



ULGA | YOUNG  
PROFESSIONALS  
Urban League of Greater Atlanta Young Professionals



# A LEGACY OF EXCELLENCE

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HONORING THE PAST, TREASURING THE  
PRESENT AND SHAPING THE FUTURE

**Atlanta, Ga  
2018-2019**

## CHAPTER HIGHLIGHTS

**Dollars Raised** **\$73,074.53**

**Affiliate Give** **\$35,100**

**Media Impressions** **213,899**

**Hours Served** **8,027**

**Members** **317**

The mission of the Urban League of Greater Atlanta Young Professionals (ULGA-YP) is to support the National Urban League movement through volunteerism, philanthropy, and membership development. We accomplish this by supporting our local affiliate, the Urban League of Greater Atlanta, providing a forum for the development of young professionals and engagement of Atlanta's youth.



## A Message from the Presidents



*Nancy Flake Johnson*

Since its founding in 1920, the Urban League in Atlanta has succeeded largely because of the dedication of volunteers to supplement the work of a small staff and spread the word about the Urban League's ability to advance civil rights and economic opportunity. This remains true today, with the phenomenal work of the Guild and the Young Professionals who ensure that the Urban League of Greater Atlanta remains a magnate for the next generation's activism and community engagement.

The theme of "A Legacy of Excellence: Honoring the past, treasuring the present and shaping the future" sums up the outstanding work of the Young Professionals in Atlanta over the past year. This group celebrated our rich history by putting modern spins on time-proven organizing tactics. For example, a letter and phone-tree campaign of the past became a social media blitz of today in the hands of YP leaders, reaching hundreds and thousands of their peers to engage in causes that promote equal opportunity.

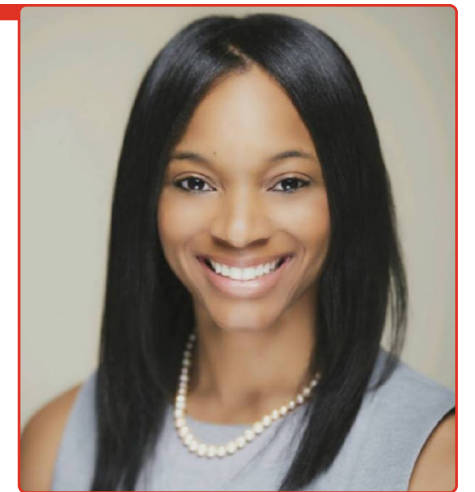
An example of how this year's YP group worked to "shape the future," can be found in their work with Project Ready. With commitment and presence, YP helped Project Ready students in two Atlanta high schools achieve a 100 percent graduation rate, with all students heading to college or the military to pursue a bright future.

The YP also filled one of the greatest needs of a nonprofit organization like ULGA: fundraising. Throughout the year, the YP went the extra mile, raising \$35,100 to help the League accommodate more of the men, women and youth who look to us as a pathway to achieve their goals for education and financial stability.

As president and CEO of the Urban League of Greater Atlanta, I offer my sincere congratulations and gratitude to our Young Professionals. They have achieved personal growth and expanded the League's reach to open doors of opportunity to others.

*Nancy Flake Johnson, CEO & President of the Urban League of Greater Atlanta*

It has been a true honor to serve as the president of the Urban League of Greater Atlanta Young Professionals (ULGA-YP) and to see the auxiliary align with our affiliate to continue the rich legacy of empowering communities and changing lives. This organization creates a unique opportunity for individuals to grow into the best version of themselves while empowering and changing the lives of those around them. This year has been a great year of impact for ULGA-YP. I have seen the growth of so many young professionals and have been inspired by the dreams of the youth we serve. I have stood in awe at the level of sacrifice and service our leaders and members freely give to the Urban League movement and I have joined them as we all have worked together to push the agenda of economic empowerment forward.



*Shalondan Hollingshed*

Our team is proud of the work we have accomplished this year with the help of our members, sponsors, partners, and past leaders. Together we have reached thousands of individuals through service, expanded our young professional development programming, engaged hundreds of young professionals civically, increased our college scholarship dollars for high school seniors, exposed young professionals to the social and cultural life of our city and connected hundreds of individuals to the community and each other. Recognizing that we stand on the shoulders of the giants who came before us, this year we honor the legacy of UGLA-YP while celebrating the growth the organization has experienced and acknowledging the opportunities we have to rise even higher.

*Shalondan Hollingshed, President of the Urban League of Greater Atlanta Young Professionals*



## Executive Leadership Team



Shalondan Hollingshed  
President



Christie Sithiphone  
Vice President



Michael Twum  
Treasurer



Brittany Lambert  
Secretary



Aaron Petty  
Parliamentarian



Shanequa Williams  
Social & Cultural Chair



Mayumi Dickerson  
Advocacy Chair



Sharnyce Epps  
Membership Chair



Drew McLeod  
Fund Development Chair



Deborah Acio  
Community Service Chair



Korri Jones  
Innovation & Technology Chair



Meagan Bens  
Affiliate Services Liaison



Mary Daniels  
Signature Events Chair



Tereance Puryear  
Immediate Past President



Ashley Winston  
Personal & Professional Development Chair

### Thank You To Our Committee Deputies and Leaders

#### Committee Leads

Amaris Clements  
Andre Albritton  
Anita Carter  
Antonio Rainey  
Brett Ellis

Celene Craig  
Chasity Jones  
Chaz Jenkins  
Cori Fowler  
Darien Grant  
Duchess Williams

Julian Smart-Rimple  
Koreen Hall  
Markethia McDonald  
Mike Billingslea  
Nikki Rumph  
Sandy Hogan

Sarina Marsh  
Shelby Dunbar  
Sherena Readous  
Tracie Cabler  
Trenise Lyons  
Vett Vandiver

Chapter Photographers  
Nikki Rumph  
Chris Montgomery

Annual Packet Editors  
Ashlee Brunner  
Lydia McCoy

Chapter Bloggers  
Chaz Jenkins  
Shannon Woodward

Carlos Amey  
Sonya Cooper

ULGA-YP continues to remain focused on providing resources to further develop the skills of its Executive Leadership Team (ELT) to enable them to become world class leaders who will continue to elevate the chapter and its members. Some of the methods used include retreats, bootcamps, conferences, programs and workshops.

#### STRENGTHSFINDER WORKSHOP

Facilitated by Travis Novell, Program Director of Strategy Management at Atlanta Public Schools, this workshop allowed ELT members to identify and leverage their strengths as a team to plan and implement a successful year. Each member of the ELT took the StrengthsFinder test, and during the workshop, received the StrengthsFinder book and discussed their results as a team.

#### ANNUAL & MID-YEAR RETREAT

This year's retreats included lessons on leadership taught by our National Urban League Young Professional (NULYP) Executive Vice President Charis Goff. The new ELT also took professional headshots, learned how to build a budget, set SMART goals and created a comprehensive plan for the year

#### CANDIDATE BOOTCAMP

The bootcamp reviewed the election process and expectations. In addition, it provided an overview of the responsibilities of the Executive Leadership team to help prepare them for their new role as leaders in the organization.

#### CONFERENCE

Members had the opportunity to attend various leadership development conferences this year, including the National Urban League (NUL) Annual and Legislative Policy conferences where they learned about issues impacting our community, received personal and professional development and interacted with community and corporate leaders.

#### GAME CHANGER WORKSHOP

Sponsored by R. Thomas, former NULYP Eastern Region Vice President, executive leaders were offered the opportunity to take this transformational course which provides tools to empower participants to live the most fulfilling life possible.

#### EQUAL OPPORTUNITY DINNER, ANNUAL MEETING & SPIRIT OF THE LEAGUE

Executive leaders were given the opportunity to attend these events to gain a deeper understanding of the movement and connect with prominent community leaders.

*"YP in Atlanta is the epicenter for the boots on the ground movement and truly provides avenues for young professionals to grow, like I have. Our chapter provides a unique opportunity to collaborate with ambitious young professionals, established & emerging civil rights leaders, Fortune 500 companies & their leadership, CEO's of multi-million dollar minority-owned companies, local & national civic engagement organizations, and local & national governmental leaders; all focused on the collective mission of improving the comprehensive livelihoods for people of color. The possibilities for impact are endless when you join this organization!"*

**Aaron Petty - 2017-2019 ULGA-YP Parliamentarian**



## A Legacy of Leadership

This year, with a focus on leadership development, ULGA-YP expanded beyond its monthly general body programs and hosted several workshops and virtual sessions to continue the legacy of creating the next generation of corporate, civic and social leaders within our community.

### LEADERSHIP HIGHLIGHTS

- ▶ **1, 804 viewers and participants in our YP University workshops, General Body Meetings and Personal & Professional Development Programs.**
- ▶ **Launched the “Women in Leadership Web Series”**
- ▶ **Partnered with the Piedmont Group to provide more than \$10K in financial services and education to YP members**
- ▶ **Largest number of members to attend the YP L.E.A.D Summit in the chapter’s history.**

### BREAKING THE GLASS CEILING

In celebration of Women’s History Month, the ULGA-YP presented Breaking the Glass Ceiling, a web series about women in leadership. With **84** participants, this series - four sessions during one week - featured four powerful women discussing various topics including advocating for women in the workplace and movement of women in leadership.

### YP L.E.A.D SUMMIT

YP L.E.A.D (Leadership, Entrepreneurship, Advocacy & Development) is a three-day summit that aims to empower young people to create positive change by connecting them with business leaders, policymakers and most importantly each other. This year, ULGA-YP had **19** members participate in the L.E.A.D conference held in Columbus, Ohio.

### ILEAD CONFERENCE

As part of its initiative to attract and support collegiate students, ULGA-YP members were invited to participate as speakers at the iLead Conference at Clark Atlanta University. The conference featured presentations and workshops focusing on the soft skills of leadership from key Student Government Association leaders, strategic administration leaders and community leaders. The attendees selected this year included more than **50** student leaders who served as executive board members within their organizations. ULGA-YP’s panel focused on ways to gain leadership experience through volunteering and community service..



*“As a member of the ULGA Guild, it has been a tremendous opportunity to continue to serve with the Urban League in a meaningful way. After serving in the YP, it was an easy transition to bring the skills and experiences acquired to impact the Guild.”*

**Otis Threatt, ULGA-YP President Emeritus**



## General Body Meetings And Workshops

### LEVEL UP SERIES: INCREASING YOUR NET WORTH

In partnership with The Piedmont Group of Atlanta, LLC, ULGA-YP held a four-part, members-only, financial series covering topics including personal finance basics, managing debt and credit and Investing 2.0. The series, which had 94 attendees, also offered a virtual workshop on retirement and allowed participants to engage in a Black Wealth Roundtable discussion to develop strategies for building black wealth within urban communities. The final stage of the series included offering the participants a free one-on-one financial consultation.

### MENTAL HEALTH & THE YOUNG PROFESSIONAL

With more than **70** young professionals in attendance, this panel discussion and presentation focused on navigating mental health disparities as a young professional in Atlanta. This included toxic masculinity, work-life balance, and the importance of mental health. The panelists included Psychology Professor Dr. Ayanna Cummings, ULGA-YP President Emeritus Ciji Townsend, and Founder and CEO of Holistic Atlanta, Vaughn N. Gay.

### HOME OWNERSHIP 101

With **371** views, this YP University Facebook Live chat led by Tawny Powell, manager of Homebuyer Education and Counseling for Committed to Communities, highlighted the important steps and resources needed to start the process of owning your first home.

### SECURE THE BAG: BUILDING BLACK WEALTH

This event focused on financial security and wealth building. With more than **70** participants, the panel discussion included special guest J. Alexander Martin, co-founder of FUBU and author of Money Makes Me Crazy: How I Squandered Millions of Dollars Building the FUBU Empire.

### ADDITIONAL PROGRAMS AND WORKSHOPS

- Networking Declassified with Founder of ProNetworker Corey Moore
- The Power of One with Executive Director of the Chick-fil-A Foundation Rodney Bullard
- A Seat At the Table with CEO of Goodwill Keith T. Parker
- Leadership in Action with Director of Multicultural Affairs of Coca-Cola United Carl Hill
- Power Moves rx: A YP Resume Workshop with Career Coach Brett Ellis



*“I joined ULGA-YP in 2009 after attending a General Body meeting. It was at that meeting that I was beyond impressed by young professionals who not only wanted to serve the community but also understood the importance of providing quality programming for members. Most recently I joined a ULGA-YP panel to discuss the mental health of young professionals and the importance of work-life balance; a topic that I’m passionate about and one that is VERY important for young professionals as they continue to empower communities and fulfill the mission of the Urban League.”*

**Ciji Townsend ULGA- YP President Emeritus**



## YPs In Leadership

To further assist our members as they continue to grow and develop, ULGA-YP created an Atlanta YP Board and Leadership Development program directory exclusively for YP members with more than 100 opportunities.

### LEADERSHIP HIGHLIGHTS

We are proud to say ULGA-YP leaders hold 15 additional positions in the NUL movement.

- National Urban League Young Professionals Executive Leadership Team: 1
- National Urban League Young Professionals Committee Members: 5
- Urban League of Greater Atlanta Affiliate Board Members: 3
- Urban League of Greater Atlanta Committee Members: 5
- NUL Emerging Leader: 1



*“Ten years from now, I will be the CEO of a successful company, living a purposeful life, and serving my community. The future that I envision will be the product of meaningful connections, knowledge gained, and leadership skills that I have developed over the past three years as a member of this organization. It has truly been an honor serving the community alongside some of Atlanta’s top emerging leaders. The National Urban League has established an unparalleled organization of excellence.”*

**Brittany Lambert - ULGA-YP Secretary 2015-2019**

## Additional Leadership Positions

**Alvin Miller Arts** Georgia Advisory Board Member

**Ashley Winston** NULYP Committee Member, NUL Emerging Leaders, Program, United Way VIP National Association of African Americans in Human Resources (NAAAHR) Young Professionals Chair, Project Ready Advisory Board- Parliamentarian

**Averii Liggins National** Council of Negro Women, Greater Atlanta Section Board Member

**Brittany Marshall** NULYP Committee Member LEAD Atlanta Class of 2019

**Christie Sithiphone National** Association of Asian American Professionals (NAAAP) Atlanta: Vice President, Professional Development Alliance Theatre: Advisory Board Member

**Chris Gilmore** LEAD Atlanta Class of 2019 Emerging 100 of Atlanta Chapter President

**Chris Jones** NULYP Committee Member Toastmasters United Vice President of Public Relations

**Keith Bell** Board Member - Big Brothers Big Sisters of Metro Atlanta Young Leaders Council

**Koreen Hall** ULGA Guild committee chair

**Korri Jones** NULYP Committee Member

**Meagan Bens** HOPE Atlanta Young Professionals: Board Member Project Ready ATL: Advisory Board Member, Secretary NULYP Awards Committee Member

**Michael Twum** Urban League of Greater Atlanta Board Boys and Girls Club of Metro Atl DeKalb Board Member

**Riane Sharp** Georgia Association of Black Women Attorneys Professional Development Academy

**Shanequa Williams** Project Ready Advisory Board Member

**Shalondan Hollingshed** Urban League of Greater Atlanta Board NULYP Council Of Presidents

**Tereance Puryear** Urban League of Greater Atlanta Board, National Urban League Young Professionals Board

**Trenise Lyons** United Way VIP



## A Legacy of Giving

In 2001, ULGA-YP was created to support the Urban League of Greater Atlanta, provide a forum for the development of young professionals and serve the youth of the Atlanta area. This year, ULGA-YP continued the legacy of giving to the Urban League movement through volunteerism and philanthropy.

### COMMUNITY HIGHLIGHTS

- ▶ More than 5,000 individuals reached through service initiatives
- ▶ \$35,100 given to the ULGA-YP Affiliate
- ▶ Project Ready Scholarship Program dollars increased by 50%

## Affiliate Give **\$35,100**

Project Ready Scholarships	<b>\$15,000</b>
Membership Dues	<b>\$7,000</b>
ULGA Program Support	<b>\$4,455</b>
Equal Opportunity Fundraiser	<b>\$3,000</b>
ULGA-Annual Meeting	<b>\$1,500</b>
Spirit of the League	<b>\$1,500</b>
Community Events	<b>\$1,000</b>
Georgia Gives Day	<b>\$645</b>
ULGA Annual Golf Classic Fundraiser	<b>\$500</b>
Board Dues	<b>\$500</b>

### BACK TO SCHOOL BASH

Annually, ULGA-YP joins the Atlanta Public Schools (APS) Back to School Bash team to help students start their year off right! This year, thanks to several APS sponsors, ULGA-YP members distributed more than **5,000** backpacks to students in attendance at the event.

### T.A.G. ELEMENTARY SCHOOL PARTNERSHIP

ULGA-YP supported local teachers at the Tuskegee Airman Global (T.A.G) Academy, a feeder school for ULGA Project Ready students, by recognizing teachers for their service and assisting them with school supplies needed for **3rd-5th grade** classrooms.

### PROJECT READY

ULGA Project Ready students participated in a week-long STEM-focused think tank where they were responsible for creating a mobile app that would resolve the most pressing issues in the city of Atlanta. ULGA-YPs were asked to participate as judges and vote on the most innovative mobile app while providing useful and constructive feedback to each student-led team.

### ADDITIONAL PROGRAMS

- ▶ Film & Television Symposium
- ▶ Comcast Cares Day
- ▶ MLK Day of Service
- ▶ Affiliate Appreciation Day
- ▶ Westside Health Fair
- ▶ Mingle & Serve

*"The YP chapter is only as strong as the local affiliate. ULGA-YP is committed to continued, strong support of our ULGA affiliate. We do this not only through generous cash donations, but also through support of Project Ready student mentoring and scholarship awards!"*

**Tereance Puryear, ULGA-YP President Emeritus**



## Dream Catchers

For our 9th Annual Dream Catchers Scholarship and Awards Reception, more than 130 people joined ULGA-YP as we honored emerging icons and donated \$15K in scholarships to college-bound Project Ready students.

### 2019 Dream Catchers: Honorees



*"With my post-secondary education, I will advocate for affordable organic food throughout the city of Atlanta. I plan to join Agnes Scott's sustainability club in order to begin advocating for affordable organic food. Agnes Scott's Global learning and leadership classes are structured to build my leadership skills. I hope to build connections with my colleagues and industry professionals to speed up the process and make the public aware of my project. In the end, I want there to be vertical gardens that grow organic foods that families of all financial brackets can afford and access."*

**A'Lyah R, Dream Catchers Scholarship Recipient**



## National Day of Service (NDOS)

ULGA-YP hosted three events for NDOS focused on Science, Technology, Engineering, Arts and Math (STEAM) which targeted youth, college students and young professionals. The organization partnered with General Motors to make each of the programs possible.

### LEARN TO CODE

This event taught participants how to think like a coder. Members and guests were also provided some great context on data science and career possibilities.

### STEAM DAZE

A Networking Affair that connected students with professionals working in the fields of STEAM while promoting a spirit of service in the collegiate community.

### READ TO ME W/ PAJAMA PROGRAM

This event allowed ULGA-YP to share the gift of literacy with a special child. During the event, ULGA-YP helped spark the interest in STEAM fields for elementary students enrolled in the Pajama Program by providing and reading STEAM-related children's book



## National Day of Empowerment (NDOE)

This year, ULGA-YP hosted three events for National Day of Empowerment (NDOE)

### THE ENTREPRENEURSHIP LEAP

With more than **600** views, this Facebook live event was led by founder and Chief Creative Office of Creative Juice, Octavia Warren Gilmore. Gilmore educated viewers on transitioning to entrepreneurship.

### SUPER SATURDAY HOMEBUYER EDUCATION WORKSHOP & RESOURCE FAIR

With more than **150** attendees, this ULGA Homebuyer Education Workshop and Resource Fair provided an avenue for attendees to finally kick their fears of the homebuying process to the curb by connecting them with financial and housing experts including mortgage lenders, HUD-approved housing counseling agencies and down payment assistance specialists. ULGA-YP and ULGA Guild members supported the Affiliate program as both speakers and volunteers.

### THE BIG PITCH

This year, ULGA-YP hosted a pitch competition to not only increase the community's exposure to small minority owned businesses in the local area but also to financially support the advancement of these businesses. Ultimately, six startups were invited to Kat's Cafe, a local black-owned business, to pitch their business to six renowned judges and an audience of 75 community leaders and young professionals for a cash prize."



## A Legacy of Advocacy

ULGA-YP engaged in the NULYP BOUNCE BACK initiative by registering voters, engaging in letter writing, hosting educational forums and encouraging members and the community to vote. Through our efforts, ULGA-YP reached more than **400** individuals through our voter education programs, advocacy initiatives and campaigns.

### ENOUGH IS ENOUGH VOTE

ULGA-YP joined NULYP at Morehouse College for the Enough Is Enough Vote campaign where attendees to the annual Spelhouse Homecoming were reminded to take advantage of early voting. ULGA-YP also participated in the Enough is Enough Vote social media campaign and sent text messages to more than **275** members encouraging them to register and reminding them to vote.

### JUSTICE DAY AT THE CAPITOL

YP joined forces with ULGA and its coalition partners to participate in Justice Day at the Capitol with hundreds of attendees. The event included speakers, bill review sessions and opportunities to speak to representatives and senators.

### THE STATE OF YOUNG ATL

ULGA-YP hosted its second annual State of Young ATL event. With more than **70** participants, we were joined by Andre Dickens, Post 3 At- Large, Atlanta City Council and Chenee Joseph, Executive Director, Historic District Development Corporation to share their perspectives in a TED-style format on the topics of Advocacy, Transportation, and Livability

### BEYOND THE BALLOT

Beyond the Ballot was an advocacy-training opportunity that walked young professionals through the state legislative process, provided a glimpse into the political landscape of a growing city and prepared young professionals to be effective advocates. Speakers included Christopher Bruce, Legislative Director, ACLU of Georgia, Justin Kirnon, Government Relations Manager, MARTA, Meredith Lilly, Director of External Affairs, Dekalb County, Matt Westmoreland, Post 2-At Large, Atlanta City Council and Aisha Yaqoob, Policy Director, Asian Americans Advancing Justice

### ADVOCACY LETTERS

YPs joined in on the NUL call to action to contact our representatives to pass the Voting Rights Advancement Act, which would ensure fair access to the ballot for all Americans.

### SUPER SATURDAY

With more than 100 participants, this voter education event provided young professionals the opportunity to register to vote, connect with elected officials and engage in interactive activities that educated them on the political climate and prepared them for the November election.

### LEGISLATIVE POLICY CONFERENCE

Young professionals gathered with affiliate CEOs and Guild members in our nation's capital for three days of intensive advocacy and policy training, challenging conversations about the state of our urban cities with elected officials, and unique networking opportunities.

### CIVIC DINNERS

In preparation for the November election, ULGA-YP hosted a civic dinner for members to discuss various topics that ranged from items on the upcoming ballot, engaging the community in the election process and advocacy at the local level.

*“The participation by young professionals in the civil discourse, the legislative process and in elections is paramount to the Nation's health and well-being. History shows that YPs are the doers who get hard work done. I have always considered the combination of that energy and the hopeful perspective possessed by YPs as a mandate upon them to be heavily engaged in advocacy. When YPs advocate in power, progress is inevitable.”*

**Travis Townsend, ULGA-YP President Emeritus**





## A Legacy of Connections

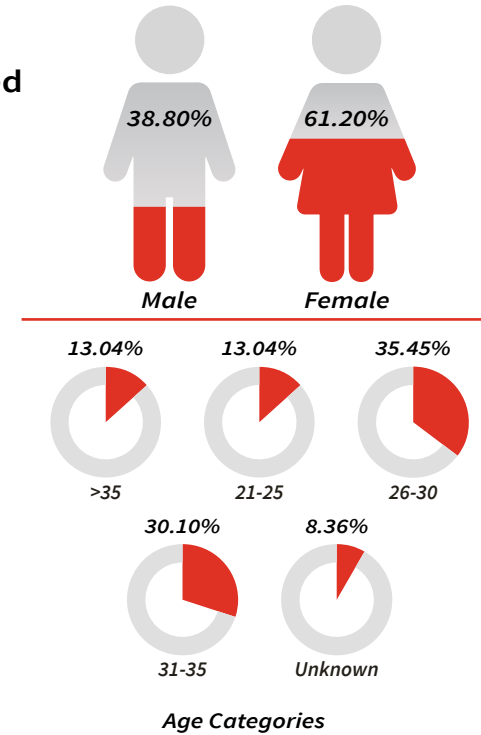
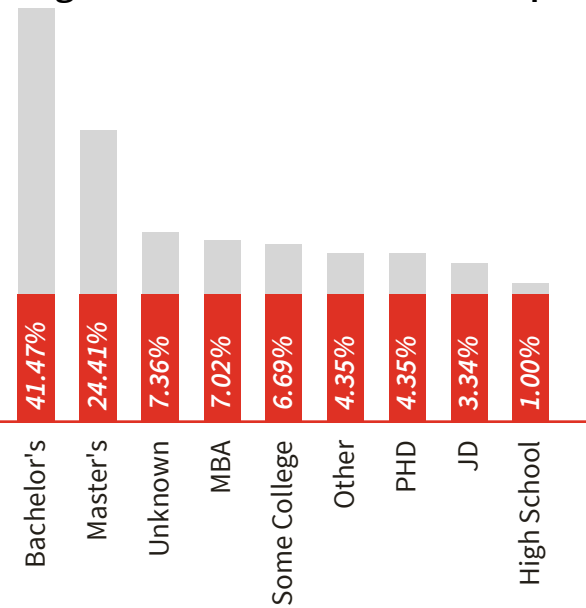
Over the years, ULGA-YP has connected thousands of young professionals to each other assisting with the expansion of networks and social circles. This year, ULGA-YP continued to focus on facilitating those connections within our organization by enhancing our member experience and attracting new members through social and cultural activities

### MEMBERSHIP HIGHLIGHTS

- ▶ 1,000+ Attendees to Social & Cultural Events & Activities
- ▶ Interactive & Innovative Quarterly New Member Experience Programs
- ▶ Formal Recognition Programs
- ▶ 300+ Participants in Join Week

### MEMBERSHIP NUMBERS

#### Highest Level of Education Completed



### NEW MEMBER EXPERIENCE

ULGA-YP expanded beyond the standard Powerpoint orientations and offered members quarterly engaging and interactive opportunities to learn about the Urban League movement.

### YPEER PROGRAM

To aid in the new member onboard process, YPeers facilitate interactive relationships that serve to connect new members to the organization. This program is designed to foster a network of support, as well as assist new members and the organization in identifying their responsibilities and the mutual benefits obtained through the new partnership.

### SURVEYS AND EVALUATIONS

To ensure we are meeting the needs of our members, ULGA-YP released a member survey and received a member satisfaction score of 8 out of 10. ULGA-YP also hosted a member townhall. Feedback from both the townhall and surveys helped improve areas such as event communication and member perks.

*"This organization places me in a network of civic-minded individuals who are geared toward one common desire, to serve proudly and give back. It has helped me discover a stronger purpose behind serving others, and opened up doors to meet a variety of influential people who I may not have met outside of the organization. Being in YP has really challenged me to go above and beyond and do big things in small ways. I'm truly grateful for the connections and influences I have received from everyone in the organization and look forward to many more years of serving proudly as a YP."*

**Derrick Martin ULGA-YP Member.**

### YP KICK OFF

Annual event where we excite members to get involved and active with ULGA-YP by stating our purpose and success metrics. Non-members will have the opportunity to get a better understanding of ULGA-YP and efforts are made to pipeline these individuals to Join Week 2019.

### BOOK CLUB

An opportunity for members to engage and promote quality book selections that fall under various socio-economic and cultural demographics. The first session was on former First Lady Michelle Obama's book "Becoming."

### FREE YP MOVIE DATE: US BY JORDAN PEELE

ULGA-YP had the opportunity to host a free private showing of the highly-anticipated film "Us" by Jordan Peele during opening weekend!

### DAY AT THE CENTER FOR CIVIL & HUMAN RIGHTS

ULGA-YP celebrated Black History Month with a private group tour at the National Center for Civil and Human Rights.

### LADIES OF THE LEAGUE & MEN OF THE MOVEMENT

Membership bonding and soft social networking through a Sunday brunch for the Ladies of the League, followed by a Falcons Fan Day watch event at Mercedes-Benz Stadium for the Men of the Movement.

### MEMBERS ONLY GAME NIGHT

During a private potluck style event, members were able to engage and fellowship over games and conversations.

### HALLOWEEN PARTY

Annual social partnership with Emerging 100 of Atlanta that benefits our respective scholarship funds and initiatives.

### ADDITIONAL SOCIAL ACTIVITIES

- Crafting the Young Professional Network @WeWork
- Young Professional Business Exchange
- The Hangout
- YP Fit Day
- Empower Hours



*I have several reasons why I YP, but my favorites are being active in the community and being apart of a family with young professionals doing big things. When I moved to Atlanta I would always see the YP events but never took action. I still wish I could go back in time and join even sooner.*

**Andre Albritton, CEO of The Millennials Next Door**

## JOIN WEEK

Join Week is a national effort across the country to recruit young professionals into the Urban League movement. This year, ULGA-YP held seven events in seven days to expose young professionals to a variety of ways to connect and get involved in the movement. The week included an affiliate appreciation day, a toiletry drive and a Super Bowl party. With more than 300 participants engaged in join week, this year we chose to launch a WHY I YP Campaign highlighting the benefits members receive from participating in ULGA-YP.

**AMARIS CLEMENTS**  
ULGA-YP Member

**MICHEL VALBRUN**  
ULGA-YP Member

**JAZMYN FRYE**  
ULGA-YP Member

**KAYELONI LAGRENE**  
ULGA-YP Member

**Join week**

## MEMBERSHIP RECOGNITION

ULGA-YP celebrated the accomplishments of the chapter, introduced the incoming committee chairs and recognized the recipients of its annual committee awards at our Induction & Awards Ceremony

## YP AMBASSADOR PROGRAM

ULGA-YP established the YP Ambassador Program to recognize members who continuously contribute to the growth and development of the organization through fundraising and membership recruitment. This year, members gave and raised more than **\$30,000** and **77** of our new members came from member referrals.

### YP Ambassadors and their levels

DIAMOND	GOLD	SILVER
<ul style="list-style-type: none"> <li>Christie Sithiphone</li> <li>Michael Twum</li> <li>Shalandan Hollingshed</li> </ul>	<ul style="list-style-type: none"> <li>Meagan Bens</li> <li>Shelby Dunbar</li> </ul>	<ul style="list-style-type: none"> <li>Sharnyce Epps</li> <li>Andre Albritton</li> <li>Kristin Leak</li> <li>Sarina Marsh</li> </ul>
Members More Than 5 Years		
<ul style="list-style-type: none"> <li>Alvin E. Miller</li> <li>Brittany Marshall</li> <li>Chris Gilmore</li> <li>Christie Sithiphone</li> </ul>	<ul style="list-style-type: none"> <li>Chris Jones</li> <li>Crystal Beal</li> <li>Korri Jones</li> <li>Meagan Bens</li> </ul>	<ul style="list-style-type: none"> <li>James Wise</li> <li>Shalandan Hollingshed</li> <li>Tereance Puryear</li> </ul>

## MEMBER OF THE YEAR

### MICHAEL TWUM

Michael Twum joined ULGA-YP in January 2015 and was immediately welcomed on to the Executive Leadership Team as the Treasurer where he has served for the last four years. Recently, Michael was elected as the next President of ULGA-YP.

Michael is a Senior Accountant at the Atlanta Housing Authority (AHA) where he amongst other responsibilities provides general ledger oversight, internal auditing and monthly review of the AHA and Property Management/Developer (PMD) financial activities. He has a BBA of Finance and Information Technology from North Carolina State University, an MBA, concentration in Finance from Clark Atlanta University and a Master of Accounting from Keller University (DeVry). During his 10 years at The Coca-Cola Company, Michael had advancing leadership roles providing company-wide general and technical accounting solutions as a Legal Entity Controller and Principal Accountant in Treasury accounting as well as a subject matter expert in Employee Stock Options of Benefits Accounting.



MICHAEL TWUM

Michael has a passion for giving back to his community by helping to expose young men and women to the many different educational and future job opportunities through organizations like the Boys and Girls Club of Metro Atlanta as well as led several community service initiatives through The Coca-Cola Company's Controllers Group.

### ACCOMPLISHMENTS

- ▶ Voted as the 2016 Urban League of Greater Atlanta Volunteer of the Year serving as the Treasurer of the Urban League of Greater Atlanta Young Professionals.
- ▶ Launched the Level Up financial literacy courses and partnered with The Piedmont Group which brought in \$10K+ of in-kind financial services to those members participating in the course.
- ▶ Developed a strategic corporate relationship with The Coca-Cola Company's Controllers Group and the Black Resource Group, which resulted in a \$5K membership sponsorship creating a pipeline of year to date 30 young professionals becoming members of ULGA-YP.
- ▶ Partnered with The Coca-Cola Company to host the 2019 Dream Catchers Scholarship & Awards Reception resulting in a \$10K in-kind venue sponsorship.
- ▶ Facilitated over \$9,000 to the organization
- ▶ Attended the 2018 NUL Conference
- ▶ Supported Join Week, National Day of Service and National Day of Empowerment



## A Legacy of Awareness

Over the years, ULGA-YP has expanded its methods of communication to the community from social media posts and word of mouth efforts to radio interviews, local newspaper articles, corporation newsletters, text messages and billboards.

### COMMUNICATION HIGHLIGHTS

- ▶ Launched a billboard advertising campaign
- ▶ 213,899 media impressions
- ▶ 2 radio station interviews
- ▶ Represented on the NUL Career services channel
- ▶ Several sold out events

2% INCREASE  
**TWITTER**  
**2,264**

6% INCREASE  
**FACEBOOK**  
**4,394**

12% INCREASE  
**INSTAGRAM**  
**4,784**

### MEDIA OUTLETS

- Twitter
- Groupme
- Instagram
- Facebook
- Patch.com
- YP Blog Page
- I Don't Do Clubs
- Connect 2 Connect
- NUL Career Network
- The Good Works Show
- Billboard Advertisements
- Atlanta Voice Newspaper
- Member Only Text Messages
- On Common Ground Newspaper
- Company Resource Groups Newsletters



**20 Events Every Black Atlantan Should Attend This October**

Published on: September 23, 2018  
Author: Genese Jamilah

Fall is finally here! Time to pull out your blazers & boots and attack Cuffing Season full on. Check out the talent at our top event picks for Black professionals this October.

ULGA-YP Presents: The Conversation – Young Professionals and Mental Health  
Monday, October 1, 2018  
eventbrite.com/es/ulga-yp-presents-the-conversation-young-professionals-and-mental-health-sponsored-by-georgia-power-tickets

**Patch** Atlanta

**Big Game Watch Party**

Neighborhood: Midtown

Party and network with young professionals as you take in one of sports' biggest games, during a private watch party. Tickets to the Big Game Watch Party, which is put on by the Urban League of Greater Atlanta Young Professionals and Emerging 100 of South Metro, are available for purchase for \$25 and include food and free parking.

Where: 5 Seasons Westside, 1000 Marietta Street NW  
When: Sunday, Feb. 3, at 6 p.m.

**Secure the Bag Pt. 2**

BUILDING BLACK WEALTH

**SOLD OUT**

October 12, 2018  
7:00PM

**THE ATLANTA VOICE**

Hundreds of millennial entrepreneurs and young professionals gathered at Atlanta's Google Fiber Headquarters for the launch of "The Hangout," a speaker series, presented by the Young Entrepreneurs of Atlanta Foundation in partnership with Hartsfield-Jackson International Airport. The Young Entrepreneurs of Atlanta Foundation is one of the only organizations with a mission that directly examines the community's impact on the future of Millennials and Gen Y entrepreneurs.

In addition to the panel, attendees participated in a curated brand experience and networking mixer featuring music by DJ Milhouse and DJ Ace Star, food-by-the-bite prepared by Chef Kodak, complimentary cocktail tasting courtesy of Bomnade Lemonade Vodka and Goza Tequila along with a cold dessert bar by McCoughtry's Ice Cream.

Community partners for the series included 21 Atlanta, Color Comm Atlanta, Invest Atlanta, Quintessential Branding as well as Urban League of Greater Atlanta Young Professionals.

**Q's**

FREE + PRIVATE FILM SHOW

**SOLD OUT!**



# FUND DEVELOPMENTS AND SUPPORTERS

## FUND DEVELOPMENT HIGHLIGHTS

- ▶ \$73,074.53 dollars raised
- ▶ \$10k in corporate partnerships, \$10k+ in-kind sponsorship, and 20k+ from events.
- ▶ ULGA-YP also increased corporate sponsorship dollars by over 70% compared to 2018.

### CORPORATE PARTNERSHIPS

The corporate partnership initiative allows companies to invest in the community while simultaneously investing in their employees. The partnership offers company employees the opportunity to gain access to professional development activities, discover new talents, and serve others as members ULGA-YP. As part of this initiative, this year ULGA-YP secured **\$10K**.

### SOCIAL EVENTS

ULGA-YP leverages events participation to fundraise for ULGA-YP and ULGA programming. This year, ULGA-YP events raised more than **\$20K** from events such as our annual holiday soiree, our Halloween party and this year's Super Bowl party.

### MONTHLY-GIVE PROGRAM

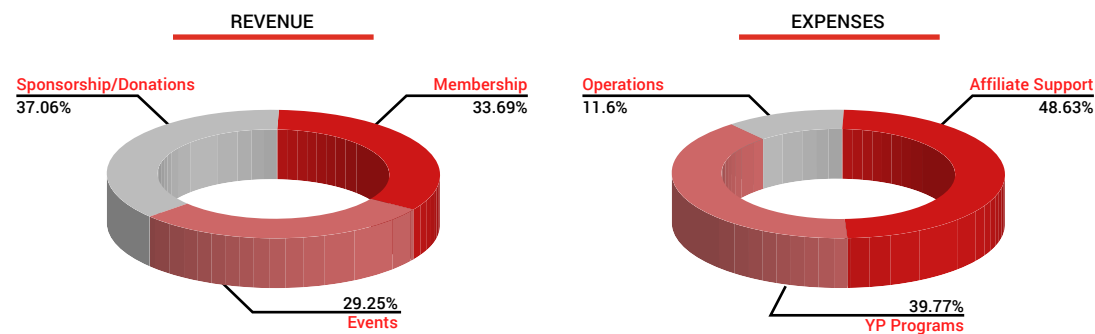
This year we enabled members to donate funds monthly through a "subscription-style" service. Allowing members to give incrementally has raised more than **\$1000** in funds for the 2018-19 fiscal year.

### 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 **1,386%** improvement in donations received from the Amazon Foundation for purchases made between July 2018 - March 2019.

### ONLINE T-SHIRT STORE

Launched in FY18, our Young ATL store continues to grow to support the organization financially as individuals across the country purchase our YP swag.



## SPONSORS

- Charlie X Wood
- Courvoisier
- Georgia Power
- Cakes by DSW
- Novelty Joes
- Southern Company
- Comcast
- Nothing Bundt Cakes
- The Whitley Hotel- Buckhead
- Bey & Associates, LLC
- Studio Movie Grill
- Portofino
- The Piedmont Group
- Chik-Fil-A
- The Coca-Cola Company
- The Federal Reserve
- Goza Tequila

*The Southern Company has been a great supporter of the Urban League for many years. Chris Womack, President of External Affairs for the Southern Company has been a longtime advocate and supporter of the YPs. Mr. Womack and the Southern Company are also significant sponsors of the National Urban League conference each year. With the support of Mr. Womack and the Southern Company nearly \$60,000 of monetary and in-kind support have been donated to the Urban League of Greater Atlanta Young Professional since 2005. This is our longest sustaining corporate donor and partner.*

**William Bryant, ULGA-YP President Emeritus**

## PARTNERS AND SUPPORTERS

- 5 Seasons Westside
- ACLU
- Advance Technology Development Center
- Alpine Properties Real Estate
- Amplify 4 Good
- Atlanta Community Food Bank
- Atlanta Public Schools
- Atlanta Tribune
- BB&T
- Benjamin E Mays High School
- Beulah Missionary Baptist Church
- Bey & Associates
- Big Bethel Senior Living Community
- Big Thinkers Science Explorations
- Bomade
- Boyd Property Inspections
- BQE
- Bridgeway Financial
- Brklyn Kitchen & Lounge
- Cakes by DSW
- Center for Civil and Human Rights
- Chick Fil A Vine City
- Chick-fil-A, JA Discovery Center
- Citizens Trust Bank
- Clark Atlanta University
- Coalition for the Peoples' Agenda
- Coca-Cola Company
- Comcast
- Commerce Club
- Covello
- Creative Juice
- Dallas Austin Foundation
- DJ Ace Star
- Emerging 100 of Atlanta
- Emerging 100 of South Metro Atlanta
- Events by Amaris
- Fairway Independent Mortgage Corporation
- Federal Reserve Bank
- Fifth Third Bank
- Five Seasons Westside
- Fresh Heritage
- General Motors
- Georgia Justice Project
- Georgia Power
- Georgia State Creative Media Institute
- Goodwill of North Georgia
- Gordon Biersch
- Goza Tequila
- Halcyon Grace Co.
- HQ Auburn
- Ikon Film Works
- Katz Cafe
- Keller Williams Realty
- LC3 Media
- Mass Mutual
- Make Music Count
- Meals on Wheel
- Merle Manders Conference Center
- Metro Atlanta Chamber of Commerce
- Metro Fair Housing
- Miles Elementary School
- Ms Icey's Kitchen & Bar
- New York Life
- Nice Scent Candle Co.
- Nothing Bundt Cakes
- Oak Atlanta,
- Pajama Program
- Phillip Rush Center
- Piedmont Group
- ProGeorgia
- Regions Bank
- S.O.R Gallery
- State Farm
- Studio Movie Grill
- Sugar Rush
- Suntrust Mortgage
- Ted Mclyman
- The For us By US Network
- Taco Mac Lindbergh
- The Gathering Spot
- The Piedmont Group
- The Sound Table
- Tuskegee Airman Global (T.A.G) Academy
- VersaStyle Events
- West End Mall
- Wework
- Young Entrepreneurs



ULGA | YOUNG  
PROFESSIONALS

Urban League of Greater Atlanta Young Professionals