Austin Area Urban League

EMPOWERING COMMUNITIES AND CHANGING LIVES

2020 VISION

43rd Equal Opportunity Day Virtual Gala

PARTNERSHIP OPPORTUNITIES
Dear Supporter,

On behalf of the entire staff, our board of directors, and the constituents that we serve daily, thank you for exploring this sponsorship opportunity to continue the empowering community work of the Austin Area Urban League.

Your support means that you are allying with more than just a moment but a movement in Central Texas. Advocating for the Austin Area Urban League means that we can keep the life-building services that we provide available free of charge. The Coronavirus or COVID-19 pandemic is still an incredibly pressing concern for both the Black and Brown communities in Austin. Together we can serve Central Texas at a much greater scale than ever before. As the President and CEO of the Austin Area Urban League, I recognize that community health is the lifeblood of our cause.

Our ask is simple: Join us in making a difference by providing financial support and tuning into our 43rd Annual Equal Opportunity Day Virtual Gala on Friday, December 11, 2020 at 7:00 pm. This year’s theme is 20/20 Vision: Mask Off Injustice. Please visit our website aaul.org for additional details about the Austin Area Urban League, our services, and programs or you may contact our Development Director, Yasmine Smith, at yasmine_smith@aaul.org.

Yours In The Movement,

Quincy Dunlap

Quincy Dunlap
For over 40 years, the Austin Area Urban League has served underserved populations and persons of color, including Spanish-speaking populations in Austin, Texas and Travis County through its job training, housing programs, and education and youth development programming.

Through these efforts, the Austin Area Urban League has done extensive outreach to garner support and buy-in from the communities we serve. Beginning in the Fall of 2018, the Austin Area Urban League began working in the health space with events focused on Alzheimer's. It is the hope of the Austin Area Urban League to continue to expand its health-focused work within childhood obesity, diabetes, chronic diseases, and other ailments that disproportionately impact disenfranchised communities.

As an affiliate office of the National Urban League, who's mission is to enable African Americans and other underserved urban residents to secure economic self-reliance, parity, power and civil rights.

The Austin Area Urban League’s mission is to provide tools to African Americans and under-served populations to build a foundation for social and economic equality.
As a result of the COVID-19 pandemic, the Austin Area Urban League pivoted to an online digital engagement plan our reach and engagement go as follows for 2020:

**Website Analytics**

- **Pageviews**: 30,000
- **Audience Size**: 10,000
- **Visits**: 5,000

**Social Channels**

- **Facebook, Twitter, Instagram, LinkedIn**
  - **Audience Size**: 10,000
  - **Engagement**: 7,500
  - **Clicks**: 2,500
The Austin Area Urban League over the past year has seen an expansion on our audience significantly since the beginning of the COVID-19 pandemic.
The Austin Area Urban League Housing program is dedicated to revitalizing the communities of Central Texas. This program provides emergency and critical repairs to owner-occupied homes located in the City of Austin. Services under this program include crisis intervention assistance, emergency repair assistance, and major system repair.

The Housing program has served 95 households in 2019-2020 through the following programs including "cost per household" (CPH)

**Go Repair:**
- 24 Households
- CPH: $24,000
- 2020 Output: $576,000
- Demographics:
  - 71% Non-Hispanic or Latinx/
  - 29% Hispanic or Latinx

**Minor Home Repair:**
- 116 Households
- CPH: $33,333
- 2020 Output: $400,000
- Demographics:
  - 72% Non-Hispanic or Latinx/
  - 31% Hispanic or Latinx
The Austin Area Urban League Workforce & Career Development program empowers individuals and families to become financially self-sufficient by providing career counseling, employment assistance, professional development workshops, occupational training, financial literacy, and long-term retention strategies.

The Workforce & Career Development program has served more than 240 individuals in 2019-2020 through the following programs including "average earned salary" (AES) after program completion.

### Occupational Training:
- Enrolled: 12
- Completed: 10
- Employed: 10 (100%)
- AES: < $12.00/hourly

### Job Readiness:
- Enrolled: 188
- Completed: 111
- Employed: 49 (44%)
- AES: $14.38/hourly

26% of clients are employed for 180 or more.
The Education and Youth Development program works earnestly to develop innovative programs to support academic achievement, civic involvement, and the physical and emotional development of children and youth. Programming includes early childhood education, post-secondary success, and youth leadership designed to help achieve the NUL empowerment goal of assuring that every child will be ready for college, work, and life by 2025.

The Education & Youth Development program is currently serving 263 students through the following programs including "average cost per student" per program.

- **Project Readiness:**
  - Enrolled: 24
  - Completed: (2021)
  - ACS: $1500.00

- **Urban Youth Empowerment:**
  - Coming 2021

- **Austin Area Urban League Collegiate Movement:**
  - Coming 2021
Our upcoming health and quality of life program is committed to delivering sustainable programs that provide underserved communities with greater access to healthcare and advocate for the elimination of health disparities. Designed to aid the National Urban League empowerment goal that "Every American has to quality and affordable health care solutions by 2025."

In response to the COVID-19 pandemic, the Austin Area Urban League launched the Central Texas Rapid Relief & Response (RRAP) program. This program provides rapid assistance and relief services that supports for individuals, families and households to offset financial hardship and provide basic needs support, to decrease the disparate impacts that have occurred due to crises and or life altering events and occurrences.

<table>
<thead>
<tr>
<th>RRAP Rise Program</th>
<th>RRAP Rise Bridge Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households Served: 315</td>
<td>Households Served: 225</td>
</tr>
<tr>
<td>Individuals Served: 1023</td>
<td>Individuals Served: 675</td>
</tr>
<tr>
<td>Average Per Household: $1,417.37</td>
<td>Average Per Household: $2,000.00</td>
</tr>
<tr>
<td>Total Assistance Provided: $450,000.00</td>
<td>Total Assistance Provided: $450,000.00</td>
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</tbody>
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The Austin Area Urban League connects with local businesses, corporate community leaders, and citizens who are working to build a stronger, more vibrant Austin. This effort creates a network of professionals who express the need for political and social change, benefiting all individuals and creating a level playing field.

The Austin Area Urban League Young Professionals & Guild serve as auxiliary components of the Austin Area Urban League serving the demographics of 21-40 and 65+ respectively. The mission of the Guild is to support the local affiliate by strengthening its presence in the community through fundraising, community service, leadership development, and public relations. The Young Professionals established to empower innovation in the Greater Austin community through its leadership of the civil rights agenda in this new age.
Our Austin Area Urban League “I EMPOWER” society recognizes donors who make an annual leadership-level gift at one of the giving levels. Membership in the society allows you to make a powerful statement about your commitment to serving the community and your dedication to our mission. Society members enjoy a number of benefits, including invitations to members-only events and special Austin Area Urban League communications. For all giving society levels, membership is determined by gifts in a calendar year. Here at the Austin Area Urban League, we understand that the needs of your organization are not just unique to your yearly but are impactful to the communities you serve daily. This year we have upgraded the way we interact with our supporters to provide a custom sponsorship opportunities that will allow you to attain measurable impact and ROI for your efforts. As a supporter Austin Area Urban League we consider you to be apart of our ever-growing family. Your contribution will not only be tax-deductible, but you can also reach your target demographic, produce social goodness, expand brand awareness, and much more!
President’s Circle

$25,000 +

- Private virtual presidential meet and greet for up to 10 guests
- Premium recognition during the live virtual event
- 2 minute branded video during the live virtual event
- Premium recognition on all pre-event ads, PR materials, event website, and promotional materials
- Permanent logo on AAUL sponsors page
- Individualized social media content creation
- Verbal recognition and inclusion on event day imagery
PARTNERSHIP OPPORTUNITIES

Equity Circle $20,000

- PRIVATE VIRTUAL PRESIDENTIAL MEET AND GREET FOR UP TO 5 GUESTS
- PREMIUM RECOGNITION DURING THE LIVE VIRTUAL EVENT
- 1 MINUTE BRANDED VIDEO DURING THE LIVE VIRTUAL EVENT
- PREMIUM RECOGNITION ON ALL PRE-EVENT ADS, PR MATERIALS, EVENT WEBSITE, AND PROMOTIONAL MATERIALS
- PERMANENT LOGO ON AAUL SPONSORS PAGE
- INDIVIDUALIZED SOCIAL MEDIA CONTENT CREATION THROUGH NOVEMBER 2021
- VERBAL RECOGNITION AND INCLUSION ON EVENT DAY IMAGERY
PARTNERSHIP OPPORTUNITIES

Diversity Circle $10,000
- Private Virtual Presidential Meet & Greet for 2 guests
- Premium recognition during the live virtual event
- 30-second branded video during the live event
- Premium recognition on all pre-event ads, PR materials, event website, and promotional materials
- Permanent logo on AAUL sponsors page
- Recognition and inclusion on event day imagery

Equality Circle $7,500
- Recognition during the live virtual event
- Recognition on all pre-event ads, PR materials, event website, and promotional materials
- Logo on AAUL sponsors page
- Individualized social media content creation
- Recognition & inclusion on event day imagery

AUSTIN AREA URBAN LEAGUE

43rd Annual Equal Opportunity Day Virtual Gala
PARTNERSHIP OPPORTUNITIES

**Unity Circle $5,000**
- Recognition during the live virtual event
- Recognition on all pre-event ads, PR materials, event website, and promotional materials
- Logo on AAUL sponsors page
- Individualized social media content creation
- Recognition and inclusion on event day imagery

**Community Circle $3,000**
- Recognition on all pre-event ads, PR materials, event website, and promotional materials
- Logo on AAUL sponsors page
- Recognition and inclusion on event day imagery
Please make your donation payable to the Austin Area Urban League. Our mailing address is 8011 Cameron Road, Suite A-100 Austin, Texas 78754. For more information please email Yasmine Smith at yasmine_smith@aaul.org.

- Company Name:
- Contact Name:
- E-mail:
- Phone:
- Website:
- Sponsorship Level:
Austin Area Urban League

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THANK YOU!