



Greater Sacramento Urban League

Impact Report 2023



By: Troy Malcolm Williams, Ph.D.

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MISSION

Greater Sacramento Urban League's (GSUL) mission is to empower Black and other historically marginalized people throughout the region in securing economic self-reliance, educational fulfillment, social justice, and civil rights while living well, being well, and thriving.

VISION

Greater Sacramento Urban League's vision is social and economic empowerment for Black and other historically marginalized people, youth, and families living in healthy, safe, and thriving communities.

VALUES

Our values are grounded in our vision to see people and communities **RISE** through

- Relationships
- Innovation
- Social Change
- Empowerment

Empowerment Center

3725 Marysville Blvd.
Sacramento, CA 95838

 916-286-8600

Youth & Families Center

2331 Alhambra Blvd.
Sacramento, CA 95817

 916-732-3699



 www.gsul.org

 GreaterSacUL

 GreaterSacUL

 Greater Sacramento Urban League

 [greatersacul](https://www.instagram.com/greatersacul)

 [greatersacul_oakpark](https://www.instagram.com/greatersacul_oakpark)

**“Commitment
to excellence”**

–Dwayne Crenshaw, J.D.



MESSAGE FROM PRESIDENT AND CEO

Dear Friends of the Movement,

Greater Sacramento Urban League's 55th anniversary marks an occasion to celebrate our accomplishments and reflect on the future.

This year, brought back our Evening of Empowerment Awards Gala, demonstrating unwavering support for the movement. The event honored organizations and individuals committed to diversity, equity, and inclusion throughout the region, city, and state.

Our inaugural 2.5 mile Juneteenth Run/Walk symbolized the two-and-a-half years it took enslaved people in Texas to learn of their freedom after the Emancipation Proclamation. This engaging event provided an opportunity to socialize, exercise, enjoy the outdoors, and delve into Juneteenth's history.

Recognizing the economic challenges faced by many of Sacramento's underserved and racially segregated communities, we hosted job fairs for youth and adults. These events offered community members the chance to find employment by connecting with employers from across the region seeking qualified candidates and increasing the

representation of Sacramento's diversity.

Empower365, our annual networking event with a cocktail reception and forum, was also launched this year. It serves as a platform for GSUL to report on the State of Black Sacramento, share GSUL's goals, community impact, and accomplishments for the current program year, and preview priorities and new initiatives for the next fiscal year.

You will find highlights from these events and more on the following pages. The GSUL's programs, initiatives, and strategies continue to have a meaningful impact on individuals, families, and communities. This year, our Empowerment Center, Housing Counseling Center, Workforce Development Department, Youth and Families Center, and Health and Quality of Life Department collectively served more than 100,000 people. It fills me with pride that our affiliate has worked to create and expand opportunities for hundreds of thousands of black people since 1968.

From the outset, our leaders were committed to the idea that Sacramento can be a just and equitable city for all residents.

Today, that commitment remains strong, as does the support of our partners. As we enter next year, we are confident that with your continued partnership, we can make a difference for many more years.



MESSAGE FROM BOARD CHAIR

keenly aware of the work that still needs to be done in our region, state, and country.

The structural racism that has historically fueled a climate of inequality in our nation persists, and affiliates across the country are actively working to dismantle these structures.

For 55 years, Greater Sacramento Urban League has dedicated itself to serving the needs of our community by nurturing strong generations within the Black communities. Founded to support Black families migrating from the South in unprecedented numbers to our vibrant, industrialized city during the American Industrial Revolution and the dawn of the 20th Century, the organization played a pivotal role in connecting these families with numerous opportunities.

GSUL provided crucial support in employment, job training, housing, health care, and education for their children. As the largest affiliate of the National Urban League in California, our focus on addressing issues of inequality for Black and other marginalized communities and preparing the workforce for careers in the 21st Century and the new economy remains steadfast. As our affiliation commemorates half a century of groundbreaking achievements, we are

As the President of American River College and the Chair of Greater Sacramento Urban League's Board of Directors, I take pride in representing the long history of educators who have partnered with affiliates throughout the country.

I am particularly pleased to lead as we prepare youth for post-high school decisions, facilitate homeownership and wealth creation, support entrepreneurship, and advocate for education, civic engagement, and economic development.

With the support of partners like you, we are building on a solid legacy. Our Impact Report highlights the milestones we accomplished in 2023. We are grateful to everyone who has contributed to our efforts. Know that your time, treasure, and talent continue to make a meaningful difference for us today and for the benefit of our future generations.

INTRODUCTION

Greater Sacramento Urban League's mission is to empower Black and other historically marginalized people throughout the region by helping them secure economic self-reliance, educational fulfillment, social justice, and civil rights while living well, being well, and thriving.

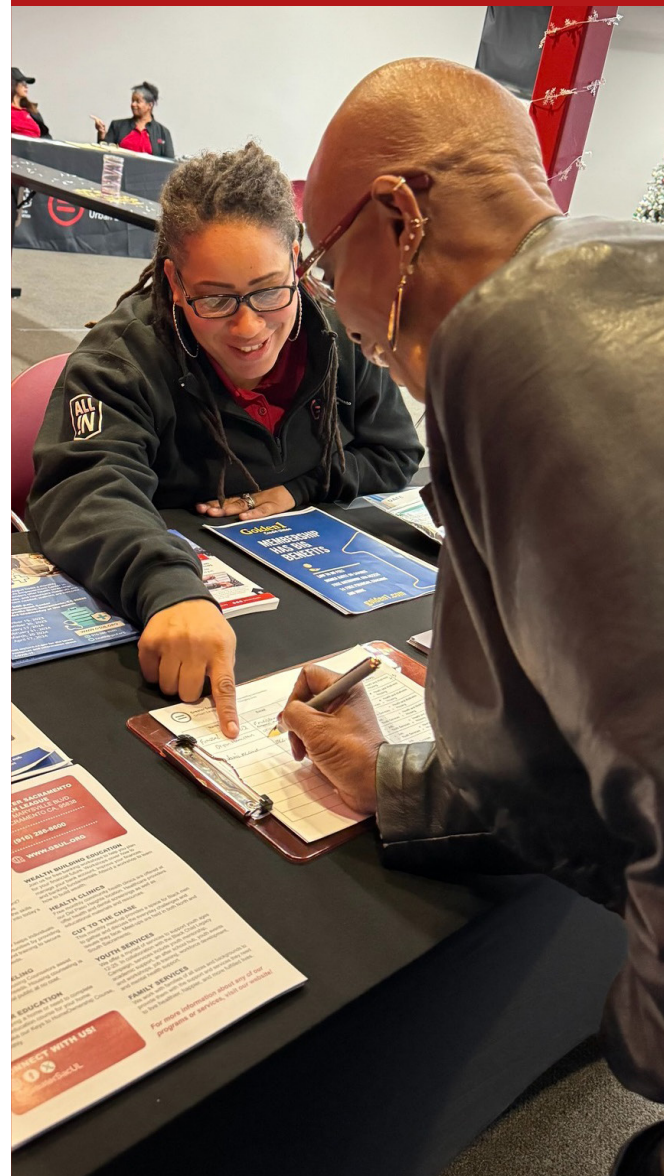
We operate under five pillars of service:

- Civic Engagement and Leadership Development
- Civil Rights and Racial Justice
- Economic Empowerment
- Education and Youth
- Health and Quality of Life

Greater Sacramento Urban League's (GSUL) departments, Health and Quality of Life, Housing Counseling, Workforce Development, and the Youth and Family Center deliver these programs and have impacted Del Paso Heights, Oak Park, and the greater Sacramento region for 55 years.

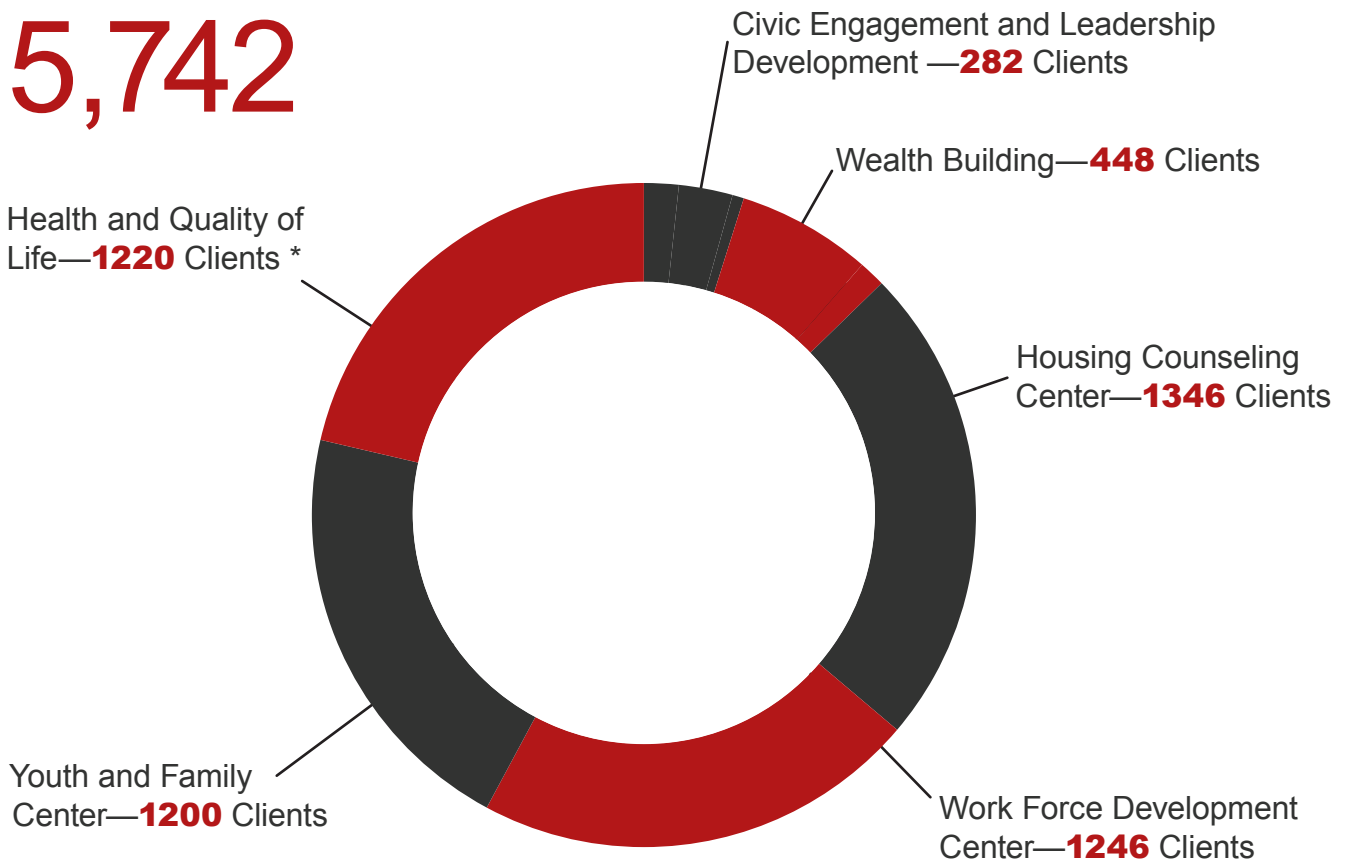
We have one of the two HUD-certified counseling centers in the area, employment services specialists for job training and placement, qualified program coordinators for our HQL team, and a robust set of services for youth and families. We primarily serve Del Paso Heights and Oak Park (our two physical locations) but welcome community members from the Sacramento region, Yolo County, Placer County, and El Dorado County.

In 2023, GSUL provided direct services, resources, information, and programming to over 100,652 people. Serving this number of people in a 100-square-mile area of California with a staff of 53 is an accomplishment worth bragging about.



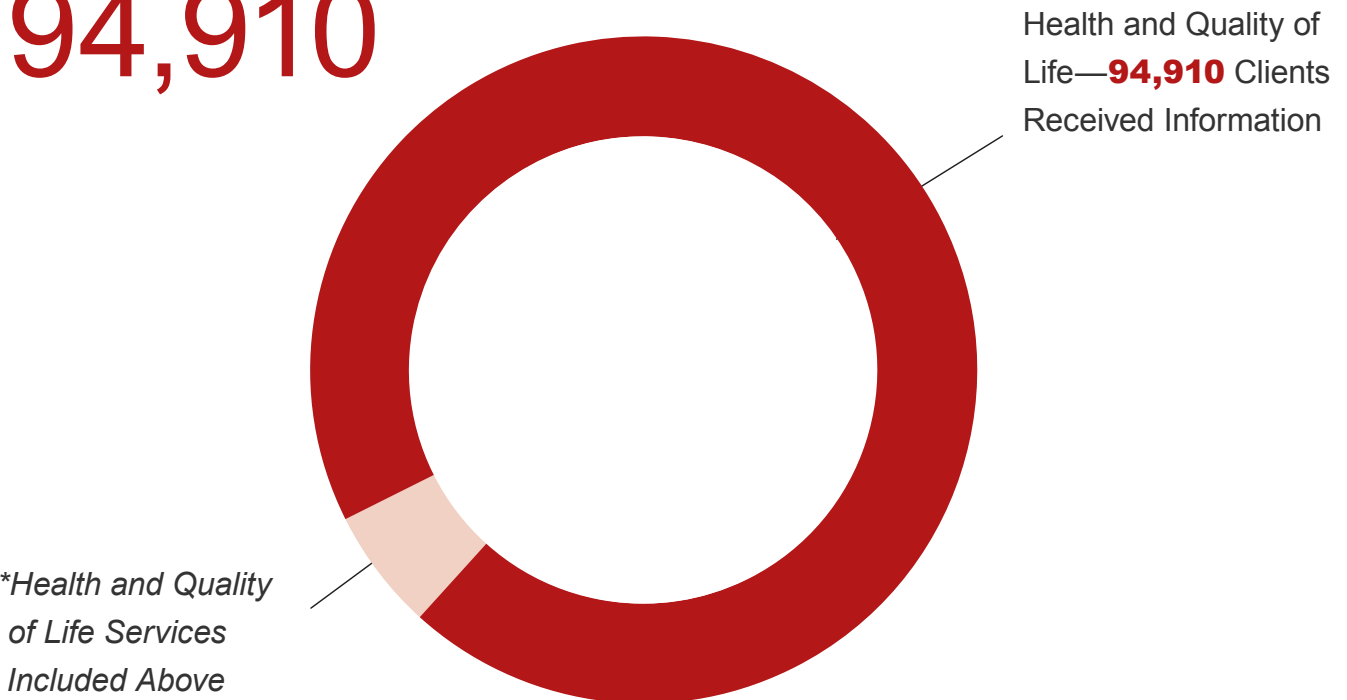
Services, Resources, and Programming

5,742



Information

94,910



**Health and Quality of Life Services Included Above*

CIVIL RIGHTS AND RACIAL JUSTICE

The City of Sacramento and the UC Davis Reparation Task Force

This year, Greater Sacramento Urban League collaborated with Professor Gregory Downs from the UC Davis Department of History and his team of researchers, Chantal Walker, Taylor Black, and Sareena Crawford, along with the Sacramento Mayor's Office via Senior Advisor Kelly F. Rivas. We've begun what promises to be a nationally significant effort at municipal reparations for past racial oppression. This work is informed by the path-breaking work in Evanston, Illinois, and a community of other municipalities similarly pursuing reparations nationwide.

Over the last six months, our team has met bi-weekly to discuss the history of the Sacramento region about the legacies of enslavement in the 1850s, forced apprenticeships, exclusionary deeds, and other forms of segregation against Black people throughout the city. Before the 1950s-1960s Civil Rights Movement, historians regularly excluded Black people's achievements from their efforts to define the history of the Sacramento region or only included them in patronizing terms. Our work for reparations is now taking shape in the form of the California State Reparations Task Force, along with scattered efforts for municipal and corporate reparations.

Our research partners delve into three central questions.

1. How did municipal policy affect the socio-economic and general livelihood of Black Americans living in the West End of Sacramento before, during, and after the city displaced and redeveloped this area in the mid-to-late 20th Century?
2. How has the archival visibility of Black Americans reflected the success of fair and equitable policy in Sacramento in particular and California at large?



3. How do historical initiatives, connect with and influence present-day endeavors happening in Del Paso Heights to uplift the community and improve living conditions?

The essays corresponding to these questions are in impact report's appendix section.

LEGISLATION SUPPORTED

Greater Sacramento Urban League advocates for political and social change that advances Black and other marginalized populations and creates a level playing field for historically under-served individuals. Our staff works with elected officials at the local, state, and federal levels on legislation and policies impacting communities in the Greater Sacramento region.

Greater Sacramento Urban League Position Letters Submitted on Assembly Bills (AB) and Senate Bills (SB)

- **AB 28** (Jesse Gabriel) Firearms and ammunition: Excise tax.
- **AB 60** (Isaac Bryan) Restorative justice program.
- **AB 531** (Jacqui Irwin) The Behavioral Health Infrastructure Bond Act of 2023
- **AB 1360** (Kevin McCarty) Hope California: Secured Residential Treatment Pilot Program
- **AB 1400** (Isaac Bryan) Student financial aid: College Access Tax Credit Fund: community college student transfers: Historically Black Colleges and Universities
- **SB 2** (Anthony J. Portantino) Firearms
- **SB 51** (Steven Bradford) Cannabis provisional licenses: Local equity applicants.

- **SB 326** (Dr. Susan Talamantes Eggman) The Behavioral Health Services Act.
- **SB 368** (Anthony J. Portantino) Firearms: Requirements for licensed dealers.
- **SB 476** (Monique Limon) Food safety: Food handlers.
- **SB 578** (Angelique Ashby) Juvenile court: Dependents: Removal.
- **SB 673** (Steven Bradford) Ebony Alert.

Greater Sacramento Urban League–In-Person Me Too's (Multiple Hearings)

Greater Sacramento Urban League supported Assembly and Senate Bills that went on to hearings.

- **AB 28** (Jesse Gabriel) Firearms and ammunition: Excise tax.
- **AB 60** (Isaac Bryan) Restorative justice program.
- **SB 51** (Bradford) Cannabis provisional licenses: Local equity applicants.
- **SB 578** (Angelique Ashby) Juvenile court: Dependents: Removal.
- **SB 673** (Steven Bradford) Ebony Alert. A new emergency alert system, which notifies the public of missing Black youth and women ages 12 to 25

CIVIC ENGAGEMENT AND LEADERSHIP DEVELOPMENT

Empower365

In March, the GSUL hosted our inaugural Empower365 event. This event marked President and CEO Dwayne Crenshaw, J.D. first 365 days in office. During the event, President Crenshaw shared his vision for the agency by engaging in a fireside chat with Board Member and Sierra Health Foundation CEO Chet Hewitt. The event also marked the relaunch of our affiliate's Guild and Young Professionals Chapters. Both of these auxiliary groups aim to support the mission and programs of Greater Sacramento Urban League by developing community leaders who engage in community service, fundraising, and program development through the Urban League movement.

Juneteenth Jubilee 2.5 Mile Walk/Run

GSUL's inaugural Juneteenth 2.5 Mile Run/Walk honored Black emancipation and promoted health and wellness. Juneteenth commemorates the historic day in 1865 when enslaved Black Americans in Galveston, Texas, received the news of their emancipation and the end of slavery. The news arrived two years after the ratification of the Emancipation Proclamation.

Our Juneteenth 2.5-mile Run/Walk took place on Saturday, June 17th, at McKinley

Park in East Sacramento. The 2.5-mile distance commemorates the two years it took enslaved people in the Confederate State of Texas to learn about the Emancipation Proclamation that set them free.

We asked attendees, What did you specifically enjoy about the Juneteenth Jubilee 2.5 Mile Walk/Run? Responses were overwhelmingly positive. Some of the most significant include:

- Seeing friends from previous community events.
- There was no pressure, no winners, just a great day.
- The energy of the people.
- Music, fun, and participating in something positive.
- Family friendly.
- The entire community came together to recognize Juneteenth.
- The warm-up was great.
- Promoting healthy fitness in our community feels good.
- The bonding atmosphere.
- I enjoyed being part of something with purpose and meaning.
- I enjoyed seeing all the people who came to celebrate.
- Sense of community.
- Celebrating Black culture and history while working out was so amazing.

Congressman Ami Bera Listening Session

This year, we hosted a town hall meeting with Congressman Ami Bera, focusing on the revitalization of Del Paso Heights. During the meeting, our staff and other nonprofit leaders asked Congressman Bera about a recently released report about a neighborhood-led coalition's plan to transform Del Paso Heights into a vibrant community for living, working, and shopping. The plan aims to enhance the quality of life for the diverse population within the Marysville-Del Paso Boulevard commercial corridor. Given our plans to develop Del Paso Heights, we had a very robust conversation regarding how to work together to revitalize our community.

WEALTH BUILDING

Financial Empowerment Classes

In 2023, we offered a Financial Power class to our community and clients. The seven-week class, offered once a quarter, focused on economic empowerment and covered a wide range of financial topics in a fun and engaging way. Participants learned effective financial strategies and how to execute them. They also had the opportunity to win cash prizes.

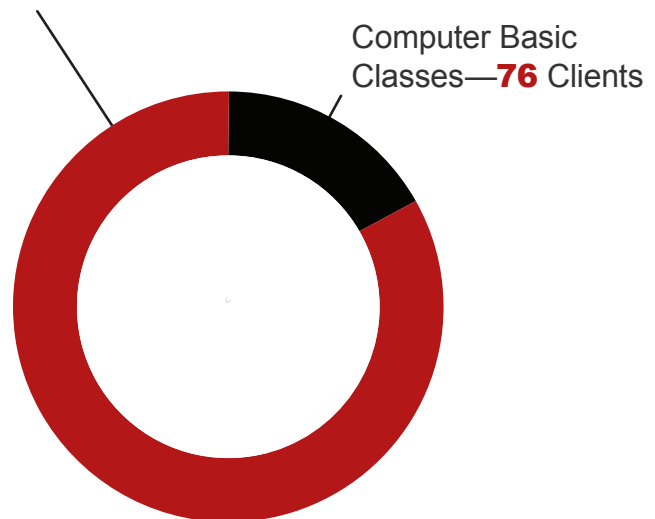
Computer Basic Classes

GSUL offered two computer courses designed to prepare individuals with entry-level computer and internet skills to succeed in the current job market. We encouraged our clients to learn the basics of computer hardware and software while developing an understanding of how to use Microsoft Office programs.

Congressman Ami Bera
Listening Session—**32** Clients



Financial Empowerment
Classes—**372** Clients



HOUSING COUNSELING CENTER

Our Housing Counseling Center is dedicated to enhancing the living conditions of families in the community by offering counseling, promoting affordable homeownership, preventing foreclosures, and facilitating rental opportunities. The center's mission revolves around empowering individuals with the tools for long-term, affordable, and sustainable homeownership by fostering strong neighborhoods and regional stabilization. Our counselors provide clients interested in becoming first-time home-buyers with information on the homebuying process. The center also assists individuals facing mortgage payment challenges, potential foreclosure, or seeking loan modifications. HUD-certified counselors engage with clients, listen to their situations, explore loss mitigation options, and facilitate communication with lenders.

Additionally, the center supports those seeking rental opportunities, offering guidance on the rental process, determining affordability, discussing upfront fees, and creating manageable monthly budgets.

As homeless rates rise throughout California, our center has composed a resource guide for unhoused individuals to assist them in navigating the convoluted and resource-scarce landscape.

New Home-Buyer Education Course

In June, we officially launched the “Keys to Homeownership” education course—an eight-hour live course designed for new homebuyers needing to fulfill the lender-required education on down-payment assistance

programs. This class is now offered once per month. Class times and registration information is posted on our website.

All About Accessory Dwelling Units (ADUs)

We hosted our first “All About ADUs” event on June 24th in Del Paso Heights at the GSUL Empowerment Center. Attendance exceeded our expectations, with roughly 200 people packing our multi-purpose room to learn about the laws, permitting, and financing for accessory dwelling units.

Client Success Story

In early May, a couple came to our Housing Counseling Center looking to buy their first home. They were frustrated with the lack of inventory, high prices, and the recent spike in interest rates. They sensed they were being ‘priced out,’ but our counselor identified a possible solution. Our counselor learned about a down-payment grant program offered through the Federal Home Loan Bank of San Francisco a week prior. This minimally funded program provided generous benefits, and with just a handful of banks participating, it was expected to exhaust quickly. Our counselor quickly connected the couple with two banks. With minimal experience and being overwhelmed, the couple turned to our counselor for guidance in understanding lender jargon, fees, and the underwriting process.

After just one week, they were approved to receive a \$30,000 grant, lowering the total amount they needed to borrow. With

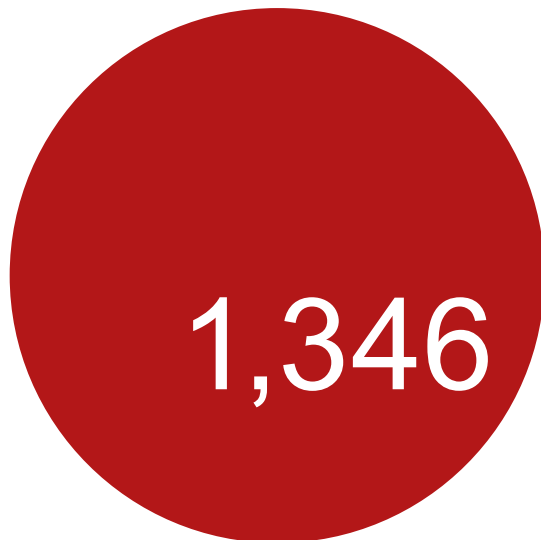
this grant, they qualified for a loan based on their income. The couple made an offer on the home they wanted and successfully purchased their first home!

Funds recovered via the HAF (Housing Assistance Fund, known in California as "California Mortgage Relief"): \$1,471,535.

California Mortgage Relief



Clients seen in the Housing Counseling Center



Homeless Assistance
135

Pre-Purchase Home buying
250

Rental Counseling
277

Non-Delinquency Post-Purchase
5

Mortgage Delinquency
Prevention
175

Customized Budget
Development
756

Improved Financial Capacity
12

Fair Housing, Fair
Lending Rights
761

Resource Access to Improve
Housing Situation
204

Access to non-
housing resources
35

Access to temporary or
permanent housing
5

Purchased housing after
receiving pre-purchase
home-buying counseling
12

Prevented or resolved a
forward mortgage default
99



WORKFORCE DEVELOPMENT

GSUL's Workforce Development Department provides career awareness, career counseling, career exploration services, employment opportunities, and knowledge of job market expectations, including education and skill requirements and potential earnings expectations. The GSUL is also a Workforce Investment Opportunities Act (WIOA) Title partner, with an on-site Sacramento Works America's Job Center that utilizes the CalJobs system and is open to GSUL clients and the general public. At both locations, we assist with filing unemployment claims, applying for scholarships, registering for workforce training, and attaining supportive services. Our staff in this department has built a rapport with community members to learn about barriers to employment and developed relationships with employers to mitigate those barriers. Additionally, our staff provides programming and resources that help our clients develop new skills, stay current on current trends, and advance

their careers. Our Workforce Development Department believes that by providing economic opportunities, resources, and support to our community and clients, we can empower them to become prolific within their families, communities, and careers of choice.

To accomplish this goal, the Workforce Development Department has implemented the following programs:

Youth Job Fair

This summer, GSUL hosted our inaugural Youth Summer Job Fair. The job fair took place in Del Paso Heights and was very well attended, with over 100 youths registered to attend. Roughly seven companies from various industries participated in the job fair, conducted on-site interviews, and offered jobs to youth. Survey data from attendees revealed that over 61% of those surveyed were able to apply for multiple jobs at the fair, and 20% of survey respondents received jobs on the spot.

Diversity Job & Career Fair

In the fall, GSUL successfully hosted our annual Diversity Job Fair, drawing a registration of 300 participants. The event featured 50 employers eager to connect with potential candidates. This was the first Diversity Job Fair in four years. We partnered with a local nonprofit organization called Dress the Part. They provided attendees with a Career Closet to obtain suits, dresses, shirts, and ties. Twenty percent of the job fair attendees utilized Dress the Part services.

Golden 1 Credit Union Job Fair

This fall, GSUL had the honor of organizing a Job Fair for Golden 1 Credit Union to celebrate the branch opening at our Empowerment Center in Del Paso Heights. This event drew an impressive turnout of over 100 attendees and yielded remarkable results, with nearly 20% of the participants receiving job offers.

WellSpace Health

This year, we worked closely with Well Space Health to help them find employees for multiple positions. The positions varied from Clinical Quality Outreach Specialist to Clinical Quality Outreach Manager to Community Ambassador. Annual salaries ranged from \$41,600 to \$83,200. The community's response was overwhelming, but we were able to meet the demand. Additionally, we screened, prepped, and submitted 15 medical assistant candidates for their third Medical Assistant Cohort.

UC Davis, Continuing and Professional Education

Many IT positions go unfilled across various industries. The demand for skilled IT professionals has been consistently high due to the rapid advancement of technology and the increasing reliance on digital systems across many industries. GSUL partnered with UC Davis, Continuing and Professional Education to address this gap and provide our clients with paid Service Desk Analyst professional training. Students earned a UC Davis Certificate of Completion, continuing education credits, and a Google IT Support Professional Certificate upon completion.

SMUD Community Agreement

Our partnership with SMUD is a collaborative effort to address community needs, specifically in underserved areas identified by SMUD's sustainable communities' initiatives. GSUL is privileged to be responsible for developing, administering, supervising, managing, and operating various activities aimed at community outreach, workforce development, financial management, digital empowerment, and an annual diversity job fair.

Aggie Square

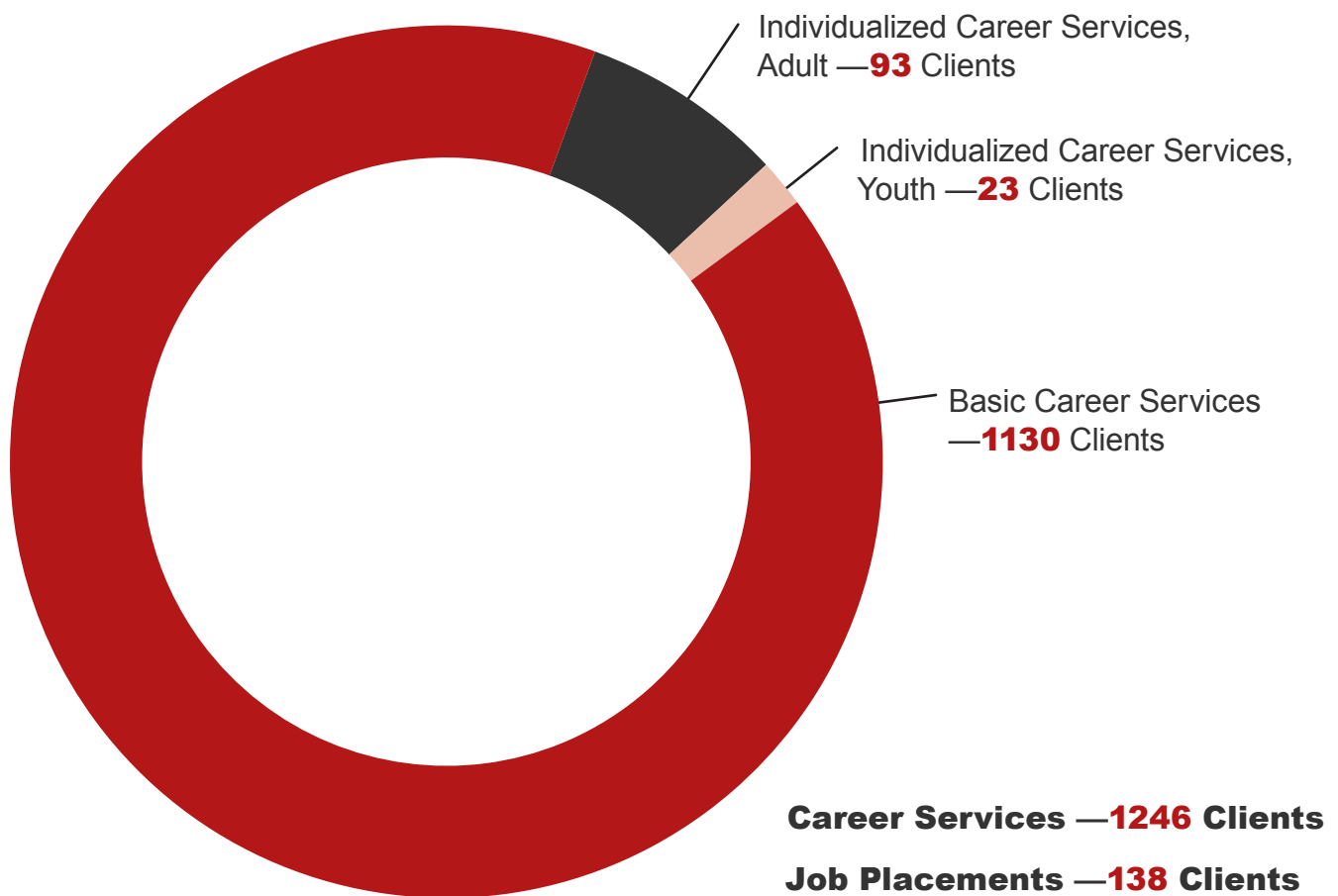
The City of Sacramento, UC Davis, and Wexford Science developed a major economic project in the Oak Park community at the UC Davis Medical Center. GSUL was one of the four community-based organizations selected to engage and inform the local community members about the project. Greater Sacramento Urban League served

as the project lead. We were responsible for leading Community Navigator training and ensuring trainees were aware of resources available throughout the county. The Community Navigators were also responsible for distributing surveys created to ask community members what services they most need and inform community members of upcoming employment opportunities through Aggie Square and beyond. Our Community Navigators processed over 854 community surveys.

Client Success Story

Last year, a client came to the GSUL for employment after facing

multiple rejections. In April 2023, the Employment Service Specialist presented them with a significant chance to become a Technical Support Analyst at UC Davis. This opportunity required them to complete a six-week training and apply for multiple temporary jobs, hoping to land a full-time position at UC Davis. After completing the training, the client started a part-time role at UC Davis in September and was offered a full-time position with the IT Department one month later.



YOUTH AND FAMILY CENTER

Black Child Legacy Campaign

The Black Child Legacy Campaign (BCLC) is a community-driven movement established by the Steering Committee on Reduction of African American Child Deaths, which is working to reduce the deaths of Black/African American children in Sacramento County. In Sacramento County, Black children die at twice the rate of any other ethnicity. The four leading causes of death are perinatal conditions, infant sleep-related deaths, child abuse and neglect, and third-party homicides. The BCLC is part of a network of seven organizations leading their communities' prevention and intervention efforts. GSUL serves as the Oak Park BCLC Community Incubator Lead and hosts a wide range of services, including crisis response, mentorship, resource distribution, community engagement, youth support groups, and intensive case management.

Healing the Hood

The Healing the Hood project is dedicated to reducing community violence by implementing a comprehensive approach to violence prevention, intervention, and interruption services for youth, coupled with on-the-ground crisis response initiatives. Our focal point is Oak Park, a community with a history of elevated inter-generational violence and disparities. Our Crisis Intervention Workers actively engage with youth, families, and community members to provide vital support and resources to create a safer and more resilient community.

- We address these challenges through a range of targeted services:
- Youth and Family Case Management, Mentoring, and Youth Development Programs
- Job Training and Academic Enrichment Services
- Parenting Education and Family Leadership Development
- Community Service and Community Economic Development
- Specialized Programs for Students Facing Truancy, Suspension, or Expulsion

Kings and Queens Rise

This year was the sixth season of Kings and Queens Rise. This coed, eight-week summer basketball league was designed to actively involve youth in leadership development, personal enrichment, and violence prevention by offering a healthy outlet during the summer break. The league welcomes students aged 10 to 16 and met three times a week for practice sessions and games against teams from other communities.

Black Boy Build/Black Girl Heal

Black Boys Build (BBB) and Black Girl Heal (BGH) are gender-specific social and emotional support groups for young men and women navigating through life and seeking community, mentorship, training, and guidance. These groups offer a secure and nurturing environment tailored for young individuals residing in communities with limited resources and infrastructure. Members include those on probation, prior gang involvement,



current or former foster youth, or those simply grappling with the challenges of being a young Black person in today's complex world.

These groups aspire to create a platform that exposes young women and men to ideas, concepts, and opportunities beyond their immediate experiences. The aim is to inspire a future beyond what they have known or imagined, fostering personal growth and development in collaboration with like-minded individuals.

Back to School

While successfully maintaining our full summer programs and offering intensive case management services, we dedicated time to plan our end-of-summer Community Block Party. This marked the second year of hosting this event in the heart of Oak Park, a location historically associated with gang and drug activity. Through our efforts, we contributed to transforming this space into a positive and community-centered experience. The turnout from the community

was remarkable, with neighbors showing their support in large numbers. Thanks to our partnership with HealthNet, we distributed 150 backpacks filled with school supplies to children and adolescents, ensuring they were well-prepared for the upcoming school year. The event also featured a wide array of resources and vendors, aligning with our goal to serve our neighbors and highlight and support Black-owned businesses in the area.

This quarter also marked the start of the school year, and our case managers are currently stationed in more than ten schools within the Sacramento City Unified School District. We are actively working on expanding our presence to serve the Twin Rivers School District.

March Madness

We hosted our second March Madness Basketball Tournament at C. K. McClatchy High School on March 18th and 19th. This annual initiative was established to address third-party homicides, child abuse, and

neglect. We hosted middle school-aged youth on Saturday in a full-day, six-bracket basketball tournament. The following day, high school-aged youth had a similar opportunity to showcase their skills. The event garnered a phenomenal turnout, and our staff observed that the event provided a secure outlet for both parents and youth. Presently, our March Madness tournament stands out as one of our most exciting events of the year, and it was exceptionally well-received by the community.

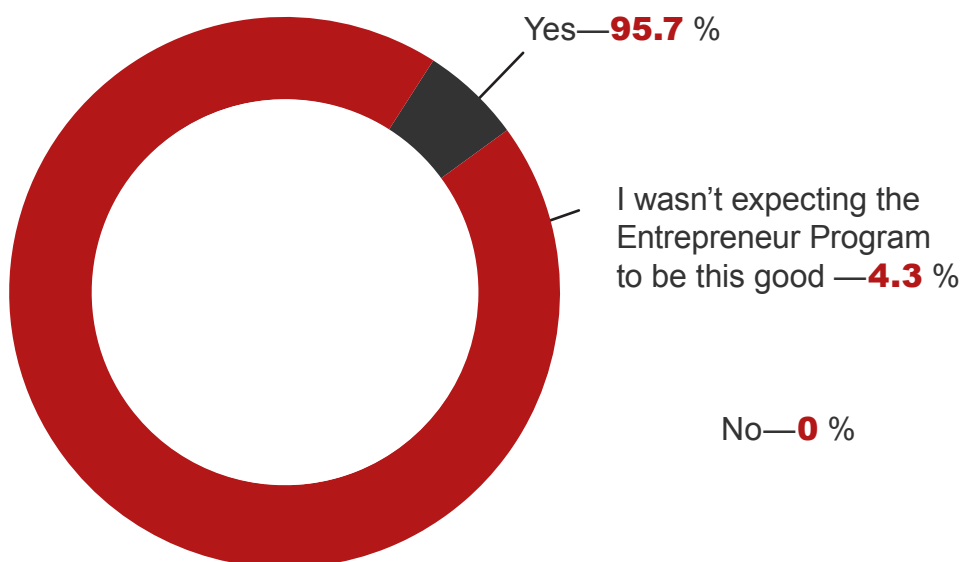
Entrepreneur Spring Break: Money Motivated Program

GSUL hired a local Black-owned business called My1of1, and we proudly hosted the Money Motivated Spring Break Program, a youth entrepreneurship initiative, during the first week of April. Approximately 30 youth and young adults aged 14 to 24 participated in this engaging program.

Throughout the event, participants attended workshops led by local entrepreneurs, business owners, and the My1of1 Team. These workshops covered diverse topics, such as marketing and branding, clothing design, and software development. Facilitators generously shared their entrepreneurial journeys, detailing the challenges and triumphs of owning and operating a business.

An exciting program feature allowed participants to create their own apparel brand, sell their items online, and receive a \$200 stipend just for participating. The overarching goal of the Money Motivated Spring Break Program was to empower youth with the knowledge and skills to become entrepreneurs, build wealth, and achieve financial freedom.

Did the Entrepreneur Program meet your expectations?



Community Baby Shower

Supporting parents continues to be one of our top priorities. In addition to connecting them to relevant support services, we pride ourselves in creating spaces where parents can grow personally and create community. Our Community Baby Showers serve that purpose.

In 2023, we celebrated ten new parents, newborns, and others still expecting. Each parent left the event with essentials for their new baby, tools to transition into parenthood, and education to prevent infant deaths. The engagement reassured our clients that they deserve care and resources, and we were happy to provide them with culturally competent information that will benefit their families.

Elevate Youth for Social Justice

This summer, we proudly initiated our youth-led, cohort-based social change program focused on addressing substance misuse-related issues within the community. Our program begins with in-depth discussions covering topics such as the history of policing, anti-Blackness, the school-to-prison pipeline, and post-traumatic slave syndrome. After these informative sessions, our young participants collaborate to identify interventions they wish to implement in their community. An evaluation of the program's participants revealed that, as a result of participating in this program, they felt more empowered to create positive change in their community.

First Class Kids Program

The First Class Kids Program allows us to support over 50 foster youth in both SCUSD and Twin Rivers School District. These students will be supported with tutoring resources, social and emotional learning, and any additional supportive services the families they are attached to may need. These free, in-person math tutoring, homework help, and a free and culturally inclusive book club for students in grades five through eight provide students with time outside of school to improve their academic skills. Engaging in a non-school related space to discuss engaging and culturally relevant texts will create positive associations with reading, allow youth to practice reading comprehension skills without the stress of academic grades, and create a desire to read for fun.

Jingle Mingle Toy Giveaway

The Jingle Mingle Toy Giveaway brings joy to families in the Greater Sacramento area during the holiday season. Held on December 16th at the Youth and Families Center in Oak Park, the event welcomed families from all over the city to join the festivities. We provided an array of toys through the support of dedicated sponsors and partners. The toy selection was thoughtfully curated to cater to Black youth of various age groups. This event has become a community staple, drawing in a large yearly turnout. Families love the festive atmosphere with holiday decorations, music, and Santa Claus. This year, the Jingle Mingle Toy Giveaway achieved its goal of spreading joy and crafting lasting memories for the youth in our community. We are extremely



grateful to our sponsors, partners, and volunteers who made this event a heartwarming success.

Overall, the Youth and Families Center has served and positively impacted the lives of an estimated 1,200+ youth and families within the community. This number includes those participating in additional programs and events, including the Harvest Festival, Mother's Day Event, and Father's Day Events.

**Please note that these numbers are estimates due to record keeping challenges from 2023 and previous years. YFC is currently in the process of implementing a data platform for better record keeping.*

Black Child Legacy Campaign

65 youth & adults

Healing the Hood

Caseload of 45

Kings & Queens Rise

30 families

Black Boy Build Black Girl Heal

261 attendees

Back to School

150 youth

March Madness

250 youth & families

Entrepreneur Spring Break: Money Motivated Program

30 youth

Community Baby Shower

10 families

Elevate Youth for Social Justice

20 youth

First Class Kids

20 youth

Jingle Mingle Toy Giveaway

300 families with an average family size of five

HEALTH AND QUALITY OF LIFE

The Health and Quality of Life (HQL) team is steadfast in its dedication to enhancing the overall well-being of the Greater Sacramento community. Over the last year, our team has actively engaged in several initiatives to foster a healthier community, empower residents with knowledge, and establish vital partnerships with local organizations. In this report, we proudly share our key accomplishments and ongoing efforts.

Embracing Black Health & Wellness

During Black History Month, our HQL team hosted a Community Health Fair called Embracing Black Health & Wellness at our Empowerment Center in Del Paso Heights. The event aimed to welcome the Del Paso Heights community to GSUL, embrace them, and offer them tangible resources to support their health and well-being.

GSUL Health Fair Statistics

- Attendees: 100
- Raffles: 51
- Prizes won: 21
- Flu Shots: 6
- COVID vaccinations: 7

Community Wellness Ambassadors

This year, our team grew significantly with the addition of our Community Wellness Ambassadors. These dedicated individuals played a pivotal role in our community engagement efforts. Our ambassadors brought our mission to life through canvassing, tabling, and distributing surveys and personal protective equipment at various events

throughout the Greater Sacramento area.

Community Wellness Ambassadors were also champions in distributing information about the extensive resources and programs offered by Greater Sacramento Urban League. This includes essential services, such as job assistance, education, housing support, and social services. These initiatives collectively enhance our community members' overall quality of life by addressing social determinants of health.

Save the Water and Heat Advisory

In the face of California's ongoing water challenges, our team actively educated the community about the importance of water conservation. We distributed informational materials to raise awareness about this critical issue, emphasizing the need for responsible water usage to safeguard our environment and preserve this invaluable resource. Our HQL Department worked diligently to inform residents about staying safe during heatwaves and shared information about available resources. By offering guidance on heat safety measures, we aimed to protect vulnerable members of our community, particularly those at risk of heat-related illnesses.

Addressing Food Insecurity: Weekly Fresh Food Distributions

Recognizing the pressing issue of food insecurity within our community, HQL took proactive measures in 2023. This year, we began distributing fresh fruits, vegetables, and healthy snacks weekly

at our Del Paso Heights and Oak Park offices. This initiative is designed to improve residents' nutritional intake and, in turn, contribute to better health outcomes.

Community Health Clinics

Our monthly health clinics provide essential healthcare services to the community every third Wednesday. Over the past three months, we served 57 clients at these clinics. We offer a range of services at these clinics, including free COVID testing and vaccinations, dental screenings with referrals as needed, blood pressure monitoring, glucose testing, and vision tests.

Wellness Series

This year, we marked the inauguration of our Wellness Series, a comprehensive lecture series dedicated to addressing prevalent health disparities affecting the Black community. We delved into critical issues, such as high blood pressure, mental health, diabetes, and sickle cell. These informational sessions aimed to improve community health and the overall well-

being of our clients and community.

During our engaging Zoom sessions, we featured esteemed guests, including music executive Tyrome Baisen. Renowned for discovering Brent Faiyaz, Baisen shared insights into his mental health initiatives within the music industry. Additionally, we had the honor of hosting representatives from the Sickle Cell Foundation of California, fostering an enlightening discussion on the impact of sickle cell disease on the Black/African American community.

Looking ahead, we are actively seeking collaborations with diverse community organizations and fellow California Urban League affiliates to amplify the reach and effectiveness of our Wellness Series. Together, we aim to make a meaningful contribution to the well-being of the communities we serve.



Cut to the Chase

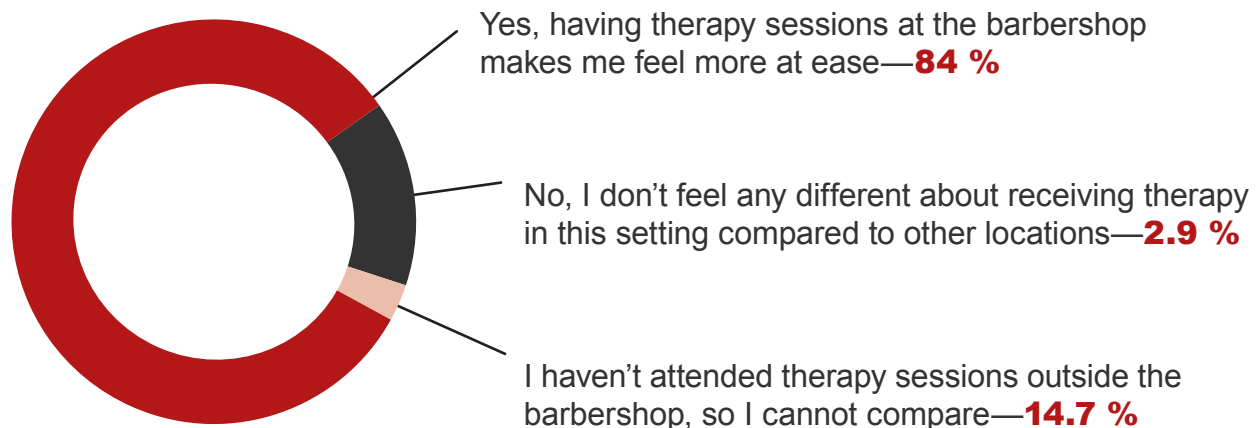
Historically, barbershops have been where Black men have found comfort, resources, and community. This was the inspiration for Cut to the Chase, a GSUL project focusing on improving Black men’s mental health in Del Paso Heights and Oak Park. Since the start of the program in May 2023, approximately 625 men, young adults, and boys have participated in our monthly sessions. Cut to the Chase provides the following services:

- One-on-One Sessions with Mental Health Professionals:
GSUL has partnered with local barbershops in South Sacramento and North Sacramento so that Black men can drop in and speak one-on-one with a mental health professional. The monthly office hours allow counselors to informally meet with barbershop patrons and answer any questions they may have about

therapy, counseling, and mental health services offered throughout Sacramento.

- Group Therapy:
This monthly meeting is a closed space for Black men. A trained therapist facilitates the discussions and engages participants in intimate conversations regarding emotions, family, intimacy, masculinity, leadership, and self-love. After each meeting, the therapist ensures that participants have access to resources that address any of the issues they brought up during the session.
- Stigma Reduction Resources:
The GSUL developed culturally specific resource guides to inform our community about local resources, data, and services for mental wellness. These resource guides have been distributed throughout Del Paso Heights and Oak Park.

Did attending Cut to the Chase at the barbershop make you feel more comfortable about receiving therapy?



HEALTH & QUALITY OF LIFE: CLIENTS SERVED

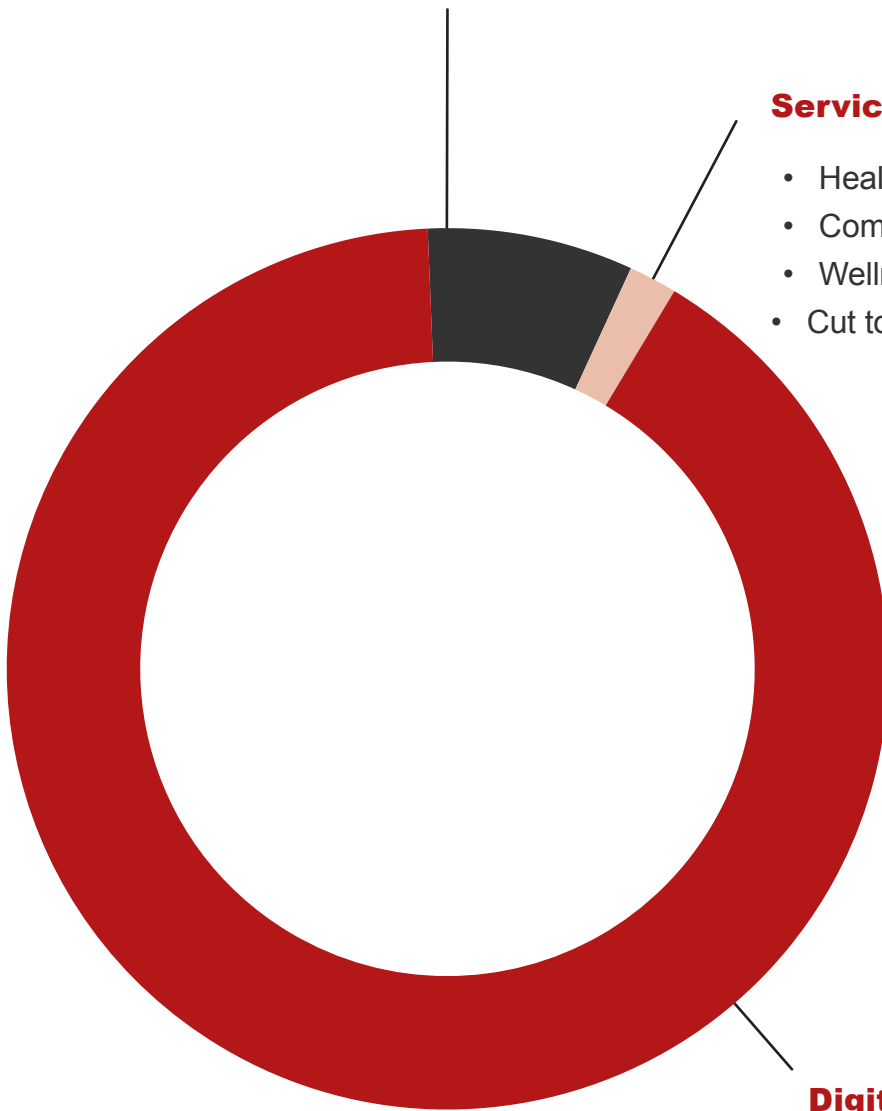
Total People Reached 96,130

Personal Outreach 12,010 encounters

- Tabling—**2271**
- Phone Banking—**1071**
- Neighborhood Canvassing—**4041**
- Fliers or Mailers—**3200**
- Surveys Distributed—**1027**
- Trainings, Workshops, Meetings—**400**

Services 1220 Clients

- Health Fair—**100**
- Community Health Clinics—**57**
- Wellness Series—**438**
- Cut to the Chase—**625**



Digital Posts 82,900

- Newsletters, Blogs, Emails—**42,000**
- Media Appearances—**400**
- Social Media—**40,500**

CONCLUSION

Greater Sacramento Urban League extends its gratitude to all the incredible supporters, dedicated funders, and passionate advocates who have played a pivotal role in our success in 2023. Your commitment has been the driving force behind our ability to serve our clients and community for over 55 years.

As we reflect on the accomplishments highlighted in this annual impact report, we recognize that none of it would have been possible without the collaborative efforts of individuals, organizations, and partners who share our vision for a stronger community. Together, we have had a meaningful impact on those we serve, and we look forward to continuing this journey with your support in the years to come.

Thank you for rooting yourselves to our mission and vision and contributing to the positive changes we strive to achieve. With your support, we are confident that Greater Sacramento Urban League will continue to empower our community for many more years.



**“Equal access
to economic
opportunity”**

–Dwayne Crenshaw, J.D.

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President-American River College

Brandy Bolden *Vice Chair*
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Will Owens Board Secretary
Vice President-Human Resources
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Donald Terry Board Treasurer
*Senior Vice President and Community
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SACRAMENTO URBAN LEAGUE'S JOURNEY

In the 1960s, African Americans began to step up organizations throughout the United States to address civil rights, and systemic issues.

The National Association for the Advancement of Colored People (NAACP), the Student Nonviolent Coordinating Committee (SNCC), the Southern Christian Leadership

Conference (SCLC), and The National Urban League (NUL) emerged from this effort.

In this environment of social activism, one of Sacramento's most prominent Black organizations, Greater Sacramento Urban League (GSUL), was founded and chartered.

1910

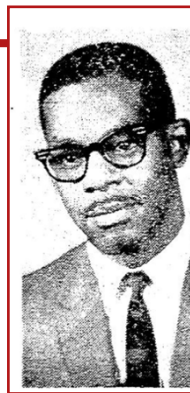
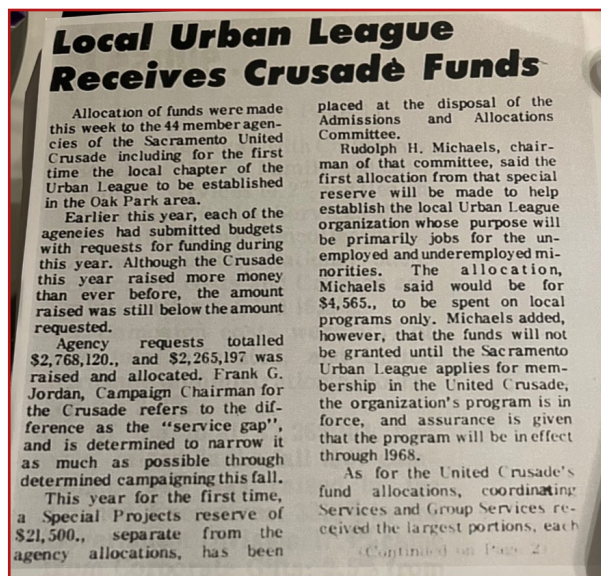
The National Urban League is founded

1965-1969

Howard Harris (adviser)

March 14, 1968

Sacramento United Crusade gave \$4,565 (worth \$40,359.72 in 2023) to establish a Sacramento affiliate in the Oak Park area and fund programs aimed at job creation and preparation for the unemployed and underemployed.



1963

Marion J. Woods, 31 years old, Morehouse College alumni, former Air Force officer, deputy labor market analyst, active NAACP member, is appointed chairman of the Sacramento Urban League Committee.

1969

Urban League looks to hire an executive.

UrbanGroup Looks For Executive

The Sacramento Urban League is seeking applicants for executive director of the newly organized agency with a salary range of \$12,000 to \$14,000 a year.

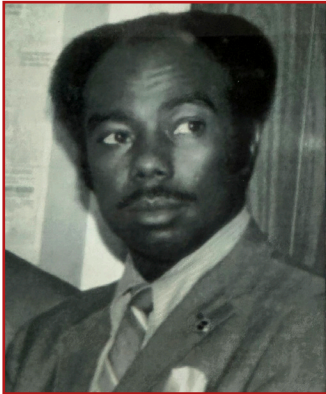
The director would administer an information and service center at 3555 3rd Ave. in Oak Park and supervise other league projects to eliminate racial segregation and discrimination in the community.

Applicants should possess a master's degree or equivalent in social work, race relations, economics, education or similar fields.

Resumes may be sent to Robert J. Parker, Urban League vice chairman, 800 Capitol Mall, 95814.

1969-1972

Sylvester Mabry, Inaugural Executive Director Sacramento Urban League.



Urban Leaguers

While Mary Honeycutt, foreground, tends to her secretarial chores, Urban League Executive Director Sylvester Mabry confers with his former administrative assistant, Katherine Murphy. Mrs. Murphy now is an employment specialist in the City Unified School District. Bee Photo

1972-1979

Delores Bryant, the first woman Executive Director of the Sacramento Urban League



October 1, 1970

GSUL moves to Del Paso Heights.

Urban League's Office Moves

The "New Thrust" office of the Sacramento Urban League has been moved to the Del Paso Robla Neighborhood Council headquarters at 800 Grand Ave. in Del Paso Heights.

The league had been renting a building at 912 Grand Ave. since last June at \$80 a month.

Delores Curvin, "New Thrust" director, said the move was made because the owner of the old building refused to make needed repairs.

Blaine H. Fisher, head of the real estate firm through which the office had been

rented, said the repairs requested were too costly for the monthly rent being charged.

In the new location, the group, which is working on an economic development program for Negro businesses in the area, will not be charged any rent.



May 7, 1971

Urban League forms a Ladies Guild.

Urban League Will Form Guild

The Sacramento Urban League is seeking women to form a "ladies guild" for the purpose of promoting the civil rights group's activities and to conduct special projects.

Information about the proposed unit may be obtained by contacting Mrs. Leola Archie the Urban League's 3515 Broadway office or by calling 452-3791.

1979 – 1991

George Dean, President, and CEO



June 27, 1975

Special Summer Free Food Service Program

Free Lunches

The Sacramento Urban League will begin its Special Summer Free Food Service Program — providing lunches to children from low-income families — Monday at the league's youth center at 2863 35th St.

The noon lunches will be conducted each weekday. Eligibility and registration information is available at the center.

October 6, 1988

Early Start Program

Money sought to keep kids in school

The Sacramento Urban League, hoping to raise \$63,000 for its "Early Start" program, has launched a special appeal to corporations and individuals concerned about the high dropout rate among Sacramento-area high school students.

The money would enable the program to hire 33 tutors to help high school students who are in

high risk of dropping out.

The program currently helps 166 students for 10 hours each week. But but the tutor-to-student ratio, at 12 to 1, is more than twice what program directors would like.

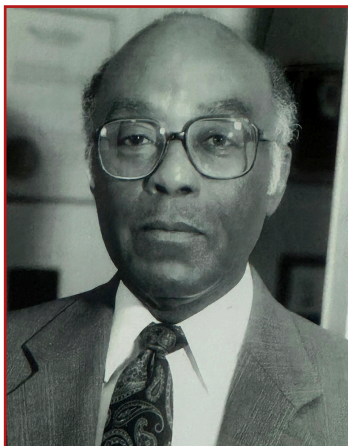
For more information, contact the Sacramento Urban League at 739-0627.

July 1, 1990

GSUL moves to Rancho Cordova

1991-1992

Sam Cullers, President and CEO



Urban League's move upsets some in Oak Park

By Gracie Bonds Staples
Bee Staff Writer

The Sacramento Urban League has abandoned its Oak Park headquarters, a move that has angered some community leaders.

"It gives a message of being out of the community," said Johnnie Conner, a community activist and retired state employee. "It's almost as if all the problems of the

community have been solved, and its no longer physically necessary to be there."

But George Dean, president of the civil rights organization, said Tuesday, "We're not abandoning Oak Park except for a physical location. We just needed a better facility than we had."

Dean said the Urban League moved out of its Oak Park office at 3501 Broadway on March 30 and into the old Red Cross office on 21st Street. But the group expects to move into the new United Way facility on

Volunteer Lane in Rancho Cordova no later than July 1.

Some community leaders, however, are concerned that the organization's programs and services to the community will no longer be accessible by those — minorities and the poor — who need them the most.

The Urban League, they said, was a symbol of hope in the community — visible reassurance that the fight was still on against

See LEAGUE, page B2

1992–2009, 2013–2015

James Shelby, President and CEO



B4 - The Sacramento Bee Final • Saturday, October 31, 1992

County planner, SMUD official selected to head Urban League

By Molly Kinetz
Bee Staff Writer

Policy Planning Commissioner James Shelby will combine long-term community service with managerial skills as new president of the Sacramento Urban League if his selection by the local board is approved by the National Urban League.

Until confirmation by the national organization, Shelby said Friday, he does not want to comment on his plans for the league, but he's excited by the prospect of his new career. The presidency is not his first involvement with the league: He has been a volunteer with the league for 13 years and served on the board for six years. Shelby, 46, was selected for the position after a search by R&H &

Associates, an executive search firm, according to Urban League spokeswoman Geri Ridd. It will take several weeks, she said, for the National Urban League to complete its certification process and make Shelby's appointment final.

Shelby replaces George Dean, who led the Sacramento Urban League for 13 years, until he resigned in May to head the Phoenix Urban League.

A resident of the Sacramento area since 1972, Shelby is married and has three children. His wife, Mervie, was named Teacher of the Year by the Sacramento City School Board earlier this month.

In 1977, he graduated from California State University, Sacramento, with a bachelor's degree in business administration.

Since February 1992, Shelby has been supervisor of employee labor relations for the Sacramento Municipal Utility District, responsible for negotiating union agreements, handling grievances and discipline, and overseeing the workers' compensation program.

If approved for the Urban League position, Shelby will resign from SMUD, he said.

Shelby has been a member of the Sacramento County Policy Planning Commission since February 1988. He also has been a member of the board of the Sacramento County Fire Protection District for six years. He will continue both of these volunteer positions, he said.

The Sacramento Urban League is one of 116 in 35 states and has a budget of about \$716,000. The



James Shelby, a 13-year Urban League volunteer, served on its board for six years.

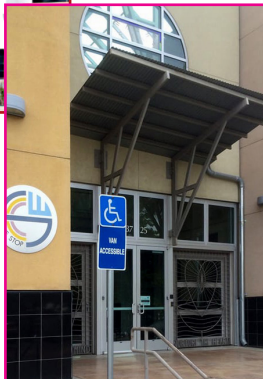
League is a non-profit organization providing employment and education assistance to anyone, regardless of race, gender or age, according to Ridd.

August 1995

The affiliate moved into a 25,000 square foot building owned by UC Davis Medical Center on Broadway.

October 2000

Del Paso Heights Empowerment Center opens on Marysvill Blvd.



2000

Opened Sacramento Works AJCC (one of two) in the Northwestern Quadrant of Sacramento.

January 2001

American River HealthPro Credit Union opened a Del Paso Heights branch, at Greater Sacramento Urban League.

2015

Launch Black Child Legacy Campaign in Oak Park

2016-2021

Cassandra Jennings, President and CEO



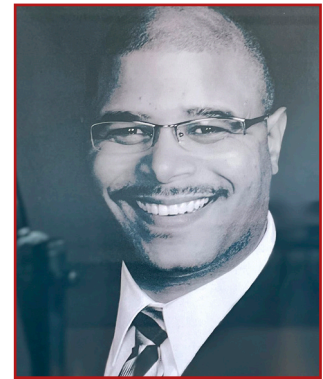
2022

Dwayne Crenshaw, President and CEO



2009-2013

David Duluz, President and CEO



2020

Re-open GSUL HUD-certified Housing Counseling Agency



2022

McKenzie Scott donated \$2.4 million to GSUL



APPENDIX

How did municipal policy affect the socio-economic and general livelihood of Black Americans living in the West End of Sacramento before, during, and after the city displaced and redeveloped this area in the mid-to-late 20th Century?

By: Taylor Black

This research explored the impact of municipal policy on the African American community in the West End of downtown Sacramento during the redevelopment period in the 1950s and 1960s. I maintain that a lack of anti-racist policy—more than the policies in place—resulted in persistent racial discrimination, especially in the housing sector after 1954. These policies hindered Black Sacramento residents' and business owners' ability to accumulate capital in property after the city displaced their community.

First, a war between the interests of real estate companies, politicians, and residents unfolded in the city council meetings and courts of law from April to October 1954. Due to the efforts of the NAACP and attorney Nathaniel S. Colley, the city implemented several measures to win the NAACP's support of the redevelopment of the West End in 1954. However, these measures—which included creating a Relocation Committee, adding an equal rights clause in the redevelopment plans, and a six-point policy statement for economic reparations—were ultimately ineffective in protecting Black people's socio-economic interests because

they never became laws.¹ Consequently, many Black businesses were displaced or forced to relocate due to the fact that their main clientele were also displaced and scattered to other districts in the city.²

I have verified that a large portion of these business owners opened court cases in the late 1950s and 1960s (highlighted)*.³ My goal was to see if any of these business owners opened lawsuits that appealed to the six-point policy statement made by acting Mayor Hendren in the 1954 redevelopment plan proceedings. This policy aimed to ensure that “the cost of redevelopment did not fall unfairly on certain business owners in the West End while benefitting the entire city.”⁴ I was unable to verify how effective this was before leaving the project, but Colley's records indicate these businesses did in fact bear the economic burden while the city benefitted.⁵

In conclusion, the city's ultimate commitment to redevelopment for the purpose of capital production contradicted missions to protect the socio-economic interests of Black residents in the West End. Colley published an essay detailing the struggles for racial equality in the housing sector tracing back to 1900. He showed how this battle played out in the courts and highlighted how real-estate developers consistently argued they had a “right to discriminate” in the name of private property law. Moreover, the displacement and absence of people of color directly raised the value of property in Sacramento.⁶ In practice, this meant that city officials paid lip

service to ideals of racial equity but struggled to make these promises real because of this conflict of interest. Their unwillingness to redevelop around ideals of community development grounded in racial equity rather than maximizing capital production in a racist society had a lasting impact on the ability of displaced Black residents in the West End to accumulate wealth in property.

How has the archival visibility of Black Americans reflected the success of fair and equitable policy in Sacramento in particular and California at large?

By Chantal Walker

Black residents' selective archival visibility in Del Paso Heights history most prominently appears in stories of neighborhood demise, struggle, and neglect. However, the Black struggle within the neighborhood of Del Paso Heights is not a struggle of their creation but one of systematic oppression. In the archives consulted at the Center for Sacramento History, the California State Archive, and the Bancroft Library, Black people are largely invisible within the story of Del Paso Heights. Mentions of this community are rare and scattered. It is important to note that the 1963 Rumford Fair Housing Act prohibited religious and racial discrimination in publicly assisted housing and privately financed housing of three or more units became nullified by Proposition 14 in 1964. Despite the California Supreme Court's declaration that Proposition 14 was unconstitutional in 1966, housing discrimination persisted against Black citizens in Sacramento.

Del Paso Heights, a neighborhood incorporated into the City of Sacramento by 1964, was a place where Black residents could find housing because it lacked de facto restrictive covenants. However, with the increase in Black residents and the lack of gainful employment after America's defense industries slowed down due to the end of World War II, Black residents in Del Paso Heights increasingly fell into lower socioeconomic positions.

The City of Sacramento selected Del Paso Heights as a redevelopment project in 1970 for blight removal. The parameter for a blighted neighborhood includes one or more of the following: old or dilapidated structures; lack of adequate sanitary facilities; a mixture of conflicting land uses; high rate of disease, crime, and juvenile delinquency; insufficient light, air, and open spaces; high population density and overcrowding; poorly designed street and lot pattern; and depreciated land values. The Neighborhood Development Project, funded through the Sacramento Redevelopment Agency, completed several neighborhood improvements, including the construction of 65 new homes, the paving of major thoroughfares including Grand Avenue and Rio Linda Boulevard, and the opening of Del Paso Heights' first library. However, the improvements in Del Paso Heights were marginal during the time of redevelopment because both state and local policy neglected the full systematic needs of Del Paso Heights residents, including policies addressing police brutality, need for a well-funded hospital, and opportunities for gainful employment for Black Americans.

How do historical initiatives, connect with and influence present-day endeavors happening in Del Paso Heights to uplift the community and improve living conditions?

By Chantal Walker

The present Golden 1 Credit Union investment in Del Paso Heights organizations, including the Greater Sacramento Urban League, echoes earlier efforts of legislative advocate Virna Canson and her work in the Sacramento Branch of the NAACP Credit Union. Past and current initiatives are aimed at financial education, economic empowerment, and community development. Canson's work in the mid-20th Century laid foundational efforts in the provision of consumer education and subsequent financial betterment.

During the mid-1960s, the NAACP Credit Union presented data on Del Paso Heights that included population demographics, housing conditions, income, education, and employment statistics. Notably, these data showed 50% of Black residents lived in unsound housing and 14.2% of Black residents in this community were unemployed. These data shed light on the socio-economic conditions in Del Paso Heights during the time Canson and the NAACP Credit Union were active. The information also highlights the challenges faced by residents and underscores the importance of initiatives like the NAACP Credit Union's community programs.

Additionally, former Del Paso Heights resident Bill Bryan's 1972 grassroots initiative

to rehabilitate Del Paso Heights homes mirrors the community-centered ethos of the Greater Sacramento Urban League's "Hub in the Heights" project. The "Hub in the Heights" project is a planned, mixed-use commercial, affordable housing, retail, and general economic empowerment center. Both endeavors aimed to revitalize the Del Paso Heights area, albeit in different ways. Bryan's focus on improving housing conditions for those experiencing poverty directly aligns with the current Hub project's objective to provide affordable housing and spur economic development in the region. Together, these projects reflect a sustained community effort to uplift Del Paso Heights and improve the living conditions of its residents over the years

FOOTNOTES:

1 Nathaniel S. Colley Papers, Center for Sacramento History. After the city added a non-discrimination clause to the redevelopment plan at the meeting on October 29, Colley published a statement that this must become a law for it to have any power. This did not happen, and real estate companies were able to discriminate with impunity. This was the issue Colley took to court in the Oliver Ming case.

2 NAACP Credit Unions were a key part of this history and attempts to ameliorate the damage done by the city and its redevelopment policy. In the NAACP Records, I found that Virna Canson and other NAACP officers started an Anti-Poverty Campaign which centered access to lines of credit for Black residents and other people of color (though the records show the clients were overwhelmingly African American in the 1960s). These records are extensive and leave much to be explored. If the City of Sacramento's redevelopment plan was the blueprint for capitalist development through federal tax grants at the expense of marginalized communities in urban areas, the NAACP's Credit Union and Anti-Poverty Initiative in Sacramento also became the blueprint for reversing these economic effects within the capitalist system. Its achievements were limited, but it was a national project that began in Sacramento according to the records in Carton 43 of the NAACP papers at the Bancroft.

3 I have located these case files in the superior court system, but the clerks maintained that I could not have independent access to the microfilm. They stated that these had to remain "behind the desk" and that a clerk would have to search and informally report details, which was untenable for the number of cases I intended to read. It is possible there are other avenues by which these files may be acquired, but this was the point where I had to step away.

4 City Council Meeting Minutes, Center for Sacramento History. I have this document (and many others) scanned and can share it with whoever is interested.

5 See Oliver Ming and Clifton Hill case files, Nathaniel S. Colley Papers, Series 4, Center for Sacramento History.







6 Colley Papers, Series 8, Center for Sacramento History. I also have this document scanned and can distribute upon request..



ABOUT THE AUTHOR



Troy M. Williams, Ph.D., is the Chief Impact Officer at Greater Sacramento Urban League, where he provides strategic leadership, management, and guidance on initiatives and impact efforts through program evaluation, community engagement, and grantmaking. He is a community-based researcher and evaluator with over ten years of experience in community engagement and public health.

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