

DFWULYP.ORG

#FORTHELOVEOFYP

INCITING THE MOVEMENT 2019-2020 ANNUAL REPORT



Dallas-Fort Worth
Urban League
Young Professionals

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Bemnet Meshesha
President

For such a time as this...

is a phrase I've heard said for many years of my life, yet felt soul-deep throughout this past year in ways I couldn't imagine. Serving as President of the premier organization for young black professionals in Dallas Fort-Worth Urban League Chapter has been the joy, challenge, and growth I desperately needed and did not know. While my previous experiences as Vice President and Civic Engagement Chair opened my eyes to the expanse, brilliance, beauty, resilience and commitment of Black people, this past year has transformed the way I see and actively participate in our collective experiences. These have been days unlike any that our nation has seen, and our chapter, as we have always done, rose to the challenge of taking care of each other and our community. I'm proud.

I could not have imagined the trajectory this last year would take; how deeply this work would be needed and come alive. Practice was over and we were thrust into the movement our ancestors stories had prepared us for. Standing, fighting, mourning, triumph and resistance for our community and for our people was the active work that wove us together. While the work is far from over, a pause to acknowledge and celebrate one of the most significant years in DFWULYP history is necessary. As I reflect on a year well done, I invite you to celebrate our black magic:

- Together we fundraised nearly \$50,000, investing more dollars to programming than ever before.
- Together, we achieved 311 paid memberships, a record number for the chapter and a 22% increase over last year.
- Together, we commissioned a needs assessment & received official approval from the National Urban League Board of Trustees to bring back a local Dallas Fort Worth Urban League Affiliate. We are the first YP Chapter in the movement to get this honor!
- Together, we launched our first ever merchandise store, #WearTheMovement and during the first week sold 50%+ of our inventory, generating thousands of dollars to fund our census and voter work.
- Together, we expanded signature programs like State of Black Dallas and created a premier statewide event reaching 750+ Young Professionals!
- Together we responded to the COVID-19 pandemic, surveyed our community and created a giving fund to support our members including small business owners, raising 40% of our 10k goal with a plan to match dollar for dollar up to \$10K. We waited for no one to save us, we are saving each other. We did that!
- Together, we pivoted to digital only events and executed more than 16 events serving 1k+ young professionals.
- Together, we fought for our civil rights registering hundreds of voters, hosting multiple voter education events and countless local, statewide and congressional candidate forums. Candidates now seek our events. We built the political power we wanted.
- Together, we texted 20,000+ people, hosted 20 community events and secured a national grant of \$10K to increase our census reach.

We did this. All of this. In the midst of transitions, a pandemic, and historical unrest we made our ancestors proud. There is literally nothing that we cannot do together. Leading in time of great threat, injustice and a racial uprising caused me to lean in to the work that the Urban League exists to do, and I'm so fortunate that I did not have to do it alone. Thank you for trusting me with your time, talent and resources. Our work is far from done and there is one thing I know for sure, we are called for such a time as this.

Yours in the Movement,

Bemnet Meshesha
President
Dallas-Fort Worth Urban League Young Professionals

CHAPTER AWARDS

CHAPTER AWARD CATEGORIES

Check which awards your chapter is applying for and complete all applicable information related to your chapter's submission. Chapters will only be considered for awards selected below.

NATIONAL CHAPTER AWARDS

- ☒ **National YP Chapter of Excellence**
- ☒ **Affiliate Service Award**
- ☒ **National Day of Empowerment Award**
- ☒ **Robert Ingram National Day of Service Award**
- ☒ **Excellence in Advocacy Award**

REGIONAL CHAPTER AWARDS

Regional Chapter of Excellence Awards

- ☐ **Central Region YP Chapter of Excellence**
- ☐ **Eastern Region YP Chapter of Excellence**
- ☒ **Southern Region YP Chapter of Excellence**
- ☐ **Western Region YP Chapter of Excellence**

Emerging Chapter of the Year Award (Chapters with 100 members or less starting June 1, 2019 are eligible for this award)

- Central Region
- Eastern Region
- Southern Region
- Western Region

NATIONAL MEMBER LEVEL AWARDS

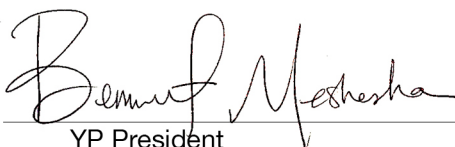
*****REGIONAL CHAPTER MEMBER OF THE YEAR (Select only one YP Member)**

- ☐ **Central Region Outstanding YP Member**
- ☐ **Eastern Region Outstanding YP Member**
- ☒ **Southern Region Outstanding YP Member**
- ☐ **Western Region Outstanding YP Member**

*****Any President that held office during the 2019-2020 term is not eligible for this award**

SIGNATURES

Signature of YP Chapter President:


YP President

Signature of Affiliate President & CEO:


Affiliate CEO

DFWULYP President Name: Bemnet Meshesha
Email Address: info@dfwulyp.org
Year Chapter Founded: 2016 | Chapter Term: August - July

TYPE/METRICS	2018-2019	2019-2020	% Growth
Number of Members	255	311	22%
Number of New Members	No Data	157	-
Number of Renewals	No Data	89	-
Number of Affiliate Service Hours	27,000	18,521	-
Total Affiliate Dollars Given	\$10,516	\$21,000	110%
Number of Corporate Sponsors	10	8	-
Number of Community Partners	29	50	72%
Number of Sister Chapters Supported	5	16	220%
Marketing Metrics	Followers	Followers	-
Facebook	6,232	6,544	5%
Instagram	4,144	5,179	25%
Twitter	2,059	2,073	1%
Newsletter	No Data	2,269/Month	-
# of Chapter Members at NUL Conference	10	N/A	-



Michelle Williams
President Emeritus



Bemnet Meshesha
President



Jevon A. Boxdell
Vice President



Catherine Wheeler
Chief of Staff



Imani Daniels
Secretary



Tra Talley
Treasurer



Jaren Collins
Historian



Dawn Johnson
Financial Secretary



Aundria O'Neal
Fund Development Secretary



Rasheda Walker
Parliamentarian



Sean Reed
Civic Engagement
Chair



Lamar Jones
Community Outreach
Chair



Danyell Wells
Social & Cultural
Chair



Courtney Cross-Johnson
Marketing Chair



Ryan Ellison
STEAM Conference
Chair



Jamaal Martin
Membership Chair



Terri Alford
Economic Empowerment
Chair



Candra Sweat
Professional Development
Chair



Pierre Durant
Health & Quality of Life
Chair



Kala Garner
North Texas Giving Day
Chair

2019-2020 Executive Board

Bemnet Meshesha
President's Distinguished
Hours: 2,832
Funds Raised: \$15,275.73
Participation: NDOE, NDOS, Join Week
National Conference
Leadership: President

Catherine Wheeler
President's Distinguished
Hours: 390
Funds Raised: \$7,750
Participation: NDOE, NDOS, Join Week
Leadership: Chief of Staff

Courtney "CJ" Cross-Johnson
President's Distinguished
Hours: 900
Funds Raised: \$9,328.73
Participation: NDOE, NDOS, Join Week, Ms. NULYP
Brand Ambassador, National Communications
Committee
Leadership: Marketing Chair

Danyell Wells
President's Distinguished
Hours: 576
Funds Raised: \$102
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: Community Outreach

Imani Daniel
President's Distinguished
Hours:
Participation: NDOE, NDOS
Leadership: Secretary

Jaren Collins
President's Distinguished
Hours: 229
Funds Raised: \$724.95
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: Historian

Jevon A. Boxdell
President's Distinguished
Hours: 1,634
Funds Raised: \$420.48
Participation: NDOE, NDOS, Join Week, National
Conference, National Membership Committee
Leadership: Vice President

Reuben Lael
President's Distinguished
Hours: 1,380
Funds Raised: \$250
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: NULYP Communications Chair

Sean Reed
President's Distinguished
Hours: 1075
Funds Raised: \$18,550

Participation: NDOE, NDOS, Join Week
Leadership: Civic Engagement Chair

Tiffany Howell
President's Distinguished
Hours: 465
Funds Raised: \$2,251
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: Co-Historian, Community Outreach
Co-Chair

Tra Talley
President's Distinguished
Hours: 428
Funds Raised: \$254.36
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: Treasurer

Bianca Avery
Distinguished Distinction
Hours: 540
Funds Raised: \$175
Participation: NDOE, NDOS, Join Week, NUL
Advocacy Committee
Leadership: National Advocacy

Jessica Rhodes
Distinguished Distinction
Hours: 549
Funds Raised: \$ 58
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: Social & Cultural Co-Chair

Kala Garner
Distinguished Distinction
Hours: 96
Funds Raised: \$1,100.73
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: North Texas Giving Day Chair

Michelle Williams
Distinguished Distinction
Hours: 287
Funds Raised: \$ 51.46
Participation: NDOE, NDOS, Join Week, National
Conference
Leadership: President Emeritus

Longevity Members (5+ years)
Herbert Smith, Brittany Steward, Leland Bruce, Candace Brown, Jeanne Johnson, Dumezie Maduiké, Amber Chalmers, Nikki Christmas, Keiana Mitchell, Robin Ogbonna, Chanel Smith, Tra, Talley, Reuben Griffin, Chris Ndikumana, Jason Ross, Archie Nettles, Frances Reno, Nicole Carter, Samad Abdur-Razzaaq, Courtney Cola, Brian Morris, Brian Morris, Byron Iszard, Kimberly King, Emeka Anyanwu, Bemnet Meshesha, Courtney Cross Johnson, Michelle Williams, Matt Houston, Brittany Flowers

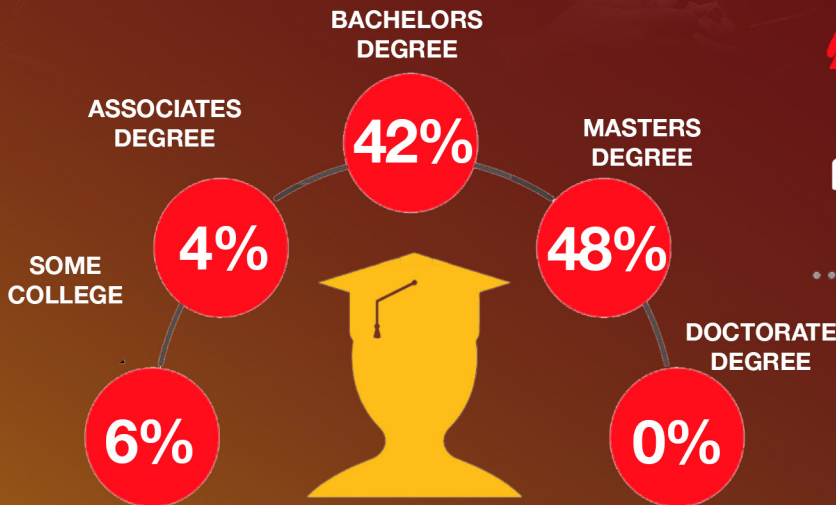
Distinguished YP Nominees

311

ACTIVE MEMBERS



22% INCREASE
IN NEW
MEMBERS



67%
FEMALE

33%
MALE



Education · Finances · Medical · Legal · Banking
Real Estate · Information Technology · Marketing
Media/Photography · Entrepreneurship · Health/Fitness
Retail/Sales · Agriculture · Sports



21-24	5%
25-29	21%
30-34	43%
35-39	25%
40+	5%



>\$39,999:	8%
\$40,000-\$59,999:	21%
\$60,000-\$79,999:	25%
\$80,000-\$99,999:	17%
\$100,000-\$124,990	12%
\$125,000+	17%

SELF-EMPLOYED:	18%
ENTRY LEVEL:	10%
MANAGEMENT:	21%
OFFICER:	33%
EXECUTIVE:	10%



38%
BUSINESS
OWNERS



30%
HOME
OWNERS



MEMBERSHIP ACCOMPLISHMENTS

In the midst of adversity, a full blown global pandemic and other life challenges, our members still flourished and achieved great milestones. We celebrate each of you!

Bemnet Meshesha - *Selected to become an Op-Ed Project Fellow and published in the Grio.. Received professional promotion- Director of Community Affairs.

Bianca Avery - *Featured speaker at NULYP Southern Regional Conference about the Census. *Appointed to Bonton Farm's CityBuild board and Faith in Texas' C4 board

Candra Sweat - *Received REBT Mindset Coach certification

Catherine Wheeler - *Launched a Small Business that serves Mommy's in waiting. *Welcomed a New Baby Girl

Courtney Cross-Johnson - *Completion of Dallas Mayor's Star Council *Inclusion in Dallas Weekly Millennials to Watch Class of 2019 *Ms. National Urban League Young Professionals

Crystal Milton - *Started working on MBA.

J N Johnson - *Completed CAMP Fellowship *Joined private therapy practice *Completed year 2 of PhD program.

Jevon Boxdell - *Co-founded Toastmasters Chapter for Business Startups. *Spearheaded and launched Black women's ERG at work. *2019-2020 Southern Region Nominee.

Jessica Rhodes - *Received a professional promotions - Policy Specialists, *Join the Diversity and Inclusion Program.

Kala Garner - *Professional raised \$33k for black

owned community based organizations *Received a professional promotion, Engineering Systems Community Manager

Lamar Jones - *Tied the knot

Pierre Durant - * Tied the Knot *Welcomed a New Baby Boy

Reuben Lael - *Elected Communications Chair for Mayor Star Council 2020-2021 * DART Social Media Influencer for State Fair (2019) *NPR Interview (June 2020)

Ryan Ellison - *Received a professional promotion - Marketing Coordinator *Featured in Texas Wesleyan Magazine's Time issue

Sean Reed - *Received a professional promotion - Democratic Party as Voter Expansion Director *Appointed to the City of Dallas Complete Count Committee where he Chaired and led the African American Census Consortium *Accepted into the Mayor Star Council class 9

Tiffany Howell - *Received a professional promotion - Communications Consultant *Graduated college with a Masters in Nonprofit Administration

Uzoamaka Abanukam-Ihegword - *Became a homeowner with her husband. *Selected to join the National Urban League Advocacy Program.

William Hunter - *Accepted a new position *Moderated a panel discussion centered on supporting black women and girls that have been subjects of commercial, sexual exploitation.



FUND DEVELOPMENT

Membership Dues	\$23,550
Signature Events Revenue & Sponsorships	\$12,750
- Live Laugh Love 2019	
- Join Week	
- North Texas Giving Day	
- North Texas Giving Tuesday	
Other Sponsorships & In-Kind Donations	\$
NULYP Corporate Dues	\$350
Affiliate Give	\$21,000
TOTAL INVESTED IN THE DFW COMMUNITY:	\$62,450

\$62,450

Total Raised For 2019-2020

255

Unique Donations

19

Corporate Partners

THANK YOU TO OUR **53** PARTNERS & SPONSORS

ACLU Texas at Dallas
Alpha Business Images
Amazon
APAPA (Asian Public Affairs)
Baylor Hunger Initiative
Behind Every Door
Bishop Slater
Black Youth Project
Blue Cross Blue Shield of Texas
Bridgebuilder
Carter's House Incorporated
Citywide CDC
Communities' Foundation of Texas
Concord Church Social Justice
Dallas - African American Census Consortium
Dallas Black Chamber of Commerce
Dallas Black Chamber of Commerce
Dallas Housing Authority
Dallas Regional Chamber of Young Professionals

Dallas Truth Racial Healing And Transformation
Debonair Society
Delta Sigma Theta
Education Is Freedom
Enchanted Essentials
Ernst & Young
Faith in Texas
Four Corners Brewery
Friendship West Social Justice Ministry
I Look Like Love
Intl Rescue Committee
JB Creations
JCI Creatives
Jeff Howard, Parkland West Dallas Coalition
Juvenile Dept
LUXE Financial
Map The Meals
NAACP Dallas Chapter & Next Generation
National League fo Cities

Pastor Sylvester Smith New Zion Baptist
Paul Quinn College
Project 2540
Raise Your Hand Texas
Social Ink
Somos Tejas
State Fair of Texas
Texas Organizing Project
The Bridge - Fort Worth – YP Org
The City Of Dallas Complete Count
Committee
The Debonair Society
US Census Bureau DFW Office/ Partnership
Specialist
Verizon
Women Called Moses
Wynella – Sothern Dallas Apartments



AFFILIATE RETURN

Inciting The Movement in a Trailblazing Way!

This year, DFWULYP is proud to be the first Young Professional chapter in NULYP entrusted with the task of developing a new local affiliate to do the important mission work in the Dallas/Fort-Worth market. On November 13, 2019 the National Urban League Board of Trustees approved the resolution for Dallas Fort Worth Urban League.

The National Urban League's mission is executed locally, across the nation, through the amazing works of its affiliates. For the past several years, the Urban League presence and brand has been represented and sustained through the service, development and advocacy work of the Dallas Ft.Worth Urban League Young Professionals. We are proud of the legacy work we've done to maintain the brand and movement in our city and look forward to expanding this impact through the establishment of an affiliate. We acknowledge that our capacity to impact our community and as a volunteer auxiliary would be stronger with a local affiliate and are ready to welcome one back soon!

To date we have:

- Formed a Sponsoring Committee with 11 number of chapter and community leaders
- Commissioned and paid for a Community Needs Assessment produced by a Black Firm, C-Suite Consulting, to identify trends, needs and opportunities in the Dallas area
- Received approval from NUL board of directors to officially utilize brand
- Created committees within sponsoring committee
- Bylaws Committee
- Budget and Finance Committee
- Program Committee
- Nominating Committee
- Fundraising/Development Committee
- Met with NUL legal team to discuss terms of affiliation
- Submitted a timeline to complete process of developing affiliate



We are honored to be the first to lead the movement in a unique experience of bringing back a local affiliate. We are committed to stewarding this incredible opportunity with excellence and a passion that is worthy of the mission and beneficial to our members and community.

COMMUNITY IMPACT

May 27, 2020

Work From Home Like A Pro

Attendees: 62

With our country engulfed in a pandemic, we were forced to adapt and adjust as our nation moves to a majority virtual world. With that lens, in mind, our Professional Development Committee created space to ensure we as young professionals are performing professionally in excellence. This Committee curated an event called Work From Home Life a Pro. We had 62 people in attendance. They shared some impactful tips like time and project management platforms/apps, working from home human engagement tips and how to respond to technical issues, group call tips, and maintaining your impact on your business or company virtually.

April 28, 2020

The LAST First Date

Attendees: 46

This was our first virtually hosted open house, held bi-annually to welcome and refresh members on our goals and history. Through our efforts gained 3 new members.

April 25, 2020

Executive Board Candidate Camp

Attendees: 33

A VIRTUAL event to provide interested members with an overview of elected roles and responsibilities from current leadership prior to the 2020 elections.

April 23, 2020

Our Culture, Our Community, Our Count

Attendees: 64

Civic engagement focused digital event pairing the arts and entertainment with advocacy

April 3, 2020

Uncorked: Netflix Watch Party

Attendees: 27

In partnership with Black Restaurant Week, we connected virtually over Netflix to watch "Uncorked" as a family! It is a part of the Urban League mission to build black economic power and as our community deals with Covid-19, it's on us to support and help sustain our local Black-owned businesses. We encourage you to order a meal from one of these local DFW restaurants as you view the film. We will also be celebrating Black Restaurant Week's 5-year anniversary of supporting Black entrepreneurs and businesses throughout the nation.

February 22, 2020

Early Voting Day Party

Attendees: 53

The purpose of the Early Voting Day Party is to allow a space for young professionals to meet and celebrate the right we have to vote and to actually vote in solidarity and show the power that comes from unity.

December 6, 2019

Live, Laugh, Love

Attendees: 94

The DFWULYP Health & Quality of Life committee brought out DFW's finest for an evening of black excellence at NEP studios in Downtown Dallas. Featuring local comedians, light bites, cocktails, and sounds by DJ Dawn, a good time was had by all!

November 16, 2019

Young Leaders, Strong City, Racial Justice Youth Summit

Attendees: 18

Young Leaders, Strong City is a summit for high school students put on by the collaborative efforts of Dallas activists, educators, artists, and community leaders. Its purpose is to create space for young leaders to engage and learn how to fight for racial justice within their communities.

November 14, 2019

The Plug: DFWULYP Orientation

Attendees: 57

We provide an opportunity for prospective members to learn, ask questions and ultimately make a decision to join the organization.

August 17, 2019

For Oak Cliff - 5th Annual Back to School Festival

Attendees: 47

The 5th Annual Back to School Festival is the biggest event for our students, families, and community members. Over 5,000 community members gather to receive a backpack full of school supplies, participate in the on-site job/college fair, register to vote, see live performances, volunteer and more. Free food sponsored by Williams Fried Chicken, a carnival, bounce houses and live performances make for a joyous occasion.

July 23, 2019

National Urban League Annual Conference

Attendees: 11

Our leadership team was able to converge on Indianapolis with hundreds of other leaders across the country to network and develop our community skills together.

June 28, 2019

"How To" Series | How To Interview

Attendees: 24

Our Community Outreach committee hosted its 3rd installment of the "How To" series. On June 28 we worked with the students of the EAGLE Scholars program to assist them with mentoring schools at SMU.

Political Power, Game Night

Attendees: 60

A Voter Education event with a twist. This event was strategically timed up with Voter Registration week to be one week before to motivate college students to host several voter registrations drives and voter education events.

Blue Print/ Bounce Back /Turn Up Turn Out the Vote Initiatives

Attendees: 40

Hosted a census trivia game and Make Black count presentation at UNT Dallas.

Total Overall Attendees 586



MEMBERSHIP DEVELOPMENT

June 2019 General Body Meeting

Membership Appreciation Night

With a homecoming themed celebration, we honored our stand out general members, amazing committees and distinguished leaders.

August 2019 General Body Meeting

The Real Black Wall Street: Philanthropy

Black people are the most philanthropic group in the country and in honor of Black Philanthropy Month, we recentered that truth and launched our largest fundraiser.

September 2019 General Body Meeting

Mapping Out The Movement

Created a captivating vision for our lives, work and communities with Nadia Chandler, Assistant City Manager and Chief Resilience Officer for Dallas.

October 2019 General Body Meeting

Unsolved Histories: Race and Racism in Dallas

The Director of Dallas Truth, Racial Healing & Transformation led us through a discovery of systems and policies in the city that compel us to act.

November 2019 General Body Meeting

NDOE: Make Black Count: Building Equity For The Future

Featuring Councilman Casey Thomas.

December 2019 General Body Meeting

Martinis & Mistletoe: Holiday Social

In lieu of a traditional GBM, we hosted an event benefiting the women and children of Women Called Moses Domestic Violence Center.

January 2020 General Body Meeting

D.I.R.E Necessary Tools for Success

In order to help YPs access upward mobility, our Economic Empowerment Committee hosted robust and interactive rapid fire informational on Debt-Elimination, Insurance, Retirement and Equity.

2nd Tuesdays of the month are reserved for Dallas Fort Worth YPs to network, learn & interact with leaders in the community.

Promoting teamwork, each committee hosted a GBM that aligned with its mission, upcoming event and/or initiative. This year, we partnered with the Capitol Factory, WeWork and others locations to host us.

February 2020 General Body Meeting

Black-ish: Deconstructing Blackness One Experience at a Time

Celebrated Black History Month, opening with the Black National Anthem, a Black Joy Gallery Walk honoring their global contributions and ended with rich discussions from the broader diaspora including African Immigrants, Afro-Latina and African Americans. Black isn't a monolith but it is beautiful and powerful.

March 2020 General Body Meeting

HERstory- How Advocacy & Art Shape & Celebrate Women

For Women's History month, their stories of the Ladies of the League and their advocacy were honored for how they are weaved through spoken and written words and in graphic and visual art. Our communities are better for their presence.

April 2020 General Body Meeting

P.T.A Progress Discussions, Targets for Success, Actionable Next Steps

Our first virtual business meeting shared the progress and notable accomplishments of our chapter while allowing financial members to know our financial status, our bylaws and formally announce the opening of our 2020-2022 candidate elections and nominations.

May 2020 General Body Meeting

House Party: Building Social Capital

Creating meaningful connections and unapologetic Black spaces amongst YPs in the midst of a pandemic and racial unrest was pressing need. We hosted a virtual mixer full of games and fellowship.



99


Average
Attendees
+2% increase

1,334


Total
Attendees

2,668


Hours
Of Leadership
Development

COVID-19 RESPONSE

RESPOND, RECOVER AND REBUILD

The global pandemic rocked our world and changed life as we knew it. It significantly impacted Black lives the most people at 3 times the rate of others. The devastation was swift yet vast, beginning first as a health crisis and quickly turning into a financial crisis. It has impacted our mental health and soon enough it will exacerbate the housing needs of our community too. We witnessed the first hand impact of our members and we made a collective chosen to rise to the challenge to [#bethemovement](#).

Polling Our People

Immediately our Executive Leadership Team held a series of emergency meetings and determined we needed to begin first by surveying our members to truly understand exactly how they were impacted and what we can do to serve and support them.

Within the first 3 weeks of stay home orders going into effect, we found our young professional respondents:

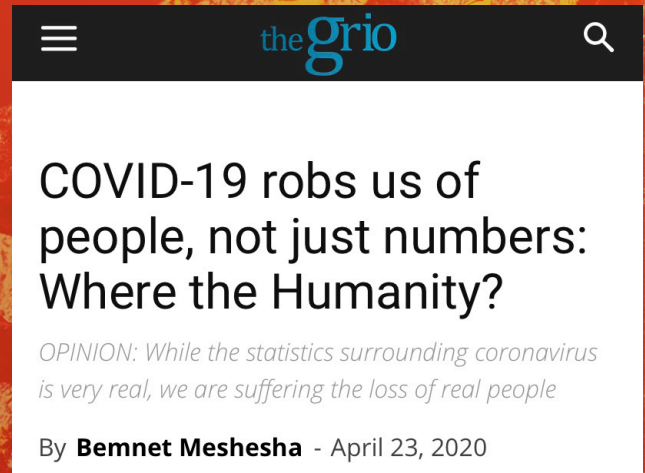
- **50%** were impacted financially (loss of income, business or clients) or mentally (experiencing loneliness depression or anxiety)
- **53%** wanted an increase in programming for young professionals, specifically career skills and virtual events to stay connected
- **27%** expressed a need for entrepreneurial resources

We rooted our disaster response in our member feedback and rolled out a multi-pronged strategy to address the most glaring issues in 4 critical ways:

- Physical Health
- Social/Emotional Well being
- Financial Security
- Advocacy Equity

Transition to Digital

The COVID Pandemic required a different muscle of our organization to be flexed in order to continue to live out our mission and purpose. We needed to be flexible and agile in meeting the people where they are. We created a comprehensive digital plan to pivot our programming to virtual offerings and maximized the potential of our social media platforms. We offered more digital events in the last 8 weeks, than in months prior reaching thousands in our community. We went live for DJ competitions, partnered with nationals, watched Uncorked on Netflix, did science experiments with our children and so much more. The feedback was overwhelmingly positive.



Giving Fund

We anticipated challenges our Black led organizations and businesses would have to access grants (stats) qualifying for congressional programs and small business loans. We decided we weren't going to wait for anyone to save our communities, we were saving ourselves.

We launched the first Black Young Professional Giving Fund and immediately pledged to match dollar for dollar donations up to \$10,000 (15% of our budget).

To reach our matching commitment we participated in North Texas Giving Tuesday, sponsored by Communities Foundation of Texas and have already raised 40% of matching funds. We expect to serve 100+ beautiful, young Black people.



Jevon A. Boxdell
Vice President

Jevon A. Boxdell is a native of Oakland California and proud graduate of Clark Atlanta University. She joined Dallas-Fort Worth Urban League Young Professionals in January 2018 and immediately found her home in the Membership Committee.

During one of her first visits, she casually shared with a friend that she wanted to create an unmatched membership experience for newbies and visitors like them. Just seven (7) months after she officially joined in January 2018 became the Membership Committee Chair.

As Membership Chair Jevon challenged 'what always was' and inspired the chapter's leadership team to be owners of the membership experience. She grew the committee from two (2) to six (6) members who were creative and intentional in their approach to be not just a family, but a network of connected professionals powering the movement for betterment of African Americans. This was accomplished by membership call campaigns, personalized seating arrangements during General Body Meetings, special stickers to help event attendees instantly connect and the now famous 'welcome table snack bar'. Jevon was an integral and critical anchor in the transformation of what members now enjoy as the all inclusive and welcoming DFWULYP.

SOUTHERN REGION **MEMBER OF THE YEAR NOMINEE**

Most notably, Jevon led her team in the development of the Membership Referral Program which resulted in 96 new memberships in less than 24 months.

As a thriving Membership Committee Chair, Jevon proved that her passion for connecting members to the movement could be impactful as an executive leadership team member and was appointed Vice President in October of 2019.

As Vice President she championed a new clothing line whose revenue is a direct financial support of the chapter's census work. Jevon oversaw more than 27 events and programs, several of them signature chapter events including the three-weekend State of Black Texas event, Full STEAM Ahead online program, Join Week and more impacting more than 500 participants.

Jevon's energy and work ethic is both inspiring and infectious. She embodies the Urban League's mission and goes beyond what is required to ensure the movement is fueled by passionate young professionals.

We submit Jevon Boxdell as our Southern Region Member for 2020, a true servant leader.

Highlights of Jevon's Notable Accomplishments:

- Led the chapter's executive leadership team in a strategic effort to create an inclusive and welcoming environment, significantly impacting General Body Meeting attendance and new memberships in 12 months.
- Developed a chapter Member Referral Program, resulting in 73% new paid memberships of total member referrals
- Created and led chapter growth strategy resulting in a 38% increase of new memberships in 11 months.
- Launched app to connect and provide an easier user experience across all members of the chapter
- Approved and oversaw 27 events, providing membership experience expertise, resulting in more than 500 participants.
- Serves NULYP on the Membership Committee
- Finalist for Ms. NULYP

NORTH TEXAS GIVING DAY

North Texas Giving Day is the largest philanthropic event for North Texans.

We set out to raise \$7,500 from our supportive community, our members and community stakeholders. We exceeded our goal by raising \$10,250. We were able to secure 163 unique donations from 148 people.

	Goal	Actual	# of Unique Donations	# of Unique Donors
2018	5,000	5,048.61	103	83
2019	7,500	10,250	163	148

NORTH TEXAS GIVING DAY

9.19.19

powered by

COMMUNITIES
FOUNDATION of TEXAS



FUNDRAISER

In an effort to #FundTheMovement, we initiated an entrepreneurial approach to fundraising by developing DFWULYP's first ever YP Merchandise Store.

#WearTheMovement is an initiative with tri-fold reach
Tangible engagement for our General Body: Revenue stream to support other chapter initiatives.

Increased visibility locally and nationally.

100% of income goes to support or advocacy efforts

With this effort, we were able to raise \$2,526 for general use in the movement. **100% of these funds support our voter/census work.**

WEAR THE MOVEMENT



Dallas-Fort Worth
Urban League
Young Professionals

➔ **BUY NOW**
DFWULYP.ORG/SHOP



JOIN WEEK



YP On the Road: Congressional Edition | 119 Attendees

The purpose of YP On the Road is to increase voter awareness and voter turnout among the black and young professional demographic. Our forum invited candidates running for national and state offices including US Senator, US House Rep, and TX HD Rep seats.

Health Carousel | 46 Attendees

The Health Carousel highlighted the DFWULYP Health Hub initiative. Each pillar of health was represented by an organization in our DFWULYP Health Hub.

Beats & Cigars | 39 Attendees

Men power the Movement. Beats & Cigars was designed to empower Men to act through joining the movement of DFWULYP. Our Men of the Movement shared their experiences with potential members.

Redefining Executive Presence: Leveraging Presence to Inspire Confidence | 140 Attendees

The goal of this event is to increase awareness around the topic of executive presence, redefine how it applies to everyday life, and give advice and tangible tips on how to leverage it.

Hip Hop Murder Mystery | 30 Attendees

This premiere dining experience infused Hip Hop Culture with the modern day murder mystery for soulful fun and laughs.

Game of Life | 23 Attendees

We partnered with Fit and Faithful Living to have a workshop for students to go in depth about career paths including traditional college, trade school and entrepreneurship. We also went over finances with the students.



20,000

CENSUS TEXTS SENT

ADVOCACY

Building Political Power

Over the last three years, we established YP on The Road, a modernized non-partisan candidate Forum with a twist as a premiere event for young Black professionals. Together, we fought for our civil rights registering hundreds of voters, hosting multiple voter education events and countless local, statewide and congressional candidate forums. Candidates now seek to be represented at our events and prioritize our policy agenda. We built the political power we wanted.

2020 CENSUS

- Awarded the National League of Cities \$10,000 grant in partnership with City of Dallas
- YP partnered with U.S. Census Bureau and sent over 20,000 texts to engage hard to count communities across the Dallas Fort-Worth metroplex
- 2,431 people, through 17 census community trainings and events, have received census information and the opportunity to be counted in person
- In partnership with Map Meals, we provided 1,000 residents, living in hard to count Oak Cliff communities, census information and the opportunity to be counted on site
- Featured in Dallas Morning News for innovative census efforts in partnership with U.S. Census Bureau

Voting

- More of our members have become deeply involved in the movement-- proudly boasting 24 deputized registrars consisting of Civic Engagement and ELT Board members
- Participated in 26 voter registration events, resulting in 324 people being able to exercising their civic duty
- We hosted multiple events each day of National Voter Registration Week engaging college students, members of the LGBTQ Community, entrepreneurs, formerly incarcerated people and other first time voters.



Advocacy Across All Fronts

- Served on the coalition that helped with eventual October 2019 establishment of the Office of Community Police Oversight ensuring the accountability and transparency our communities deserve
- Served on the coalition that helped restructure the Community Police Oversight Board, providing more autonomy to independently pursue investigations
- Signed letter to Dallas County Sheriff's Office and Dallas Police Department in support of releasing non-violent offers to decrease the spread COVID-19 among detainees.
- Provided masks as part of for protestor kits for safety as people advocate for change
- President Meshesha wrote an Op-Ed advocating for Black families that was published in the Grio

Rigged Movie Screening & Discussion

The purpose of this event was to create awareness, collaboration, and student engagement with the 2020 Census Count. We want to give students the opportunity to take part in a civic duty targeting historically underserved communities in the South Dallas Sector. We helped the students understand the significance of how participating in the Census directly affects federal funding for much-needed services. Through this event, we aimed to create a passion and awareness for civic duty in hopes of creating a consistent and ongoing community investment. **50 students in attendance.**

100% of Wear the Movement Merchandise Sales goes to Fund The Movement and our Census and Voter Work. We're literally funding the movement!

17

CENSUS COMMUNITY OUTRICH EVENTS

26

HOSTED VOTER REGISTRATION EVENTS

324

REGISTERED TO VOTE

22,431

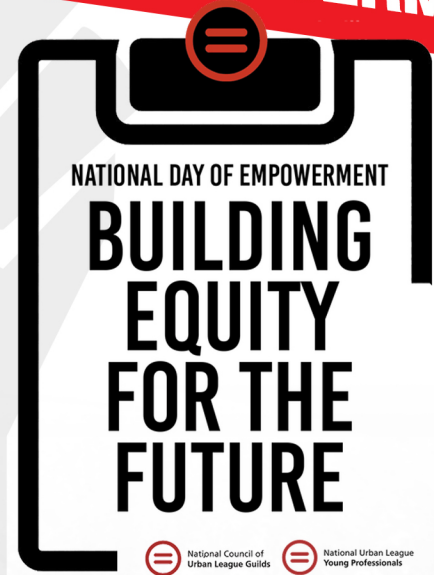
REACHED THROUGH CENSUS EFFORTS

39

COMMUNITY PARTNERS

NATIONAL DAY OF EMPOWERMENT

In celebration of the National Urban League Young Professionals' National Day of Empowerment, our November meeting was all about the census! 80 young Professionals came out in frigid temperatures to learn what role they could play in our efforts to #MakeBlackCount. Our Civic Engagement team lead us through a Kahoot game and were followed by presentations from Dallas City Councilman Casey Thomas and Ms. Rita Williams from the US Census Bureau. Over 80% of attendees pledged to complete their census.



NATIONAL DAY OF SERVICE

National Day of service

The DFW Urban League of Young Professional's STEAM Committee partnered with local academic organization, Seeds to STEM, to host an Instagram Live event designed to give students (and their parents!) in grades 6-12 a way to learn and keep safe during the COVID-19 pandemic. Branden Williams, Seeds to STEM owner, and Ryan Ellison, STEAM Committee Chair, collaborated on an interactive broadcast, with activities using materials found around the house.



DFWULYP PRESENTS...

KITCHEN SINK SCIENCE

IN PARTNERSHIP WITH SEEDS TO STEM

FRIDAY, MAY 8
5:00 - 5:30PM CST

LEARN HOW TO STAY SAFE DURING THE COVID-19 PANDEMIC AND CREATE HAND SANITIZER USING SUPPLIES FROM AROUND YOUR HOME!
LEARN MORE AT [DFWULYP.ORG/UPCOMING-EVENTS](https://dfwulyp.org/upcoming-events)



LEADERSHIP DEVELOPMENT



Our chapter has one of the largest leadership boards amongst Young Professional Chapters. Our board consists of 9 Committees Chair and Co-Chairs, 3 Ad-Hoc Committees and 8 Officers for a grand total of 26 Leaders to develop. We focus on our board development with by being intentional in these efforts.

26

Board Members

312

Total Development Hours

Board Retreat

Our Fall retreat was a 2 summit to bond with one another, network and building for the coming year.

Bail Out Book Club

This club was a brain child of 2 Dallas powerhouses that allow its members to learn more intimately about the city we serve, reading *The Accommodation*. This book centers around the foundation and creation of Dallas TX, showing the construct so we are equipped to take down the barriers that are in our way.

Strengths Assessment

With HR professionals on our leadership team, we subsidized the cost of strengths assessment cost for our team to take Gallup's Strengths Finder assessment to better determine our collective areas for success and development. Utilizing an asset based approach to community development has maximized our potential and improved our impact.

Spiritual Engagement

During the pandemic and country's unrest our board members needed a spiritual path forward, guidance and direction. We welcomed Pastor Carter of Concord Church to answer some spiritual questions and pray our strength as we lead this Movement in Dallas-Fort Worth.

Communications Impact

25%

Instagram Growth

5%

Facebook Growth

1%

Twitter Growth

12

Virtual Zoom Events
- 2020 Pandemic
Virtual Efforts

2269

Newsletter Outreach
bi-monthly

We increased our connectivity with members, especially in the pandemic! Sharing relevant and necessary information in a timely way has become an increasing priority and we're proud of the strides we've made in that endeavor.

We expanded our footprint in an intentional way by adding a new out reach platform, YouTube. In just under 60 days of implementation we've garnered 207 views and 24 subscribers.

We hosted our board nominations, implemented our inaugural Facebook online elections community and successfully conducted our 2020-2022 Board Elections digitally.

THE STATE OF BLACK TEXAS

The State of Black Texas is historically an event held within our signature event, Leadership Development Conference, meant to highlight disparities in our black and brown communities where we encourage our attendees to be aware, engaged, and take action. In April 2020 the United States was hit hard by the COVID-19 pandemic which put a hold on our regular planned events. As an executive board, we collectively determined the pandemic will not stop us. By partnering with our fellow Texas chapters we hosted an impactful event under the umbrella of The State of Black Texas. Our events key areas centered around advocacy; Advocacy through Public Health, Economic Empowerment, Education, and Policy. By partnering with our fellow Texas Chapters, Austin and Houston, we hosted three impactful events under the umbrella of State of Black Texas.

May 16

State of Black Texas
316 Attendees

We hosted power packed breakout sessions, featuring notable speakers and congressional leaders that addressed the state of young Black people around the state. Attendees left equipped with relationships, resources and strategies to better navigate challenges in the midst of this global pandemic.

May 23

YP Wellness House
115 Attendees

Honoring the importance of Mental Health Awareness Month the State of Black Texas Collaborative hosted the YP Wellness House! A Health and Quality of Life Virtual Summit including a cooking class, meditation, Mental Health Check-ins, a group workout, and a game night in the evening.

May 23 & 30

Verzuz
90 Attendees

The State of Black Texas Collaborative went head to head in a playlist tournament to decide who's the best in the state! Winner took all and will have bragging rights for the whole state, so who ya with?!

Game Night
40 attendees

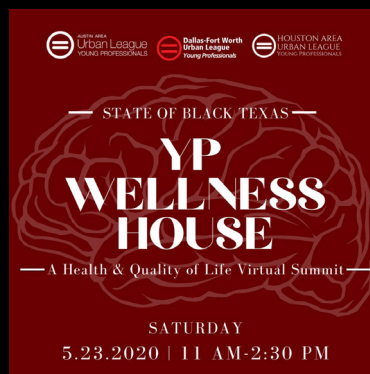
Our virtual game night educated Texas YP's on Black History, National Urban League History and Pop Culture in a fun and interactive way through Kahoot!

May 30

State of Black Texas - Economic Empowerment
190 Attendees

A power-packed panel discussion with state representatives and leaders from the local Black Chambers of Commerce, as well as workshops led by industry experts addressing professional development and wealth building.

751 1,914
Attendees Service Hours



SISTER CHAPTER SUPPORT LETTERS



SISTER CHAPTER SUPPORT ACKNOWLEDGEMENT

06/13/2020

To Whom It May Concern

As President of the Austin Area Urban League Young Professionals chapter of the National Urban League Young Professionals I confirm that my chapter has received support from the Dallas Fort Worth Urban League Young Professionals. The DFWULVP chapter, led by President Bernnet Meshesha, collaborated, guided, and assisted our team in the creation of our Chapter's State of Black Texas Events in May 2020. Thanks to the DFWULVP family for their continued support in the movement.

Sincerely from our family to yours,

Kobba Tefey | President

Austin Area Urban League Young Professionals
President kobba.tefey@gmail.com | [aaulvp.org](https://www.aaulvp.org) | [facebook.com/AULVP](https://www.facebook.com/AULVP)



2019-2020 NULVP Sister Chapter Support

I, Ashley Baker, the undersigned am the President of the Central Florida Urban League Young Professionals chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from the Dallas-Fort Worth Urban League Young Professionals and their Chapter President, Bernnet Meshesha. As Southern Region President teammates, Bernnet provided ongoing support throughout the year in the form of accountability, best practice sharing and conflict resolution support. We are appreciative of President Meshesha and her team for their partnership in the movement.

Sincerely,

Ashley Baker
CFULVP Chapter President
June 13, 2020



SISTER CHAPTER SUPPORT ACKNOWLEDGEMENT

I, Michael Twum, the undersigned am the President of the Urban League of Greater Atlanta chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from President Bernnet Meshesha and her team regarding the implementation of a Chief of Staff role in the Urban League of Greater Atlanta Young Professionals. Thanks to President Meshesha and her team for their continued support.

Urban League of Greater Atlanta Young Professionals
Michael Twum
May 30, 2020



June 12, 2020
Re: SISTER CHAPTER SUPPORT ACKNOWLEDGEMENT

This letter expresses our continued support of President Bernnet Meshesha and the Dallas Fort Worth Urban League Young Professionals chapter of the National Urban League Young Professionals.

The Columbia Urban League Young Professionals has received unwavering support throughout the 2019-2020 program year through partnership, collaboration and mentorship in the Southern Region President's team. Bernnet's efforts to hold me accountable has allowed me to not only grow as a leader in the YP Movement but to also empower my Executive Leadership Team to step up to the plate.

We strongly support President Meshesha and the Dallas Fort Worth Urban League Young Professionals knowing that they represent a group of innovative, trusting and well-respected change-agents in the communities that they serve. Thank you President Meshesha and her team for their continued support. I look forward to strengthening our relationship during the future program year.

Warmest Regards,

Elisa R. Reuter
President
Columbia Urban League Young Professionals



February 12, 2020

Sister Chapter Support Confirmation

I, Marvin J. Price, the undersigned, am the President of the Urban League of Central Carolina Young Professional chapter of the National Urban League Young Professionals. Confirm that my chapter received support from Bernnet Meshesha President of the Dallas-Fort Worth Urban League Young Professionals chapter.

The support came from President Bernnet on February 11th. She personally explained the Dallas chapter Chief of Staff role, fundraising ideas regarding their online store, and showing the inner working of their General Body Meeting. She didn't have to welcome me during her meeting, however her and her team made me feel at home. She has helped me greatly during my term as president.

I'm thankful for the camaraderie that we have shared in the effort to push the league to new heights.

Sincerely,

Marvin J. Price | President
Urban League of Central Carolina Young Professionals
205.492.1652
mprice@urbanleague.org



June 1, 2020

Dallas Fort Worth Urban League Young Professionals
Chapter Letter of Support
2019-20

Greetings,

It is with great appreciation that I, Adrienne Slah, president of The Exchange at the Indianapolis Urban League, write this letter of support for The Dallas Fort Worth Urban League Young Professionals. As we hosted the 2019 National Urban League Conference, DFWULVP supported both The Finale and Brunch financially.

Without the support of other chapters and their leadership, our continued success would be much slower, and stress-filled.

Respectfully submitted,

Adrienne L. Slah
President, The Exchange at the Indianapolis Urban League



SUPPORT CHAPTER CONFIRMATION

June 9, 2020

The Dallas-Fort Worth Urban League Young Professionals has supported our sister chapter, the New York Urban League Young Professionals, by attending chapter events including "May General Body Meeting" and "The State of Black New York".

SUPPORT CHAPTER CONFIRMATION

I, Shalima L. McCants, the undersigned am the President of the New York Urban League Young Professionals chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from the Dallas-Fort Worth Urban League Young Professionals.

New York Urban League Young Professionals

Printed Name: Shalima L. McCants

Signature:

Date: 6/9/2020



An Auxiliary of the Houston Area Urban League

June 4, 2020

To Whom It May Concern:

As President of the Houston Area Urban League Young Professionals chapter of the National Urban League Young Professionals, I confirm that my chapter has received support from Dallas Fort Worth Urban League Young Professionals. Our sister chapter provided direct planning and logistical support for the 2020 State of Black Texas. This event was the first statewide, virtual collaboration in NULVP history.

We appreciate the support of our fellow Southern Region sister chapter and look forward to supporting them in the future.

Yours in the Movement,

Dawn N. Dorsett, MBA | President
Houston Area Urban League Young Professionals
PH: 281.883.8833
Email: president@hauulvp.org

CIVIC ENGAGEMENT

Marcia Edley

COMMUNITY OUTREACH

Kendall Burnett

Shelia Moore

MEMBERSHIP

ENGAGEMENT

Shirley Allen, MS

PUBLIC RELATIONS

AND MARKETING

Jamari Dingle

Nicola Sanders

SOCIAL AND CULTURAL

Sydney Davis

Carmen Harris

We are so grateful to have
the support of our sister
chapters across the nation!

8
Sister Chapters

YP'S LEAD AND SERVE

