



*Building Pathways to Prosperity*

20 09

ANNUAL REPORT

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The cover photo is youth of Urban Ed captured by Kevin Y. Kenner during our 2009 Lil Bitties summer program. Urban Ed thanks Kevin for his outstanding photography work and contributions to us. Contact Kevin Y. Kenner at [kykenner@yahoo.com](mailto:kykenner@yahoo.com).

## Letter from President and Founder

*“We have quietly served over 800 youth and families and made a significant difference by moving those in need toward self-sufficiency.”*

Dear Friends of Urban Ed,

Just like any great invention, since the beginning, our original vision has certainly surpassed our initial thinking. Now over 9 years later, Urban Ed has been an organization led by just a few compassionate individuals, whose humility, dedication and focus has taken so many of our children, youth and young adults that otherwise would have been on our street corners, prisons, homeless, drug-addicted and uneducated to levels in their lives that has left a positive footprint in them and their families forever. We have quietly served over 800 youth and families and made a significant difference by moving those in need toward self-sufficiency. In our own subtle way, knowing and often not knowing, credit and often no credit, we have been able to transform so many in a city that is one of the worst in the nation in terms of social issues. Those we work with now understand and desire the importance of life-long learning, practice solid work ethic, aggressively seek career skills, and appreciate how community can care and be there for them and their families to ensure permanent progress. Urban Ed has become a true vehicle of inspiration, change and difference and our future is evolving to new ideas that are aligned with the demands of the upcoming century. Innovation, forward thinking and maintaining the same modesty from the past, we are continuing our path of creativity, but what strengthens us is that we are informed from our past and insightful about our future to more systematically address the educational needs of children, youth and parents most in need in our communities. I personally thank everyone that has shared the vision and look forward to reaching our 10 year benchmark, together. Now that I reflect, I know that Urban Ed is part of the solution!



Roxanne J. Williams  
President, Urban Ed

## Letter from Board Chair

*“Our board of directors remains committed to working hard to provide opportunities for economic advancement to under-served individuals and families in D.C., and we have some exciting new programs planned for 2010 – our tenth anniversary year.”*

Dear Friends of Urban Ed,

This is a very exciting time for Urban Ed. Thanks to your support, we were able to continue providing needed services during the tough economic times that we’ve all endured. It wasn’t always easy, but we’re still here! And thanks to the continued support of our funders, staff, volunteers and friends, Urban Ed is doing better than ever.



I am incredibly proud of the work we have done. Our graduates are working in national and local government agencies, corporations and small businesses. Some have gone on to attend college or start their own businesses. When you read about them in this Annual Report, please know that your support helped make their success possible.

We are also very pleased with our great new location in the Anacostia Professional Building – our wonderful new space enhances our ability to provide quality education and activities for participants.

Our board of directors remains committed to working hard to provide opportunities for economic advancement to under-served individuals and families in D.C., and we have some exciting new programs planned for 2010 – our tenth anniversary year. We look forward to continuing this important journey with you.

Claudia L. Askew, APR  
Chair, Urban Ed Board of Directors

## Mission and Vision

*“Urban Ed has helped me to get far and given me a better opportunity. I recommend people to Urban Ed because it has great programs that helps people get ahead in the world.”*

**Earl Postell,**  
Management  
Information  
Systems Candidate  
Prairie View  
A&M University



### Mission Statement

The mission of Urban Ed is to provide technology education, information and skill development to unemployed and underemployed youth and young adults. We use technology in creative ways to (1) help persons in need gain marketable workplace skills in the information technology field and (2) help the children of these families who are not scoring at proficient in school gain academic enrichments.

### Vision Statement

Urban Ed’s vision is to transform disenfranchised youth and young adults into high-performing, well-paid members of the technology workforce by:

- Being a leader in providing advance technical training in industry-recognized certifications;
- Strengthening community and corporate partnerships; and
- Adopting best-in-class business practices to evaluate performance and demonstrate results.

## About Urban Ed

*“It is a great program that gives youth a lot of opportunity and keeps us off the street. You gain a lot from it.”*

Antonio Burrell,  
Youth Detention  
Security Officer  
Government of the  
District of Columbia



Urban Ed, Inc. is a community development organization whose purpose is vocational education utilizing technology. Our programs serve as the catalyst for systematic change among the segment of the population that has been disenfranchised due to their low income levels, their academic performance, their race and in some cases their delinquent background. We promote leadership, academic performance, and workforce preparation to enable underserved youth to be competitive members of society. Our programs include:

### Young Adults

Our TechnoForce and TechnoOffice programs are for the young adult population and provide certification level technology training for becoming a computer technician or certified under Microsoft's new business certification. In 2010 this program will become the District's only IT apprenticeship.

### Teens

Our TechnoAcademy provides teens with technical and workplace skills, academic support and leadership development. This program is part of the city's developing teen diversion program to help at-risk youth reduce risky behaviors.

### Children

The TechnoCamp provides academic enrichments to children in kindergarten through third grades. This is a summer enrichment program that utilizes Urban Ed's customized technology curriculum that is fully aligned with the DCPS school standards.

## Recent Program Success

*"I came to Urban Ed with the thought that this was going to just be something to do to pass spare time. Following my first round of classes I became certified and could not stop.*

*Now I am a full time computer instructor and eager to continue to learn more while giving back what I now know all thanks to Urban Ed."*

**Ericka Holsey**  
Former Program  
Coordinator,  
Urban Ed, Inc.

*(now a stay at home  
mom with her new born  
baby girl)*



Changing mindsets and communities is not an easy task and Urban Ed has accomplished a lot in terms of instilling in those that do not traditionally work, an appreciation for work ethic and plans of action for a career. As a very progressive organization with a committed team each year our accomplishments are impressive even in the face of tough economic times.

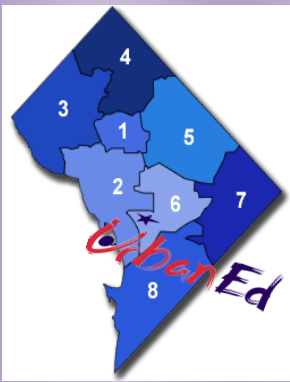
Since 2002, Urban Ed has:

- Served more than 800 youth and young adults;
- Provided over 87,000 hours of technical education and career/academic support
- 91% of our graduates gain employment and internships, stay in school, or pursue formal vocational continued education.

During 2008 - 2009, Urban Ed has:

- Served 218 young adults, teens and children;
- Prepared them for careers as information technology (IT) technicians or as office support staff; and
- Provided out-of-school time enrichment to help in the subjects of math, reading, art as well as an elementary level of computer science.

## Our Community



Based in historic Anacostia, our area of the city has a total population of 141,445 people accounting for 24% of the District's population. The general demographics of our population include:

- An average poverty rate of 42.2% compared to 20% city-wide<sup>1</sup>
- Over 54% of our children under the age of 18 live in poverty compared to 23% city-wide<sup>1</sup>
- Unemployment is nearly 25.6% compared to the current 11.1% for the entire District<sup>2</sup>
- Average wages are at \$29,560 compared to the city-wide average of \$78,478<sup>2</sup>
- Over 43% of all violent crimes committed in the District are within our neighborhoods with 57% of all deaths to children and youth taking place in our Wards 7 and 8.<sup>3</sup>
- Overall in the District, 15% of teens dropout of school and do not work<sup>4</sup>
- 37% do not have a high school diploma or equivalency and only 5% have continued education<sup>4</sup>
- 20% of children live in households where the head of household is a high school dropout<sup>4</sup>
- Overall our population within our core neighborhoods is 98.2% black with 75.4% of households headed by females with children<sup>4</sup>

<sup>1</sup> Statistical data from NeighborhoodInfo DC, a partnership between the Urban Institute and Washington, DC Local Initiatives Support Corporation (compiled DC Agenda 2004)

<sup>2</sup> Statistical data from DC Department of Employment Services 2009 and DC Networks, September 2008

<sup>3</sup> District of Columbia Blue Ribbon Commission on Youth Safety and Juvenile Justice Reform 2001 Final Report and DC MPD First Quarter 2009 Arrest Reports

<sup>4</sup> Statistical data from Annie E. Casey Kids Count Data 2009 and NeighborhoodInfo DC  
Urban Ed, Inc. Annual Report © 2008-2009

**Message  
from  
Urban Ed  
Participant**

*“Urban Ed to me means there is a chance for the people in our community to improve themselves without going into debt, especially during this recession, this is some very needed help.”*

**Kevin Whitley**  
Desktop  
Administrator  
Arlington County  
Government

When I was out of work after a dead end job laid me off, I was going to the employment center to find a job, sending emails and faxing resumes. I learned about Urban Ed from a flyer I saw in the center and said it's time for a change. I called and set up an appointment and was luckily accepted into the program. I started attending classes twice a week and this has turned out to be one of the best investments I ever made. The class size was small so it was a lot of interaction, teamwork, and networking.

I liked the fact that Urban Ed had prior students come to the school and lecture or share their experiences and knowledge with us and for me this was a great motivator. We learned about hardware, software, peripherals, networks, Wi-Fi, LAN, WAN and how everything connected or worked together. They have wonderful instructors that took the time to break the lessons down and because of the small classes they were able to give each individual their own time as needed. They would go out of their way to give you that undivided attention.



The class wasn't just all textbook work either, we had our lab time as well that only doubled my chances of success. The hands on in the labs was a great help because I'm a hands on person so to actually see, touch, name and install components that I would be installing at an actual job sealed the deal for me. Having people come in from companies that had been in the field was another outstanding point and each of us teaching and learning together made class and teamwork much easier.

To me Urban Ed is a means to a career not a dead end job because there is a lot of mobility in IT. So Urban Ed to me means there is a chance for the people in our community to improve themselves without going into debt, especially during this recession, this is some very needed help. Today I work for a government agency and I have choices and opportunities because Urban Ed and I took the time to educate me and now I'm a certified professional. Being thankful that Urban Ed gave me this chance that at any time they need some assistance with anything such as someone to share their knowledge or experience, I'm always available.

## Message from Urban Ed Parent

*“What Urban Ed  
accomplished in  
my grandson’s  
life in seven  
words:*

*Understanding,  
Respect,  
Beginning,  
Answers,  
Nurturing,  
Education,  
Dynamic.”*

Kay Johnson  
Grandparent,  
Urban Ed  
Participant



My name is Kay W. Johnson and I am honored to speak with you this evening. Two years ago, my grandson was a victim of economic and educational failure. However, he was introduced to Urban Ed, Inc., and a positive change occurred in his life. This evening I am going to describe to you what Urban Ed accomplished in my grandson’s life in seven words.

The first word begins with a U.

**Understanding.** Antoine was introduced to teachers and leaders of understanding, who know how to provide uplifting and strengthening of the inner soul.

The second letter begins with R.

**Respect.** He was guided into a program that offered him responsibility and rebuilt his sense of respect for himself and for his community.

The third word starts with a B.

**Beginning.** My grandson overcame his negative outlook because he was provided with a New Beginning.

The fourth word begins with an A.

**Answers.** At the age of 19, my grandson had tons of questions about his future, but no answers. Urban Ed gave him guidance and positive answers regarding his career goals.

The fifth word begins with N.

**Nurturing** means to encourage someone in growth and development. Urban Ed mentored my grandson successfully.

The sixth word begins with an E.

**Education.** The sparkle in my grandson’s eyes showed us that he was receiving instruction, knowledge, skills and abilities from professionals who care.

The seventh and last but not least word begins with a D.

**Dynamic.** Every day Antoine sang praises about the dynamic leadership of Urban Ed. He spoke highly of them as role models and as instructors. We are convinced that Urban Ed’s staff is the type of teachers that our youth need today.

Thank you Urban Ed for being a permanent icon in our family. We will never forget the diamonds you sprinkled in our lives.

## Urban Ed



Urban Ed's Lil Bitties  
TechnoCamp



Urban Ed's TechnoForce Graduates



Urban Ed's Teen TechnoAcademy



Urban Ed Sponsored  
Pom Pom Team

## Urban Ed's Leadership



**Claudia Askew**  
Chair

ASQ Communications



**Torin Ellis**  
Secretary

Second Motive



**Hilary Gambale**  
Board Member

CLMS, LLC



**Kirsten Hongisto**  
Board Member

QED Group, LLC



**Desirée A. Knight**  
Board Member

Events By Knight



**Victoria Weaver**  
Board Member

ALTOR Technology  
Solutions, LLC



**Roxanne J.  
Williams**  
President

Urban Ed, Inc.

### Corporate Advisory Board

**Melissa Fritz**  
*Wachovia*

**Kevin Johnson**  
*Tech Opps, Inc.*

**Michael Jones**  
*Cisco Systems, Inc.*

**Steven Oriol**  
*Prudential Financial*

**Tracy Roberts**  
*SkillSoft Corporation*

**Margaret Singleton**  
*DC Chamber of Commerce*

**Ken Williams**  
*Allied Telecom*

## Community Partners



Believing that every child in the District of Columbia deserves a Fair Chance to succeed, the mission of Fair Chance is to strengthen the sustainability of nonprofit organizations and their leaders to transform the lives of children and youth living in poverty.

*“Urban Ed meets its participants where they are regardless of their current situation, supports them in developing the skills they need to thrive in society, while encouraging them along the way. Urban Ed has created a safe haven in Anacostia while serving as a beacon of hope for young people who are in need of real solutions for real problems.”*

***Reginald Grant, Capacity Building Specialist***



### Community Partners

Center for Neighborhood Enterprise Hands Across Network  
Court Services and Offender Supervision Agency  
DC Jobs Council  
DC Public Schools  
Far Southeast Family Strengthening Collaborative  
Maya Angelou Public Charter School

## Donors and Supporters

*“Since taking the class at Urban Ed my skill level has improved drastically and I have had many job offers since having my A+.”*

**Apryl Hunter**  
Desktop Support  
Tier 2 Technician,  
L3 Communications



Urban Ed thanks all of those that have contributed to our efforts over the past two years. Your contributions both monetary and in-kind have been key to our success and ability to make a difference in the lives of so many in need. To our friends, colleagues and family, you pulled us through during our contingency years and we can't say thanks enough for being there and making sure we met our goals. We also thank those corporations, foundations and government agencies that continued to share our vision even during tough economic times.

### **Corporations, Foundations, Government**

Allied Telecom  
Center for Neighborhood Enterprise  
Cisco Systems  
Clark-Winchcole Foundation  
DC Children and Youth Investment Trust Corporation  
DC Department of Human Services, Income Maintenance Administration  
Far Southeast Family Strengthening Collaborative  
Office of the Deputy Mayor for Planning and Economic Development, Neighborhood Investment Fund  
TJX Companies/TJX Foundation  
Verizon Foundation  
Wachovia Foundation

### **In-kind Donations**

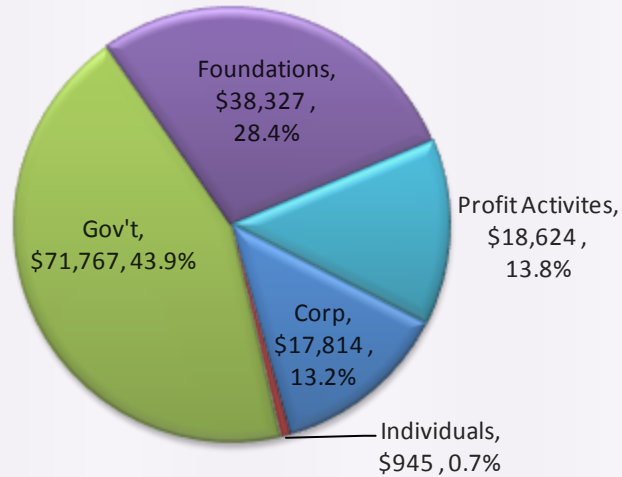
Adduci Mastriani & Schaumberg LLP  
Fair Chance  
Hogan & Hartson  
National Cristina Foundation  
Sterling Moore

### **Individuals**

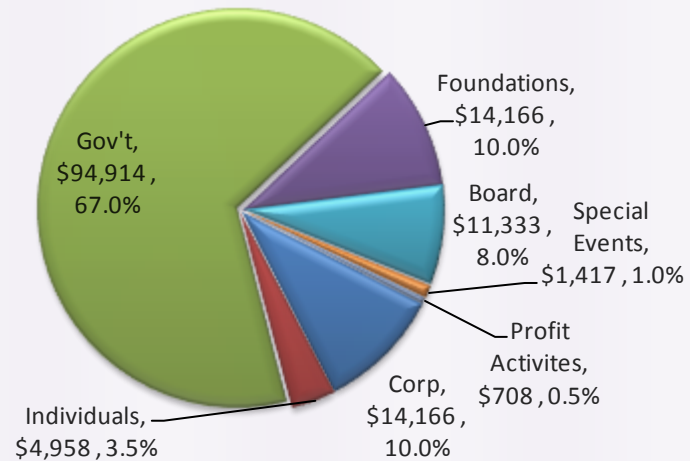
For privacy purposes, we will not list individual names. However, Urban Ed sincerely thanks each and every individual that contributed to us over the past two years.

**2008-2009  
Financial  
Highlights  
(Contingency  
Years)**

**Urban Ed Revenue  
2008 Year  
\$134,955**



**Urban Ed Revenue  
2009 Year  
\$141,663**



**2008-2009**  
**Financial**  
**Highlights**  
*(As of September 30,*  
*2009)*

<b>Assets</b>			
<b>Current Assets</b>		<b>Current Liabilities</b>	<b>\$15,489</b>
Cash & Equivalents	<b>\$3,130</b>		
Pledges & Receivables	<b>\$79,124</b>		
Prepaid Expenses	<b>\$1,059</b>		
<b>Total Current Assets</b>	<b>\$83,313</b>	<b>Net Assets</b>	<b>\$76,308</b>
Fixed Assets	<b>\$5,223</b>		
Other Assets	<b>\$3,261</b>		
<b>Total Assets</b>	<b>\$91,797</b>	<b>Total Liabilities and Net Assets</b>	<b>\$91,797</b>

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[www.urbaned.org](http://www.urbaned.org)

Combined Federal  
Campaign # 34840