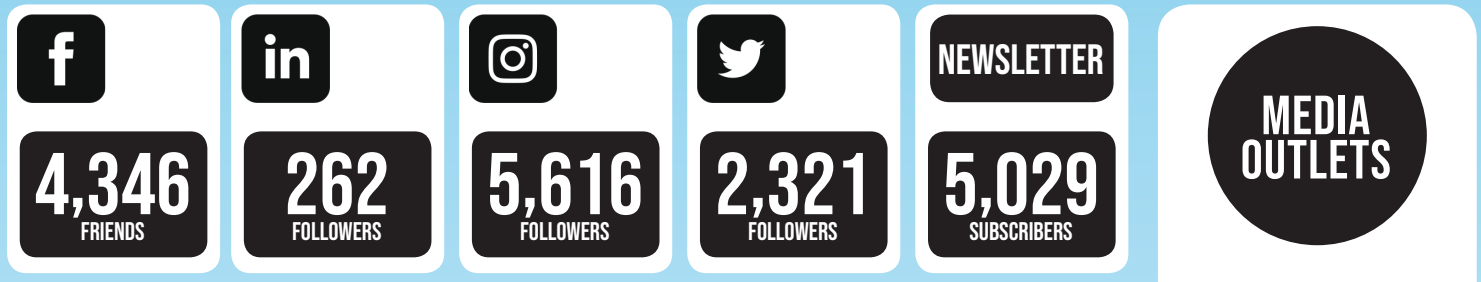


UPS Capital®



# 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. Telling the story of why ULGA-YP is the “One stop shop to serve, grow, and play” in Greater Atlanta as well as, ensuring that we are utilizing the best available innovations and technology only strengthens our brand and helps us better serve the community that we love. This year, we grew our social media and newsletter platforms showing a **17% increase** on Instagram, **2.5% increase** on Twitter, **152% increase** on Linked In, and **11% increase** in newsletter subscribers.



- WXIA TV 11
- WGCL TV 46
- CNN
- HLN
- Fox 5 TV
- WSB TV 2
- Cascade Patch
- Rolling Out
- Atlanta Journal-Constitution
- Georgia Sentinel
- Saporta Report
- Business Chronicle
- Atlanta Voice
- Atlanta Inquirer
- Atlanta Journal-Constitution
- Atlanta Business Journal
- WCLK FM
- NPR
- WRFG
- Radio One
- Kiss 104.1 FM
- WAOK AM
- V103 FM
- Crossroads News
- On Common Ground
- WRFG
- Sisters of Soul,
- Yamma Brown and Heather Hayes Radio
- Michael McFadden Radio
- Michelle Taylor,
- South Fulton News Magazine
- Rick Party and Sasha The Diva - 97.9 FM

<https://patch.com/georgia/cascade/ulgatl-joins-outcry-justice-case-ahmaud-arbery>

## SOCIAL MEDIA CAMPAIGNS

**Meet the ELT:** Meet the ELT was a social media campaign designed to introduce the 2019-2020 Executive Leadership Team

**Feature Friday:** #FeatureFriday was a social media campaign created to showcase ULGA-YP members who are doing amazing things within their career and in the community

**Kwanzaa:** To coincide with the week-long Kwanzaa observance, ULGA-YP launched a social media campaign to spread joy and sense of community during the holiday season

## BLOG

This year, we continued our blog page on the ULGA-YP website featuring event recaps and reflections from a team of dedicated writers. During the course of the year, our YP blog posts have been viewed close to **5,000 times**.

## 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, Immediate Past VP of ULGA-YP, President Michael Twum and Vice President Brittany Marshall served on the founding 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 way in which 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.

**Mayor’s Midsummer Daydream Party:** The inaugural Mayor’s Midsummer Daydream, hosted by Mayor Keisha Lance Bottoms, is Atlanta’s signature social event and fundraiser of the summer to raise funds for the Mayor’s Youth Scholarship Program. The Mayor’s Youth Scholarship Program to help Atlanta scholar’s post-secondary education at a college or university of their choice. ULGA-YP partnered with **10 organizations** which granted the chapter exposure to over **10,000 young professionals** across the city.

**CDC Young Professionals Network:** ULGA-YP entered a memorandum of understanding (MOU) with the Young Professionals Network (CDC YPN) at the Centers for Disease Control and Prevention (CDC). 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.

**United Way of Greater Atlanta Young Professional Leaders:** In support of ULGA’s partnership with the United Way of Greater Atlanta (UWGA) and upon the recommendation of our President and CEO, Nancy Flake Johnson, we partnered with Young Professional Leaders (YPL), an affinity group for young professionals in the UWGA network. YPL boasts over **1,500 members** under the age of 40 across Greater Atlanta committed to service and philanthropy. Through our partnership, President Michael Twum addressed the United Way YPL membership during the 2019 HoliDAY of Service event and our signage was presented on the United Way website, in its newsletter, and on site at the event.



## INNOVATION AND TECHNOLOGY INITIATIVES

**Member Management Software:** As our chapter continues to lead in the total number of members, we have found ourselves in a position where we need to re-evaluate how we handle member management from a tooling and technology standpoint. Currently, we leverage Wild Apricot as our membership management platform, which comes with it a price tag of almost two thousand, and as we grow, that amount will continue to grow. In an effort to think ahead, and reduce overall costs and complexities for the chapter, our goal is to transition to a separate membership management platform, which at this time is Salesforce. The chapter partnered with the Affiliate and got set up on the non-profit version of Salesforce and is actively working on getting it ready with an expected rollout date of late 2020 to early 2021.

**Mobile App:** The IT committee kicked off a series of sessions where the team began to ideate on how to build a mobile app to better connect and streamline the member experience. With so many different initiatives on-going, the team decided to focus on separate initiatives, but they made the decision to map out the plan and the vision for when there are enough members and resources to actively build this out. This is also a part of a larger conversation, of building something that other chapters could possibly use as well.

**Single Sign-On:** With the transient nature of our membership, it becomes a hurdle to have to change credentials each and every time someone rotates off or on the board or certain committees. For instance, we have member data, with member's addresses, phone numbers, etc., and in order to protect that, we need a way to "cut-off" folks that no longer need access.

**Membership Badges:** This was an idea that came up from the committee, where we ideated on a way to further encourage and support members through digital badges, where they could get different awards, based on passing milestones. For instance, a member that hits 100 volunteer hours might get a digital badge to put on their LinkedIn, Facebook, etc. This would be a way to gamify membership, as well as continue to grow the YP brand.

**Zoom:** Prior to COVID, the IT committee began ideating on ways to improve how members would be able to engage remotely. As a large chapter in a spread-out city, we needed to have a way to be inclusive of members that couldn't drive long distances after work or members that had families that conflicted with our meeting times. Zoom came as a solid solution to this problem, and a way to also put some of our content behind a "paywall". This was a resounding success and the chapter now has a zoom account to work with.

**Wordpress Updates:** Our website is hosted on Wordpress, which provides significant flexibility with regards to how we want to digitally engage with our members, prospective members, donors, and partners. During the year our committee facilitated multiple pieces of training as well as made significant updates to the website. A few of these were: Implemented a content management strategy and eliminated multiple people using a single login, updated misleading links and reduced some complexity on the backend, implemented a way to create applications for our scholarships online (First time ever!), implemented a means for chairs to send text messages to members using the website's admin portal, implemented a way to track and respond to website performance gaps and broken links all while enhancing the overall efficiency and performance of the website with various tweaks and updates.

**Slack Enhancements:** Our membership engagement platform is Slack, which provides a free space to engage and interact as a chapter. However, to ensure that this experience was both pleasant and streamlined, the committee implemented new member engagement applications which direct messages all new members with different messages on their 1st, 7th, and 30th day since being added to Slack, added keywords that provide key links to bylaws, methods to track hours, and others relevant tools. The committee is also currently exploring ways to automatically add and remove members from Slack as new members are added, and existing members are removed due to no longer being financial in order to reduce the administrative burden being placed on the membership committee.

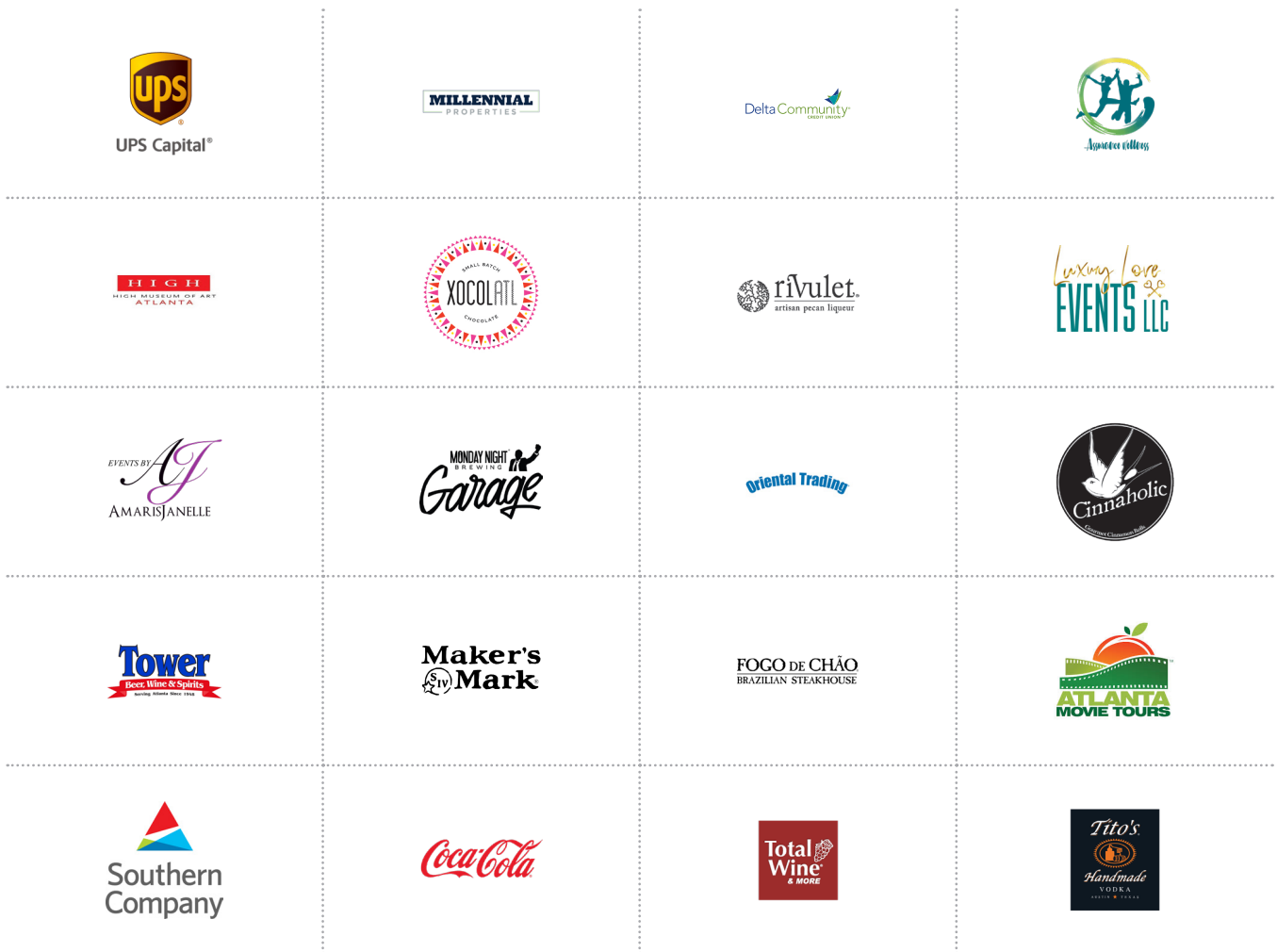
**Dream Catchers Scholarship Applications:** Traditionally, our key scholarship of the year, Dream Catchers, required paper applications that students and their families had to fill out and then submit. On these forms, applicants had to fill out paper forms, which shouldn't be the case in 2020. In that vein, we wanted to streamline and better secure candidate information by implementing a way for applicants to apply via our website, which is the first time in the program's history, where we have a digital application process with updates on progress as well as a way for application reviewers to respond in one place.

**Real-Time Membership Metrics on Tableau:** With such a large and robust membership, the idea came up to see how we could better understand our membership, tell a more compelling story about ULGA-YP, and to better cater our programming to our true demographic through a data visualization. In that light, the IT committee created 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, in order to protect member personal information, while providing great insights about who is in our room.

**Text Messages:** Between our social media, Slack, and emails the chapter realized that these mechanisms for communication were solid, but as young professionals, the easiest and most responsive way to engage would be via text message. In light of this, the IT committee created a series of scripts that would be run from our website, which would create a way to text all members using the Twilio API. Utilizing this platform, we effectively reduced the cost per text message to about **\$3 or \$0.0075 per member** where we pay for what we use instead of spending a flat rate of upwards to \$60 a month, which would allow us 3 text messages to all members, at a cost of roughly \$0.045 per member. **This was a huge cost saving and it has provided another effective communications avenue for the chapter**

**Data Integration Software (No-Code/Low-Code):** In an effort to plan for the future of ULGA-YP, one of the largest challenges we have faced is identifying ways to engage members in the technical implementation space to create and craft data integrations without having to know how to code applications. In this vein, the IT Committee has been hard at work trying to identify a solution that will empower members to create data integrations, visualizations and much more, in a low-code or no-code way. After much research, the team has landed on leveraging a tool called Dataiku, which we believe will provide our members with a way to learn about data analysis, while also furthering the movement

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