Columbia Urban League, Inc.

VIRTUAL

54th Anniversary Annual Fund Campaign &
Equal Opportunity Day Dinner

Common Ground:
A PATHWAY TO EQUITY, EQUALITY, AND INCLUSION
EDITOR’S NOTE
The Columbia Urban League has been common ground in the Midlands for 54 years as it has sought to overcome barriers in society largely based on race that create economic, health, educational and social justice disparities. This year’s theme for the Annual Fund Campaign & Equal Opportunity Day Celebration, “Common Ground: A Pathway to Equity, Equality and Inclusion,” recognizes the need for continued commitment to this mission in a time of social and political divisiveness and turmoil. As activities highlighted in this annual report and the new Bridge Builders Award demonstrate, working together across racial lines and other would-be barriers is a pathway to a more equitable and just society for all.

We invite you to visit the Columbia Urban League’s website for a full presentation of programs and activities at www.culsc.org.

Dr. Kenneth Campbell, editor, is an associate professor of journalism and mass communications at the University of South Carolina.

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The Annual Report is published yearly for the Board of Directors, business and community leaders, and other constituents of Greater Columbia and South Carolina by the Columbia Urban League, Inc. This edition details events and activities for the period 2020-2021.
On behalf of the Columbia Urban League Board of Directors, I am honored to welcome you to the League’s 54th Annual Fund Campaign and Equal Opportunity Day Dinner.

As a member of the United States’ oldest and largest community movement, the Columbia Urban League strives to empower African Americans and other underserved constituencies to achieve self-reliance through education, employment, and economic development. In addition, the Urban League advocates for racial equity, equality, inclusion, and justice.

The Columbia Urban League’s mission is driven by a dedicated staff led by Mr. James T. McLawhorn, Jr. Through their efforts and leadership, our communities have access to various resources and programs that significantly impact individual growth and opportunities. In 2020-2021, the Columbia Urban League continued providing services and programs in the midst of the COVID-19 pandemic.

I would like to thank the highly engaged Columbia Urban League Board of Directors for their leadership and commitment to the Urban League’s mission and constituents. I would also like to thank the Columbia Urban League’s sponsors and community supporters. Through your continued support, the Columbia Urban League will continue to lead attainment of equity, equality, and inclusion across our communities.

Sincerely,

Bruce Hughes
Chairman
President’s Message

Common Ground: A Pathway to Equity, Equality and Inclusion

We are living in unprecedented times where fake news has become a reality for many. We have seen how fake news has confused many from taking the lifesaving COVID vaccine. Failure to take this vaccine has resulted in unnecessary sickness and even death for far too many, including children. This highlights the adverse impact of fake news leading to polarization and divisiveness confronting us today.

The challenges in today’s society remind me of novelist Charles Dickens’ A Tale of Two Cities: “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair...”

Charles Dickens’ A Tale of Two Cities describes the state of affairs confronting us today. It also provides an opportunity for committed and courageous leadership to embrace “common ground” as a means of bringing opposing and sometimes hostile parties together for the greater good of society. Those who pursue “common ground” must be committed to staying the course. The Bible says in Ecclesiastes 9:11 “The race is not given to the swift or the strong but to the one who endures to the end.

As stated in The National Urban League mission statement, we are “dedicated to economic empowerment, combating discrimination, and promoting inclusion in order to elevate the standard of living in significantly undeserved communities.” Our theme, “Common Ground: A Pathway to Equity, Equality, and Inclusion,” recognizes that for 54 years the Columbia Urban League has worked – and continues to work – to promote a pathway for advancing fairness and social justice in reaching the goals of equal opportunity and inclusion. Equity is meeting people where they are, such as the underserved and those in disadvantaged situations, and providing needed resources that will allow them to have an equal opportunity to reach the same outcome as others.

Now, as much ever, we need “common ground,” a levelled playing field, to make that happen. A commitment to seeking and working from “common ground” will lead us to equality and inclusion for all.

Sincerely,
James T. McLawhorn, Jr.
President & CEO
Dear Friends,

It is with great pleasure that I welcome you to the Columbia Urban League’s 54th Annual Fund Campaign and Equal Opportunity Day Dinner.

This event provides a wonderful opportunity to celebrate the significant impact the programs of the Columbia Urban League have across the Midlands. Serving over 5,000 people in twelve counties, the organization is a catalyst for change in the lives of under-served individuals. From youth development, summer employment, and skills training to scholarships and internships, the Columbia Urban League is helping our young people attain the knowledge and skills necessary for a bright and successful future. While education is of utmost importance, the scope of work is much broader in the search for Common Ground: A Pathway to Equity, Equality, and Inclusion. The Columbia Urban League has set lofty goals, and with its record of success, I have no doubt those goals will be achieved.

Peggy and I thank you for the exceptional work you do and wish you all the best for a delightful evening. We are proud of the achievements of the Columbia Urban League over the past five decades, and we look forward to a continuation of that success in the next half century.

Yours very truly,

Henry McMaster
Mayor’s Greetings

With My Most Sincere Greetings,

As Mayor of Columbia, I salute the Columbia Urban League on its 54th Virtual Annual Fund Campaign and Equal Opportunity Day Dinner and its theme of Common Ground: A Pathway to Equity, Equality, and Inclusion. This theme embodies the City of Columbia and Columbia Urban League’s continued efforts to level the playing field in promoting equity by creating opportunities for underserved and disadvantaged people to acquire a livable income job, enabling them to become productive and contributing members of society. Equally, I commend the organization for holding this important function as a virtual gathering in the greater interest of our Columbia community’s public health and safety during the COVID-19 pandemic.

Among other leadership roles, the Columbia Urban League has also been at the forefront in promoting civility, through common ground, as an imperative for healthy communities. The City of Columbia is proud to have served as a partner with the Columbia Urban League for more than 35 years.

I personally appreciate the Columbia Urban League’s effort to advance youth leadership development through its focus on Science, Technology Engineering, and Mathematics (STEM), and related work experience through its summer Science Technology Enrichment Program (STEP). The City of Columbia has enthusiastically supported teenagers in the work experience program over the years and has later hired these talented individuals as employees. The STEP program incorporated with STEM is certainly a gateway to livable income wages at home as well as in global career opportunities.

We are excited that this year’s event on November 4 and deeply appreciate that, in the interest of greater community health, it will be held virtually and Livestream from the USC Alumni Center. We invite all community members to join in.

Sincerely

Stephen K. Benjamin
Mayor
City of Columbia, SC
The Mission of the Urban League

Our Movement
The National Urban League, founded in 1910, is an historic national civil rights organization dedicated to economic empowerment, combating discrimination, and promoting inclusion in order to elevate the standard of living in significantly undeserved communities. The organization and its 98 local affiliates work through program development, public policy, research, and advocacy, and provide direct services - including education, employment training and placement, health services, and housing - that improve the lives of over 2.6 million people.

Our Mission
The mission of the Urban League movement is to enable African Americans and other underserved communities to secure self-reliance, primarily in education, employment, and economic development.

Our Strategy
The Urban League employs a five-point strategy, tailored to local needs, in order to implement the mission of our movement.

Education and Youth Empowerment: Ensuring that all of our children are well educated and prepared for economic self-reliance in the 21st century through college scholarships, early childhood literacy, Head Start and after care programs.

Economic Empowerment: Empowering all people in attaining economic self-sufficiency through job training, good jobs, home ownership, entrepreneurship and wealth accumulation.

Health and Quality of Life Empowerment: Working to build healthy and safe communities to eliminate health disparities through prevention, healthy eating, fitness, as well as ensuring access and complete access to affordable health care for all people.

Civic Engagement and Leadership Empowerment: Empowering all people to take an active role in determining the direction, quality of life, public policy and leadership in their communities by full participation as citizens and voters, as well as through active community service and leadership development.

Civil Rights and Racial Justice Empowerment: Promoting and ensuring our civil rights by actively working to eradicate all barriers to equal participation in the all aspects of American society, whether political, economic, social, educational or cultural.
When I joined the Columbia Urban League in 1979 as its President & CEO, I was required to attend a new CEO orientation at the National Urban League. Vernon Jordan, the National Urban League President, was the keynote speaker. He said as new CEOs, we will encounter many challenges, but there are resources with answers for any challenges. He pulled out a Bible and said, this is your resource and guide in addressing life’s challenges. I have followed his advice and have found the Bible to be an empowering strength in difficult times.

- James T. McLawhorn, Jr.
The National Urban League selected the Columbia Urban League as one of its affiliates to participate in its COVID-19 vaccination campaign. Partners include the Centers for Disease Control and Prevention.

As a part of the campaign, Mr. James T. McLawhorn, Jr., delivers a website message from an office at the CUL’s Gateway Empowerment Center, which is located in a low-income, high-poverty area of the city with one of the lowest vaccination rates.

“The Columbia Urban League urges you to take the COVID vaccine…The Centers for Disease Control and all the medical experts say that you need to take the COVID vaccine because you will be less likely to become very ill or die from the delta variant. Also, this vaccine will decrease the spread of the virus to others, including your family members and loved ones. Again, we urge you to take the life-saving COVID vaccine now!” https://www.culsc.org/coronavirus

Mr. McLawhorn says Columbia Urban League services continue. “...we are committed to working together with our funders, volunteers, and supporters to offer services that will assist those in our communities. Our doors remain open!” https://www.culsc.org/coronavirus
Coding for Clout is a new Columbia Urban League program for high school students. In the 16-week program, students earned certificates of completion for Desktop Publishing, Word Press, and the program which also included website design, branding and digital marketing. The 14 graduating students were from W.J. Keenan High School and SC Youth ChalleNGe. The program’s inaugural graduation ceremony was held in the Joint Force Readiness Center at McEntire Air Force Base in Eastover on June 19. Sponsors included Aflac and Absolute Total Care.

Students recognize Aflac for supporting the program. Absolute Total Care was also a supporter.

Students listen during Publix Pre-Apprenticeship presentation at the Gateway Empowerment Center.
Common Ground:
A Pathway to Equity, Equality and Inclusion

Back to School Bash Drive Thru
Youth participants in the Columbia Urban League’s Level Up Program distribute backpacks, school supplies and snacks during the Back to School Bash Drive Thru on August 13 at the Gateway Empowerment Center.

To promote academic achievement and positive mental health, students were asked to sign an Achievement Matters Pledge as a commitment to do their best and to seek help if needed. A pledge card and instructions for signing the pledge online were included in each backpack.

Achievement Matters PLEDGE
- I will do my best in school, home and my community.
- I will be respectful of myself, my peers, teachers and others.
- I promise to speak with someone if I feel on edge, struggle with concentration, anxiety, depression or sleepiness.
- I will be responsible and safe in school, with any family, and friends.
- I promise to take advantage of all opportunities that are provided, to include, tutorial support and counseling so that I can be an academic achiever!
Common Ground:
A PATHWAY TO EQUITY, EQUALITY AND INCLUSION

Back to School Bash Drive Thru

Participants in the Columbia Urban League’s new Pre-Apprenticeship program show thanks to Publix at closing ceremony July 23 at the Gateway Empowerment Center. The grocery store provided instructors, including managers from South Carolina and members of its Leadership Team from its national headquarters in Lakeland, Florida.

Upon completing the four-week program, student participants, ages 16 to 19, received an Essential Skills Certificate from Midlands Technical College and an opportunity to participate in a one-week in-person career orientation with Publix.

Other partners in the program were Apprenticeship Carolina, Boeing and Midlands Technical College.

Damian Pearson, manager of Publix at Trenholm Plaza, talks with a participant in the program.

Participants thank Publix stores for support.
Youth participants in the Columbia Urban League’s Science Technology Enrichment Program (STEP) and Level Up and Project Ready programs and community volunteers brighten the holiday season with food as part of the annual Beatrice McKnight Christmas Giving Project for the Elderly. More than 300 families were served.
The Columbia Urban League’s annual Young & Gifted Awards Ceremony, held virtually on February 28, recognized more than 600 high school seniors from 11 counties for achievements in Career and Technology Education (CATE), athletics, academics, the arts and leadership as a defining legacy of Black History Month. Two outstanding seniors were selected as keynote speakers to deliver an inspirational message to their peers.

“All achievements are important and deserve recognition. And I would like to challenge everyone listening to remember your big and small achievements. And always stay proud of yourself.” Hanna Greene

“Your mindset is your everything... To keep achieving your goals, you must believe in yourself.” Tyler Gadson
Yasmin Denae’ Friday received the Columbia Urban League/BlueCross BlueShield of SC Scholarship during the annual Young & Gifted Awards Ceremony.

She is a former participant in the Columbia Urban League’s annual job-shadowing Science Technology Enrichment and Program (STEP).

Yasmin not only graduated from Ridgeview High School in June, but also received her Associate of Arts Degree from the University of South Carolina at Sumter as a dual degree student.

An outstanding student, Yasmin never missed a day of school for the entire 12 years and was a member of the National Honor Society, Student Council, Winter Guard, Color Guard, and Teen Talk.

She’s attending Xavier University as a pre-med student.
Social Justice Contribution

Allied contributes $25,000 to Columbia Urban League social justice initiatives.
South Carolina native and Brigadier General Milford Beagle, Jr., then the 51st Commanding General at Fort Jackson, delivered an inspiring and challenging message as keynote speaker for our 23rd annual Dr. Martin Luther King, Jr. Keeping the Legacy Alive Breakfast on January 18.

The virtual event was live streamed on the Columbia Urban League’s Youtube channel and Facebook page from the studios of South Carolina Educational Television Station. It was also live streamed by TV stations WIS, WLTX and WACH.

The 2021 theme was “Social Justice, Equity, and Inclusion.”

“Progress is a pursuit. It is a pursuit that we can never tire of, become frustrated with, or forget that we all have a role to play in pursuing progress.”

Brigadier General Beagle
The Columbia Urban League Young Professionals sponsored the Columbia Mayoral Candidates Forum titled “A Healthy Future Isn’t Up for Debate” on September 14.

The in-person and live-streamed event was held at Allen University.

Pictured are candidate Sam P. Johnson (left), Young Professionals President Elana Frazier, and candidates Tameka Isaac Divine and Moe Baddourah.

WLTX news anchor Darci Strickland moderated the forum.
2021 Bridge Builders Award

Promoting Common Ground – This award recognizes individuals, groups, and organizations who have found common ground in overcoming barriers to improve the quality of life for underserved and disadvantaged persons.

**Bridge Builder**—this award recognizes **Mrs. Lou Kennedy** for her outstanding leadership and exemplary service in business and providing access and equity for COVID vaccinations and her commitment to diversity and inclusion as a goal of corporate social responsibility.

**Bridge Builder**—this award recognizes **Ms. Dawn Staley** for her outstanding leadership and exemplary achievements in promoting equity, equality, and inclusion in athletics and minority business development.

**Bridge Builder**—this award recognizes **Dr. Mark Smith** for his outstanding leadership and exemplary service in bringing diverse communities together, improving equity for residents living in the geographical footprint of Columbia International University.

**Bridge Builder**—this award recognizes **Mr. Rich O’Dell & WLTX**, for their service of more than two decades of tireless leadership in promoting factual news coverage.

**Bridge Builder**—this award recognizes **Mr. Lyle Schulze & WIS** for their courage and steadfast leadership in promoting the public interest through accurate news coverage in an era where fake news has become a reality for many.

**Bridge Builder**—this award recognizes **Mr. Donald Johnson** for his extraordinary entrepreneurship in the food industry, leadership feeding more than 48,000 basic training trainees and 12,000 advanced training trainees and soldiers every year at Fort Jackson.

**Bridge Builder**—this award recognizes **Mr. Alex Snipe** for his community service and years as a trailblazing broadcasting entrepreneur who formed Glory Communications in 1990, currently operating with seven gospel stations.
2021 Equal Opportunity

DINNER AWARD CATEGORIES & RECIPIENTS

Virgil C. Summer Corporate Citizen Award presented by Dominion Energy – Ms. Isvara Wilson
This award recognizes exemplary achievements of an individual or business for promoting corporate social responsibility and diversity.

President’s Award for Social Justice – Mrs. Kitwanda & Mr. Tyrone Cyrus
This award recognizes individuals, groups, and organizations for their outstanding leadership and service in advancing the quality of life of others.

Whitney M. Young, Jr. Award – Mr. Hemphill Pride II
This award recognizes a trailblazer for promoting civil rights and equal opportunities.

Stephen G. Morrison/Nelson Mullins Social Justice Award – Dr. Gloria Boutte
This award recognizes someone who has used his or her skills to promote social justice and equity for disadvantaged and underserved populations.

Ethel M. Bolden, Community Service Award – Mrs. Cynthia Bennett
This award recognizes a community advocate who has improved the quality of life for others.

Anthony and Alice Hurley Award – Mr. John McClellan
This award recognizes the extraordinary accomplishments of a current or former board member.
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**2020 - 2021**

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William Horton and Mary Major  
WIS TV  
WLTX  
York Technical College
# Statement of Activities

COLUMBIA URBAN LEAGUE
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2020

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES, GAINS AND OTHER SUPPORT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$ 383,508</td>
<td>$ 179,117</td>
<td>$ 562,625</td>
</tr>
<tr>
<td>Grants and Contracts</td>
<td>31,540</td>
<td>1,090,090</td>
<td>1,121,630</td>
</tr>
<tr>
<td>Special Events Revenue</td>
<td>322,519</td>
<td>41,856</td>
<td>364,375</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>-</td>
<td>1,175</td>
<td>1,175</td>
</tr>
<tr>
<td>Interest Revenue</td>
<td>4</td>
<td>22</td>
<td>26</td>
</tr>
<tr>
<td>Investment Income, Net</td>
<td>-</td>
<td>39,856</td>
<td>39,856</td>
</tr>
<tr>
<td>Revenue Released From Restriction</td>
<td>1,032,217</td>
<td>(1,032,217)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue, Gains and Other Support</strong></td>
<td>$ 1,769,788</td>
<td>$ 319,899</td>
<td>$ 2,089,687</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Development</td>
<td>$ 941,721</td>
<td>-</td>
<td>$ 941,721</td>
</tr>
<tr>
<td>Manpower</td>
<td>263,023</td>
<td>-</td>
<td>263,023</td>
</tr>
<tr>
<td>Scholarships</td>
<td>23,383</td>
<td>-</td>
<td>23,383</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>1,228,127</td>
<td>-</td>
<td>1,228,127</td>
</tr>
<tr>
<td>Supporting Services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and General</td>
<td>62,664</td>
<td>-</td>
<td>62,664</td>
</tr>
<tr>
<td>Fundraising</td>
<td>24,934</td>
<td>-</td>
<td>24,934</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>87,598</td>
<td>-</td>
<td>87,598</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,315,725</td>
<td>-</td>
<td>1,315,725</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>454,063</td>
<td>319,899</td>
<td>773,962</td>
</tr>
<tr>
<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>899,175</td>
<td>296,468</td>
<td>1,195,643</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 1,353,238</td>
<td>$ 616,367</td>
<td>$ 1,969,605</td>
</tr>
</tbody>
</table>
Our Sponsors
Proud of where we live.

It takes all of us to make a difference here. We believe communities grow stronger when we all work together and support one another.

Celebrating the work of our community partners.

We congratulate the Columbia Urban League on 53 years of dedication to improving lives in our community.

We are proud to partner with and support the Columbia Urban League as an organization committed to changing lives.

BlueCross BlueShield of South Carolina has served the people of our state with care, commitment and compassion for 75 years. We are dedicated to building stronger communities and helping them recognize their potential. Together, we can create a healthier future.

SUPPORTING HEALTHY COMMUNITIES

BlueCross BlueShield of South Carolina is an independent licensee of the Blue Cross Blue Shield Association.
As the only South Carolina-based health insurer, BlueCross BlueShield of South Carolina has been providing health insurance coverage to South Carolinians throughout the state for more than 70 years. Being local means that doing business with family, neighbors and friends is personal, and the organization has earned its reputation as a good corporate citizen. Its commitment is demonstrated through its participation in all health insurance market segments; its community relations efforts; its robust employee volunteer activities; its support of smart economic development at the community level; and, its support of the arts and cultural life of the communities it serves.

It also plays a role increasing access to health care services for vulnerable populations through grants funded by the BlueCross BlueShield of South Carolina Foundation.

As one of the largest employers in the state, the company also promotes diversity in its workforce and provides opportunities for professional growth and development for its employees. It is proudly based in Columbia.
WE VALUE OUR CLIENTS. WE ARE COMMITTED. WE INVEST IN OUR COMMUNITY.

“BROWNSTONE IS A PROUD SPONSOR OF THE COLUMBIA URBAN LEAGUE AND FULLY SUPPORTS ITS COMMITMENT TO PROMOTING FINANCIAL STABILITY AND RACIAL INCLUSION THROUGHOUT THE COMMUNITY.”

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With a talented workforce of over 21,000, we’ve found that bringing all kinds of people together makes us stronger, smarter and more innovative. We believe a diverse team is an opportunity to explore new ideas and deliver our best to every community.

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As part of the nationwide Farm Credit System, AgFirst supports rural communities and farmers with reliable, consistent credit and financial services. Like the Columbia Urban League, we recognize the value of education, promoting youth programs and community involvement to bring about a better future for our state and nation. It is truly our honor to be part of this special event.

LENDING SUPPORT TO RURAL AMERICA FOR OVER 100 YEARS.
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THE COLUMBIA URBAN LEAGUE

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At Truist, our purpose is to inspire and build better lives and communities. And every day, the pursuit of better drives us—to empower clients with more choices, teammates with more fulfillment, and communities with more hope. We boldly believe in the power of what we can achieve together.

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THE MORE WE LEARN, THE BIGGER WE DREAM.

Education turns dreams into reality. Boeing is proud to support the Columbia Urban League, which strives to give others the knowledge and encouragement to pursue the life of their dreams.
At Burr, connecting with our communities and supporting organizations that make a difference is important. We applaud the **COLUMBIA URBAN LEAGUE** for its professional, economic, and social support to South Carolina. Thank you for your service to our community.
Driven to **pick people up.**

Sometimes you just need a little lift. Enterprise proudly recognizes the efforts of those dedicated to building up our communities every day.

Proud to support the Columbia Urban League.
“It wasn’t necessary to be born a nobleman or rich to succeed in life.”

-Soichiro Honda
Proud to support the

Columbia Urban League
and the Equal Opportunity Day Dinner

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Nelson Mullins Riley & Scarborough LLP
Attorneys and Counselors at Law
James K. Lehman, Partner

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PROUD TO SUPPORT THE

Columbia Urban League, Inc.
Congratulations

Colonial Life is proud to join the Columbia Urban League in its efforts to advance social justice, equity and inclusion and to end racial bias and discrimination. Congratulations to each of the 2020 Equal Opportunity Day award recipients.

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At Food Lion, we value inclusion in all aspects of our business and believe a diverse workplace is essential for continued growth and prosperity.
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