









THURSDAY NETWORK

2014-2015 Annual Report

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A Message from TN & GWUL

Greetings National Urban League Young Professionals,

Thursday Network is proud to present this year's award submission. We hope you'll see the effort and energy that has been invested in making this our strongest year yet!

We have experienced:

- growth in membership,
- increases in affiliate service hours, donations, and partnerships,
- advances in advocacy programming, and
- greater engagement throughout our service area

Thursday Network is proud to serve under the umbrella of our affiliate, the Greater Washington Urban League and impact change throughout Washington, DC, Montgomery County, MD and Prince George's County, MD. The GWUL legacy is strong and for the past 23 years, TN has aimed to honor that. Thursday Network – GWUL Young Professionals are excited to continue our work to empower communities and change lives!



George H. Lambert, Jr.

President & CEO, Greater Washington Urban League



Chair a. Doff

Charis A. Goff

President, Thursday Network

TN Leadership



Charis A. Goff President





Krystina White Secretary

Tiana Brown Parliamentarian









Shanelle Patterson, Esq. Community Service **Programs Chair**

Elliott Johnson Fund Development Chair





LaTricea Adams Membership Service Chair



Erica Southerland, PhD Public Relations Chair

Kassie Edwards Social & Cultural Chair





+ Year of Achievement



138 %

Increase in Affiliate Service Hours



Service Hours per Member Performed by Chapter



37.5%

Increase in Membership since May 2014



Increase in Social Media Followers

Leadership Development – Community Leadership Highlights

Elected Officials:

- Alonzo Washington, Maryland House of Delegates, District 22
- Brandon Todd, DC City Council, Ward 4

LaTricea Adams

- Office of the State Superintendent of Education Title
 I Committee of Practitioners
- Office of the State Superintendent of Education Educator Leader Cadre

Michael Akin

- Chair, Greater Washington Urban League Board of Directors
- Young Entrepreneur of the Year, DC Chamber of Commerce

Chanon Bell

Board of Directors, Black Swan Academy

Samantha Davis

- Founder/Board Member, The Black Swan Academy
- Advocacy Chair, Senior Advisory Coalition
- Steering Committee, DC Adult & Family Literacy Coalition
- Board Member, MLK Mural

Kassie Edwards

- Board of Directors, DC Rape Crisis Center
- Member, White House Task Force to Protect Students from Sexual Assault, Office of the Vice President
- Member, RAIN Speakers Bureau

Charis Goff

- 2015 emPower Player awardee, emPower Magazine
- National Urban League Emerging Leaders Program
- Board of Directors, Greater Washington Urban League
- Board of Directors, Black Swan Academy
- SHE DC, Mayor's Office on Women's Policy and Initiatives

Jasmine Jones

- First Runner Up, Miss District of Columbia United States 2015
- DC Association of Family and Consumer Sciences, Membership Coordinator
- Founder of BLOOM Athletics: Developing Life Skills and Confidence to Special Education Youth Through Sports

Shanelle Patterson

Volunteer Manager, Community ONE, Inc

Erica Southerland

- Howard University Faculty Senate
- Jayson Wilkinson
 - ♦ Board of Directors, M.O.M.I.E's TLC

Kyle R. Williams

Fellow, New Leaders Council

Greater Washington Urban League Advisory Board: In 2015, the Affiliate Board of Directors voted to add 5 permanent spots to their Advisory Board for TN members. The Chapter president retains their spot on the Board of Directors:

Over 14% of

members on

boards or in

community

leadership

Members for this term are:

- Samantha Davis
- James Jeter
- Elliott Johnson
- Kendra Oates
- Shanelle Patterson

NULYP Leadership:

- Brandi Richard, President
- Elijah Williams, Treasurer
- Hakimu Davidson, Membership









Leadership Development

Thursday Network is committed to developing community leaders within the chapter, in their respective professional industries, and throughout the region.

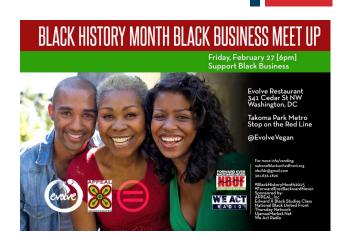


3rd Annual Entrepreneurship Conference April 2015

50 Participants, 207 Chapter Hours

This annual event, hosted in partnership with the National Society of Black Engineers DC and the Society of Hispanic Engineers DC, continues to grow into a premier training and networking event for established and aspiring entrepreneurs. The focus is on providing resources to minority business owners through workshops, an expo, and a business plan competition. GWUL Entrepreneurship Center Director Eldridge Allen presented.

In addition to our leadership training for the membership and community, Executive Board members receive development opportunities, like our Incoming Board Retreat and contribute to the leadership pipeline with targeted recruitment.



Black Economics: February 2015 45 Participants, 90 Chapter Hours

For the month of February, TN hosted 2 events in partnership with the National Black United Front to focus on black owned business support and growth.

- Black Economics panel discussion
- Black Business Meet-Up cash mob to celebrate a black owned restaurant

Leadership DevelopmentGeneral Body Meetings

The Personal & Professional Development Committee is committed to diverse programming to create well-rounded leaders strong in communications, interpersonal relationships, career success and economics

Each month, TN hosts a general body meeting focusing on a different topic of personal & professional development.

Meeting Highlights include:

- Passion to Profit Series: March & April 2015 147 Participants, 294 Chapter Hours
- Mastering the 5 Love Languages: Feb. 2015 112 Participants, 224 Chapter Hours
- IGNITE Leadership Conference: Jan. 2015 79 Participants, 158 Chapter Hours
- Voices & Votes: Advocacy for All: July 2014 55 Participants, 102 Chapter Hours

Other topics include: Building Your Legacy, Personal Fitness, Networking, Genealogy, African American Executives, and Mental Wellness



"...I had a great time on the panel last night imparting some knowledge of health and fitness with men and women of the Greater Washington Urban League Thursday Network. I love aligning myself with professional young men and women doing dynamic works." Deanna Jefferson, Celebrity Nike Trainer // GBM Panelist



+ Community Impact – Affiliate Service

Combating Police Brutality Action Plan

In August 2014, TN stepped up to lead an affiliate advocacy initiative around police misconduct. This launched the "Combating Police Brutality Action Plan" – a set of actions and town halls to proactively address law enforcement and community engagement in the region.



Call to Action Strategy Session:
August 2014

135 Affiliate Hours, 52 Participants



Know Your Rights Cards 1,500 info cards designed for distribution to area schools and partner organizations



Community Action Assemblies 4 Sessions: Sept. 2014-April 2015 240 Affiliate Hours, 83 Participants

Affiliate Service Opportunities

Thursday Network has made a concerted effort to increase partnerships and support of our affiliate. Activities include:

- Service on GWUL Event Committees
- Group Trips to Washington Nationals Games benefiting GWUL
- Increased Affiliate Giving
- Board of Directors & Advisory Board Membership
- Representing the affiliate at speaking engagements
- Scholarship Application Review
- Promotion of GWUL Services to Community
- Staffing Affiliate community events



Community Impact – Signature Programs

■ Young Blacks Give Back Month – Every May since 1994, TN has hosted a month-long service blitz to promote community service for young black professionals and celebrate TN's commitment to community all year long.



This year's events included:

- Barbershop Crawl to promote healthy living for black men
 - 11 Volunteers; 9 Barbershops; 23 Service Hours
- Anti-Bullying Scavenger Hunt for middle school students
 - 9 Volunteers; 10 Students; 21 Service Hours
- Mental Health Awareness Happy Hour
 - 36 Guests at a black owned business; \$290 raised for family mental health services in DC
- Family Health Fair
 - 9 Volunteers; 37 Participants; 140 Service Hours
- Sports Jam Field Day Competition & Scholarship Fundraiser
 - 46 Participants, 8 Volunteers, \$920 Raised

+ Community Impact

National Day of Empowerment Student Loan Bailout

Advocacy Training & Student Loan Debt
Advice

Speakers: Policy Expert on current legislation; Financial Aid Advisor on loan repayment plan options

16 Participants; 40 Service Hours

National Day of Service

STEM Career Fair

Presentation to Middle School Students on Engineering, Computers, and Chemistry

Speakers (2 of whom are TN members) led interactive presentations and Volunteers filmed video pieces to promote STEM to youth

17 Participants; 68 Service Hours







I EMPOWER Scholarship

Each year, TN awards deserving high school seniors with scholarships to support their freshman year of college.

This year's recipients receiving a total of \$3,000 are:

- Kysha Holliday
- Denica-Lynyl Santos

Community Impact

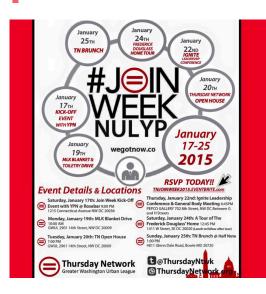
■ **Empowerment Academy**– Annually, TN holds a 7 week mentoring afterschool program at a local school. Weekly workshops focus on topics such as college preparation, financial literacy, and civic engagement. The last installment was held at Roots Public Charter school with 20 3rd-5th graders.



Service Event Highlights

- Habitat for Humanity: 14 Volunteers, 95 Service Hours
- DC Public Schools Beautification Day: 17 Volunteers, 32 Service Hours
- KEEN Sports-Recreational activities for children with developmental disabilities: 8 Volunteers,
 38 Service Hours
- Victory Heights Senior Center Annual Holiday Party: 14 Volunteers, 42 Service Hours
- National Center for Children & Families Holiday Celebration: 14 Volunteers, 70 Service Hours
- Black History Month Book Drive @ Chavez Public Charter: 6 Volunteers, 12 Service Hours
- Prince George's House Men's Shelter Interview Skills Workshop: 8 Volunteers, 16 Service Hours
- Prince George's House Men's Shelter Budgeting Workshop: 8 Volunteers, 11 Service Hours

Join Week 2015



15th **Annual MLK Jr. Blanket & Toiletries Drive:** The largest edition yet, this event gathers volunteers at GWUL HQ to assemble packages, then travel in teams to distribute items to the homeless community at various streets and shelters throughout the region. This year, we were honored to be joined by Secretary of US Department of Housing & Urban Development Julian Castro.

- 300 Volunteers
- 456 Toiletry Bags
- 170 Blankets
- 100 T-Shirts

33 New Members & Renewals during Join Week

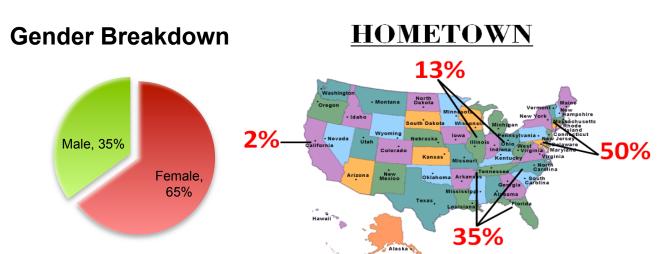
- Kick-Off Social at Rosebar co-hosted with the Northern VA Urban League Young
 Professionals Network
- Open House at GWUL Headquarters

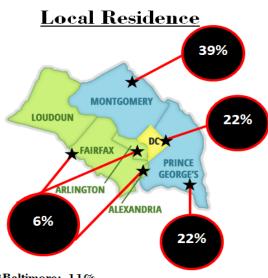
- Finale Brunch: Scholarship Fundraiser & Support of a black owned business
- Reflections on Black Leadership: Frederick Douglass House Tour



MEMBERSHIP DEVELOPMENT

TN's membership programming aims to meet the needs of our diverse representation of hometowns, local residences, industries, and experience levels.





Revamped New Member Orientation and Open House

- NMO held bi-monthly, on the 1st Saturday, this 2 hour training prepares members to be effective and engaged chapter members, followed by a brunch to welcome them to the YP family
- Open House held bi-monthly, on the 1st Thursday, interested guests receive an introduction to the organization then participate in a committee fair where they visit different booths to discuss chapter activities with chairs and officers



*Baltimore: 11%

MEMBERSHIP DEVELOPMENT



- Members Only Communications: listserv, President's newsletter
- Company Discount Programs: Zipcar
- Real Estate Event w/ Longtime Partner Donna Deluze

- Membership Handbook: new resource for all members including League history, chapter basics and a new member checklist
- Professional
 Development Hours:
 certificates provided to
 members for participation
 in GBM and workshop
 trainings
- Members Only Special Invitations: private reception for the Smithsonian National Museum of African American history and Culture

Social & Cultural Event Highlights

- Kwanzaa Celebration
- Around the World Embassy Tour
 - Black-Jewish Unity Seder
- Join Week Social w/ NVUL YPN
 - Join Week Brunch
- Frederick Douglass House Tour
- Museum of the Native American Tour
- Redskins vs. Eagles Watch Party
 - Members Only Cookout
 - Karaoke Night





+ MEMBERSHIP DEVELOPMENT

The TN Member of the Month series returned in January 2015 after a long hiatus to recognize our most dedicated and resourceful members! Some of our awardees include:



May 2015: Petry Ubri Member since: 2013 TN Scholarship Coordinator

"What I enjoy most about being a member of Thursday Network is the variety of community service events they offer and the opportunity to engage with a group of likeminded and motivated individuals"



March 2015: Chris Austin Member since: 2014 Community Service Committee

"My favorite thing about being a member of TN is the monthly GBMs where I learn so much about the stories of success from the various speakers"



April 2015: Kyle E. Williams Member since: 2014 Community Service, Fund Development and Personal & Professional Development Committees

"Thursday Network has been an invaluable asset to my life in the DC area"

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FUND DEVELOPMENT

■ Affiliate Give: \$17,721.68

- Hosted Black Tie & Sneakers Affair-Affiliate Gala After Party: \$8,119.68
- Sent GWUL Students to NUL Conference Youth Summit: \$7,625
- Golf Tournament Sponsor: \$1,500
- Event Support: \$266
- Corporate Gift: \$211 Donation from Grant Thornton through VP Oates

Thursday Network was honored to present the first official after party to the affiliate gala, the Black Tie & Sneakers Affair. As the sole sponsor, TN planned and funded the event. Guests joined directly from the Gala, as well as a new audience of YP's who came together for this celebration.



FUND DEVELOPMENT

Grant Funding: \$900

 Capital Cause awarded TN a #Justice4 grant in support of its Combating Police Brutality Plan



- \$1,000 raised at Cocktails for a Cause, event hosted by TN Member Ramona Jones
- \$2,185 raised through online crowd funding
- \$920 raised at Sports Jam

Corporate Funding: • In-Kind Funding:

AvalonBay: \$500Southwest Airlines

Pepco

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Safeway: \$250

Merchandise

T-Shirt Sales - New Special
 Edition designed for Join Week
 2015



While membership dues continue to be the highest source of revenue for TN, diversified sources of funding allow us to expand our programs and affiliate support



+ COMMUNICATIONS

TN employs a number of methods to keep its members and supporters in the loop on events and opportunities

- Weekly Newsletter: 2,000 subscribers
- Social Media: Updated Daily
 - Facebook: 1,529 Followers
 - Twitter: 1,753 Followers
 - Instagram: 662 Followers
 - LinkedIn: 275 Connections
- YouTube Channel
- Public Google Calendar
- Members Only Newsletter
- Members Only Google Group
- Scholarship Film with Students at Chavez Public Charter School

3 results of 4

Thursday Network: Bringing Professionalism and Service Together

There are moments in life when one can find themselves overwhelmed with possibility. For many, college graduation epitomizes that feeling. "What is next?" "Can I compete?" "Where can I contribute?" In looking for a place to find answers to those questions, many end up in an unexpected place.



Share Discuss By Charis A. Goff, president, Thursday Network May 27, 2015

Kwanzaa Brings Divergent Groups Together

Charis Goff had never been to nor participated in any Kwanzaa activity until Sunday when the organization she heads, the Thursday Network, partnered with the National Black United Front to produce the Ujima Kwanzaa Celebration.

Share Discuss By Barrington M. Salmon December 30, 2014



Police, Community Members Meet Amid Controversy

For months, Cherri Branson asked county officials to reveal the findings of an investigation into allegations of excessive force on a Germantown, Maryland, teenager. Her efforts, however, have remained futile because of a rule that protects such information.



Share Discuss By Sam P.K. Collins December 17, 2014

- Print Media:
 - Washington Informer: 3 articles
 - Ebony: Editorial by President Goff
- Radio:
 - Multiple "On Track" Radio Tapings // 95.5 FM
 - "The Daily Drum" // 96.3 FM
- TV
 - 2 episodes of "Sankofa Community Affairs"
 - "What is Thursday Network?"
 - TN's Police Brutality Action Plan



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2015 Volunteer of the Year



LaTricea Adams is currently serving her second term as TN Membership Chair. After stepping up for a mid-term appointment in 2014, she quickly became an invaluable resource to the team.

Highlights of her work include:

- Managing data and record keeping for the chapter
- Re-designing our new member program to include an extended, members only New Member Orientation and a new Open House model
- Overseeing a 35% increase in membership
- Honored as GWUL/TN Volunteer of the Year 2015

A dedicated volunteer, LaTricea only misses events when she is taking care of matters at Cesar Chavez Public Charter School as Director of Performance Metrics. Her charisma, talent and energy are a huge part of our gains in recruitment and retention!



YP Chapter Name: Thursday Network – GWUL Young Professionals

YP President Name: Charis A. Goff

Year Chapter Founded: 1992

Affiliate CEO Name: George H. Lambert, Jr.

(as of May 31, 2015)	2013-2014	2014-2015
Number of Members	96	132
Number of Chapter Volunteer Hours	N/A	5,647.5
Number of Affiliate Service Hours	685	1,628.5
Total Affiliate Dollars Given	\$15,123	\$17,721.68
Number of Corporate Sponsors	4	5
Number of Community Service Events	25	37
Number of Community Partners	94	96
Number of Sister Chapters Supported	4	7

Thursday
Network:
2015 National
Chapter of
Excellence

Signature:

Chair a. Doff

Signature:

Name: George H. Lambert, Jr.

Affiliate CEO/President

Name: Charis A. Goff YP Chapter President

Members of Distinction

The Thursday Network-GWUL Young Professionals of the National Urban League Young Professionals submits hereby Charis A. Goff as a Distinguished Chapter President:

In Good Standing: Yes

■ 100% Attendance on COP Calls: Yes

100% Attendance on Regional Calls: Yes

Total Volunteer Hours: 739

Affiliate Hours: 163

 Attended: NUL National Conference, LEAD [YP], Legislative Policy Conference, National Day of Service, National Day of Empowerment

Charis is now serving her fourth term as an Executive Board member with TN. Dedicated to the work and advancement of the chapter, she prioritizes it in time and energy. Under her leadership, significant gains have been made in affiliate engagement, advocacy efforts and new programming. She represents the chapter and affiliate whenever the opportunity arises.

The Thursday Network-GWUL Young Professionals of the National Urban League Young Professionals submits hereby Kendra Oates as a Distinguished Chapter Leader:

In Good Standing: Yes

Total Volunteer Hours: 330

Affiliate Hours: 80.5

 Attended: LEAD [YP], Legislative Policy Conference, National Day of Service, National Day of Empowerment

Kendra is serving her fourth Executive Board term with TN, her first as Vice President. Kendra maintains the commitment that awarded her as 2014 Eastern Region Member of the Year. Kendra sets the example for the team

Sister Chapter Support

Thursday Network enjoys the opportunity to support our fellow chapters in the movement!

I, Malissa Shaw, the undersigned, am the President of the Urban League Young Professionals of Metropolitan St. Louis Chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from the Thursday Network-GWUL Young Professionals. TN Members attended the following signature events during

Malina Shaw

I, Eric White, the undersigned, am the President of the **Greater Baltimore** ¹ Leadership Association Chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from the Thursday Network-GWUL Young Professionals.

E. With

I, Traci DeShazor, the undersigned, am the President of the Northern Virginia Urban League Young Professionals Network, and I confirm that my chapter has received support from the Thursday Network-GWUL Young Professionals.



I, Cynthia Daniels, the undersigned, am the President of the **Memphis** Urban League Young Professionals, and I confirm that my chapter has received support from the Thursday Network-GWUL Young Professionals.



I, Tereance R. Puryear, the undersigned, am the President of the Urban League of **Greater Atlanta Young Professionals** Chapter of the National Urban League Young Professionals, and I confirm that my chapter has received support from the Thursday Network-GWUL Young Professionals.



2014-2015

- New York Urban League Young Professionals' Rebirth
- Urban League of Hampton Roads Young Professionals' Summer Soiree
- Greater Baltimore Leadership Association's Masquerade Ball (participant in their shared revenue promotional program)
- Northern Virginia Urban League Young Professionals Network's Black Opal (as well as co-hosted multiple events)
- Memphis Urban League Young Professionals' Empowerment Conference (President Goff was a session panelist)

