



Strategically  
Aligned

for Future  
**GROWTH**

Lakeesha Bussey  
Owner



2018



Urban League of  
Greater Cleveland

*Empowering Communities.  
Changing Lives.*

ANNUAL  
REPORT

# Vision and Mission Statements

## Our Vision

*Our aspirational vision is for funders, civic/corporate leaders and the broad community to recognize the Urban League of Greater Cleveland as the preeminent empowerment organization in Greater Cleveland for African Americans and other Minorities. This will be evidenced by providing services to an increasing number of individuals annually, increased funding levels, board representation, increased staffing capacity and the organization's ability to serve as thought leader, convener, facilitator and advocate on major issues facing constituents.*

## Our Mission

*The Urban League of Greater Cleveland is a community based organization whose mission is to enable African Americans and other Minorities to develop and realize their potential through education, research, advocacy and provision of services. The Urban League's work is focused in the following areas: Economic Empowerment, Education & Youth, Workforce Development, and is undergirded by Civil Rights & Racial Justice.*

# Message from the Board Chairman and CEO

Dear Friends,

Two words in our theme this year call for attention:  
*Future Growth.*

Over the last 100 years, the Urban League has established itself as a trusted institution in the Cleveland community. But, "established institutions" are often ones that are set in their ways. They do not grow or change to meet new demands. We must go a different direction. We must take a different road.

It is our responsibility to grow to meet the needs of our community, not just for today, but for the future. How are we going to do that?

2018 was a year of planning and preparation for the future. It began with the creation of a Strategic Plan to cover the next two years. Yes, that's a short time-horizon, but it's a start. We now have a direction and a focus, thanks to the individuals who participated in this process, and a path to follow for the next two years. We are focused on aligning our organization with that Plan, always using Civil Rights and Racial Justice as our foundation.

Already, there are signs of change and renewed energy.

Traditionally we have been Cleveland focused. We recognize that the entire Cuyahoga County is our catchment area, and we are expanding more services into Cuyahoga County.

We started talking in 2018 about the interconnectedness of Education and Workforce Development. We believe that these two focus areas must have permeable boundaries, allowing programs and services in one area to inform and support the other. Career Pathways is the banner for programs that align Workforce with Education. The pathways currently being created are in the areas of Construction, Information Technology, Healthcare and Financial Services. The first of these—Construction—was set in motion in 2018 through Project Ready at Ginn Academy. The other Career Pathways are, themselves, "under construction" and will be fully operational in 2019.

Part of our Mission Statement is that "we empower communities and change lives." As we work within our strategic alignment of services, we are seeing how they can be interconnected, to better help families. If we have a child who comes to us for education and youth development, often that child's parent needs a job or wants to start a business. Our strategic alignment of programs and services works well to serve the entire family.

As you will read in our Strategic Plan, we recognize that we require growth in staff capacity and financial resources. We are committed to finding ways that enable us to increase in size and strength, with a goal of an increase of 30% in both funding and programming, so we can increase our capacity. One way to do that will be by working with other organizations that are synergistic with us, to help us to create more outcomes in the community. Not any single organization can do everything well.

The future is fast upon us, and we must be ready for it with solid strategies and a focused plan. Because, "hope is not a strategy." We have our work cut out for us.

Therefore, we are Strategically Aligned for Future Growth.

Yours in Service,

  
James R. Myers  
Chairman, Board of Trustees

  
Marsha A. Mockabee  
President and CEO



# Creating the Urban League of Greater Cleveland Two Year Strategic Plan

## Envisioning our Path to the Future.

In the fall of 2017, the Urban League initiated a strategic planning process, underwritten by a grant from the Cleveland Foundation. Over the next several months, a work plan is in development to focus on five areas of operation: Governance, Financial Support and Sustainability, Public Awareness, Partnerships and Alliances, and Programming. The comments, concerns and insights of stakeholders were gathered by on-line surveys and one-on-one interviews.

The resulting data from this input was then categorized in a S.W.O.T. matrix, for Strengths, Weaknesses, Opportunities and Threats or Challenges.

Some of the Urban League's **Strengths** included programming, leadership and positive impact on the community.

**Weaknesses** were perceived to include financial resources, collaborations, staff capacity, general awareness of our Mission and connections with younger and more diverse stakeholders.

The Urban League has many **Opportunities** before it. These include more collaborations, minority economic development, workforce development and a more active advocacy role in civil rights and racial justice.

That said, we also face many **Challenges**, such as financial sustainability, lack of collaboration, staff capacity, and a general lack of Mission communication with stakeholders and the general public.

## Strategic Alignment.

We are systems driven, community responsive and collaboratively positioned.



Services intersect to open doors for **everyone.**

An all-day board retreat was held on April 14, 2018, to form working groups aligned to the focus areas, and create goals, objectives and strategies for each area.

### Governance

Provide proper fiduciary oversight and ensure robust accountability from all Urban League of Greater Cleveland volunteers, executive leadership and staff with clarity of vision regarding our mission.

### Financial Support and Sustainability

Ensure the financial viability of the Urban League of Greater Cleveland.

### Public Awareness

Clarify the mission and activities of the Urban League of Greater Cleveland for the benefit of the widest possible audience.

### Partnerships and Alliances

Continually seek to build meaningful collaborative relationships to expand the reach of Urban League services to its constituents.

### Programming

Build capacity for healthier communities through advocacy in action that results in targeted programs and collaborative partnerships.

*(The complete Urban League Strategic Plan is available for you to read by contacting the Urban League of Greater Cleveland. Since this is the first Strategic Plan for the League in a number of years, we intentionally adopted a shorter, two year time frame, in order to build a foundation for a more complex process with a longer time frame as our next step.)*

Now, the job at hand is to convert the strategic goals, objectives and strategies into implementable tactics, which will form part of the Urban League's annual or operating plans.

It is time to write a new chapter for the Urban League and raise the bar for our performance. We feel a sense of urgency and purpose as we "kick it into a new gear."

# Strategically Aligned for Future Growth in Workforce Development

The Urban League works to raise employment and income levels by assisting individuals to access the skills, knowledge, support and networks they need to enter the workforce and advance in their careers. For example, the Solid Opportunities for Advancement and Retention program (SOAR) is the gateway to everything contained in our Workforce Development suite of services. The SOAR curriculum of "soft skills" is designed for all people who come to the League and want to work. Our Work NOW program offers a more direct path for adults to move from training directly into work in the construction industries, after they've finished the SOAR curriculum. As a result, we saw an increase in placement of adults in 2018.

In addition, we strategically partner with the Construction Employers Association (CEA) on programs that open opportunities for minority youth in the construction industry. Working with CEA, the League was able to take our successful Project Ready program and add ACE, a mentorship component. ACE mentorship gives students experience and exposure to job opportunities in construction, to help them create their own pathway to a career in that industry.

We provide job seekers with employment referrals and placement services, career exposure, career advancement seminars, coaching and long-term retention strategies.

Additionally our activities in Workforce Development include:

- Aligning with workforce partners to develop customized training and development programs.
- Convening and facilitating stronger connections between demand industries and K-12 education.
- Developing apprenticeships and paid internship opportunities for high school students.
- Using SOAR soft-skill training to identify areas of strength and those needing improvement for potential job seekers.



## Building a Foundation for a Career at Ginn Academy.

Ask any professional and you'll hear that more training happens on the job than in the classroom. Fundamental skills and concepts make up essential classroom learning, but the best way to really understand those concepts and put the skills to use is by getting out and doing it.

Ginn Academy's program—in collaboration with Project Ready, funded by United Way, and the ACE Mentoring Program, supported by the Construction Employer's Association—is designed to create career pathways into construction for high school students.

Working with CEA, the concept is to expose students to all areas of the construction industry, including plumbing, drywall, carpentry, heavy equipment operation and electrical, to see what they are drawn to and create the desire for further education and training in that area.

While the idea is that seniors can go right into a construction job after graduation, that doesn't rule out college as a career path. One of our Project Ready students, who had stated he didn't have an urge to go to college, participated in an HBCU tour. As a result of his exposure to hearing the language of electrical and mechanical engineering on the jobsite, he decided to attend Southern University to study engineering. His exposure through Project Ready created a desire in him to change his focus and go on to study in a specific area.

### On the Job Experience—Anthony Settles

"I started at Ginn Academy my freshman year," says Anthony Settles (hand raised in photo below), now a senior at Ginn Academy. "I really didn't know anything about construction or care about it, because my first thought was that construction is hard labor and didn't pay a lot. Through a program called "Workers Get Fit" I learned that I like to use my hands. So, in 12th grade I entered the Project Ready program and was assigned to Ozanne Construction.

"The more I attended the program the more interested I became. Now I'm in an internship and I know what I want to do. I want to do hardwood framing carpentry—that's basically framing the outside part of a structure before they put up the drywall.

"Before I started the internship, I didn't know what I wanted to do. I started by helping my supervisor identify leaks on the 2nd and 3rd floor windows and noting it on the blueprints. Then I shadowed different carpenters and helped them on the jobsite.

"I'm always learning. I've been watching how it's done the entire time and figuring it out."



# Strategically Aligned for Future Growth in Economic Empowerment

It is no secret that large employers in manufacturing and other sectors, that used to employ black families, have virtually vanished in Cleveland. Entrepreneurship creates an avenue for African Americans and other Minorities to build new wealth on a foundation of their own creation. The Urban League is a vehicle to help nurture and guide entrepreneurship along a proven pathway. Since 2004, we have consistently helped create and grow thousands of businesses in Cleveland through technical business advisory services, contracting opportunities, strategic planning and access to capital, with the help of programs like Becoming Bankable.

## Resources for Entrepreneurship and Business Development.

Part of the League’s Business Development Strategy is the Entrepreneurship Center (EC): a resource to help start, sustain and grow small businesses in Greater Cleveland.

Principal programs of EC include:

The Small Business Development Center (SBDC) provides business counseling and assistance to individuals who are either starting or growing their business.

Minority Business Assistance Centers (MBACs) provide MBE and EDGE entrepreneurs with management, technical, financial and contract procurement assistance in addition to loan and bond packaging services. The services are available to businesses located throughout Ohio.

UBIZ Connect is a revenue and jobs accelerator funded by a generous grant from Chase that provides small businesses room to grow and technical assistance to speed their development.

Capital Access Fund (CAF) is an \$8 million initiative that seeks to provide African American and other minority business owners in Greater Cleveland with access to capital and pre-and post-loan counseling to ensure the success of those borrowers.



*“Becoming Bankable is a program to educate black-owned businesses on understanding and maintaining their financial statements,” says Michael Obi, ULGC Strategic Consultant for Business Development (center). “We help business owners improve their credit scores and become more attractive when they apply to banks for business loans.”*



## Driven to Success—Foundation Transportation.

It’s kind of unusual for someone to come to the Urban League for a loan on a new BMW. But that’s what Karl E. Singleton, Jr. (pictured left) needed to expand his growing luxury transportation business. His high-end corporate clients expected that kind of car to pick them up at the airport, take them to meetings around town, and bring them back to their private jet for the evening flight home.

In 2015, Karl and Yalonda Renee Singleton started Foundation Transportation in their home in Tremont, and still operate from their house to keep overhead expenses down. “When we first started, we didn’t obtain any loans or capital from anyone,” says Karl. “We financed everything on our own and took a leap of faith. It took some sacrifices on our part and we ended up creating a lot of debt for ourselves.”

The business was successful and growing, but Karl and Yalonda knew they needed to add to their stable of vehicles. At the Urban League, they found out that they qualified for a Capital Access Fund loan. They also worked with the Entrepreneurship Center to finish their business plan, and have continued to take advantage of the Urban League’s business programs.

“We are now Minority Business Enterprise (MBE) certified, and I want to go on to get our national MBE certification,” says Karl. “The Urban League has seminars and courses pretty much every week about sales, marketing, and how to obtain government contracts. I don’t know where I would go to find this information if the Urban League wasn’t there.”

Foundation Transportation also provides transportation for weddings and proms, and simple airport shuttles, but a lot of their business is still for high-profile celebrity and corporate clients. Karl estimates they’ve driven for 100,000 clients in the last five years. “We’ve driven for Magic Johnson three or four times, and he only wants an Escalade,” says Karl. “Most of the time clients have a set itinerary that we know about. But those can change at the last minute. We have to be flexible. The last time I picked up Magic Johnson I ended up staying with him for 12 hours.”

### Overall Economic Impact of the Entrepreneurship Center’s Activities in 2018

Number of Small Business Clients Served .....	872
New Businesses Created .....	47
New Jobs Created .....	497
Total Economic Impact.....	\$ 21,531,420.00
Loans Obtained (\$) .....	\$ 4,574,450.00
Loans Obtained (number) .....	31
Equity Investments (\$) .....	\$ 2,640,572
Equity Investments (number) .....	39
New Bonding Capacity (\$) .....	\$ 1,254,384.00
Contracts Received (\$) .....	\$ 13,062,014.00
Contracts Received (number) .....	15

The League programs support and enable people to create jobs for themselves, and, hopefully, grow their businesses to create employment for others.

# Strategically Aligned for Future Growth in Education and Youth

## Responding to a National Imperative.

The Every Student Succeeds Act (ESSA) called out the need for equity, a civil rights imperative, to be pursued by the nation, by each state, and by each local school district. To that end, the Wallace Foundation developed a project through which state teams were formed.

The Urban League has worked as a key team member in developing the State of Ohio ESSA Plan, providing input and equity focus. Participating in this statewide initiative has allowed the League to emerge as a thought leader in Education Reform, Policy and Advocacy.

Ohio's ESSA Plan was recognized as one of the Overall Excellent Plans. This positive outcome was the result of the amount of input given by our State Team and the trust from the Ohio Department of Education (ODE) to listen and adapt. ODE also put together an outstanding Strategic Plan for guiding the state's priorities for education, with equity baked in.

Now that all state plans have been submitted, each school district must create its own implementation plan. The Urban League is currently working to help the development of district ESSA plans, which will continue to evolve. We are exploring ways to assist districts in providing additional support for students through Career Pathways, and by helping parents and community members to understand the State Report Card and its implications for student learning and outcomes.

As a result, school districts are now asking the League to assist them with programing, as they have learned to trust and understand the assets we bring to the table.

## No Ceilings on Success.

No Ceilings on Success (NCOS) is the National Urban League's campaign to hold states accountable for achieving educational equity under the Every Student Succeeds Act. NCOS builds on the work of the League's Excellence and Equity Project by equipping parents, teachers, students and communities with the knowledge to remove the barriers that prevent every student from achieving academic excellence.

The goal is simple, succinct, compelling: By 2025, every American child is ready for college, work and life.

## Popular Education Programs.

**Project Ready** is a set of evidence-based standards plus practical tools designed to help youth prepare for college, work and life. It helps students in grades 9-12 make academic progress, benefit from cultural enrichment opportunities and develop important skills, attitudes and aptitudes in order to develop "readiness." having the information and perspective necessary for success. In 2018, a CEA-sponsored mentorship program for the Construction industry was linked to Project Ready as the first of the League's Career Pathways initiatives.

**HBCU Tours** is a dynamic program that gives students the opportunity to visit historically black colleges and universities across the nation. Every year students have the opportunity to visit college campuses, experience their rich culture and heritage, talk to current students and present themselves to Admissions personnel. We have a strong track record of senior students being accepted on the tour.

**Kids College** continued to provide an academic in-school enrichment program for third grade students at Marion-Sterling school, with a focus on reading skills. If a child cannot read at grade level by the end of third grade, he/she will not promote to the fourth grade.

**MyCom Out of School Time** programs are critically needed in our communities to give kids safe places to go, after school or during summer, where they can get help with homework, explore the arts or play sports. The Urban League has become a strong Technical Assistance Provider to Out of School Time organizations. Our support of MyCom provides workshops to help organizations develop the same kind of best practices we use in our youth development work. The program is funded by the Cuyahoga County Family and Children First Council, and managed by Starting Point. Each year we train over 200 participants in 18 different workshops.



# 2018 Highlights

## 2018 was a big year with big ideas and big accomplishments.

What do you do after an exhilarating year of celebrating our centennial? You work even harder to bring more services to more people. So, that's what we did.

### Taking a Leadership Role in Equity and Excellence in Education.

In October, Marsha Mockabee and Frank Whitfield, CEO of Lorain County Urban League, spoke at a leadership luncheon on Urban Education at the City Club of Cleveland.

In their presentation, they laid out an inventory of challenges facing urban youth in getting the education they need to succeed in college, work and life. For far too long this has been an issue that has been given to the schools to fix. Marsha and Frank issued a call to action for civic and industry leaders to get on board to make equity a top priority.

The state of urban education, particularly in Northeast Ohio, is at a very serious juncture. If children were dying from a disease at the level that children are dying educationally, every component of this country would come to a screeching halt to find a solution. The Urban League, as a leader, is beginning to help convene the community to action on this critical need. The goal is to create a big tent for all comers and equity ambassadors to help in this movement.

At this meeting, Marsha announced the soft launch of "No Ceilings on Success." In leading this program in Northeast Ohio, the Urban League has begun working with school districts, state board of education and other government, private sector and community leaders to start talking about how we create equity in the implementation of the ESSA, through thought leadership, engagement, advocacy and communication.



### Facilitating a Massive "Get Out the Vote" Effort.

The Urban League of Greater Cleveland worked with the National Urban League and many other civil rights organizations to get out the vote in the 2018 mid-term elections. Activities included registering and educating voters, holding a Meet the Candidate program at Mt. Gillion Church, and working with Boyd Funeral Home and Insta-Ride to provide transportation to polling locations. We got young people involved with our Bringing the Youth to the Booth program. The result was a record turnout of voters in Cuyahoga County. Our Guild made a significant contribution to the increased voter turnout under the leadership of Guild President, Billy L. Sharp (center).

### Supporting Growing Businesses to Make an Impact.

The Entrepreneurship Center at the ULGC hosted our 4th Annual Growth Plan Pitch Competition October 3, 2018 at Karamu House. Beginning with over 75 candidates, the field was narrowed down to three finalists in the Early Stage Business category, and three finalists in the Existing Business category. The purpose of the Pitch is to provide seed money and mentoring to businesses with growth potential that could have a positive impact on the Greater Cleveland community. Prize winners receive a cash injection ranging from \$1,000 to \$3,000, intensive coaching, and a one-year free membership to the UBIZ (Business Accelerator) program.

The Annual Growth Plan Pitch program is successful because of the generous sponsorship and support of AT&T, Chase and KeyBank. Other partners include City of Cleveland Economic Development, Cleveland Minority Business Assistance Centers, Cuyahoga Small Business Development Centers, National Urban League, NDC, Urban Empowerment Fund and U.S. Small Business Administration.



*"I cannot put a price on the mentorship and access to other successful business owners I've received through UBIZ Connect. I'm able to think big and act bigger, because I have a team behind me."*

— Lakeesha Bussey, Owner, Park Play Party

### 2018 EARLY STAGE BUSINESS WINNERS

1st—Micah Specialty Foods

2nd—Park Play Party

3rd—Getting Our Babies to College 101

### 2018 EXISTING STAGE BUSINESS WINNERS

1st—Glass Day Care

2nd—Bloom & Clover

3rd—Spa Lavender

### 2018 Annual Benefit Concert and Fundraising.

Our wildly successful Benefit Concert with Presenting Sponsors, Hard Rock Rocksino Northfield Park and KeyBank, was held November 15th at the Hard Rock Rocksino, featuring multi-Grammy award winners The Spinners, performing to a sold-out house. Onstage the group performed many of their greatest hits, including "I'll Be Around," "Could It Be I'm Falling in Love," and "Rubberband Man," while off stage they provided a "meet and greet" opportunity for our VIP ticket holders.



# Notable Collaborations & Partnerships

## The Power of Collaboration.

"Strategic Alignment," by definition, requires two or more elements working together. It's also called "Collaboration." In 2018, the League expanded our network of committed partnerships, to better leverage our impact on our communities. We are more efficient, effective and achieve greater results working together than any one organization could achieve on its own.

We're in harmony with the African Proverb:

*"If you want to go fast, go alone; but if you want to go far, go together."*

We began the process of extensive collaboration with the Urban Action Collaborative, to provide activities, panel discussions and a local response to the National Urban League's State of Black America report, scheduled for our May 2019 Annual Meeting. Urban Action Collaborative is a collective effort of CSU's Maxine Goodman Levin College of Urban Affairs, Policy Bridge and the Urban League of Greater Cleveland to strengthen the connection between research and advocacy to inform decisions around targeted and effective service delivery.

Our ongoing collaboration with Starting Point, now seven years old, has helped us evolve to become a strong technical assistance provider for MyCom Out of School Time organizations, to teach them about the best practices in Youth Development.

Our partnership with the Construction Employers Association (CEA) greatly expanded in 2018. They continued to be instrumental in helping us to offer adult classes as part of the Work NOW initiative. Then, in late 2018, CEA approached us with a proposal to partner with us on a Career Pathways program in Construction for high school students, providing funding for student stipends, helping pay for our trainers and providing in-kind support. CEA is a true equity partner in our workforce development efforts.

## Capital Access Fund of Greater Cleveland

### Founding Partners

Cuyahoga County  
Morgan Stanley  
National Development Council  
National Urban League's Urban Empowerment Fund (NUL-UEF)  
Urban League of Greater Cleveland

### Local Partners

Burton D. Morgan Foundation  
City of Cleveland  
Cleveland Foundation  
Fifth Third Bank  
KeyBank Foundation  
PNC

## 2018 Funding Partners (Programs & General)

Burton D. Morgan Foundation	Dollar Bank	Nordson Corporation Foundation
AT&T	Dominion East Ohio	Ohio Development Services Agencies
CHASE	Eaton Corp	PNC
City of Cleveland	Fifth Third Bank	Rockwell Automation
Cleveland Citywide Development Corporation	FirstEnergy Corp	Small Business Association (SBA)
Cleveland Clinic	Forest City Enterprises	Starting Point
Cleveland Foundation	Gap Communications	Third Federal Bank
Construction Employers Association	Hard Rock Rocksino Northfield Park	The Good Community Foundation
Cuyahoga Community College	KeyBank Foundation	United Way of Greater Cleveland
Cuyahoga County Family & Children First Council	JumpStart	University Hospitals
	MetroHealth Systems	US Bank
	National Urban League	Wallace Foundation

## 2018 Community Partners

Asia Inc.	Cleveland Metropolitan School District	National Action Network–Cleveland Chapter
Black Women's Roundtable	Cleveland State University	National Development Council
Black Professionals Charitable Association	Cuyahoga County Board of Elections	Newschannel 5
Boyd Funeral Home	Delta Sigma Theta, Inc.	Northeast Ohio Regional Sewer District
Buckeye Health Plan	DLM2930 Prospect	Ohio Department of Education
CAAO	Greater Cleveland Partnership	OpenNEO
Call & Post	HOLA Ohio	OPTIMA Lender Services
Central Cadillac	Insta-Ride	Platinum Transportation CLE, LLC
Chilcote Law Firm LLP	Jewish Federation of Cleveland	Starting Point
City of Cleveland/Cuyahoga County Workforce Development Board	Lorain County Urban League	United Parcel Service
Cleveland Browns	Mt. Gillion Baptist Church	United Pastors in Mission
	NAACP–Cleveland Branch	Walmart

## Guild Members

Billy L. Sharp, President	Stella Antwine	Gloria Johnson	Beverly Riley-Tatum
Corlista Hardman, Vice President	Juanita Casteel	Riki Johnson	W. Mona' Scott
Deitra C. Wilson, Recording Secretary	Toni Goodman	Carmen Jones	Darlene Smith
Gabrielle Kelly, Treasurer	Monica Hannah-Brown	Lorna Leary	Kim Snyder
Felicia Townsend, Guild Liaison	Adrian Hardin	Loniece Lee	Patricia Triggs
Zenobein Adams	Deborah Haynes-Hatcher	Cathy Lewis-Wright	Meredith Turner
Kelly Alexander	Michael Hollins	Terry Martin	Monique Winston
	Gabrielle Jackson	Yvette Mitchell	
	Charlene Jathoo	Frieda Mosby	

## Young Professionals

Dawn Davis, PhD, PHR, RCC President	Brittany Lovett, Treasurer	Donte Gibbs	Meaux Consulting Group
Daryl Whitley, Vice President	Rahim Bast	Keniece Gray	Aldyn Muthra
Jennifer Howard, Secretary	leisha Catledge-Hicks	SteAira Hatchett	HerBrina Shepherd
	Ryan Ellis	Quisha Marbury	Brian Webster

## Raising Public Awareness

The beginning of the Urban League's "new look" and sound" going into its second century began to take shape, with the goal to "clarify the mission and activities of the Urban League of Greater Cleveland for the benefit of the widest possible audience." A powerful radio campaign was developed and launched to help fill the seats for The Spinners at the Hard Rock Rocksino. In addition to a new brochure, the website has been totally re-designed. The League is making extensive use of Facebook, Twitter and other social media platforms to reach a younger demographic.

## In the News...on the Air...Everywhere!

Marsha Mockabee and other members of the League staff spent a lot of time in 2018 presenting the ULGC story through traditional and online news sources including the Cleveland Plain Dealer, Ideastream/NPR, Kaleidoscope on WEWS-TV, and a host of social media outlets.

Speaking and Public Appearance Highlights:

- Participant at "Truth Crushed to Solidarity Day," at CSU Black Studies Program
- Moderator for Women of Color event, "Racial, Social and Educational Justice in America"
- Presenter at the Consortium of African American Organizations' 2018 Special Legacy Roundtable
- Recipient of the National Council of Negro Women—Community Service Award
- Panelist for "Role of the Board" Training, sponsored by Business Volunteers Unlimited and the Urban Action Collaborative
- Panelist for "Voter Education/Voter Registration," held at CSU
- Kaleidoscope on WEWS-TV
- Live on Lakeside on WKYC-TV
- We the People on WKYC-TV
- 107.3 The Wave Radio Station

## Strategically Aligned for the Future.

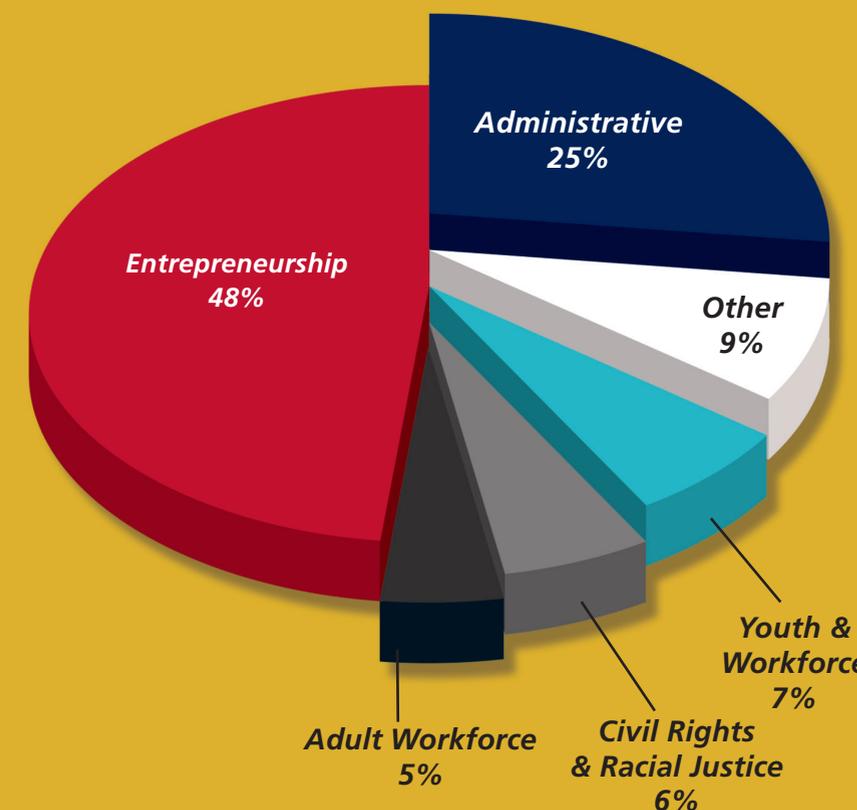
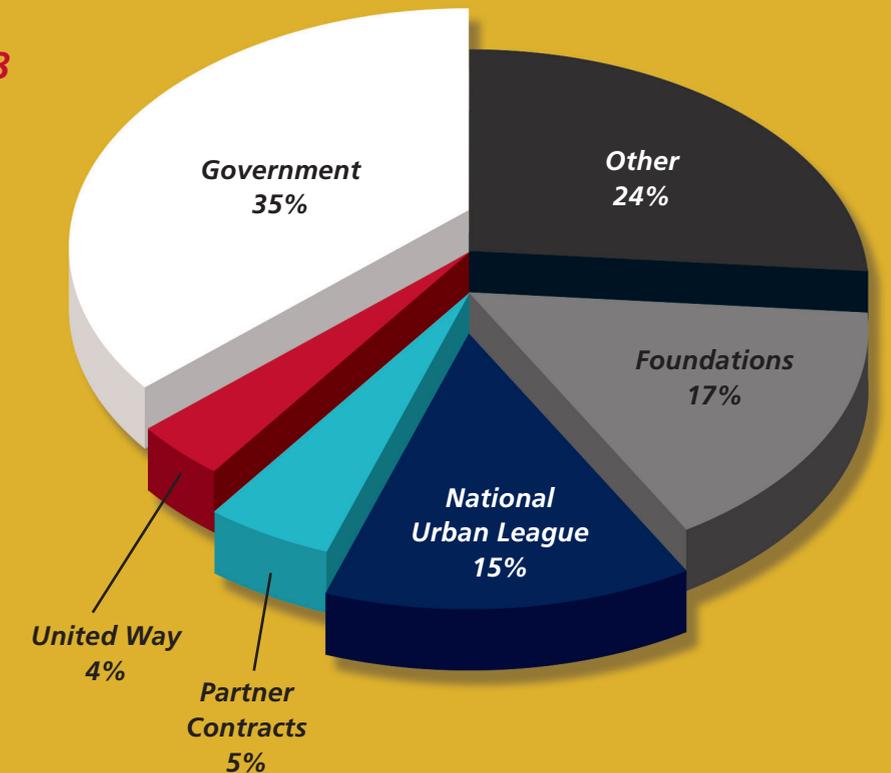
There are big things on our horizon. We are busy working on projects and programs that will help bring about the revitalization of our inner-city neighborhoods, such as Central, Fairfax and Glenville. We must also be concerned about our inner ring suburbs like East Cleveland, Warrensville and Maple Heights.

Additionally, the Urban League is at the leadership level of everything that has to do with economic development in Greater Cleveland. Some of the exciting opportunities for Cleveland include blockchain technology, with its need for training and employment. While still in the early stages of adoption, the technology is the basis of an effort called "Blockland" by Bernie Moreno Enterprises, to make Cleveland a blockchain technology hub. The League is involved in these preliminary discussions, to make sure there are opportunities for members of the African American and Minority communities.

## Financials

### ULGC Revenue Sources 2018

Revenue Sources	Amount
Government	\$ 512,696
Other	\$ 346,047
Foundations	\$ 241,250
National Urban League	\$ 214,867
Partner Contracts	\$ 68,100
United Way	\$ 63,209
<b>TOTAL:</b>	<b>\$1,446,169</b>



### ULGC Usage 2018

Department Usage	Amount
Entrepreneurship	\$ 688,437
Administrative	\$ 367,419
Other	\$ 125,376
Youth & Workforce	\$ 109,087
Civil Rights & Racial Justice	\$ 87,750
Adult Workforce	\$ 68,100
<b>TOTAL:</b>	<b>\$1,446,169</b>

# Board, Staff & Consultants

## EXECUTIVE OFFICERS

James R. Myers—United Parcel Service, *Chair*  
(Term Expired December 2018)

Bennett Gaines—First Energy, *Vice Chair*

Nicolette “Nikki” Jaworski—AT&T, *Secretary*

Kim Manigault—KeyBank, *Treasurer*

Earl Williams, Esq., *Assistant Treasurer*

Alexandria Johnson Boone—GAP Communications, Inc.  
*Chair, Public Awareness Committee*

Lee Chilcote, Esq.—The Chilcote Law Firm LLP  
*Chair, Strategic Planning Committee*

Beverly Coen—Nordson Corporation (Retired Executive)  
*Chair, Personnel Committee*

LaRese Purnell—CLE Consulting Firm, *Chair*  
*Audit Committee*

Patricia Ramsey—Fifth Third Bank, *Immediate Past Chair*

Janice Taylor-Heard, PhD—Cuyahoga Community College  
Western Campus, *Chair, Program Committee*

Jill Miller Zimon—OpenNEO, *Chair, Nominating Committee*

## BOARD MEMBERS

Kevin N. Carpenter—Rockwell Automation

Tracy Carter—MetroHealth System

Kevin Clayton—CAVS\*

Miranda Creel—PNC Bank

Dawn Davis, PhD, PHR, RCC—President, ULGC Young  
Professionals

Heidi Gartland—University Hospitals of Cleveland

Wendolyn “Wendy” Grant—City of Bedford Heights

Michael Houser—Cuyahoga County

Debbie Klein—Jewish Federation of Cleveland

Robert A. Lyons—US Bank\*

Marty McGann—Greater Cleveland Partnership

Jettye Matlock, Esq.

Deborah Pye—Fairfax Health Care Center

Billy L. Sharp—President, ULGC Guild

Patricia A. Triggs—Immediate Past President, ULGC Guild

Monique Winston—Optima Lender Services

*\*Newly Elected Board Trustees, May 2019*

Steven A. Minter—Executive in Residence at  
Cleveland State University  
Senior Advisor to Board of Trustees

## MARSHA A. MOCKABEE

President & CEO

## EXECUTIVE/ADMINISTRATION

Sharon D. Gibson-Strickland, Executive Assistant to  
President & CEO/Programs

Deborah Haynes-Hatcher, Receptionist

Wanda Hill, Senior Financial Officer

Michelle Kinney, Fiscal\*

Gabrielle Fowlkes, CSU Graduate Intern

## EDUCATION AND YOUTH DEVELOPMENT

Marva Richards, Manager, Kids College

Darnell Carter, MyCom\*

Danyll Jones Lockhart, Project Ready and  
HBCU Tours\*

Nate Phillips\*

## ENTREPRENEURSHIP CENTER

N. Michael Obi, Strategic Consultant, Business  
Development\*

Tamitra Peavy, Capital Access Fund\*

## CUYAHOGA SMALL BUSINESS DEVELOPMENT CENTER (CSBDC)

Donna Dabbs, Director

Bridget King, Program Assistant

Alima Samad, Business Advisor

## MINORITY BUSINESS ASSISTANCE CENTER (MBAC)

Renee Ligon, Director

Gail Gadah, Financial Advisor

Felicia Townsend Ivey, Financial Advisor

Gwendolyn Solomon, Administrative and Training Manager

## WORKFORCE DEVELOPMENT

Jeanetta “Jaye” Price, Sr. Director of Programs

Brenda Eugene, AmeriCorps\*

Dr. Terrence Robinson\*

*\*Denotes Consultant*

# Save the Date

## National Urban League Conference

Indianapolis, IN  
July 24 – 27, 2019

## League & Guild Community Brunch

Join us for a new tradition—blending our historic Equal Opportunity Day Luncheon and the Guild’s Spring in Bloom Luncheon.

Executive Caterers at Landerhaven  
August 10, 2019 10:00 a.m. - 12:30 p.m.

Please contact us for ticket, vendor and sponsorship opportunities.

## Community Fair and School Supply Giveaway

Urban League of Greater Cleveland  
August 16, 2019

## 5th Annual Growth Plan Pitch Competition

October 2, 2019

## Guild Candidates Forum Breakfast

Meet the candidates and discuss the issues.  
October 5, 2019

## Plans for a fabulous 3rd Annual Benefit Concert are in the works!

We had such a great response to last year’s concert by The Spinners, we had to figure out a way to top that! Details for our 3rd Annual Benefit Concert will be revealed soon! We can’t tell you performance details yet, but we promise it will be the “can’t miss” event of the year!

Continue to visit [www.ulcleveland.org](http://www.ulcleveland.org) for all event updates.

## Agency Partners



National  
Urban League



Urban League of  
Greater Cleveland

*Empowering Communities.  
Changing Lives.*

2930 PROSPECT AVENUE, CLEVELAND, OH 44115

216.622.0999 PHONE || 216.622.0997 FAX

[WWW.ULCLEVELAND.ORG](http://WWW.ULCLEVELAND.ORG)



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