



ANNUAL R.E.D. GALA



Urban League of
Essex County

Celebrating Racial Equity, Diversity, and Literacy

October 16, 2024



MISSION

The mission of the Urban League of Essex County is to promote the economic advancement of African Americans and disadvantaged residents. We deliver on our mission through effective programs and services in education, youth development, job readiness, employment assistance, financial education and coaching, housing counseling services, and community building.

OUR WORK

For over a century, the Urban League has worked tirelessly to promote social justice and help underserved residents of Essex County become independent and productive members of their communities. From advocating for African American workers' rights after the Great Depression to the 1967 riots in Newark to this very day, the Urban League has always been on the front lines of the movement for social justice and equity. During the second half of the 20th century, the Urban League began to train residents in the 'soft skills' of business, successfully placing them in white-collar jobs that had previously been unavailable to blacks at companies such as Prudential Financial and New Jersey Bell Telephone (now Verizon). In the 21st century, the Urban League engages Essex County residents to ensure that their direct needs are being met and that they have the resources and skills to succeed in the modern economy.

Our programs and services are designed to build racial equity and celebrate the rich diversity of our communities. We provide these services to individuals and families with dignity as we advance needed societal change to empower communities and changing lives. From early childhood education to senior job training, we are invested in raising the quality of life for all we serve. From better jobs, supporting [our] youths' aspirations, healthy living programs, and building secure housing, we work to create vibrant local economies in underserved communities throughout Essex County.



LITERACY CRISIS -- THE URGENCY OF NOW

More than 80 percent of third graders in Newark district schools cannot read on grade level. At five district schools, just one third grader passed the state reading exam last Spring. At five other schools, just three third graders passed. Large numbers of young people, both those who are enrolled in school and those who have dropped out or graduated, lack the skills that are critical to their future—the ability to read, write, speak, and think well enough to meet the demands of employment, higher learning, and active citizenship.

Turning this trend around will be a significant challenge; one that urban communities feel the urgency to meet. Improving schools is a critical part of the answer. Helping schools to improve literacy development will require involvement and pressure from all sectors. Supporting students to focus upon and develop the literacy habits and skills they need to be successful will require a multi-pronged concerted effort—one that includes schools, families, community organizations, businesses, policymakers, and youth themselves. It will take engaging, motivating, and supporting multiple stakeholders to simultaneously take action and build upon existing capacities to make literacy development a community-wide priority.

URBAN LEAGUE RESPONSE

We believe in the power of educational equity to overcome systemic racism, poverty and inequities in our society. We are launching a community-wide literacy initiative to mobilize communities to promote literacy. We plan to build a Literacy Center in Newark. The Center will serve as a community hub to promote literacy through direct support for children, families, teachers, and community members.

The Center will be part of a development project, called Fairmount Commons, which is being developed on the site of the former Ambassador Chicken on South Orange Avenue which is next to West Side High School. The project consists of 50 units of affordable housing above a 9,000 square foot ground floor space. We will break ground on the apartments this summer and the Center would open in September 2025. The ground floor space will provide free reading tutoring, interactive writing and theater training. The Center will provide professional development activities in literacy for teachers and parents, as well as advocacy training to leverage laws and policies to strengthen initiatives for literacy development and to hold elected officials accountable.

YOUR SUPPORT OF OUR [GALA](#) WILL DIRECTLY FUND THE CAMPAIGN FOR THE LITERACY CENTER. PLEASE HELP THE URBAN LEAGUE ADDRESS THE URGENCY OF THIS CRISIS!

READING IS A CIVIL RIGHT.



URBAN LEAGUE OF ESSEX COUNTY

PROGRAMS + SERVICES

Jobs & Financial Empowerment:

Pre-Apprenticeship Programs in Construction
Technology Training and Education
Employment Opportunity Services and Workforce Training
Senior Program
Financial Opportunity Center

Education & Youth:

NAEYC-Accredited Childcare and Pre-school
Tech House
Opportunity Youth and Reentry Programs
Afterschool and Summer Programs

Housing & Neighborhood Revitalization:

Affordable Housing Development
HUD-Approved Housing Counseling
Renter Counseling and Emergency Services
Foreclosure and Eviction Mitigation
Small Business Relief and Resource Access
Community Gardens and Nutrition Education
Community Organizing and Civic Engagement Opportunities

Wraparound Social Services:

SNAP Benefits Access
Emergency Food Relief
Senior Services

Members + Volunteers:

Urban League of Essex County Guild (40 and over)
Urban League of Essex County Young Professionals (40 and under)
Corporate Community Service Events



AWARDS PRESENTED AT THE R.E.D. GALA

Community Impact Award Honoree

[MOSAIC - NJ ADVANCE MEDIA](#)

We are Mosaic because we are New Jersey, a state that is a collective of people from different ethnicities, experiences and races. It is this diversity that makes us extraordinary. OUR MISSION: To celebrate the richness of our diverse cultures, amplify voices often muted by media, strengthen bridges across our communities, and foster meaningful conversation and community engagement through compelling storytelling. We'll do this with our team of experienced journalists and photographers from the state's largest news provider - NJ.com, along with support from talented freelancers and our partners from other media sites. Together, we'll report on the important issues that directly impact our distinct communities, tell you where to find good food and great entertainment and share enlightening or thought-provoking stories from the most interesting and innovative people who call the Garden State home. Mosaic is a space where we all can feel seen, valued and empowered.

Former honorees include:

Audible

Victoria Foundation

Community Foodbank of New Jersey

James Rhee (Ashley Stewart)

Corporate Citizen Award Honoree

[PNC GROW UP GREAT - PNC BANK](#)

For 20 years, PNC Grow Up Great® has helped children from birth to age 5 discover their love of learning. By supporting and delivering engaging programs, experiences and resources, we're helping to create a world of opportunities for the next generation and beyond. Volunteerism has been a key to our success. Throughout the year, our employees are invited and encouraged to take an active role in supporting early childhood education through PNC Grow Up Great. Each April, we double down on those efforts by facilitating supply drives, school visits and volunteer events during Great Month.

Former honorees include:

ADP

Wells Fargo

Horizon Blue Cross Blue Shield of New Jersey

Verizon

PSEG

Whitney M. Young, Jr. Award Honoree

JOSEPH C. CORNWALL CENTER FOR METROPOLITAN STUDIES

Established in 2000, the Joseph C. Cornwall Center for Metropolitan Studies works to bring the campus's intellectual talent and other resources to bear on the challenges of improving the quality of life in urban communities across the state. The Cornwall has been a signature component of Rutgers University-Newark's commitment to be an anchor institution for the Newark metropolitan area. The Center sponsors research projects, publications, conferences, symposia, seminars, workshops, public forums, and incubates projects translating research into effective practice. We are committed to rigorous research that produces usable knowledge for the public, a private and non-profit sector that moves us toward a more just world. In all its work, Cornwall is especially concerned with supporting the most vulnerable urban populations.

Former honorees include:

Jacob Walthour, CEO Blueprint Capital Advisors

Former New Jersey Lt. Gov. Sheila Y. Oliver

Andrea McChristian, Law and Policy Director, New Jersey Institute for Social Justice

Elsie Boddie, Secretary and Co-founder of The New Jersey Coalition for Diverse and Inclusive Schools

Honorable Ras J. Baraka, City of Newark Mayor

William M. Ashby Award Honoree

SOURCE OF KNOWLEDGE BOOKSTORE

Since 1992 Source of Knowledge has been serving the community of Newark, NJ. What began as a bookstore has evolved into a community center that centers Black art, Black literature, culture, and community. We create space for young people to discover themselves amongst our shelves, for students to dig deeper into Radical Black thought and for local Newark artists to gather in community and love.

Former honorees include:

SEIU 32BJ

Mildred C. Crump, Former Newark Council President

Joseph R. Jingoli, Jr. (JINGOLI)

Maria Yglesias and Maria Del Mar Lopez (M&M Development)

Joel Bloom (NJIT President)



ULEC SPONSORSHIP PACKAGES & AD SPACE OPPORTUNITIES

Wednesday, October 16, 2024

6 pm EST

Black, White and R.E.D. All Over

SPONSORSHIP PACKAGES

CATALYST - \$50,000	LEADER - \$25,000
<ul style="list-style-type: none"> • Twenty (20) VIP, In-Person Invites • Two (2-minute) pre-recorded video messages - "Community Service" and "Marketing" • Press release announcing sponsorship; media and calendar alert inclusion • Digital presence – website, social media, e-mail, and front-of-book, full-page, full-color ad in digital ad journal • High-visibility corporate logo on all print and digital Gala materials • Opportunity to add a premium gift to the VIP R.E.D. Gala Gift Bag; twenty (20) gift bags for invited guests • Special recognition from the Emcee during the live event 	<ul style="list-style-type: none"> • Ten (10) VIP, In-Person Invites • One (2-minute) pre-recorded video message - "Community Service" • Press release announcing sponsorship; media and calendar alert inclusion • Digital presence – website, social media, e-mail, and full-page, full-color ad in digital ad journal • Corporate logo on all print and digital Gala materials • Opportunity to add a premium gift to the VIP R.E.D. Gala Gift Bag; ten (10) gift bags for invited guests • Special recognition from the Emcee during the live event
ADVOCATE - \$10,000	CHAMPION - \$5,000
<ul style="list-style-type: none"> • Ten (10) VIP, In-Person Invites • Media and calendar alert inclusion • Digital presence – website, social media, and 1/2-page, full-color ad in digital ad journal • Corporate logo on all print and digital Gala materials • Opportunity to add a premium gift to the VIP R.E.D. Gala Gift Bag; ten (10) gift bags for invited guests • Special recognition from the Emcee during the live event 	<ul style="list-style-type: none"> • Ten (10) VIP, In-Person Invites • Digital presence – website, social media, and 1/4-page, full-color ad in digital ad journal • Corporate logo on all print and digital Gala materials • Opportunity to add a premium gift to the VIP R.E.D. Gala Gift Bag; ten (10) gift bags for invited guests • Special recognition from the Emcee during the live event
TABLE FOR 10 + VIP SEATING + FULL-PAGE COLOR AD + WEBSITE PRESENCE - \$3,500	

AD JOURNAL SIZES

Full-page (8.5"w x 11"h – horizontal)	Corporate – \$2,500	Small Business – \$1,000	Individual – \$350
Half-page (8.5"w x 5.5"h – horizontal)	Corporate – \$1,500	Small Business – \$500	Individual – \$200
Quarter-page (4.25"w x 5.5"h – vertical)	Corporate – \$550	Small Business – \$250	Individual – n/a
Business Card (3.5"w x 2"h – horizontal)	All levels - \$150		

<https://tinyurl.com/ULECREDGala24>



THE 2024 R.E.D. GALA – CELEBRATING RACIAL EQUITY & DIVERSITY

Your giving supports community jobs, education, civil rights, and economic stability. On behalf of the underserved families we serve, we appreciate your generous contribution.

FOR ADVERTISERS: This form authorizes ULEC to publish the attached advertisement in digital presentations.

Advertisement must be pre-paid and submitted on or before **Monday, September 30, 2024**. E-mail your camera-ready artwork in both formats - PDF, JPG, 300 DPI – to adjournal@ulec.org. Ads received after this date are not guaranteed to be in the journal unless otherwise stated.

CONTACT INFORMATION				
Company/Organization (if applicable):		Primary Contact / Authorized By (Please Print):		
Address:		Primary Contact Signature:		
City/State/Zip:		Primary Contact E-Mail:		
Primary Contact #:		Alternate Contact (Please Print):		
Website (page for community service):		Alternate Contact E-mail:		
FB:	IG:	LinkedIn:	Twitter:	YT:
Please specify your level of participation in the corresponding box below (indicate all that applies):				
Sponsorship (Level, Cost):		Ad Journal (Size, Category, Cost):		Donation (Amount):
Form of Payment (if you need to be invoiced, please let us know): <input type="checkbox"/> Check # _____ <input type="checkbox"/> Credit Card # _____ Exp. _____ Date: _____ CVV: _____				Total Amount:

Send this completed form to - gala@ulec.org. Make checks payable to / send checks to:
Urban League of Essex County - ATTN.: #ULECREDGala24 - 508 Central Avenue - Newark, NJ 07107

Thank you for your commitment to improving the lives of disadvantaged Essex County residents. ULEC is a certified 501c3 nonprofit, and your contribution is tax deductible to the fullest extent allowed by law.

FOR ULEC OFFICE USE ONLY:

TO PURCHASE TICKETS, SPONSORSHIPS, ADS & TO DONATE

<https://tinyurl.com/ULECREDGala24>