OUR MISSION:

The mission of the Urban League of Metropolitan St. Louis, Inc. is to empower African Americans and others throughout the region in securing economic self-reliance, social equality and civil rights.
Founded in 1918 by a small group of concerned, interracial citizens seeking long-term solutions to defuse racial tensions, stabilize communities and improve living conditions for African Americans in the greater St. Louis area. In 1922, the Urban League became a member of the Community Fund which would later become the United Way of Greater St. Louis.
As the leading champion of empowerment and opportunity for African Americans, the Urban League of Metropolitan St. Louis envisions a region:

• where all people are valued members of the community;
• can adequately support themselves and their families;
• live in neighborhoods that are vibrant and thriving;
• and share in the region’s prosperity and well-being.
THE URBAN LEAGUE TODAY

- #1 Affiliate of the National Urban League with 250 employees and a $25 million budget
- Serving over 100,000 residents per year in St. Louis City, St. Louis County and St. Clair County, Illinois
- 15 locations throughout the bi-state region
- Accredited by the Better Business Bureau
DIVERSE CLIENT POPULATION

- 74% of our clients are female heads of household
- 81% of our clients have annual incomes under $15,000
- 73% of our clients are African American
- Seniors depend on subsidies to stabilize households: 42% of our clients are 55 & over
URBAN LEAGUE BOARD
DIVERSITY PARTNERSHIPS

• The League utilizes a top-down approach to partnering with companies for diversity.

• This partnership includes:
  • Board Membership
  • Committee Participation
  • Staff Volunteerism
  • Career Fairs
  • Philanthropic Initiatives
DIVERSITY SPOTLIGHT: EDWARD JONES

• At the Urban League we believe that Diversity must be intentional and incorporated into the very fabric of an organization. Companies should seek to diversify through every area from recruitment to supplier diversity.

• We are very grateful for Edward Jones’ support and corporate partnership.
DIVERSITY SPOTLIGHT: EDWARD JONES

- During the Ferguson Crisis, Edward Jones’ support was critical in helping the Urban League to build the Ferguson Community Empowerment Center on the very site of a gas station that was destroyed by fire.
- Edward Jones’ support of the Centennial Campaign allows the League to continue our work in our community.
ECONOMIC OPPORTUNITY

- Save Our Sons program is a workforce development program that helps unemployed and underemployed African American men and others in the St. Louis region.
- To date, more than 750 men have found jobs through the SOS program.
- Created on the streets of Ferguson, SOS is housed in the Ferguson Community Empowerment Center.
ECONOMIC OPPORTUNITY:

Save Our Sisters

- Save Our Sisters in a holistic, comprehensive program that empowers women to live up to the fullest potential in the areas of Economic Empowerment, Entrepreneurship, Basic Needs, Mental and Physical Health and Wellness.
- In 2018, Urban League Board Member Emily Pitts participated in the Save Our Sisters, Women’s Empowerment Summit which was held at last year’s Urban Expo.
Becoming Intentional About DIVERSITY:

- Diversity is best defined as the inclusion of different types of people of different races, orientations or cultures in a group or organization.

- In order to achieve true diversity, we must be intentional about seeking to include various races and cultures in our communities, organizations and companies in which we live, work and serve.
Becoming Intentional About DIVERSITY:

- Companies who are interested in increasing their diversity and inclusion efforts should focus not only internally through affinity groups but also externally by partnering with non-profit and community organizations dedicated to diversity.

- These organizations include the Urban League, Hispanic Chamber of Commerce, the Asian American Chamber, Pride STL and many others. Enhancing diverse community involvement helps local companies and organizations to thrive.
Thank You!