



January-December 2020 Annual Report

**Columbia Urban League
Young Professionals**

culyp@culsc.org

www.culsc.org/young-professionals

#CULYPSC

#BeTheMovement

*WE ARE CHANGE AGENTS.
WE ARE LEGACY BUILDERS.*

A Word From Our President

What an honor it has been to serve as president of the Columbia Urban League Young Professionals (CULYPSC). The ability to serve alongside like-minded leaders and carry the legacy of such remarkable trailblazers is humbling. To see growth and impact across the Midlands is rewarding.

Compared to many chapters, CULYPSC is very small. We began 2020 with 40 members and saw a **116%** growth in membership at the end of December 2020. Despite our size, we are mighty.

During a time of civil unrest, heavy hearts and gray clouds, we remained solid and became even stronger "do-tanks" during the COVID-19 pandemic, successfully pivoting to the digital world of programming. From June 2020 to December 2020 specifically, we were able to produce 7 virtual conversations, 3 advocacy & civic engagement projects with universities across the Midlands, 4 community service projects and 3 financial literacy courses in our Economic Empowerment Series. In this report, you will find more details about those engagements.

Thank you to the Columbia Urban League, our Executive Leadership Team, Committee Chairs, members, volunteers and community partners for believing in the vision and trusting me to lead such an amazing organization of professionals.

Yours in the Movement,
Elána R. Frazier
CULYPSC President



A Word From Our CEO

I am pleased with the service leadership the Young Professionals have provided over the past year. The leadership team has ensured that members are engaged in the community.

The Columbia Urban League Young Professionals have been actively engaged in addressing social justice issues, registering individuals to vote, providing personal protective equipment to the community and so much more. We are proud of our Young Professionals!

Sincerely,

J. T. McLawhorn, Jr.

Chief Executive Officer
Columbia Urban League, Inc.



A Word From Our Southern Region Vice President



To Whom It May Concern,

It is with great honor that I endorse the Columbia Urban League Young Professionals for their commitment to community empowerment. The auxiliary seeks to become the leading non-profit organization and community center in the Midlands Area for the advancement of economic empowerment, self-reliance, advocacy and leadership development. It leverages volunteer leadership, innovative ideas and commitment to our communities to expand the reach and impact of the Urban League movement. With a strong group of young professional leaders, the auxiliary has grown exponentially and its impact can be felt across South Carolina. During these very different times, it is extremely important that we continue to support the platforms created for our young leaders to build their communities and each other. Our Columbia Urban League Young Professionals are doing a great job of using the young professional platform to empower their community.

Offering a plethora of opportunities for its members to join together and make a sustainable difference in the surrounding areas, the Columbia Urban League Young professionals are increasing their impact. In the last year, we have seen the auxiliary grow its membership by 116% and produce powerful events that have reached thousands of individuals. In just 6 months, CULYPSC partnered with various organizations and universities to produce over 15 events focused on advocacy, civic engagement, financial literacy and several community service projects. I am so proud of our young professionals. In the midst of a global pandemic, while battling significant economic distress and issues related to policing and criminal justice, our young professional have continued to preserve and give their time, talent and treasure to supporting the work of the Urban League movement. Their efforts have changed lives. I am thankful for their commitment and I looked forward to seeing them continue to empower others in the years to come.

Thank you,

A handwritten signature in black ink, appearing to read "Shalondan Hollingshed".

Shalondan Hollingshed
Southern Region Vice President
National Urban League Young Professionals



Our Urban League History

The National Urban League is a historic civil rights organization dedicated to economic empowerment, equality, and social justice. Founded in 1910 and headquartered in New York City, the Urban League collaborates at the national and local levels with community leaders, policymakers, and corporate partners to elevate the standards of living for African Americans and other historically underserved groups.

With 90 affiliates serving 300 communities in 37 states and the District of Columbia, the Urban League spearheads the development of social programs and authoritative public policy research, and advocate for policies and services that close the equality gap. At the community level, the National Urban League and its affiliates provide direct services that improve the lives of more than two million people annually.

The National Urban League Young Professionals (NULYP) was unveiled at the 1999 National Urban League Annual Conference in Houston, TX. Young African American men and women in their 20's and 30's were invited to participate in and take an active leadership role in their local Affiliate Urban League programs and activities.



Our Mission

The mission of the Urban League movement is to enable African-American and other under-served communities to secure self-reliance, primarily in education, employment and economic development. The Urban League is the nation's oldest and largest community-based movement devoted to empowering African Americans and others to enter the economic and societal mainstream. The Urban League, spearheads our non-profit, non-partisan, community-based movement.

Our mission is to support the Urban League Movement through volunteerism, philanthropy, programming and membership development.



Our Vision

The Columbia Urban League is a multi-service, non-profit agency that promotes financial stability and racial inclusion in our community. The Columbia Urban League offers programs designed to provide economic empowerment and educational opportunities for those in need.

The Columbia Urban League Young Professionals seek to become the leading and premier non-profit organization and community center in the Midlands Area for the advancement of Economic Empowerment & Self-Reliance, Advocacy & Civic Engagement and Leadership Development.



2020 Leadership



President
Elána R. Frazier, MSPM
Project Coordinator
South Carolina Institute of Medicine and Public Health



Vice President
Muhammad M. Salaam
Statistician
SC Revenue and Fiscal Affairs



Community Service Chair
Janay Price
Founder/CEO, Premier Counseling
Co-Creator Therafriend



Cultural & Social Chair
Merrell Johnson
Development and Marketing Officer
Mental Illness Recovery Center, Inc.



Treasurer
Robert Charles, JD CPA MBA
Chief Financial Officer
Columbia Urban League, Inc.



Recording Secretary
Tequila Jackson
Virtual Assistant Director
Simply Signed Virtual Assistant Services



Assistant Secretary
Jidida Flemming
General Engineer
Veterans Affairs Hospital



Immediate Past President
Hamilton Grant
President
Grant Business Advisors

2021 Leadership



President
Elána R. Frazier, MSPM
Project Coordinator
South Carolina Institute of Medicine and Public Health



Vice President
Janay Price, MSW, LCSW
Founder/CEO, Premier Counseling
Co-Creator Therafriend



Cultural & Social Chair
Merrell Johnson
Development and Marketing Officer
Mental Illness Recovery Center, Inc.



Membership Chair
Zach Somerville
Cyber Security Analyst
Department of Justice



Treasurer
Robert Charles, JD CPA MBA
CFO
Columbia Urban League



Advocacy & Civic Engagement Chair
Nadia J. Muhammad
CEO
Nadia & Co.



Communications Chair
Muhammad M. Salaam
Statistician
SC Revenue and Fiscal Affairs



Immediate Past President
Hamilton Grant
President
Grant Business Advisors

Affiliate Hours and Community Service Hours

637



End of the Year Awards



Executive Leadership Award
Janay Price



Distinguished Service Award
Merrell Johnson



Circle of Excellence Award
Juanita Dean-Bates



New YP of the Year Award
David Olds



President's YP of the Year Award
Alicia McQueen



President's YP of the Year Award
Tiffani Teachey



Community Partner of the Year Award
David Pendergrass



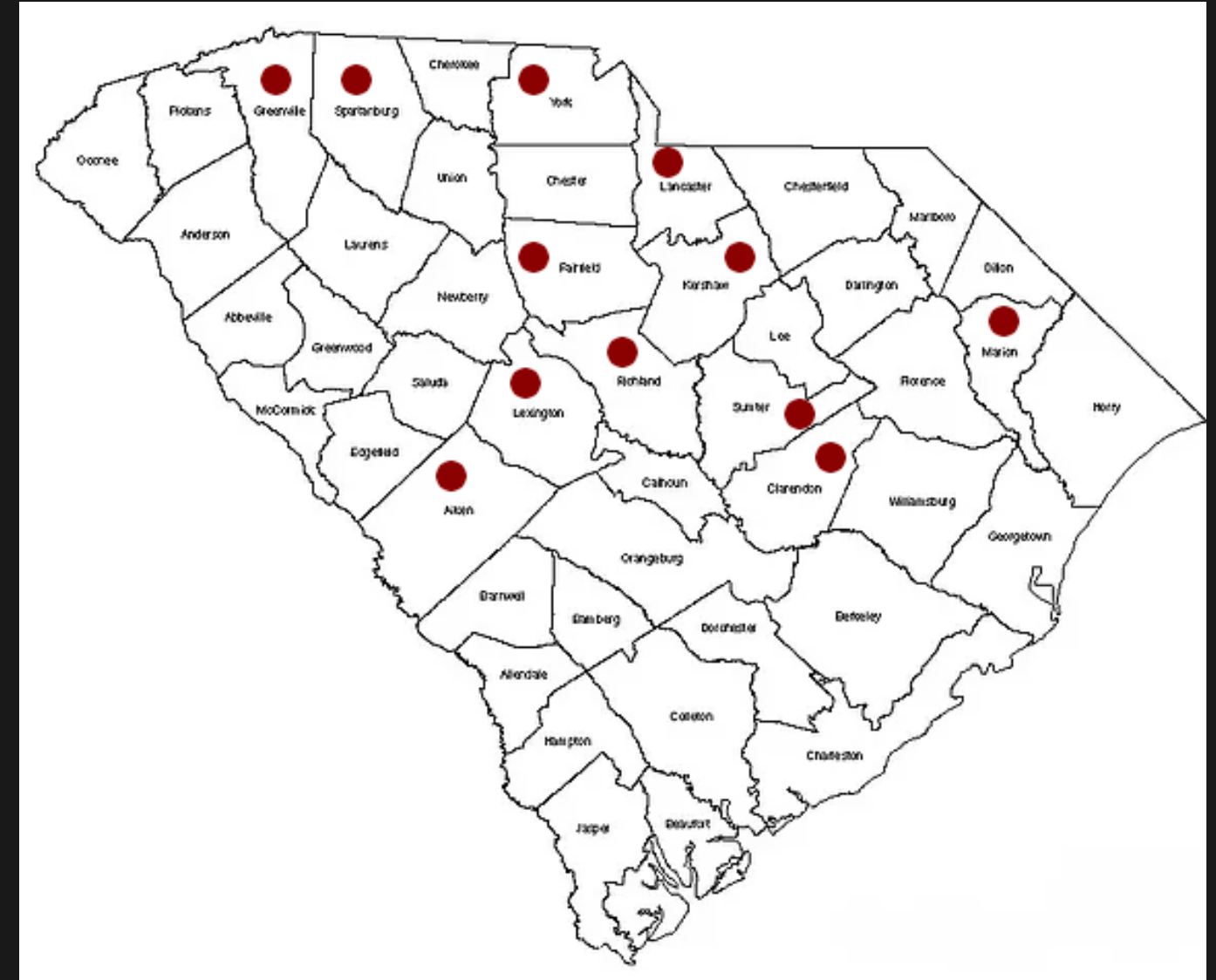
Community Partner of the Year Award
Brown

Local Demographics

You can tell by our name that we are based in the Midlands but our service doesn't stop here. Our efforts extend to where the need is and where our affiliate is present.

12

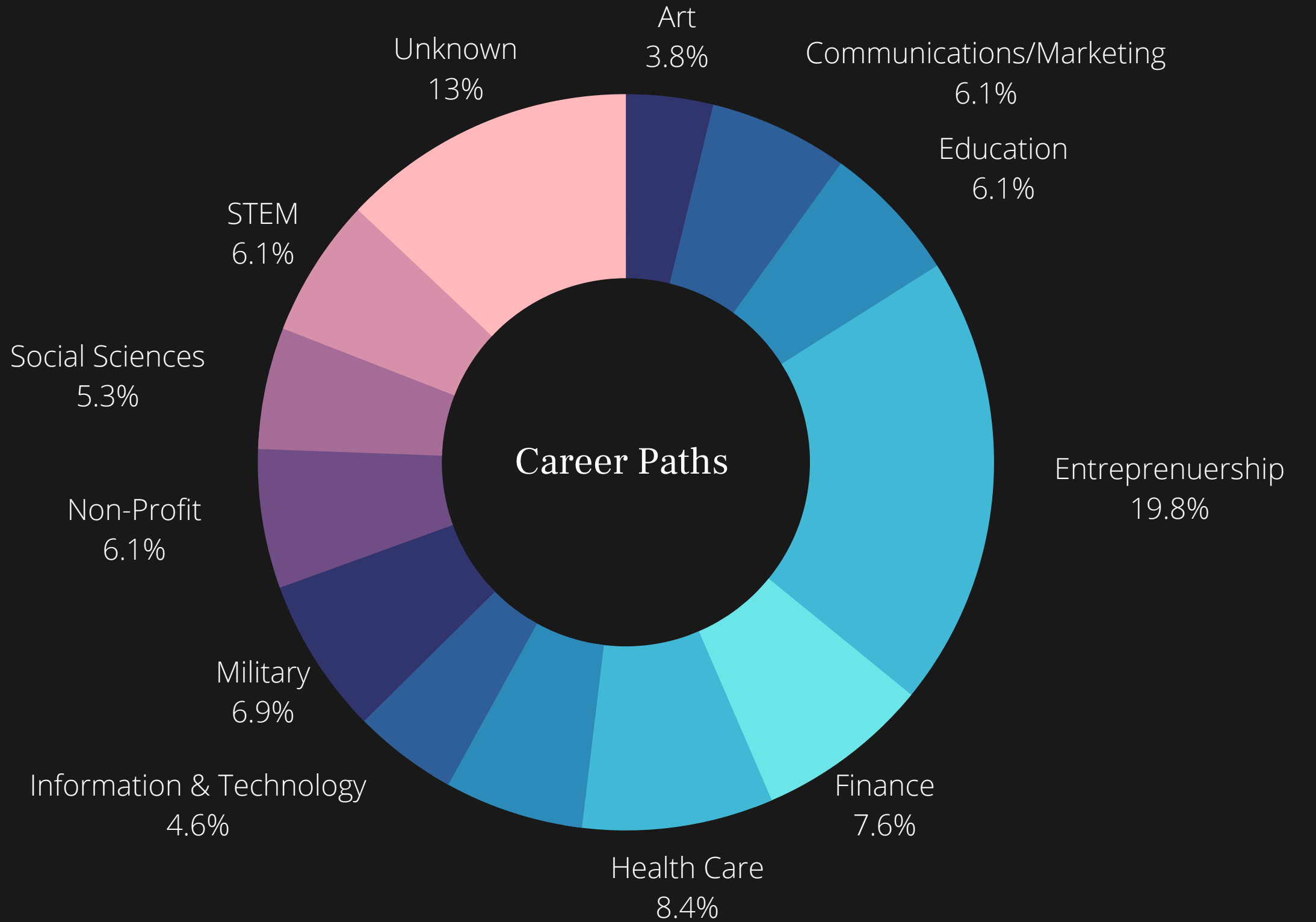
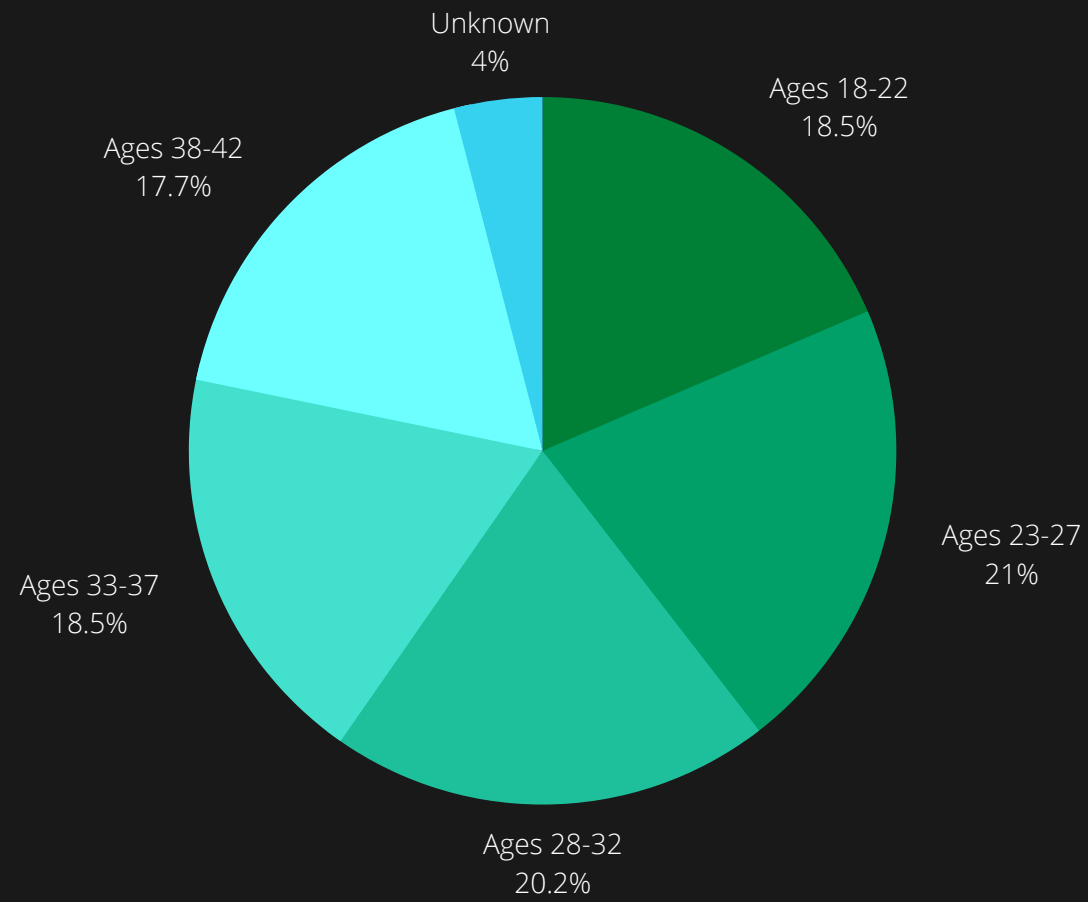
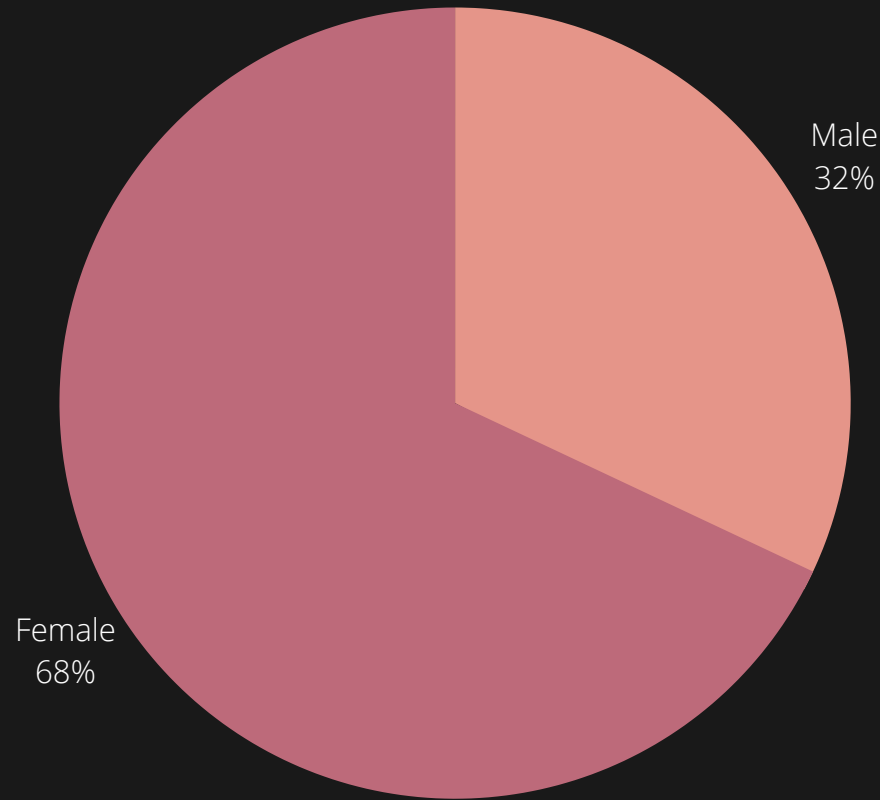
Counties Served Across the Palmetto State



Number of Counties Members Reside In

8

Local Demographics



January 2020-December 2020 Program and Activity Highlights



February 2020 Highlights

In the beginning of 2020, CULYPSC planned to produce programs and projects that elevated the Midlands community. The coronavirus pandemic shook the world and as a result, in-person gatherings of all sizes were canceled, non-essential businesses were forced to close and stay-at-home orders were implemented until further notice. CULYPSC cancelled all programs and events after February, which explains the gap in programming.

February 2020 Highlights

Join Week 2020 in Summary

8 Events

100+ Attendees

20 New Members & Membership Renewals



FEB 2 - FEB 9



02

Super Bowl Watch Party
Hilton Garden Inn Hotel Columbia Downtown
6:00 pm

03

Conversations on Mental Health
Kiki's Chicken & Waffles on Harbison
6:00 pm

04

Census 2020 Game Night
Cecil A. Tillis Center
6:00 pm

05

Paint & Sip
Converspace
6:00 pm

06

CEO Networking Reception
Parker Poe
6:00 pm

07

Young Professional Mixer
The Grand on Main
6:00 pm

08

Power Hour Fit (ft. Bam & DJ Puff)
Lorick Park Gymnasium
11:00 am

09

The Sunday Brunch
Hilton Garden Inn Hotel Columbia Downtown
1:30pm

@culyp_sc #bethemovement #joinweek2020 #culypsc #nulyp

July 2020 Highlights



Columbia Urban League Young Professionals



Mental Health and the Black Community



Elána R. Frazier



Tavares Bostic



Carolyn English




James Harris



Janay Price

15
JULY
7PM EST

 www.facebook.com/CULYPSC



THURSDAY,
JULY 2

2020

CENSUS

PUSH

Downtown Comet
Bus Station
1727 Sumter Street
Times: 7:00am - 9:00am
AND 3:00pm - 5:00pm

Mental Health and the Black Community

702 Viewers

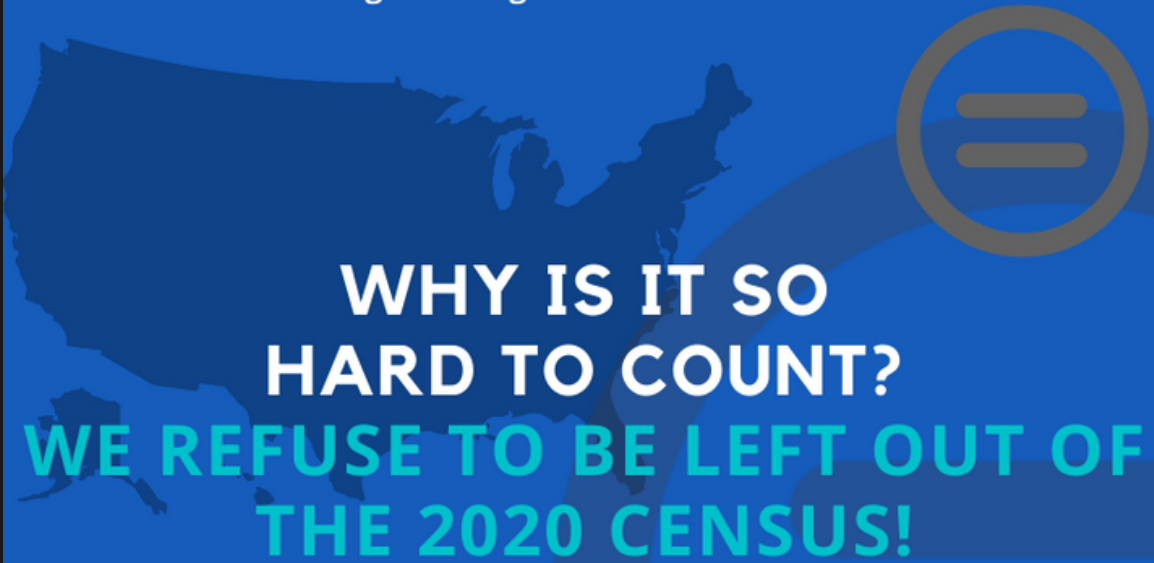
1,621 Individuals Reached



August 2020 Highlights



Columbia Urban League Young Professionals



**WHY IS IT SO HARD TO COUNT?
WE REFUSE TO BE LEFT OUT OF THE 2020 CENSUS!**

www.facebook.com/CULYPSC

Ms. Elána R. Frazier
President
Columbia Urban League Young Professionals

**18
AUG
12NOON EST**

Dr. Aditi Srivastav
Advocacy & Civic Engagement Chair
Columbia Urban League Young Professionals

Columbia Urban League Young Professionals



**Policing in the Black Community
Beyond Black & Blue**

Elána R. Frazier

Hamilton R. Grant, I

Teckla S. Henderson

Melron Kelly

**4
AUG
7PM EST**

John Fortune, II

Gloria Smith

Deyaska Spencer

www.facebook.com/CULYPSC

Policing in the Black Community

1,851 Viewers

3,583 Individuals Reached



September 2020 Highlights



Columbia Urban League Young Professionals

Economic Empowerment Series

**YOUR MONEY,
VALUES &
INFLUENCES**

FDIC Money Smart Curriculum

1 SEP 6PM EST

Register via Eventbrite
<https://economicempowermentseries.eventbrite.com>

SYNOVUS

FDIC

COLUMBIA URBAN LEAGUE YOUNG PROFESSIONALS

**2020 Census
Food Voucher
Drive Thru**

Saturday September 12th
1:00 pm to 3:00 pm

10-10-10
FOODSHARE
SECURE THE BALLOT

Columbia Urban League Young Professionals

**The Reality of Food Insecurities
A Working Professional's Battle**

Elána R. Frazier
Hamilton R. Grant, I
Aditi Srivastav
Ashley Page
Jazmyne McCrae

8 SEP 7PM EST

www.facebook.com/CULYPSC

Columbia Urban League Young Professionals

**Every Last
Vote Counted**

Voter Suppression in the Black Community

Dr. Robert Greene, II
Charmaine Clowney
Abdul Dosunmu
Gideon Epstein
Anwar Young
Elána R. Frazier
Hamilton Grant, I

15 SEPT 7PM EST

www.facebook.com/CULYPSC


Every Last Vote Counted
337 Viewers
769 Individuals Reached



October 2020 Highlights



Columbia Urban League Young Professionals




Economic Empowerment Series

YOU CAN BANK ON IT

FDIC Money Smart Curriculum

17 OCT 10AM EST

Register via Eventbrite
<https://youcanbankonit.eventbrite.com>



Columbia Urban League Young Professionals
Freethinkers Radio Network



School Board Elections Matter Too!

WHO ARE THE RICHLAND SCHOOL DISTRICT 1 AT-LARGE CANDIDATES?

 Angela Clyburn	 John Adams	 Raquel Richardson Thomas	 Jonathan Milling
 Tamika Myers	 Shea Harley	 Elána R. Frazier	 Hamilton R. Grant, I

20 OCT 8PM EST


www.facebook.com/CULYPSC  www.youtube.com/FreeThinkersRadio  FreeThinkersRadio

Columbia Urban League Young Professionals
SC Commission for Minority Affairs



Advocacy & Civic Engagement

Voting & Elected Offices

 Brenton Brown	 Elána R. Frazier
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13 OCT 7PM EST

www.facebook.com/CULYPSC 

School Board Elections Matter Too!

3,127 Viewers


7,377 Individuals Reached




November 2020 Highlights



Columbia Urban League Young Professionals




Economic Empowerment Series
YOUR INCOME AND EXPENSES
FDIC Money Smart Curriculum





Sedrick McCallum

2 NOV
6PM EST



www.facebook.com/CULYPSC




Economic Empowerment Series
43 Viewers

108 Individuals Reached



Columbia Urban League Young Professionals



**Election Day
Volunteers
Needed**

TO DISTRIBUTE PPE, WATER AND
SNACKS TO VOTING PRECINCTS IN
THE MIDLANDS.


EMAIL CULYP@CULSC.ORG TO SIGN UP
PLEASE PROVIDE YOUR FULL NAME AND CELL PHONE NUMBER



December 2020 Highlights



Columbia Urban League Young Professionals



Food Delivery Volunteers Needed

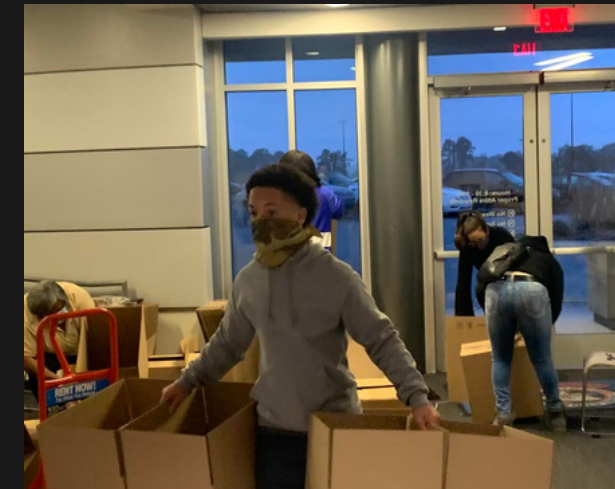
TO PACK FOOD BOXES AND DELIVER PRE-PACKAGED GROCERIES TO ELDERLY FAMILIES IN THE MIDLANDS.

Monday, December 21st, 2020
Time Slots
7:00am - 9:00am
9:00am - 11:00am
11:00am - 1:00pm

EMAIL CULYP@CULSC.ORG TO SIGN UP
PLEASE PROVIDE YOUR FULL NAME, CELL PHONE NUMBER AND TIME SLOT REQUEST(S)
FEEL FREE TO SELECT MORE THAN ONE TIME SLOT



Annual Beatrice McKnight Christmas Giving Project
Food Box Delivery Service
300 Elderly Families
100 Disadvantaged Youth
381 Service Hours
70+ Volunteers



Sneak Peak @ 2021



Columbia Urban League Young Professionals
Freethinkers Radio Network
The Big DM
Hot 103.9 / 93.9



Broadband: Bridging the Rural-Metropolis Divide



Congressman Clyburn
Representative Henegan
John Frick
Charlamagne Tha God
Tom Allen
Sam Johnson
Elána R. Frazier
Mayor Culbreath

19 JAN 7PM EST

www.facebook.com/CULYPSC  YouTube FreeThinkersRadio

Broadband: Bridging the Rural-Metropolis Divide

1,027 Viewers

2,888 Individuals Reached



Columbia Urban League Young Professionals



What About Your Vaccine?

A Peer Discussion on the COVID-19 Vaccine



Janay Price
Merrell Johnson
Letitia Coleman
Shaun Owens
Melissa Felder
Teddius Williams

23 MAR 6:30PM EST  www.facebook.com/CULYPSC

Six Month Estimated Reach

7,087 Viewers

16,346 Individuals Reached



Sister Chapter Support



Houston Area Urban League Young Professionals
Knoxville Area Urban League Young Professionals
Louisville Urban League Young Professionals
Urban League of Greater Atlanta Young Professionals
Winston-Salem Urban League Young Professionals



Community Partnerships & Collaborations



Against All Odds Fertility
American Civil Liberties Union of South Carolina
Benedict College
Bostic Counseling
Children's Trust of South Carolina
Claflin University
Columbia Complete Count Committee
Columbia Police Department
Columbia Urban League, Inc.
Delta Sigma Theta Sorority, Inc.
The Deyaska Spencer Law Firm
Empower SC
FoodShare South Carolina
FreeThinkers Radio
Hot 103.9/93.9
Lawyers' Committee for Civil Rights Under Law

*thank
you*

Community Partnerships & Collaborations



- League of Women Voters
- Men to Heal
- Nephron Pharmaceuticals
- Premier Counseling
- Richland County Sheriff Department Advisory Board
- Regal Lounge
- Secure the Ballot
- Shield the Vote
- Synovus Bank
- South Carolina Commission for Minority Affairs
- South Carolina Department of Public Safety
- South Carolina Election Commission
- The BIG DM
- University of South Carolina
- When We All Vote
- Young Black Lawyers' Organizing Coalition

*thank
you*

Marketing Strategy

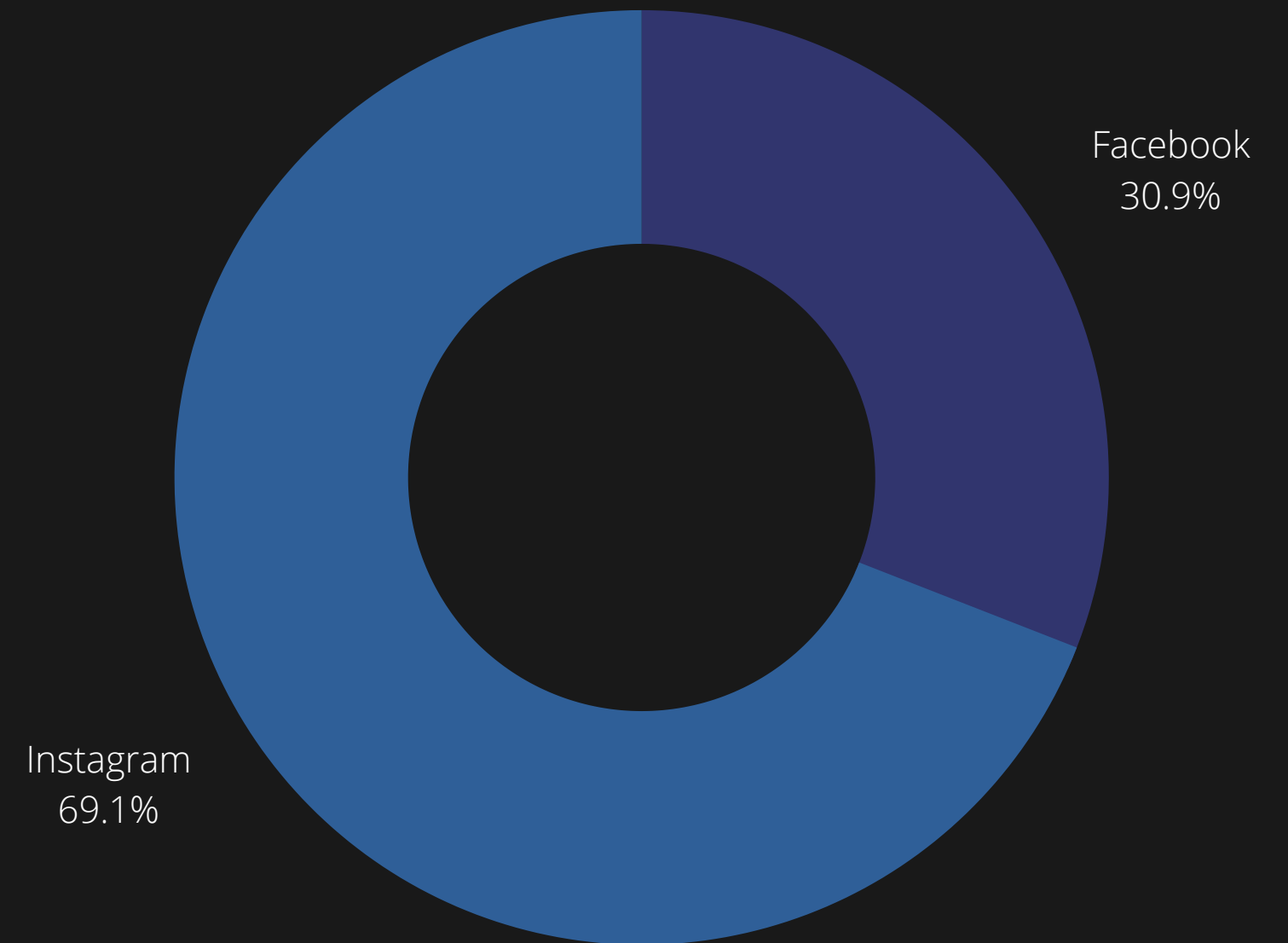
CULYPSC'S communication team worked strategically to enhance the chapter's social media presence to advance the mission and goals of the Urban League and strengthen the movement of empowering communities and changing lives through strategic and timely communication. Currently, Facebook and Instagram are our only external marketing platforms. We are not able to track the growth of our social media at this time. However, our followers primarily engage with us on Instagram!



www.facebook.com/culypsc



[@culyp_sc](https://www.instagram.com/culyp_sc)



Communications



323 Likes
376 Followers



842 Followers



255 Newsletter
Subscribers

Website: Our website and Linktree serve as landing pages and became increasingly utilized over the past year.

Radio Segment: The BIG DM and Hot 103.9/93.9 have been extremely gracious in assisting with promoting our programs and activities through radio communication and their media platforms with exposure to over 200,000 listeners on a weekly basis.

Digital Newspapers: CULYPSC used relationships with news outlets like Post & Courier and COLA today to expand our reach in sending messages.

Community Partners: CULYPSC marketed programs and activities by leveraging internal networks.

Fundraising Goals



Sponsorship Opportunities

The Columbia Urban League Young Professionals are committed to not just service but also, the development and growth of future leaders. We have several committees, Advocacy & Civic Engagement, Community Service, Cultural & Social, Membership and Personal & Professional Development, where we actively engage our members in programs that provide solutions to hardships in areas of financial literacy, food desserts and civic awareness. We also support other areas that help in maintaining high standards in all aspects of life. CULYPSC is committed to moving the needle in building pipelines that promote the development of young leaders. Sponsorship is an opportunity for corporations to engage in the movement. With your giving, our members are able to produce programming, create volunteer opportunities and attend conferences that further advance their skills.

Bronze

\$2,500

Silver

\$3,750

Gold

\$5,000

Platinum

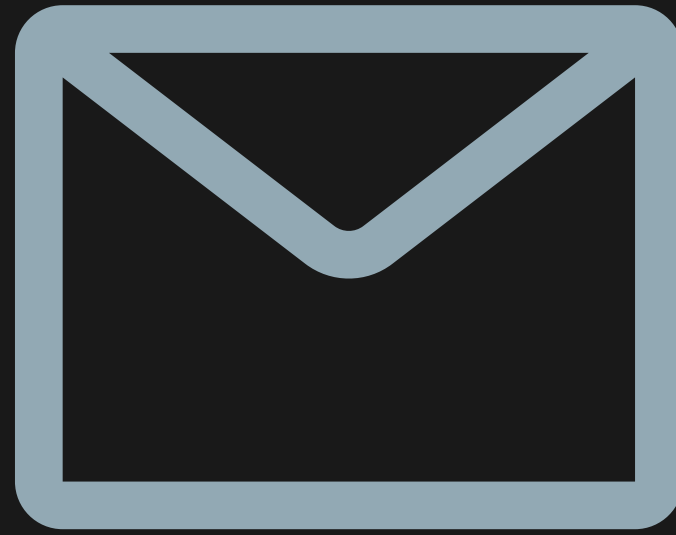
\$10,000



Chapter Contact Information



www.culsc.org/young-professionals



culyp@culsc.org



www.facebook.com/culypsc



[@culyp_sc](https://www.instagram.com/culyp_sc)

#CULYPSC

#BeTheMovement



Columbia Urban League Young Professionals

1400 Barnwell Street

Columbia, South Carolina 29201