



**Urban League**  
San Diego County

***Empowering Communities. Changing Lives.***



Annual Meeting & Holiday Celebration of Diversity & Equity Awards:  
***"Soul of San Diego Celebrating Students and the Community"***

Thursday, December 1, 2022, 6 p.m., at UC San Diego, Park & Market

## ***Program Partnership Opportunities***

*This booklet is a guide created for philanthropic organizations who want to invest in partnerships with the Urban League of San Diego County.*



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# ABOUT US



Established in 1953 as the San Diego Urban League, the Urban League of San Diego County is a non-profit organization committed to the principle of equal opportunity for all citizens in housing, education, employment, and economic development, without regard to race or socio-economic status.

## LIVE

Our Health and Wellness Department prepares individuals and families to achieve physical and behavioral wellness through individual and group education opportunities.



## LEARN

Our Education and Youth Development Department works with families and youth ages 13 to 17 to help give them the tools to succeed in their academic career. We also work with youth and young adults to help ready them for successful careers in high growth fields within our region.



### Our Vision

A thriving community where everyone has the opportunity to live, learn, and work.

### Our Mission

Assisting African Americans and other underserved people in San Diego County to achieve social and economic equality through advocacy, bridge building, program services and research.

## WORK & ECONOMICS

Our Financial Capabilities, and Workforce Development Departments offer comprehensive programs that give adults and youth of all backgrounds a competitive advantage in today's market and prepares individuals and families to achieve economic independence through housing, financial capabilities, and professional development. The League designed programs





# LETTER TO PARTNERS



Dear Partners and Friends of the Urban League,

Since 1953, the Urban League of San Diego County (ULSDC) is committed to serving low-to moderate income people of color and their families. We have accomplished some fantastic results, recently, in the areas of education, housing, financial asset building, and re-entry psycho-social education for very low to moderate income populations.

Our organization will be celebrating success of our programmatic impacts and regional leaders who symbolize the importance of diversity, inclusion, and equity at the Annual Meeting & Holiday Celebration of Diversity & Equity Awards, **Thursday, December 1, 2022, 6 p.m.**, at **UC San Diego, Park & Market**. This event helps our organization raise the funds needed to support our programs so that we can continue to positively impact and empower our participants in helping themselves secure the American Dream of education, economic stability, sustainable housing, and equal rights.

As a committee, we are considering the following honorees for their work and contributions in the community: The Honorable Todd Gloria, Mayor, City of San Diego; Pamela Gray Payton, San Diego Foundation; Monica Aguirre Berthelot, Hologic, Inc.; Roxanne Petteway, Petteway Management Group; and the Satterberg Foundation. In addition, with special thanks to one of our Board members Zeeda Daniele, we are fortunate to add the famous entertainer Kenny Lattimore as a special guest.

The annual program will provide an opportunity for you and your organization to connect with at least 200 corporate and community leaders, as well as young professionals which is a very attractive market. For 69 years, the Urban League of San Diego County has assisted African Americans and other under-represented populations in San Diego County to achieve social and economic equality through advocacy, bridge building, program services, and research. Last year, the ULSDC served 5,389 individuals (women, men, youth, seniors, and small business owners) through an array of programs that stabilized and improved the lives of disadvantaged and underserved households and individuals. Please attend and confirm your partnership for our program while finding out about our successful impact with the community. Find out how you can get involved. Come out on December 1st and celebrate the achievements of individuals and organizations influencing our region.

It would be an honor to have you participate as a partner on this occasion. Your presence and participation will greatly enhance the success of our event and programs. Please email us your logo. Also, please let us know the contact information for the point of contact in your office. In closing, should you have any questions or concerns, please contact our office at (619) 994-6421, visit [www.sdul.org](http://www.sdul.org), or email [kea@sdul.org](mailto:kea@sdul.org). We look forward to seeing you there as we continue "empowering communities and changing lives".

Sincerely,

Ray King  
President and CEO



# Mission, Visions, & Programs

## Urban League Program Highlights for the Last Two Fiscal Years

- We presented awards and scholarships for 225 students for the Golden Pyramid Scholars Program at UC San Diego this past fiscal year. Project Ready Program College Readiness Program staff and volunteers have worked with 53 students in the 8th through 12th grades at the Urban League for academic support and participated in career exploration, college tours, job readiness and life skills programs. One-hundred percent (100%) of the youth participants have moved to the next grade level, 100% have enrolled and graduated in college, 20 students received scholarship support above \$1K, and 100% of our students have mentors.
- Training to Work Adult Reentry and Transitional Services program supports people seeking employment and career opportunities who have been out of the workforce for various reasons. During the pandemic we continued to serve individuals with barriers to employment to secure credentials, gain employment and life skills, and get connected to supportive services and housing.
- For the last two fiscal years, Housing and Wealth Management program helps individuals and families gain and maintain homeownership. In addition, 709 clients received pre- and post-purchase counseling; and more than 254 purchased homes at an average value of \$510,000. Our clients avoided about 200 foreclosures with an average value of \$370,000. We successfully counseled 200 clients and negotiated loss mitigation plans for 125 families who were able to remain in their homes, at a combined value of \$46 million.
- 52 New Homeowners because of the Black Homebuying Program

## Programs & Services

### Economic

#### Jobs, Housing, & Wealth Building

- Financial Education & Credit Counseling
- Foreclosure Prevention & Intervention
- Homebuyer Education Workshops
- Home Ownership
- Pre & Post Purchase Counseling
- Computer Lab Access & Internet Essentials Training
- Employer Network and Jobs Matching
- Career Coaching
- Women's Reentry
- Job Placement

### Health & Wellness

- Elder Health & Wellness Counseling and Education
- Smoking Cessation Education

### Education & Youth Development

- Project Ready College Readiness
- Golden Pyramid Scholarship Program

### History:

Urban League of San Diego County History The Urban League of San Diego County was founded in 1953 as an affiliate of National Urban League (NUL), to support African American and other under represented families.

These families were seeking opportunities and the Urban League provided the much needed support to connect with employment, job training, housing, health care and education for their children. Sixty-five years later, the Urban League is just as relevant today, as it was in 1953. The agency works diligently to "Empower Communities and Change Lives!"

The National Urban League, founded in 1910 and headquartered in New York City, spearheads our nonprofit, nonpartisan, national community-based movement that has grown to over 88 affiliates in 36 states across the country.



# BETTERING LIVES



The state of our nation needs to be addressed with innovative and effective solutions to eliminate this cyclical poverty by making an investment in our four foundation goals to create a better Southern California for all:



## Education & Youth Development

- 53 Youth
- 100% - On time Graduation
- 100% - Have Admissions to College/ University
- 100% - Have Professional Mentors
- 98% - Graduate from College
- 5,000 viewed Golden Pyramid



## Economic Development: Jobs, Entrepreneurship, Housing & Financial Education & Business Development

Every American has access to jobs with a living wage and good benefits Every American lives in safe, decent, affordable and energy-efficient housing on fair terms

- More than 1071 Clients
- 52 New Black Home Owners



## Health & Quality of Life

Every American has access to quality and affordable healthcare solutions

- 322 Clients
- 130 viewed Monkeypox Townhall Meeting



## Civic Engagement & Advocacy

Every American has the right vote and voice

- Outreach efforts increased with new website and social media footprints
- Newsletter database of 21,000



## Soul of San Diego Celebrating Students and the Community

**Event Date: Thursday, December 1, 2022**

### **PARTNERSHIP OPPORTUNITIES**

#### **TO SUPPORT URBAN LEAGUE PROGRAMS AND OPERATIONS**

For over 69 years, the Urban League of San Diego County has worked to provide outstanding educational experiences to students of color and other under-represented populations from low-to-moderate income families. This event supports continued service for those families that need assistance, such as educational enrichment, mentorship, career exploration, scholarships, parenting workshops, educational mediation/counseling, and supports recruiting efforts in under-served communities. This event theme focuses on supporting Small Businesses in our Community during these economic times.

Donate to be part of the program event and help us continue Educating a Movement towards economic self-sufficiency. Should you have any questions, or want create a specialized sponsorship package, please contact our office at 619.266.6265 or [kea@sdul.org](mailto:kea@sdul.org).

#### **Partnership Level Descriptions**

##### **PRESENTING PARTNER**

###### **\$100,000**

- Acknowledgment in all promotional materials for the celebration
- Also listed as a major donor for programming of the organization and listed on all future promotion and marketing collateral of the education and youth development programs.
- Access for 10 guests
- Corporate logo on step and repeat/press wall
- Prominent digital ad placement in electronic and print event journal
- Two-minute corporate video opportunity with brand messaging to be played during the celebration
- Opportunity to present a scholarship during the Golden Pyramid Scholars Program (amount negotiable)
- Listed as a partner for all educational programming
- Corporate gift bag partner

- Corporate logo listed on Urban League website for six months
- Commitment to the social media post
- Recognition in all pre and post-event marketing and media releases
- Listing in the affiliate Annual Report

##### **CHAIRMAN'S LEGACY**

###### **\$75,000**

- Acknowledgment in all promotional materials for the celebration
- Also listed as a major partner for programming of the organization and listed on all future promotion and marketing collateral
- Access for 10 guests
- Listed as a partner for all financial education and small business education programming
- Prominent digital ad placement in electronic and print event journal



- Special partner recognition during the celebration
- Corporate logo listed on Urban League website for six months
- Commitment to the social media post
- Access for 10 guests
- Half-page ad in digital and print souvenir book
- Special acknowledgment during the celebration
- Commitment to the social media post

### **EDUCATION, YOUTH DEVELOPMENT & SCHOLARSHIP CIRCLE**

**\$50,000**

- President's Education, Youth Development & Scholarship Circle partnership acknowledgment in all promotional materials for an awards celebration
- Opportunity to present a scholarship during the Golden Pyramid Scholars Program
- Listed as a partner for all educational programming
- Access for 10 guests
- Full-page ad in digital and print souvenir book
- Special acknowledgment during the celebration
- Corporate logo listed on Urban League website for three months
- Commitment to the social media post

### **WHITNEY M YOUNG LEADERSHIP AWARD PRESENTER & CONCERT PARTNER**

**\$25,000**

- Acknowledgment in all promotional materials for the celebration
- Also listed as a partner for programming of the organization and listed on selected future promotion and marketing collateral of educational training programs.

### **URBAN TRAIL BLAZER & SMALL BUSINESS AWARD PRESENTER PARTNER**

**\$20,000**

- Acknowledgment in all promotional materials for the celebration
- Also listed as a partner for housing, financial education, and small business programming of the organization and listed on selected future promotion and marketing collateral of the wealth-building training programs.
- Access for 10 guests
- Half-page ad in digital and print souvenir book
- Special acknowledgment during the celebration

### **CHAMPION PARTNER**

**\$15,000**

- Also listed as a partner for housing, financial education, and small business programming of the organization and listed on selected future promotion and marketing collateral of the wealth-building training programs.
- Access for 10 guests at the celebration
- Special acknowledgment during the celebration
- Half-page ad in digital and print souvenir book





## Soul of San Diego Celebrating Students and the Community

### EMERALD PARTNER

**\$10,000**

- Acknowledgment as a partner of ULSDC accomplishments
- Access for 10 guests at the celebration
- Name listing as an Emerald Partner in the digital and print souvenir book

### SILVER PARTNER

**\$5,000**

- Acknowledgment as a partner of ULSDC accomplishments
- Access for 10 guests at the celebration
- Name listing as a Silver Partner in the digital and print souvenir book

### COMMUNITY PARTNER

**\$2,500**

- Access for 10 guests at the celebration
- Name listing as a Community Partner in the digital and print souvenir book

### NON-PROFIT COMMUNITY BASED ORGANIZATION/FRATERNAL ORGANIZATION PARTNER

**\$1,000**

- Access for 10 guests at the celebration
- Name listing as a partner in the digital and print souvenir book
- The organization's annual budget must be under \$250,000

### INDIVIDUAL PARTNER

**\$250 - \$25**

- Access for 1 person at the celebration
- Individual \$250
- Guild Member \$100
- Young Professional Member \$75
- Project Ready Student or Family Member \$25

### DIGITAL SOUVENIR BOOK ADS

- Full Page: \$1,500 ..... 8.5 x 11"
- Half Page Vertical: \$1,000 ..... 4.25 x 11"
- Double Page Spread \$2,500 ..... 17 x 11"

Email ads to [kea@sdul.org](mailto:kea@sdul.org).

Files should be in .pdf or .jpg format.

Deadline for ads by October 25, 2022.





# Registration Form

Contact Name: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_

To confirm your sponsorship commitment, check the appropriate box below and email this form to the

Urban League at [kea@sdul.org](mailto:kea@sdul.org). Commitments will be accepted on a first-come basis.

- ☐ I can't attend this year, but keep my name on your mailing list and accept my donation of \$\_\_\_\_\_
- ☐ We will purchase registration and/or partnership. Please see our registered items checked below:
- ☐ Presenting Partner
- ☐ Chairman's Partner
- ☐ Education, Youth Development & Scholarship Circle Partner
- ☐ Whitney M Young Leadership Partner
- ☐ Urban Trailblazer & Small Business Partner
- ☐ Champion Partner
- ☐ Emerald Partner
- ☐ Silver Partner
- ☐ Community Partner
- ☐ Individual
- ☐ Other / Ad/ Vendor \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_ Check No. \_\_\_\_\_

- ☐ Please invoice me
- ☐ I would like to pay by credit card: Visa/MC/AmEx \_\_\_\_\_ Expires \_\_\_\_

\_\_\_\_\_

