

Urban League of  
Nebraska

*Empowering Communities.  
Changing Lives.*



2020

Annual

Report

UrbanLeagueNeb.org  
3040 Lake Street, Omaha NE 68111  
(402) 453-9730

# Thank You!

Your continued support of our work positively impacted hundreds of thousands of underserved members of our North Omaha community battling the disastrous impact of COVID-19.

## MISSION

The Urban League of Nebraska seeks to build a resilient North Omaha community by helping our clients navigate their challenges and negotiating solutions through strategic partnerships

## VISION

We will continue to lead Nebraska in closing the socio-economic gap in the African-American community, other ethnic communities and for disadvantaged families. We believe social equality and economic independence is vital and we won't stop until those values are achieved.

## SOCIAL MEDIA IMPACT

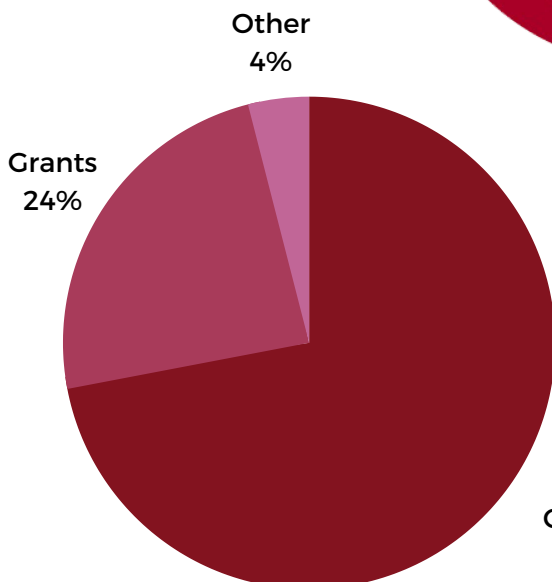
follow us on social media



@UrbanLeagueNeb

# 3,424

Total direct services through in-school, out-of-school programs and workforce development



## FISCAL YEAR 2020

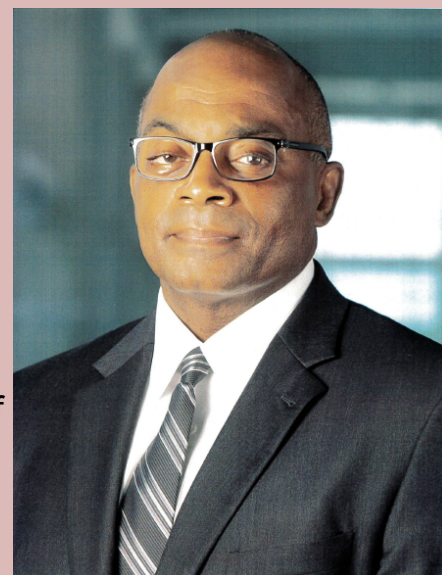
*\$2,796,863 raised*

Corporate & Community Support  
72%

# ***Rising to the Challenges in a Year of Crisis: We Remain Urban League Strong***

Our office never closed its doors. We did not reduce services. We implemented a return-to-work plan that included an alternate day work schedule for staff to adhere to social distancing measures to keep our employees and their families safe. Staff were able to bring their children to work if faced with daycare issues. We continued to pay salary and benefits to all full- and part-time staff.

Today, the world has changed, and we are experiencing unprecedented times. The COVID-19 pandemic radically upended every aspect of our operations here at the Urban League of Nebraska. With the Omaha Public Schools (OPS) cancelling in person classes in March and going remote, all of our Education/Youth Development Programs were essentially prevented from operating at the schools. Our Workforce Development Program suspended all training and activities, essentially undoing the gains we had made in increasing the number of blacks entering Omaha's workforce pipeline.



*President/CEO  
Thomas H. Warren Sr.*

Within a matter of weeks, we pivoted and adapted our service delivery model to continue to work with the families on barriers related directly to school engagement, and with those impacted by record-setting unemployment. With the return of the school year in the fall our Community Coaches, Whitney M. Young Academy mentors, and Youth Attendance Navigators were active in assisting students with digital classrooms and adjustment to this new but technological way of learning. We pride ourselves in our ability to aid by helping our youth find and utilize resources to gain the education necessary to plan their careers and meet their goals.

The Urban League of Nebraska is also providing job training and opportunities to learn and gain work experience. Employment and Career Services hosted drive-through job fairs where job seekers received a packet with community resources, the most up to date job postings, resume writing tips and much more. And in June, we graduated our first Career Readiness Boot Camp using a virtual platform.

We are going into 2021 facing more challenges, but we will remain Urban League Strong... Thank you to all the business, companies and private donors who supported us this year.

# Signature Programs and Special Initiatives



## Education/Youth Development

*Every Child is ready for school, work and life*

### Youth Attendance Navigators Truancy Reduction

Building positive relationships between the school and family unit to support middle and high school youth who are particularly vulnerable to disengagement from school.

### Whitney M. Young College Prep Academy

Designed for 9-12 grade high school students to progress academically and intellectually, benefit from enrichment opportunities, and develop important skills, attitudes, and aptitudes that position them well for success during and after high school.

### Community Coaches Violence Prevention

Creating and sustaining meaningful and supportive relationships to reduce behaviors that undermine youth well-being.

### Youth Advocacy

Providing youth with productive exposure to an array of leadership development opportunities at the local, state and national level.

### After School Enrichment

Keeping our elementary and middle school students excited, inspired and safe.

**798**

received meaningful and supportive sources between caring adults and youth, directing those interactions towards reducing behaviors that undermine youth well-being, and increasing educational and employment success. After-school programs provided out of school learning with an emphasis on expanded day and summer enrichment activities.

**100%**

*matriculated to next  
grade level or  
graduated from high  
school*

**85%**

*of participants remained below  
the 10 or less absence threshold to  
prevent referral to the Douglas  
County Attorney's office for  
truancy!*

# Signature Programs and Special Initiatives



## Workforce Development

Our Community has access to jobs with a living wage and good benefits

### Employment and Career Services

Assistance with identifying career pathways, job training services, and employment placement and support.

### Career Readiness Boot Camp

Participants receive workforce-based training services, learn employment-focused skills and earn industry-recognized credentials.

**852**

Participants received case-management support, work-force training services, earned industry-recognized credentials, learned employment-focused skills, and formed positive relationships with their community.

**95%**

*Training  
Completion  
Rate*



**40%**

*Job  
Placement Rate*



## Advocacy

Building resiliency and positive change in our efforts to make our community a better place.



**1774**

community members contacted our office or walked in seeking outreach services for basic needs of food, shelter, employment and legal services.



# Alive, Well & Ahead of the Curve

## **Thomas Warren, Member of Census Complete Count Committee**

Thomas Warren, President and CEO, of the Urban League of Nebraska, said participating in the 2020 Census is a civic obligation that helps the government decide how approximately \$675 billion in federal funds are distributed each year.

"It determined how legislative districts of all levels of government are drawn. Where roads and transit are built in the future and how billions of dollars in federal funding for housing, education, transportation and healthcare are allocated," Warren said.

The logo for the United States Census 2020, featuring the text "United States® Census 2020" in white on a dark blue background.

## **⊖ 2020 GET OUT THE VOTE**

RECLAIM  
YOUR

**VO  
TE**

## ***Reclaim Your Vote: From Protest to Power***

The Urban League of Nebraska took part in a Voter Project across North Omaha to encourage the community to get out and vote. Exercising your right to vote has never been more important for the future of this country. The COVID-19 coronavirus has posed a unique threat to our Democracy by forcing millions of Americans forced to self-isolate and pushing back primary elections across the country.

## ***Mentors Find Ways to Make Impact on Teens During Pandemic***

KETV also covered Urban League's Back to School Event held on August 29th.

Students and teachers are adjusting to a new way to begin the school year. Urban League of Nebraska mentors are finding ways to connect with their mentees.



# Alive, Well & Ahead of the Curve

**INTRODUCING**  
A new way to  
find the talent  
you need!



## ***Urban League of Nebraska Job Portal Launch***

Finding a job can be difficult, but we're here to help!

From career counseling to work experience opportunities, we can help you take a step in the right direction. Urban League of Nebraska is proud to announce the upcoming release of its live Job Portal! Employers and Job Seekers will be able to post and search active job openings in the metropolitan area and be able to apply in seconds.

find out more at

[urbanleagueneb.org/jobs](http://urbanleagueneb.org/jobs)

## ***AIM Institute Awards Urban League of Nebraska with the 2020 Community Builder of the Year Award***

For its work in developing the next generation of tech talent workers, AIM Institute will honor the Urban League of Nebraska (ULN) with the 2020 Community Builder of the Year Award.

The award shines a spotlight on ULN's 'Careers in Tech Boot Camp' training course. In 2019, the Urban League launched this unique training opportunity which combines the seven foundational workplace skills of work ethic, with the components of AIM's Code School.



**VIRTUAL** Equal Opportunity Day  
**RETHINKING  
THE CULTURE FIT**

Friday, December 4, 2020



The Urban League of Nebraska hosted our virtual 2020 Equal Opportunity Day: Rethinking the Culture Fit on Friday, December 4th. The event began with a panel session "Taking Employee Resources Groups to the Next Level", with local leaders who are the driving force of change within diversity. This was followed by the keynote presentation by Janet Stovall on diversity and inclusion and the honoring the Equal Opportunity Day award recipients.



**Keynote Speaker:**  
**Janet Stovall**

Inclusion advocate, speech writer and Sr. Director, Social Impact and The UPS Foundation

# Urban League of Nebraska Board Members

## Executive Committee:

**Christopher O. Estwick**

ULN Board Chair  
Koley Jessen P.C. L.L.O.

**Brian Ross**

ULN Board Vice Chair  
Omaha Steaks

**Donald J. Neal Jr**

ULN Board Treasurer  
KPMG LLP

**Kathy J. Trotter**

ULN Guild President  
ULN Board Secretary  
Metropolitan Community College

## Board Members:

**Deanne Adams**

Woodmen Life

**Cristina Castro-Matukewicz**

Wells Fargo Nebraska

**Vanessa Elkins-Rodgers**

Mutual of Omaha

**Steve Farrell**

First National Bank Omaha

**Kevin From**

U.S. Bank

**Stephanie Gould**

American National Bank

**Hasan Hyder**

Union Pacific Railroad

**Malorie Maddox**

Blue Cross Blue Shield Nebraska

**Romaro Nelson**

LinkedIn

**Johnny Nesbit**

ULN Young Professionals

**Ashley Perkins**

Cox Business Omaha/Sun Valley

**Chad Richter**

Jackson Lewis

**Maryanne Belford Rouse**

Community Volunteer

**Martha L. Sedky**

Omaha Public Power District

**Pernell Toney**

Farm Credit Services of America

**Barry Thomas**

Omaha Public Schools

**Ginny Ward**

Hy-Vee

**Tyrone Williams**

Baxter Auto

**Tanya Winegard**

Creighton University

**Thomas H. Warren Sr.**

ULN President/CEO  
Ex-Officio

## Get Involved with the League!

### Urban League of Nebraska Young Professionals

The ULNYP is a volunteer auxiliary of the Urban League of Nebraska, ages 21 to 40, who are dedicated to serving local young professionals of color. Their goal is to engage young professionals in the National Urban League's and local movement toward the achievement of social and economic equality.

[urbanleagueneb.org/yp](http://urbanleagueneb.org/yp)

#### Officers

**Johnny Nesbit II**

President

**Ashley Turner**

Vice President

**Davielle Phillips**

Treasurer

**LaQuinte Campbell**

Secretary

**Tierra O'Neal**

Parliamentarian

### Urban League of Nebraska Guild

The auxiliary membership group was established to help promote the Urban League through volunteer service in the areas of fundraising, community service, and leadership. Guilders range in age from 40 to 95 and help stimulate the organization's mission, hand-in-hand with goals and objectives of the Urban League of Nebraska.

[urbanleagueneb.org/guild](http://urbanleagueneb.org/guild)

#### Guild Leadership

**Kathy J. Trotter**

President

**Minnie Dacus**

Vice President

**Redalian Lee**

Treasurer

**Aileen Warren**

Secretary

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Nebraska:

[urbanleagueneb.org/give-now](http://urbanleagueneb.org/give-now)

Visit us on social media:  
[@UrbanLeagueNeb](https://www.instagram.com/UrbanLeagueNeb)

Thank You!



Urban League of  
Nebraska

Empowering Communities.  
Changing Lives.