



For Immediate Release

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Urban League of Broward County Celebrates Epic Landmark in Community Service

FORT LAUDERDALE, FL, July 15, 2010 – The Urban League of Broward County (ULBC) is celebrating 35 remarkable years of service to Broward County residents. Throughout the years, the organization has transformed its role of advocating on behalf of African American civil liberties to becoming a pioneering force that enables all Broward County residents to achieve social and economic equality in the areas of education, jobs, health and housing.

“Over the past thirty-five years, the Urban League of Broward County has remained dedicated to delivering positive programs and services that are designed to empower the community,” stated Dr. Germaine Smith-Baugh, president and CEO, ULBC. “We are very proud of the organization’s unwavering commitment to improving the lives of countless children and families despite the many changes in the economic climate.”

ULBC’s blueprint for continuous success can be attributed to the organization’s sound fiscal management and successful partnerships with several companies throughout South Florida that generously support the organization such as; Tripp Scott, American Express (AMEX), Burger King, Bank of America, Bank Atlantic, AutoNation, JM Family Enterprises and countless others who take the role of Corporate Social Responsibility seriously in Broward County.

ULBC has developed and implemented an array of programs over its 35 year existence from its three-point strategy mission that focuses on **Economic Empowerment, Youth and Education Empowerment,** and **Health and Community Empowerment** initiatives for youths, individuals and families who are seeking to improve their community lives.

ULBC facilitates several youth programs designed to promote education, self-esteem, and empowerment such as; the *Atlantic Coast Center of Excellence (ACCOE)* program which is funded by Comcast and is designed for youth who are aspiring to go to college or enter into a post-secondary learning environment; *Project EMBRACE* is a three month diversion program funded by the Children’s Services Council of Broward County that provides an opportunity for youth to avoid going through the process of the criminal justice system and learn valuable life skills for making sound and prudent decisions that will lead to positive behaviors; and *Asset Building Leads to Excellence (ABLE)* – a program designed to introduce important life and decision making

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skills to middle school /pre-adolescent teens while reducing the risk factors associated with peer pressure that may lead to drugs and alcohol use and other negative behaviors.

ULBC offers several adult programs, two in particular that provide individuals an opportunity to become homeowners, pursue post-secondary education and/or start a business through *Homeownership* and *Individual Development Account* (I.D.A.) programs. Both programs, funded by the John S. and James L. Knight Foundation, JP Morgan Chase, Wachovia Bank, A Wells Fargo Company and Citibank are designed to assist residents in low-income communities to increase wealth building competencies through financial literacy, as well as, the realization of becoming homeowners or successful entrepreneurs in their respective communities. ULBC has also taken the lead in helping current homeowners in Broward County retain their home through foreclosure prevention and assistance.

YouthBuild, a unique program that is funded in part by the Jim Moran Foundation and works in collaboration with the Housing Authority of the City of Fort Lauderdale, provides a second chance and for young adults between the ages of 18-24 who have not completed high school or have committed crimes as juveniles, to receive GED instruction, pre-apprenticeship training and an opportunity to make a positive contribution to society by rehabilitating affordable housing for low-income families. Recently, young adults who participated in the YouthBuild program joined volunteers from AMEX for a Clean & Green project to restore the home of one of Broward County's oldest residents, Mrs. Avis Shep McSmith, 98. Mrs. McSmith's home has been designated as an historical landmark by the City of Fort Lauderdale and is recorded as the first indoor nursery school for African American's in the Historic Sistrunk Corridor area. The Clean & Green Project was part of the Housing Authority of the City of Fort Lauderdale, Step-Up Apprenticeship and the Citizens Volunteer Corps Neighborhood Clean-Up Day. YouthBuild participants and AMEX volunteers refurbished the exterior of the home and the nursery school, which include high pressure cleaning, painting, and lawn restoration. "Urban League has worked hard to be the backbone of the community, not only for African-Americans but for whomever needs our services," said Shannon M. Carey, Chief Development & Communications Officer. "We want to be a place for second chances and an organization that gives a hand up, not a hand out. With organizations closing their doors every day, we are honored that the community has continued to support the work that we do. We look forward to the next 35."

In addition to all of the positive work that the organization does with youth and adults, ULBC also works in collaboration with Broward Healthy Start Coalition (BHSC) on Project TOTTS (Together Our Tots Thrive & Survive) to provide prenatal and infant education, and parenting education and support for new and expecting families. Through this partnership, ULBC participates in one of the largest baby showers that BHSC coordinates annually to provide education and support for communities where minority infant mortality is high. Knowing that one organization or entity can't make significant, lasting societal shifts alone, Dr. Smith-Baugh and her team continue to work to be a convening force in the community to help solve important issues that affect a wide array of Broward County residents.

As part of this celebratory year, ULBC will host its annual Equal Opportunity Day Red Gala "Party Like it's 1975" on Saturday, September 11, 2010 at the beautiful Westin Beach Resort on Fort Lauderdale Beach. This year's theme will take partygoers back to the days of bellbottoms, platform shoes, halter tops and groovy tunes that you can boogie to.

For more information about ULBC or the 2010 Equal Opportunity Red Gala, call (954) 584-0777.

About the Urban League of Broward County (ULBC)

The Urban League of Broward County is a not for profit, community based organization founded in 1975. We empower communities, develop children and change lives. Our mission is to assist African Americans and other disenfranchised groups in the achievement of social and economic equality. Programs/services include affordable housing development and redevelopment, youth development, diversion, employment and training, education and community empowerment, and civic engagement.