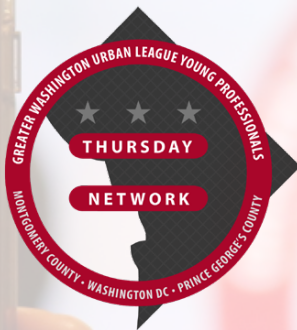


# Thursday Network Young Professionals



# Thursday Network Annual Report 2019/2020

**Be the Movement.**



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## Address

Greater Washington Urban League  
2901 14th Street, NW  
District of Columbia



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## Online

[info@thursdaynetwork.org](mailto:info@thursdaynetwork.org)  
[president@thursdaynetwork.org](mailto:president@thursdaynetwork.org)  
[www.thursdaynetwork.org](http://www.thursdaynetwork.org)

# Welcome

## Words from our President.



Genaro Stewart  
President  
Thursday Network



George Lambert  
CEO and President  
Greater Washington Urban League

In 1992, Maudine Cooper envisioned creating a young professionals auxiliary for the Urban League movement.

She realized the need for a tailored demographic of civically-engaged and community-focused young professionals, trained and prepared to advocate and serve on behalf of vulnerable and underserved communities in the Washington D.C. and surrounding areas.

As one of the founding young professional chapters in the movement, Thursday Network has continued to be innovative, intentional and consistent in our efforts to empower our membership, inspire young people and expand our community partnerships, all while never forgetting the leaders who built the foundation

from which we have continued this remarkable work of service.

I am proud of the exceptional accomplishments the entire Thursday Network family was able to make during this term; hosting the largest, single-day Martin Luther King Jr. *“Day of Service,”* launching a Census 2020 academy to train local leaders & organizations, and acquiring a corporate sponsor whose contributions positively impact recipients of our Empower Scholarship for years to come.

In the latter portion of this term, the nation and particularly our community has been caught between a health pandemic & volatile protests incubated by police brutality and systemic racism. I’ve been inspired by the agility of our team to quickly shift to virtual programming, while also ensuring families that depend on our food pantry continued to receive resources without delay.

I remain encouraged by the resolve, courage, and boldness of our affiliate, membership, and community partners. Despite chaos happening all around us, we press forward together against all odds. With this mindset, I am confident that Thursday Network will remain relevant and an integral part of our community while committed to honoring our past and shaping a better future.

A stylized, handwritten signature in black ink, appearing to be 'G. Stewart'.

Thursday Network President  
**Genaro Stewart**

# Member of the Year Nominee.

## Dr. Maggie Butler

**Number of affiliate service hours:** 764 since October 2019

**Chapter Leadership Team, Committee involvement:**

Dr. Butler serves as the 2019-2020 Community Service Programs Chair. Under her leadership, Thursday Network hosted its largest, single-day Martin Luther King Jr Day of Service 2020.

**Chapter meeting/event attendance and participation:**

Attended more than 75 events this term

**Participation in national conferences and initiatives:**

She has supported national initiatives such as *National Day of Empowerment*, *National Day of Service*, and *Join Week*. She also led Thursday Network's *Empowerment Academy*, a 15-week after school program for middle school students run in partnership with the *World Series Champion Washington Nationals*. Additionally, she chaired the *I Empower Scholarship Program* that awarded 10 local high school seniors college tuition assistance and textbook support. Dr. Butler coordinated Thursday Network's 2020 Young Blacks Glve Back Month initiative which consisted of five service projects.

**Financial support of the chapter and/or affiliate:**

In addition to her service, she has provided \$1,424 in direct support and money brought in.

**Overall service and commitment to the organization:**

Dr. Maggie Butler continues to support her community by creating and managing community service programming for Thursday Network that directly improves outcomes for people in need. Her "can-do" attitude has afforded the organization the ability to expand its outreach with local and corporate sponsorships.

In the midst of the COVID-19 pandemic, Dr. Butler continued to identify ways our donors could still contribute to



ensure our 10 families that depend on our food pantry had the resources needed despite social distancing guidelines. Dr. Butlers adds immense value to the organization through her efforts of gaining partnerships and exploring new ways to give back. She brings a wealth of experience, grace, and commitment to her role as Chair of the Community Service, Programs Committee. She has taken the infrastructure presented to her and fleshed it out to thrive. Her focus on partnerships has been key to the vital work we've done this year.

# Executive Leadership Council



**Genaro Stewart**  
President



**Brittany Cummings**  
Vice President



**Joseph Kitchen**  
Treasurer



**Brittany Bell**  
Secretary



**Tiffany Davis**  
Parliamentarian

## Committee Chairs



**Kawanzaa Billy**  
Civic Engagement



**Briana Lynch**  
Community Service Events



**Maggie Butler**  
Community Service Programs



**Halimat Oduye**  
Fund Development



**Harper Matthews**  
Membership



**Antwion Jefferson**  
Personal & Professional  
Development



**Nancy Joseph**  
Public Relations Marketing



**Brian Tolbert**  
Public Relations Media



**Chyna Grant**  
Social & Cultural

# Programmatic Pillars.

01.



Social Determinants of Health

02.



Economic Security

03.



Youth Empowerment

04.



Community Engagement

05.



Political Advocacy

## 2019-2020 At-A-Glance



Funds Raised

**\$110,354.59** +32%

Total Members

**233** +9%

New Members

**101** +20%

Community Partners

**219** +35%

Volunteer Hours

**126,000+**



# Community Service. Community Impact.

- National Black MBA Community Service Award (2019)
- Mayor’s Office MLK Day Proclamation (2020)
- 2 Montgomery County, MD Proclamations

Thursday Network remains committed to supporting the Greater Washington Urban League (GWUL) in its goals to develop outreach programs with positive influences on Young Professionals in the area. Thursday Network has supported, promoted and highlighted the following programs and events:

First Time Home Buyers Workshops	Your Count Matters - A Virtual Talk about the 2020 Census	Protect Your Business’ 'Bottom Line Mini Series	#GivingTuesday & #GiveWarmth Campaign for GWUL Utilities Assistance Program
GWUL Entrepreneurship Center	GWUL First	Partnering in planning a discussion	GWUL Events Committees
GWUL Scholarship Programs	Managing Student	Comcast Cares Day	2020 GWUL Census
GWUL Financial Empowerment	Reduce Energy Use	GWUL Back to School Community	
Giant Food Community Bag	Business Succession	HPAP and Inclusionary Zoning	

**TOTAL AFFILIATE HOURS: 26,401**  
**TOTAL AFFILIATE GIVE: \$110,354.59**

Thursday Network’s Community Service committee is uniquely focused on providing our members opportunities to positively impact and shape the metro DC community. Our primary goal is ensuring we impact our neighborhoods and communities by curating service events and signature programs to meet the immediate needs of our community in alignment with the pillars and mission of the National Urban League.

# Service Impact Community



## Signature Programs

### 20th Annual MLK Blanket & Toiletry Drive : 6,100 Hours

- 1,500 Volunteers
- 11 Non-profit Partners
- 4 Corporate Partners
- 2,400 sandwiches made
- 2,000 care packages assembled
- 7 shelters served
- 12 partner organizations | 24 service projects
- \$18,817.66 In-Kind Donations

### I Empower Scholarship: 72 Hours

- First time extended to college students
- 19 Volunteers
- 27 Applicants
- 18 High Schools, 2 Colleges Represented

### Empowerment Academy: 52 Hours

- 18 Students | 13 Mentors
- Mentor Increase from 2018: 7

### Virtual Young Blacks Give

#### Back Month: -- Hours

- Elder Fellowship & Food Delivery: 78 recipients
- Brunch & Serve (Thank You Card Zoom Party for Essential Workers): 17 attendees

### Thursday Network Food Pantry

- 41 Volunteers | 7 Families Served
- In-Kind Donations - \$865
- Monetary Donations - \$150

## Community Events

- The Give Back Join Week Community Service Event: **35 Volunteers | 70 hours**
- Think Pink 5k Run/Walk for Breast Cancer Awareness: **12 Attendees | 25 hours**
- The Bridge Teach for America DC Alumni Event: **4 Attendees | 10 hours**
- National Day of Empowerment Community Fest: **13 Attendees | 52 hours**
- Holiday Food Pantry Drive and Distribution: **3 Attendees | 10 hours**
- Feed the Hood Kwanzaa Edition: **20 Attendees | 40 hours**
- For Us, By Us: Black History Month Book Drive: **100 books donated**
- SPARK Talk Speaker Series Impact 2020: **26 Attendees | 78 hours**
- Sips with Sis: An Open Women's Forum: **22 Attendees | 50 hours**
- The Conversation - Men's Forum: **63 Attendees | 125 hours**

### COVID-19 Virtual Events

- April & May TN Virtual Fitness Challenge: **19 Participants**
- #BeTheCount Digital Census Art Contest: TBA
- IG Wellness Wednesdays: **150 viewers per session**

## NULYP Signature Initiatives

### National Day of Empowerment Make Black Count: 104 hours

For *National Day of Empowerment Make Black Count: Building Equity for the Future* we centered our efforts on educating our community about the importance of the upcoming census. This included a Community Fest featuring vendors, guest speakers, and census programming. We also partnered with Victory Heights Senior Housing facility to educate residents on Census participation, and play "Census Jeopardy" with members. **197 Total Participants**

27 Members | 12 Volunteers | 12 Vendors  
4 Partner Organizations | 3 Sister Chapters

### National Day of Service: 264 Hours

Thursday Network hosted a virtual National Day of Service due to COVID-19. Each presentation covered a unique component in the STEAM field that relates to a common society or community issue, including water and pollution demos, a marine biology presentation, a virus demo and a coding workshop.

### 61 Total Participants

38 Youth | 7 Volunteers | 3 Speakers/Mentors  
11 Chapter Members | 2 Schools

# + Engaging with & Advocating for our Communities.



**THURSDAY NETWORK**

**IMPORTANT DISTRICT OF COLUMBIA VOTING DATES & DEADLINES**

<b>Tuesday</b> May 26, 2020 To request your mail-in ballot	<b>Tuesday</b> June 2, 2020 D.C. Primary Elections	<b>Tuesday</b> June 16, 2020 Ward 2 Special Elections
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**THURSDAY NETWORK**

**MARYLAND STATE BOARD OF ELECTIONS**

**IMPORTANT MARYLAND VOTING DATES & DEADLINES**

Ballots are automatically mailed to you. If you have a trouble phone, we do not have.

<b>Tuesday</b> May 26, 2020 To receive your ballot by mail or fax	<b>Friday</b> May 29, 2020 To download your ballot from the State's website	<b>Tuesday</b> June 2, 2020 Maryland Primary Elections
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**THURSDAY NETWORK**

**VOTE SAFE DC**

**6 WAYS TO REQUEST YOUR BALLOT BY MAIL**

- PHONE**  
Request a Poll's Ballot or download the Vote DC
- EMAIL**  
DCboardofelections@dc.gov
- TEXT**  
202-547-2624
- MAIL**  
DC Board of Elections, 1111 Radnor Ave, Suite 700, Washington, DC 20005
- IN PERSON**  
Request your ballot at a Ballot Request Center

**BE THE COUNTY THAT MATTERS**

**BE THE COUNTY THAT MATTERS**

**GREATER WASHINGTON URBAN LEAGUE**

**CENSUS AMBASSADOR TRAINING**

Upcoming Training Dates

- February 29th - at Marshall Heights
- March 12th - at Marshall Heights
- March 28th - at Greater Washington Urban League
- April 25th - at Marshall Heights

FOR INFO OR TO REGISTER VISIT [GWUL.ORG/CENSUS-2020](http://GWUL.ORG/CENSUS-2020)

**THURSDAY NETWORK**

**february 4, 2020**

**spark TALK**

**SPEAKER SERIES**

**TEACH FOR AMERICA**

To register visit: <http://thursday.network/sparktalk>

**THURSDAY NETWORK**

**Be the County That Matters**

**Census 2020**

**Make TikToks | Win Prizes | Help Your Community**

Contest runs: April 23, 2020 to May 22, 2020  
Awards announcement: May 26, 2020

To Enter:  
1. Follow @thursdaynetwork on Instagram  
2. Upload a TikTok by Instagram of you & your family related to a Census 2020 theme  
3. Have a person call respond to the 2020 Census.  
4. What questions are included and not included in the 2020 Census.

Prizes:  
1st Place: \$200 cash | 2nd Place: \$100 gift card | 3rd Place: \$50 gift card

**WHAT IS THE 2020 CENSUS?**

**BE THE COUNTY THAT MATTERS**



# Civic Engagement & **Advocacy.**

Thursday Network conducted a number of advocacy programs in line with NULYP’s standard advocacy initiatives. Advocacy continues to be a strategic priority for Thursday Network, demonstrated by our focus on including it in as many events as possible.

- June 2019:**
- December 2019:**
- February 2020:**
- February 2020:**
- March 2020:**
- April 2020:**
- May 2020:**
- May 2020:**

Folding Chair discussion with Civil Rights Attorney, Ben Crump

Thursday Network’s Civic Engagement Chair co-hosted a testimonial writing workshop with ANC Ward 8 for Bill 362 Maternal Health Care Improvement and Expansion Act.

Thursday Network SPARK Talk Join Week Edition: Speaker Series Impact 2020 Darin Johnson, a Professor at Howard University School of Law, spoke about international voting interference in 2016 and safeguards for 2020.

Thursday Network’s President Genaro Stewart testified at DC Council Hearing.

Thursday Network promoted and encouraged applications for the National Urban League Congressional Advocacy Program.

Thursday Network’s Civic Engagement Chair, Kawanza Billy, served as panelist on Young, Gifted & Green: Earth Day Twitter Round Table is to celebrate the 30th Anniversary of Earth Day in support of Environmental Justice for All Act.

Thursday Network partnered to promote the Ward 7 Candidate Forum.

Thursday Network launched a virtual Absentee Ballots Education Campaign.

## Census Spotlight

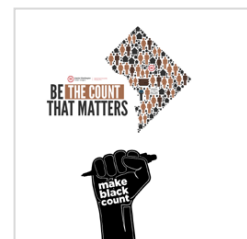
In addition to advocacy programs, Thursday Network highlighted the significance of the Census as a part of The Greater Washington Urban League’s #BeTheCount campaign. Thursday Network are executors on the DC Complete Count Committee for Youth Advocacy. Members have developed training, coordinated, recruited and facilitated GWUL: Census Center Ambassadors Program since October of 2019.

October General Body Meeting - 2020 Vision (Census Themed): **65 Attendees**

November Open House (Census Jeopardy): **34 Attendees**

Senior Appreciation Day (Census Themed): **29 Attendees**

Ward 8E ANC Meeting (Census Government Hearing): **30 Attendees**



# Community Impact During COVID-19.

## ▶ April New Member Orientation

Our April New Member Orientation provided an opportunity to educate and inspire our newest members about the mission and purpose of Thursday Network. (36 Attendees)

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## ▶ Virtual Happy Hour Trivia

A fun evening of fellowship and friendly competition. (23 Attendees)

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Our shift to virtual programming began with some of our staple programming including our monthly General Body Meetings as well as our monthly Food Pantry.

With the help of member donations and community supporters Thursday Network was able to ensure families in need received their monthly groceries via delivery service.

We continue to provide quality General Body programming virtually to engage and develop our membership.

## ▶ Thursday Network Food Pantry

(8-10 families supported monthly)

## ▶ March General Body Meeting: (Census) Forecasting My Impact

(53 Attendees)

## ▶ April General Body Meeting: Quarantine Kickback

(45 Attendees)

## ▶ May General Body Meeting: Back & Better Than Ever

(54 Attendees)

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## ▶ Community Assistance Fund

Thursday Network, in partnership with Phi Beta Sigma Fraternity, Inc. has established the Community Assistance Fund (CAF) to assist the critical needs of communities experiencing food & housing insecurity, health inequities, and educational disparities.

To maximize our reach, funds from the CAF will be donated to organizations serving families and individuals throughout the DMV area each month.

## ▶ DC Mutual Aid

Thursday Network partnered with community members and local organizations to provide needed support when to communities affected by death, sickness, disability, aging, and unemployment. (200 families supported)

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## ▶ Young Blacks Give Back Month (Virtual Volunteer Opportunities)

- Learning Ally, MicroMentor DC
  - COVID19 Hospice Volunteer Help
  - Mentorship for Youth in Foster Care
  - Library of Congress By the People Campaign
  - National Archive Catalogue Citizens Archivists
  - Martha's Table, Smithsonian Digital Volunteers
  - Thursday Network Food Pantry Sponsorship
  - Virtual Toiletry Drive Calvary Women's Service Shelter
  - Virtual Elder Fellowship & Food Delivery
  - Brunch & Serve (Thank You Party for Essential Workers)
- 

In our shift to virtual programming, we launched several reoccurring series through Instagram Live.

This includes Wellness Wednesday, a series focused on prioritizing overall wellbeing and wellness. Friday Night Live! a series featuring discussions with prominent thought leaders in our community.

Finally, our TN Money Mondays series is a monthly series that provides financial tips & resources to our community.

## ▶ Wellness Wednesdays

## ▶ Friday Night Live!

## ▶ Thursday Network Money Mondays

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## ▶ TN Fit Challenge (Monthly)

The TN Fit Challenge is a virtual members only fitness challenge to encourage our members to stay active and get moving while being socially responsible by social distancing during the pandemic.

# Focused Leadership Development.

## Helping Leaders Thrive Personally & Professionally.

We work to ensure all our efforts focus on leadership development for our members and our community. In developing our programming we leaned into our 5 programmatic pillars and listened to direct member feedback. We also reacted in real time to cultural and societal changes to make programming as relevant as possible. We balanced this between professional & personal development, leadership, and mental health focused discussions.

## General Body Meetings.

We anchor our Personal and Professional Development programming with our monthly General Body Meetings, led by our Personal and Professional Development committee. (Please note no September General Body Meeting due to ELC transition recess)

### 2019 General Body Meetings

• June: Black Millennial Economics	Attendees: 47	Affiliate Hours: 218
• July: The State of Thursday Network	Attendees: 33	Affiliate Hours: 212
• August: Thursday Network Elections	Attendees: 22	Affiliate Hours: 122
• October: 2020 Vision	Attendees: 54	Affiliate Hours: 172
• November: Winter Blues	Attendees: 28	Affiliate Hours: 219
• December: Winter Warm Up	Attendees: 52	Affiliate Hours: 222

### 2020 General Body Meetings

• January: Dear 2020...	Attendees: 34	Affiliate Hours: 300
• February: My Love Defined	Attendees: 58	Affiliate Hours: 246
• *March: Census 2020	Attendees: 53	Affiliate Hours: 207
• *April: Quarantine Kickback	Attendees: 45	Affiliate Hours: 198
• *May: Back & Better Than Ever	Attendees: 54	Affiliate Hours: 214

### Total Planning Hours: 529

*\*General Body Meetings held virtually due to COVID-19 restrictions*

## Other Leadership Development

We go beyond General Body Meetings to provide leadership development to our members:

<b>Legacy Speaker Series:</b>	Google; Mayor's Office on Fathers, Men, & Boys
<b>Men of the Movement:</b>	WPGC 95.5, Google, Mayor's Office on Fathers, Men, & Boys; The Booker Firm, Saved-ish Podcast, Very Smart Brothers
<b>Leadership Lounge:</b>	Fireside chats with leaders throughout the community
<b>ELC Kickoff Retreat:</b>	Daylong immersion for new ELC members

# Our Membership



## Membership Demographics.

Our members are evenly distributed across gender, location, and age.

### Membership Breakdown.

This term we've doubled down on the excellent work of previous Thursday Network leadership, leading us to beat our 2018-2019 membership numbers in total members, number of new members, and renewals.



Location:	Age:
Maryland 38%	20-25 - 0.03%
DC 40%	25-30 - 26%
VA 10%	30-35 - 42%
Unknown 12%	35-40 - 14%
	Unknown - 11%

2019-2020	2018-2019
<b>Members: 241</b>	Members: 214
<b>New Members: 70</b>	New Members: 52
<b>Membership: 124 Renewals</b>	Membership: 102 Renewals



Thursday Network Member Only Events	Participants
6 New Member Orientations + Post-Orientation Brunch Socials	122
4 Open House Events	89
TN Fit - Members Only Fitness Challenge	19



# Recruitment. Retention.

## Join Week | February 2-9, 2020

Join Week is a week-long initiative to showcase our incredible work. This entire week of programming is designed to celebrate our existing members and welcome new members into the movement.

**Feb 2:** Super Bowl Sunday Viewing Party | Member appreciation event.

**Feb 4:** SPARK Talk Series | Civic engagement + Census discussion.

**Feb 5:** Men of the Movement Townhall + Sips with Sis | Open-forums discussing current affairs.

**Feb 6:** Open House | Thursday Network mission, history, and membership details.

**Feb 8:** The Give Back | Community Service initiative to assist individuals transitioning out of homelessness.

**Feb 9:** Black Love Matters | Join Week Social.

**Total Attendees: 253 | Total New Memberships: 35**



### Member Retention

We work hard to not only recruit members, but to welcome them warmly with a highly interactive New Member Orientation and reward them with creative Members Only events.

### Member Feedback, Engagement, Incentives and Recognition (New Initiatives for 2019-2020)

**Post-GBM Surveys:** This term we've implemented post-General Body Meeting surveys to gauge member sentiment and make changes accordingly.

**Member Forums:** Building on the success of our GroupMe member forums, we added a New Member Chat to welcome and build community for new members, as well as "The Network" our only chat for all members of Thursday Network to communicate in one space.

**Member Incentives and Discounts:** We know the importance of creative ways to inspire member participation. This term we introduced several new incentive programs:

- Join Week Referral Contest:** 13 Participants - Winner received \$50 gift card
- Black History Month Membership Discount:** 31 participants
- Black Friday Membership Discount:** 19 participants
- Grant Writing Competition:** 11 participants - 1st place \$200 grant writing certificate course  
2nd place \$20 starbucks gift card
- TN Fit Members Only Fitness Challenge:** 16 Participants - 3 winners awarded \$10 Amazon Gift Card
- Thursday Network Boxing Class Discount:** 9 participants - \$10 Discount for Thursday Network Members

# Membership Recognition.

Our monthly Member of the Month recognition was enhanced with \$10 Starbucks gift cards awarded to each member.

Our members are the backbone of our organization.

Member of the Month Recipients	2019-2020
Name	Month
Briana Lynch	June 2019
Seleena Moore	July 2019
Nicole Albertie	August 2019
Haniyyah Bashir	September 2019
Christina Hardaway	November 2019
Ashleigh Tillman	December 2019
Whitney Celestin	January 2020
Khalil Gatlin	February 2020
Shamoiya Washington	March 2020
Aleah Holt	April 2020



# Membership Highlights.

We introduced new ways for members to share good news and accomplishments via a new segment in our General Body Meetings as well as monthly calls for submission for Membership Chair Harper Matthews.

Our members are movers and shakers within the DMV area and beyond! We are proud to call them Thursday Network members.

**Vincent Evans**  
Southern Regional Director for Vice Joe Biden Campaign

**Andre Porter**  
Policy Director, AAAS, Office of Government Relations

**Abigail Omojola**  
Board Chair, The Esperanza Education Fund

**Chanelle Brown**  
NULYP National Board - Advocacy Chair

**Courtney Coffey**  
President, Xi Zeta Omega chapter; Alpha Kappa Alpha Sorority

**Kristin Shymoniak**  
Commissioner, Mayor's Office of African American affairs

**Dr. Oye Owolewa**  
ANC 8E Commissioner, nominee for Washington DC US Representative

**Brittany Cummings**  
Candidate for ANC 8E Commissioner

**Krys White**  
Tom Steyer Campaign Director for State of Virginia

**Will Jawando**  
County Councilman, Montgomery County

**Genaro Stewart**  
Commissioner, Mayor's Office of Fathers, Men and Boys

**Soulyka Agana-Woodbine**  
Director Career Services, Trinity Washington University

**Candice Helton**  
Program Coordinator, Department of State.

**Olivia Elder**  
Women in Government Relations' 2020 Judy Schneider Fellow

**Brian Hence**  
NULYP National Board - Membership Chair

**Dr. Ashlee Tillman**  
Earned Doctorate in Educational Management, Hampton University.

**Salim Adofo**  
ANC 8C Commissioner.

**Cierra Jackson**  
Miss District of Columbia, USA 2020

**LaTricia Adams**  
President, Black Millennials for Flint

**Misha Battiste**  
National Deputy Director of Surrogates, Elizabeth Warren campaign.

**Charis Goff**  
National Council of Urban League

## Member Longevity.

We're grateful for members who have been committed to Thursday Network for 5+ years!

Name	Years
Brian Hence	5
Maurice Bland	6
LaTricia Adams	6
Monique Toussaint	6
Nancy Joseph	7
Terrence James	9
Wainie Youn	10
Kendra Oates	10
Charis Goff	10



# Insights into Fund Development.

## Taking Fund Development to the next level.

In 2019-2020 Thursday Network unlocked new partners and pathways to bring in more funds than we did the year before, for a total of \$110,354.59 to develop and maintain our outstanding programming, support the affiliate, and give back to the community.

### Total Income

Source	Amount
Board Give	\$3,715.26
Member/Individual Giving	\$37,546.00
Corporate	\$54,150.00
Member Dues	\$17,105.00
Thursday Network Online Store	\$91.59
<b>Total</b>	<b>\$110,354.59</b> <i>*\$55,700 via President</i>

#### New Partners

This term we've engaged a total of seven corporate sponsors, six of which were brand new or reinvigorated relationships, for a total of \$54,150 in corporate donations, a **60% increase** from the previous year (\$33,675). Monumental Sports Sponsorship (\$50,000), Avalon Bay (\$2500), Edelman (\$400), Bens Chilli Bowl (\$500), Kyle Sterling Properties (\$250), Joseph Kitchen Family (\$250), Jazmine Karess Events (\$250).

#### New Pathways

This term we also established the Grant Writing Subcommittee and have so far built it up to 10 people who have met a total of 5 times and have applied for a total of 4 grants with a potential of \$32,500 in funding. Another new venture this term is the Thursday Network online merchandise store with 14 products available for purchase.

#### Individual Donations

Beyond corporate donations, we continue to engage individual donors who make Thursday Network a part of their annual giving. Since May 21, 2019 we've had 275 individuals donate a total of \$37,546, a 37.5% increase in number of donors, and a 30% increase in donation amount from the previous year.

Many individual donations were the result of creative fundraising events and campaigns. Our Giving Tuesday campaign led to \$3,405 in donations. Black Love Matters, our Valentine's Day Fundraiser + Join Week social brought in nearly \$500 in profit from Candy Gram sales. Spirit of Service, Thursday Network's end of year celebration and fundraiser, brought in \$3,450.





**275**  
Individual Donors

**\$37,546**  
Individual Donations

**\$17,105**  
From Member Dues

**Committed Leadership**

Our Executive Leadership Committee give more than their time and talent to the organization; they also provide monetary resources as well.

Board Give: **\$3,715.26**, President's Give: **\$55,700** (brought in via 2 corporate + 1 individual donation)

**Active Members**

We brought in a total of **\$17,105** through new memberships and renewals.

**In-Kind Donations**

Value exists beyond cash. We've brought in a number of resources by way of in-kind donations: Ability Health Consulting Grant Writing Session (**\$150**), Black Love Matters Candygrams (**\$950**), Ivy City Distillery (Venue, **\$5,000**), Google headquarters Washington D.C. (Venue and catering, **\$10,000**)

**Chapter Giving**

With these resources we have given generously to the community. \$20,000/49% Scholarship, \$10,000/24% Greater Washington Urban League, \$1500/4% Food Pantry, \$3,000/7% Community Service

**New Partners.**

Engaged a total of seven corporate sponsors, six of which were brand new or reinvigorated relationships, for a total of **\$54,150** in corporate donations, a **60% increase** from the previous year (\$33,675).

**\$50,000**

**Monumental Sports Sponsorship**

**\$2,500**

**Avalon Bay**

**\$500**

**Ben's Chilli Bowl**

**\$400**

**Edelman**

**\$250**

**Kyle Sterling Properties**

**\$250**

**Joseph Kitchen Family**

**\$250**

**Jazmine Karess Events**

# Making the most of Communications.

Thursday Network has continued effectively promoting the mission of the Urban League and the purpose of NULYP through creative, thoughtful, internal and external communications. Our communications via social media, our blog, our newsletter, our GroupMe and traditional media channels has led to:

- Ongoing member engagement and increased awareness of YP initiatives
- Outreach to traditional media outlets including our recent Young Blacks Give Back Month press release
- Increased social media following, including reinvigorating our LinkedIn and doubling our number of followers



**Our most engaged platforms.**

**193,124**  
Impressions

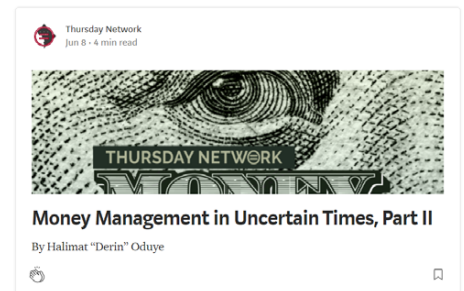
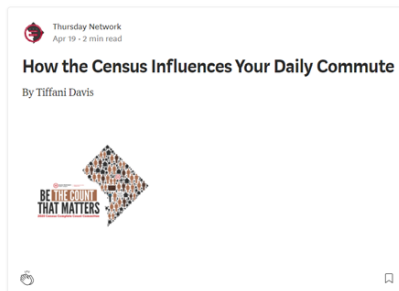
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Shares

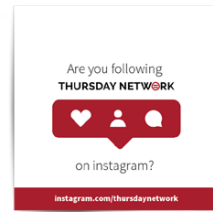
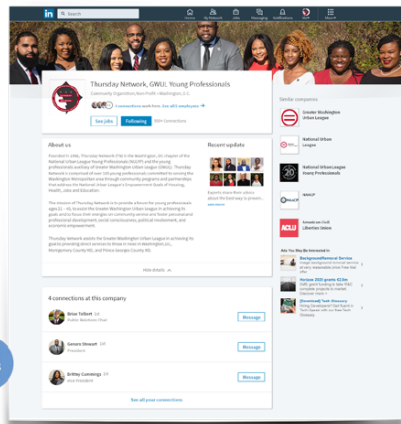
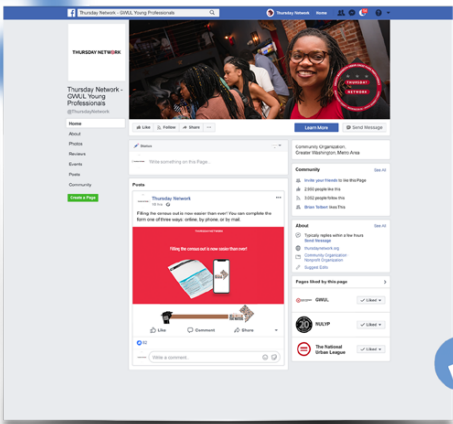
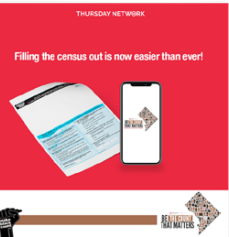
**884**  
Interactions

**113,629**  
Impressions

**261**  
Interactions

2019/2020 Social Media Metrics	2019-2018	2019-2020	Increase
<b>Instagram</b>	2,694 Followers	3,120 Followers	<b>+15.8%</b>
<b>Facebook</b>	2,888 Likes   2,978 Followers	2,954 Likes   3,076 Followers	<b>+3.2%</b>
<b>Twitter</b>	2,270 Followers	2,308 Followers	<b>+1.6%</b>
<b>LinkedIn</b>	364 Connections	628 Connections	<b>+72.5%</b>
<b>Digest Newsletter</b>	3,384 Subscribers	4,331 Subscribers	<b>+27.9%</b>





# NULYP Chapter Awards Submission

## Chapter Information

**Chapter President:** Genaro Stewart

**Year Chapter Founded:** 1992

**Phone Number:** 703-537-9547

**Chapter Term Start | End Date:** October 1 - September 31

**Email Address:**  
president@thursdaynetwork.org

Metric	2018-2019	2019-2020
Number of Members	214	282
Number of New Members	84	101
Number of Membership Renewals	93	124
Number of Affiliate Service Hours	25,911	26,401
Total Affiliate Dollars Given	\$83,341.87	\$110,354.59
Number of Corporate Sponsors	6	7
Number of Community Partners	162	219
Number of Sister Chapters Supported	14	10
Number of Affiliated focused programming	78	142
Number of Civic and Advocacy Focused Programs		30
<b>Marketing Metrics</b>		
Facebook	2,967 Follows	3,012 Likes 3,074 Follows
Instagram	2,579 Followers	3,121 Followers
Twitter	2,255 Followers	2,307 Followers
Newsletter	3,384 Subscribers	4,331 Subscribers
LinkedIn	367 Connections	623 Connections
<b># of Chapter Members at NUL Conference 2019: Indianapolis, IN</b>		
		11
<b># of Chapter Members Registered for Conference 2020: Houston, TX</b>		
		15

# Chapter Award Categories

## 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

## 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*

**\*items in bold red indicate selection**

# + Signatures

Signature of YP Chapter President:



Signature of Affiliate President & CEO:



# Sister Chapter Support

Thursday Network is proud to have supported our sister chapters through the following means and ways:

- + **Greater Baltimore Leadership Association** - supported and partnered to bring attention to the lead water crisis in Baltimore as well as National Day of Empowerment 2019 to bring attention to the Census 2020 and showcase local black businesses.
- + **Northern Virginia Urban League Young Professionals** - provided mentorship & support in the forms of collaboration, event attendance and a variety of other means.
- + **NEXt Philadelphia** - assisted with the revision and updating of outdated NEXt Philadelphia ByLaws.
- + **Urban League Greater Richmond Young Professionals Network** - our Civic Engagement chair, Kawanza Billy, provided feedback and mentorship in regards to advocacy.
- + **Urban League Greater Hartford Young Professionals** - assisted with executive board mentorship and support (i.e. - shared bylaws and chair descriptions).
- + **Urban League Greater Austin Young Professionals** - supported through promotion of State of Black Texas event.
- + **New York Urban League Young Professionals** -supported through attendance of State of Young Black New York Conference, as well as Young Black And In Business Awards Reception.

SUPPORT CHAPTER CONFIRMATION  
I, Charzell's meadows, the undersigned am the President of the GBLA chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network.

Supported Chapter:  
Signature: Charzell Meadows  
Printed Name: Charzell's meadows

SUPPORT CHAPTER CONFIRMATION  
I, Taryn Anthony, the undersigned am the President of the Northern Virginia - Young Professionals Network Chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network.

Thursday Network  
Signature: Taryn Anthony  
Printed Name: Taryn E. Anthony

SUPPORT CHAPTER CONFIRMATION  
I, Jason Mitchell, the undersigned President of NEXt Philadelphia chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network, Greater Washington Urban League Young Professionals.

NEXt Philadelphia, Urban League Young Professionals of Philadelphia.  
Signature: Jason Mitchell  
Printed Name: Jason Mitchell

SUPPORT CHAPTER CONFIRMATION  
I, Jer Mykeal McCoy, the undersigned am the President of the Urban League Greater Richmond Young Professionals chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network - GWUL Young Professionals.

Urban League Greater Richmond Young Professionals  
Signature: Jer Mykeal McCoy  
Printed Name: Jer Mykeal McCoy

SUPPORT CHAPTER CONFIRMATION  
I, Kwaba Tebey, the undersigned am the President of the Akasha chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network.

Supported Chapter: Akasha  
Signature: Kwaba Tebey  
Printed Name: Kwaba Tebey

SUPPORT CHAPTER CONFIRMATION  
I, Janice C. Castle, the undersigned am the President of the Urban League of Greater Hartford Young Professionals chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from Thursday Network.

Signature: Janice Castle  
Printed Name: Janice C Castle

During the 2019-2020 program year, Thursday Network members attended two of our chapter's signature events. Thursday Network attended our Young Black And In Business Awards Reception and our annual State of Young Black New York Conference.

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 Thursday Network.

We appreciate your ongoing support of our chapter and wish you the best in your future endeavors.

In Service,  
Shalima L. McCants  
Shalima L. McCants, LMSW  
President



A special thank you to all of our sponsors!



**Thursday Network**  
[www.thursdaynetwork.org](http://www.thursdaynetwork.org)