



Urban League of
The Upstate

ANNUAL IMPACT REPORT

Fiscal Year 2024 - 2025

EMPOWERING COMMUNITIES. CHANGING LIVES.



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HISTORY & ORGANIZATIONAL OVERVIEW

The National Movement

The Urban League is a historic civil rights organization dedicated to economic empowerment and elevating the standard of living in historically underserved urban communities. Founded in 1910, the National Urban League leads nearly 100 local affiliates across 36 states, providing direct services that impact millions nationwide.

Urban League of the Upstate (ULUS)

The Upstate affiliate was established in 1972 by community leaders in Greenville, with the goal of creating a community-based organization committed to the principle of equal opportunity. Originally the Greenville Urban League, the name changed to Urban League of the Upstate in 1997 to reflect the broader reach across Greenville, Spartanburg, and Anderson Counties.



MISSION & LEADERSHIP

Mission Statement

To advance equity by empowering the Black community and underserved individuals throughout the region.

"As we reflect on the 2024-2025 program year, I am deeply proud of the transformational progress achieved. This year has been defined by growth—of services, partnerships, families supported, and the communities we are honored to serve."

DR. GAIL WILSON-AWAN
President & CEO

"It is my privilege to reflect on the 2024-2025 program year, a time defined by meaningful progress and unwavering commitment to the Urban League's mission. The Board of Directors remains dedicated to guiding this mission with strategy, integrity, and vision."

STACEY D. MILLS
Board Chair

Organizational Summary

This fiscal year marked significant growth in services, partnerships, and community reach. The expansion of the McClaren Institute for Health & Quality of Life, Spartanburg Entrepreneurship and Career Development Center, and continued development of the Jane Edna Hunter Empowerment Center demonstrate ULUS's commitment to economic mobility, lifelong learning, and community well-being.

Clients Served: Over 9,000

Active Partnerships: 30+

Education



Workforce



Health



Advocacy



2024-2025 FINANCIAL NARRATIVE

Fiscal Year: July 1, 2024 – June 30, 2025

The Urban League of the Upstate (ULUS) concluded Fiscal Year 2025 in a strong and stable financial position, marked by significant growth in assets, expanded program capacity, and sustained community investment.

Financial Position

ULUS closed FY25 with total assets of **\$3.28 million**, up from \$564,272 the prior year. Key drivers of asset growth included:

- Acquisition and development of 821 Whitlock Street, future home of the ECDC Center
- Increased liquidity from multi-year grants and pledges
- Strengthened restricted and unrestricted cash balances

Total liabilities remained low at \$241,354, supporting a solid financial foundation. Net assets increased to \$3.04 million, demonstrating strong stewardship and continued organizational health.

Revenue & Expenditures

Revenue: ULUS generated \$1.7 million in operating revenue, supported by Corporate & Foundation Support (\$885k) and Government Contributions (\$653k). An additional \$2.73 million (sale of Gandy Allmon Manor I) driven by capital investments brought total annual revenue to **\$4.44 million**.

Expenditures: Total FY25 expenditures were **\$1.73 million**, focused on strengthening programs, operations, specifically in Salaries & Benefits and Contracted Services.

FINANCIAL DATA (FY25)

Revenue Breakdown



- Corporate/Foundation (51.9%)
- Government (38.3%)
- Individuals (9.8%)

Total Annual Revenue: \$4.44 Million
(Includes Operating + Capital)

\$2.7M
NET REVENUE GAIN

\$3.28M
TOTAL ASSETS

FY 24 CUMULATIVE SOCIAL IMPACT



9,000

Nine Thousand

COMMUNITY IMPACT

9,000+

CLIENTS SERVED

30+

ACTIVE PARTNERS

7

MAJOR PROGRAMS

Education

Goal: Every American child is ready for college, work, and life. Programs focus on academic success, college readiness, and family support.

206 youth served

100% grade promotion

84,672

STUDENT
ENGAGEMENT HOURS

834

PARENTS ENGAGED

Workforce Development

Goal: Access to jobs with a living wage and benefits. Focused on innovation and high-growth creative industries.

Studio 9.22 film training

ECDC entrepreneurship coaching

123

48 HR FILM
PARTICIPANTS

46

VERIZON SKILL GRADS

Health & Wellness

Goal: Access to quality and affordable health care solutions. Led by the McClaren Institute.

12 Community Health Events

Mental Health & Nutrition Workshops

6k+

TOWN HALL ATTENDEES

800+

WELLNESS CLIENTS



"Being able to access care, and to be welcomed by a Spanish-speaking representative made my family feel seen, safe, and cared for."
Participant, Mobile Clinic

FY 25-26 GOVERNANCE & LEADERSHIP

Executive Team (Staff)

Dr. Gail Awan - President & CEO
Kim Arnold - VP of Operations
Dr. Fellicia Smith - VP of Resource Development
Maria Arnold - Special Projects Manager
Dr. EJ Anderson - Senior Advisor for Family Empowerment & Student Success
Dr. Ankoma Anderson - Program Director, Jane Edna Hunter Empowerment Center
Dr. Asa Briggs - Program Director, McClaren Institute
Victor Durrah - Program Director, ECDC
Lakesa Whitner - Program Director, Studio 9.22
Ashley Crane - Program Manager, 48HR Film Project

"These partnership ensures that the growth of our region is inclusive and that opportunities are accessible to all."~ Dr. Gail Awan, President & CEO, Urban League of the Upstate



Board Leadership & Committee Chairs

Stacey D. Mills - Board Chair
Juana S. Slade - Vice Chair
Dr. Jacqueline Blakely - Board Secretary
Jessica Dawkins - YP President & Board Treasurer
Frankie A. Harris - Development Chair
Desmond Hall Jr. - Guild President & Audit Chair
Michelle Jaspar - Advocacy Chair
Sylvain A. Mbezele - Governance/Personnel Co-Chair
Wendy Walden - Governance/Personnel Co-Chair
Dr. Dwain C. Pruitt - Program Chair

Board of Directors

Dr. Serge Afeli	Scott Johnston
John DeWorken	Elisa R. Lopez
Joshua Foster	Dr. Jessica Minor
Anna Gramling	Dr. Manisha Shanbhag
Jay Jenkins	Christopher A. Smith

Young Professionals Executive Team

Jessica Dawkins- President
Alicia Shaw - Vice President
Nikeya Williams - Secretary
Sharae Walker - Treasurer
Lekesha Quarles - Marketing & Multimedia Chair
Joannndra McCrea - Advocacy & Community Service Chair
Cornelius Morrison - Economic Empowerment
Cosmas Dickey - Membership Chair
Danielle Richardson - Parliamentarian
Revis Butler - Immediate Past Chair

Guild Executive Team

Desmond Hall, Jr.- President
Nina Dunlap - Vice President
Myra Morant - Secretary
Christine Hackler - Treasurer
Blake Wright - Marketing & Multimedia
Serge Afeli - Immediate Past Chair



24-25 PARTNER & DONOR APPENDIX

Corporate, Foundation & Government Partners

AFL Global	LiveWell Greenville
ALDI	Long Branch Baptist Church
AnMed	National Urban League
Bank of America	One Spartanburg
Bank of Travelers Rest	Orbis Corporation
BMW Manufacturing	Piedmont Natural Gas
BlueCross BlueShield of South Carolina	Pinnacle Partnership
Bon Secours St. Francis Health	Publix Charities
City of Spartanburg	SC Department of Education
Clemson University	Spartanburg County
Community Foundation of Greenville	Truliant FCU Foundation
Daniel Mickel Foundation	United Way of Anderson County
Duke Energy Foundation	United Way of Greenville County
F.W. Symmes Foundation	United Way of the Midlands
Greenville Health Authority	United Way of Piedmont
Hearst Foundation	Walmart
Hollingsworth Funds, Inc.	Welfare Baptist Church
Institute for Child Success	Williams Corporation
Jolley Foundation	
LISC Upstate SC	

24-25 Individual Donors & Community Supporters

Benny Walker	Kim & Scott Johnston	Perry Gilreath
Beverly & Marvin Ward	Mark Stubley, Sr.	Phillip Harris
Calvin Calhoun	Merl Code	Richard Sean Dogan
Diane Smock	Minor & Hal Shaw	Russell & Susan Stall
Dr. Michael Seemuller	Nancy & Erwin Maddrey	
Dr. Susan Thomson-Shi	P. Edwin Good, Jr.	

Thank You for Empowering Change.



Urban League of the Upstate

Year in Review | Fiscal Year July 1, 2024 – June 30, 2025

Fiscal Year 2024–2025 represented a year of sustained momentum and strategic growth for the Urban League of the Upstate (ULUS). Across Greenville, Anderson, Pickens, and Spartanburg counties, ULUS advanced transformative capital projects, strengthened cross-sector partnerships, and elevated advocacy rooted in equity, research, and community voice. Guided by Vision 2026 and the Social Determinants of Health framework, ULUS continued to expand its footprint while remaining deeply grounded in community needs and responsible stewardship.



The Sterling Research, conducted by Furman University and contracted by the Urban League of the Upstate, documented community priorities through surveys, focus groups, and stakeholder engagement, identifying needs related to equitable economic participation, workforce development, and long-term neighborhood investment. These findings served as the data-informed foundation for negotiations with Treadway and directly shaped the Community Benefits Agreement, ensuring development commitments reflect community-defined priorities.

My STEM, My Story is a community-centered initiative developed in partnership with Dr. Rhonda Thomas, Corliss Outley, and Dr. Renee Lyons of Clemson University that centers student and family voice to better understand access, barriers, and pathways in STEM education. The Urban League of the Upstate led curriculum development and provided substantive input on the project's graphic novel, ensuring the content reflects lived experience and cultural relevance. This collaboration demonstrates ULUS's commitment to translating research and storytelling into equitable, community-informed education strategies.

The workforce study conducted by USC Upstate provided a data-driven analysis of regional labor market trends, skills gaps, and workforce barriers across the Upstate, with particular relevance to emerging creative and technical industries. The findings directly informed the development of Studio 9.22, identifying priority occupations, training needs, and career pathways within film, digital media, and related sectors. This research grounded ULUS's workforce strategy in local labor market data, ensuring Studio 9.22 programs align with regional demand and connect participants to sustainable, industry-aligned employment opportunities.



The McClaren Institute for Health & Quality of Life

Honoring Legacy. Advancing Health. Building Opportunity.

The McClaren Institute for Health & Quality of Life was born from a shared belief: that preserving legacy and expanding opportunity go hand in hand. What began as a conversation about honoring the life and work of Dr. Edward E. McClaren has grown into a living commitment to health equity, education, and community well-being across the Upstate.

From the outset, the Urban League of the Upstate (ULUS) grounded the McClaren initiative in active listening to community voices, including the Neighborhood and Historic Preservation Association (NHPA), ensuring their perspectives helped shape the project while aligning with trusted partners and ULUS's Vision 2026 commitment to the Social Determinants of Health.

From Vision to Stewardship

How It Began. In 2022, Dr. Gail Wilson Awan and Clarence Seville of Prisma Health participated in the same cohort of the Riley Institute's Diversity Leaders Initiative at Furman University. Through that experience, a shared idea emerged: the historic McClaren Building could once again serve the community as a hub for health, education, and opportunity.

A Commitment Takes Shape. In 2023, the City of Greenville transferred the ground lease and David Mann of Lighthouse Living donated the McClaren Building to ULUS, entrusting the organization with stewardship of both a historic space and a powerful legacy. Early funding supported program pilots, while investments from the State of South Carolina and the City of Greenville advanced both construction planning and community services.

Turning Impact into Action. By 2024, ULUS expanded programming supporting mental health, bilingual community health navigation, and the McClaren Scholars youth education and career exploration initiative—while strengthening donor communications and stewardship.

Today and Beyond. In 2025, the McClaren Capital Campaign formally concludes, supported by strong program outcomes and sustained donor confidence. Construction continues responsibly, programming expands based on need, and donors receive ongoing updates through social media and the McClaren Newsletter.



GROWTH AND EXPANSION

Anderson County | Jane Edna Hunter Empowerment Center

In Anderson County, ULUS continued development of the Jane Edna Hunter Empowerment Center as a regional hub for youth leadership, family engagement, educational support, and community wellness. During FY24–25, key milestones included completion of the Center’s branding and identity; internal planning for youth leadership development, parent engagement strategies, and academic support programming; and strengthened partnerships to ensure future activation reflects community priorities and long-term sustainability.



Spartanburg County | Entrepreneurship & Career Development Center & Studio 9.22

FY24–25 marked a major milestone in Spartanburg County with ULUS’s acquisition of 821 Whitlock Street, establishing a permanent home for the Entrepreneurship & Career Development Center (ECDC) and Studio 9.22 and reinforcing a long-term commitment to workforce development and economic mobility through industry-aligned training. During the year, planning advanced for the phased buildout of workforce labs and training spaces to support careers in film, digital media, and creative industries, alongside the expansion of strategic partnerships. Studio 9.22 continued to strengthen below-the-line workforce pathways, exposing participants to in-demand career opportunities that support the region’s film and creative economies, all aligned with ULUS’s broader strategy to connect residents to sustainable, future-focused employment.



Recognition & Awards

The impact of ULUS’s work during FY24–25 was affirmed by the National Urban League and recognized ULUS through significant local and national recognition.





Urban League of
The Upstate

Appendix

INDEPENDENT AUDITOR'S REPORT

To the Board Members
The Urban League of the Upstate, Inc.
Greenville, South Carolina

Opinion

We have audited the accompanying financial statements of The Urban League of the Upstate, Inc. (a not-for-profit organization), which comprise the statement of financial position as of June 30, 2024, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Urban League of the Upstate, Inc. as of June 30, 2024, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of Financial Statements section of our report. We are required to be independent of The Urban League of the Upstate, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America. This includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.



Sterling Neighborhood Study: Executive Summary

Sterling is one of Greenville's most historically significant neighborhoods. Today, rising property values have increased the risks of demographic displacement. However, in the face of this challenge, Sterling still possesses a number of significant property assets. These strategically located resources can help anchor the community as the tide of gentrification rises around it.

The Study

Commissioned by the **Urban League of the Upstate**, this **Furman University** study analyzes demographic, economic, and property transaction data to assess displacement pressures in Sterling. The goal of this project is to equip neighborhood residents with the data they need to make informed decisions about how to preserve Sterling's rich history and community character.

Key Findings

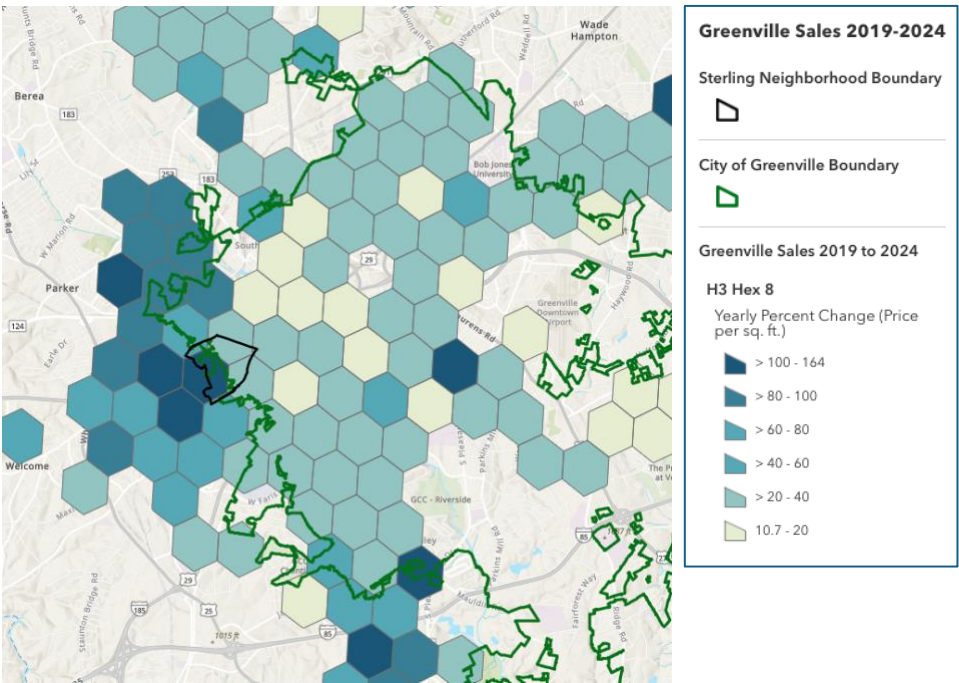
- **Community Assets:** While profound pressures exist, Sterling has significant property assets which can provide a bulwark against potential demographic displacement.
- **Gandy Allmon Manor:** Gandy Allmon senior living has helped Sterling maintain demographic consistency compared to adjacent neighborhoods (e.g. West End).
- **Rising Market Pressures:** Property values in Sterling have risen faster than nearly any other part of Greenville County over the last 5-10 years.
- **Corporate Ownership:** Nearly half of all renter-occupied parcels and 39% of residential vacant parcels are now owned by LLCs or corporate entities.
- **High Percentage of Black Renters:** 79% of Black households in Sterling rent their property. This makes them the most vulnerable demographic to displacement.
- **Senior Renters:** 137 renter householders are 65 years or older.
- **Untapped Support:** Data suggest not all eligible households (age, disability) are currently claiming homestead exemptions, which could offer tax relief and housing stability.

Leveraging existing resources

Sterling has already taken key steps to protect itself: properties like Gandy Allmon Manor and assets held by the Sterling Land Trust act as anchors against real estate volatility. Going forward, targeted strategies include:

- Accessing existing homestead exemption and emergency repair resources
- Increasing economic mobility through job training
- Focusing financial literacy to combat predatory home buying
- Securing community benefits agreements in new developments
- Supporting long-term affordability through the Land Trust

Gentrification heat map

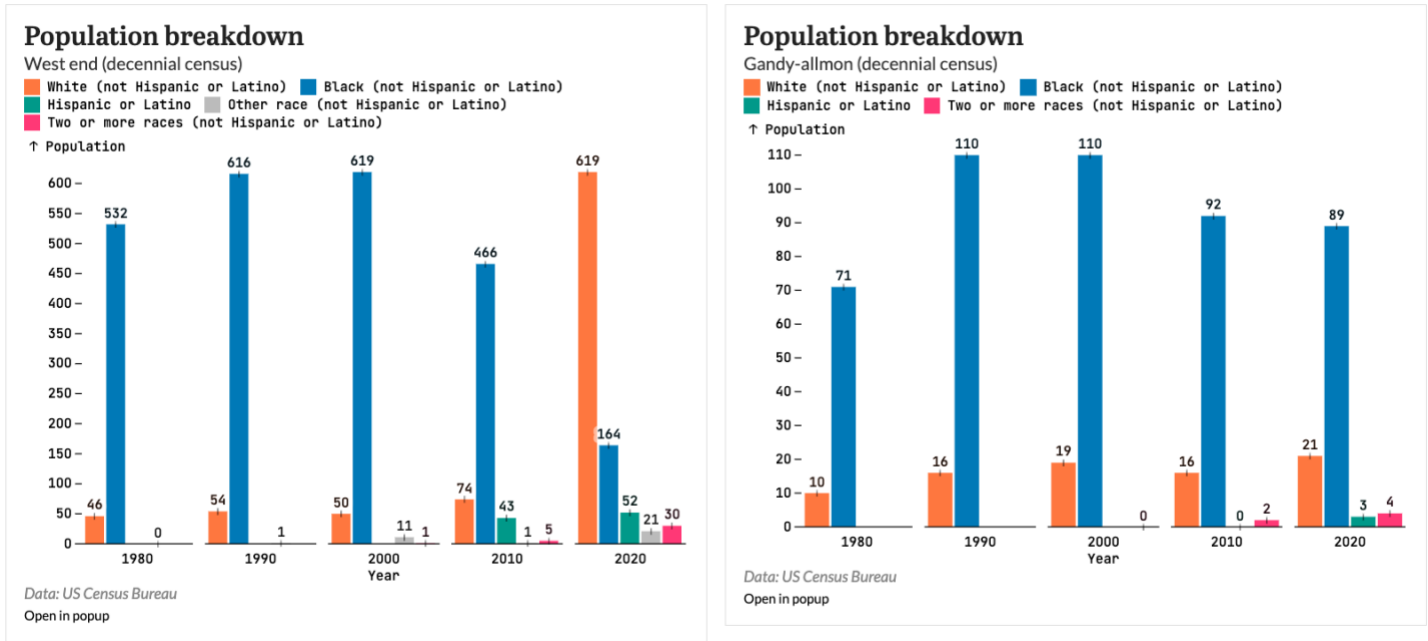


Yearly percent change in price per square foot from 2019-2024.

The darker the hexagon, the greater the increase.

Sterling has seen the highest increases (164% and 134%) in Greenville County.

Community asset case study: Gandy Allmon Manor



Strategically placed property assets can provide a safe harbor in turbulent real estate market conditions.

Gandy Allmon Manor serves as an example.

Without such anchors, Sterling today would have seen demographic shift similar to West End.

Tredway, The Affordable Housing Institute, Inc., The Federation Companies and The Urban League of the Upstate Partner to Advance Health Equity and Expand Social Services at South Carolina Senior Property

New partnership at Gandy Allmon Manor Apartments in Greenville, SC will focus on the intersection of healthcare and affordable housing

June 2025 /PRNewswire/ — [Tredway](#), an affordable and mixed-income real estate developer that builds and preserves high-quality, high-opportunity housing, [The Affordable Housing Institute, Inc.](#), [The Federation Companies](#), and [The Urban League of The Upstate](#) (ULUS) are partnering to provide a comprehensive health and social services program designed specifically for low-income seniors at Gandy Allmon Manor Apartments (Gandy Allmon) in Greenville, South Carolina. The program will adopt a holistic approach that encourages seniors to maintain an active lifestyle, foster social connections, and promote healthy aging in a supportive environment.

Gandy Allmon is a 59-unit, elderly-designated, Project-Based Section 8 community recently acquired by Tredway, The Affordable Housing Institute, Inc., and The Federation Companies. Concurrent with the acquisition, a Community Benefits Agreement (CBA)—the first-of-its-kind in Greenville—has been instituted to bring mobile health services through [Prisma Health](#) to longtime residents of the property, focusing on the diagnosis and treatment of acute and chronic illnesses and physical and mental health screenings. The program combines direct assistance with health education workshops for residents focused on diabetes prevention, hypertension management, nutrition, and meditation and mindfulness. Residents will also benefit from expanded access to resources such as SNAP, Medicaid, employment assistance and a food pantry. ULUS will coordinate services at Gandy Allmon through its [McClaren Institute for Health & Quality of Life](#) initiative.

Will Blodgett, Founder & CEO, Tredway, said: “Tredway is pleased to solidify our partnership with The Urban League of The Upstate and make new, comprehensive health and social services available to seniors and longtime Greenville residents at Gandy Allmon Manor. By bringing services and support directly to the property, we aim to reduce the barriers that underserved communities face in accessing the help they need to live healthier, fuller lives while protecting and improving an important source of deeply affordable housing at the same time.”

Gail Wilson Awan, Ph.D, President & CEO, The Urban League of The Upstate, said: “We at the Urban League of the Upstate are proud to engage in this transformative partnership, leveraging Community Benefits Agreements to ensure that the health and wellness needs of our senior community are prioritized. Similar to the successes seen by other Urban League affiliates, this collaboration will provide essential resources that address the social determinants of health, fostering an environment where low-income seniors can thrive. Addressing the affordable housing crisis requires a multi-tiered approach, and Greenville has strong nonprofit

organizations committed to these efforts. This CBA represents another way not only to combat the adverse effects of gentrification but also to pave the way for sustainable partnerships that uplift our historic Black neighborhoods and promote equity in health and well-being.”

Michael E. Collins, Jr., Vice President for Housing and Financial Capability, National Urban League, said: “At the National Urban League, we believe housing is a platform for health, dignity, and opportunity. This partnership demonstrates what’s possible when we bridge affordable housing with wraparound services that address the full needs of seniors. We’re especially proud to see our Urban Development Accelerator (UDA) affiliates - such as the Urban League of the Upstate - advancing projects with such lasting impact. Together, we’re creating communities where our elders can age with strength, connection, and care.”

Michelle Jasper, Director, Community Health Initiatives, Prisma Health, said: “This partnership represents more than healthcare—it is a promise to our seniors that they will not be forgotten, At Prisma Health, our vision is to transform health care for the benefit of the people and communities we serve, and this project perfectly aligns with that vision. By turning Gandy Allmon Manor into a hub for wellness, dignity, and connection, we’re investing in lives, honoring the legacy of a historic community, and advancing health equity for generations to come.”

Gandy Allmon is located in the historically significant Sterling neighborhood of Greenville, a community with a rich history of activism dating back to Jim Crow and the era of segregation. A recent study by Furman University revealed longtime residents of the neighborhood face a significant risk of displacement, with surging property values outpacing the rest of Greenville County. As firms dedicated to the preservation of existing affordable housing, Tredway, The Affordable Housing Institute, Inc., and The Federation Companies have entered into a new 20-year Housing Assistance Payment (HAP) contract to ensure current and future residents of Gandy Allmon contribute no more than 30 percent of their adjusted monthly income towards rent and utilities.

As part of the partnership, the new owners will undertake a full renovation of the property, with approximately \$20,000 to \$30,000 invested per apartment. The scope includes upgrades to building systems; the substantial rehabilitation of common areas, including accessibility enhancements; the construction of a new health and wellness room; and a new gazebo and community garden. Apartments will receive new appliances, fixtures, lighting, cabinets, stone countertops and bathroom vanities.

About Tredway

Founded in 2021, Tredway is a real estate development firm that acquires, develops, revitalizes and preserves affordable, workforce and mixed-income housing. Our work is driven by the belief that safe, high-quality and accessible housing is an important catalyst for upward socioeconomic mobility and an essential part of fostering equity in America today. To learn about the advantages of partnering with Tredway, visit: tredway.com.

About The Urban League of The Upstate

The Urban League of the Upstate is a vital affiliate of the National Urban League, the nation's oldest and largest community-based movement devoted to empowering African Americans and other underserved communities. For decades, we have remained steadfast in our mission to enable economic self-reliance, parity, power, and civil rights through direct service and advocacy. Through programs focused on education, workforce development, health equity, housing stability, and civic engagement, we empower people to overcome barriers and unlock their full potential. To learn more, visit: urbanleagueupstate.org

About The Federation Companies

The Federation Companies is a real estate investment and development firm dedicated to expanding access to quality, affordable housing across the Southeast. With a focus on public-private partnerships and long-term community stewardship, Federation specializes in acquiring, rehabilitating, developing, and asset managing multifamily properties that serve low- and moderate-income households. To learn more, visit: federationco.com

About Prisma Health

Prisma Health is a private nonprofit health company with over 32,000 team members, 19 acute and specialty hospitals, 3,131 licensed beds, 320 practice sites, and more than 5,900 employed and independent clinicians across its clinically integrated inVio Health Network. Along with this innovative network, Prisma Health serves more than 1.6 million unique patients annually in its South Carolina and Tennessee service areas. Connect with Prisma Health on Facebook, Instagram, LinkedIn and Twitter/X. Visit prismahealth.org.



Labor Market Forces Shaping the Film Industry in South Carolina: Research Report Summary

Dr. Uma Gupta, Director, Business Analytics

ugupta@uscupstate.edu

Dr. Colby King, Associate Professor of Sociology

kingcr@uscupstate.edu

University of South Carolina Upstate

State of South Carolina's Film Industry

- In their 2021 report, the Motion Picture Association (MPA) reported that the film and TV combined direct and indirect employment in the film and TV industry in South Carolina was approximately 7,000 jobs.
- The SC Department of Employment and Workforce Quarterly Census of Employment and Wages (QCEW) from the second quarter of 2023 reported there were 253 employers and 1,597 workers in this sector, with an average salary of \$659 per week associated with the Motion Picture and Video Industry (SC DEW, 2024).
- The 2022 American Community Survey (ACS) counted 3,480 people employed in film occupations, with 427 of those working in the Upstate. By industry category, the 2022 ACS reported 2,672 people employed in film, with 522 of those in the Upstate region.
- Since each of these data points are point-in-time snapshot surveys of a dynamic industry, we encourage observers to focus on data trends over time, rather than specific data points.

Education and Technological Change

In the Upstate, the ACS reports that more than one-third (36.5%) of those employed in the film industry have pursued some education beyond high school diploma or GED but have not earned an associate or bachelor's degree. This is much higher than the 20.4% of workers with an unfinished degree in all other industries. Statewide the difference is smaller, but in the same direction: 25.1% in film, compared to 22.2% in all other industries, have unfinished degrees. This represents an opportunity for colleges and universities

*"It makes sense to encourage students to learn production and post-production skills. Whether or not they ever go into film — they'll have **highly valuable, highly transferable skills** that they can use for commercial production, social stories, film, music videos, etc." - Emily Reach White*

Justin Myrick, a visual effects artist, explained that he recently used machine learning to complete what would have been a 2-day project in only 2 hours.

in South Carolina to tap into adult learners and provide industry-specific opportunities for these workers to complete a college degree. Such opportunities also serve as a source of creativity and productivity in the local industry. Meanwhile, the rapid pace of technological changes triggered by AI's profound, deep, and growing impact

on all aspects of the film demands that institutions rethink, not just tweak or revise, the current curriculum of educational degree programs, diplomas, and certifications toward building a well-trained workforce that delivers what the film industry needs as it undergoes one of the biggest transformations in its history.

*Josh Foster explained that for people who study production design, a degree can "take them to the **next level artistically.**"*

Key Conclusions:

- The Upstate region is rich with talented people and diverse, untold stories.
- Establishing a film industry hub could lead to further creativity and innovation, spurring further economic growth.
- State subsidies are necessary, but not sufficient
- Talent availability drives industry location decisions
- AI is transforming the industry, and is a double-edge sword
- Training and education is key to sustainable competitive advantage
- Geographic context provides opportunities to expand the film industry base

Key Recommendations:

- Develop strategies to grow and keep local talent.
- Infrastructure attracts industry leaders and talent.
- Tell diverse, untold stories.
- Celebrate existing local film industry.

Project Sponsors: This project is funded by the Urban League of Upstate and Local Initiatives Support Corporation (LISC). We are grateful to the project sponsors for their support.



THANK YOU





National
Urban League

Empowering Communities.
Changing Lives.

NATIONAL URBAN LEAGUE

2025 AFFILIATE CENSUS SURVEY

SUMMARY OF PROGRAM ACTIVITIES + ECONOMIC IMPACT

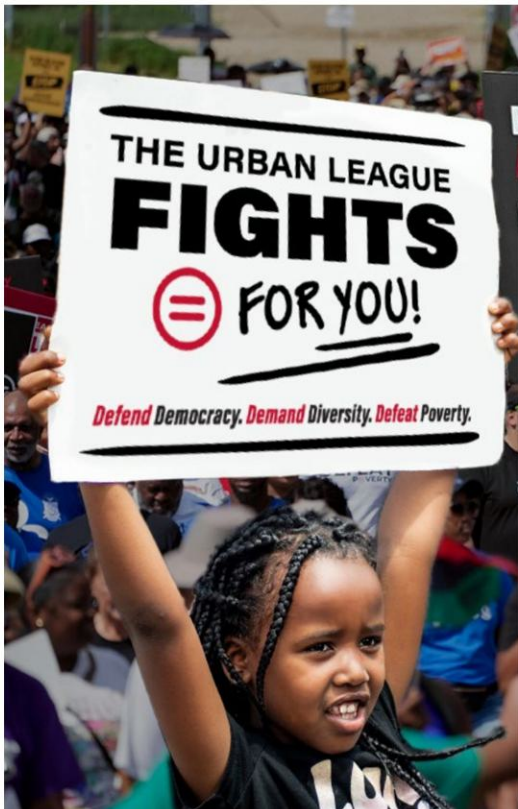
DR. SILAS LEE & ASSOC

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INTRODUCTION

**IN 2024, THE 92 AFFILIATES
SERVED MORE THAN
300 COMMUNITIES**

AFFILIATE PROGRAMMING DIRECTLY ALIGNED
WITH THE NATIONAL URBAN LEAGUE'S MISSION
OF ECONOMIC EMPOWERMENT, EQUITY, SELF-
RELIANCE, SOCIAL JUSTICE, AND CIVIL RIGHTS.



THE EMPOWERMENT PROGRAMS: PARTICIPANTS SERVED IN 2024

PROGRAMS	NUMBER SERVED	+/- CHANGE NUMBER SERVED	+/- CHANGE NUMBER OF PROGRAMS
Education	107,579	+29,068	+7
Entrepreneurship	35,611	+1,063	-1
Health	333,011	- 168,120	+9
Homeownership, Housing Counseling and Community Development	85,931	+4,169	-19
Workforce Development	59,130	+1,941	-18
Other Programs and Emergency Relief Activities	186,452	-136,938	+2
Civic Engagement Activities / Civil Rights / Voter Registration	5,576,667	+2,667,218	-
TOTAL NUMBER OF PARTICIPANTS (Civic Engagement Data Tracked)	6,384,381	+2,766,723	
TOTAL PROGRAM PARTICIPANTS (Civic Engagement Data Not Tracked)	807,714	-278,699	

THE EMPOWERMENT PROGRAMS: PARTICIPANTS SERVED IN 2024



CIVIC ENGAGEMENT

The Urban League's civic engagement initiatives empower communities through advocacy, voter registration, community forums, and racial justice promotion.

As a result of these initiatives, community discussions are stimulated, and residents are mobilized.

In 2024, two issues attracting the largest growth in participation by local residents from 2023 were:

2,923,097
ADVOCACY

2,032,326
RACIAL JUSTICE



EMERGENCY SERVICES

2024 was an active year for natural disasters in the United States, with 27 confirmed weather and climate events, **each resulting in losses exceeding \$1 billion**. These included:

1 FLOOD	1 DROUGHT	5 TROPICAL CYCLONES
1 WILDFIRE	2 WINTER STORMS	17 SEVERE STORMS

In response, **Urban League affiliates provided essential resources to 126,602 citizens impacted by natural disasters**, including food, medical assistance, and clothing.

CUMULATIVE SOCIAL IMPACT SINCE 2005

Over nineteen years of social and economic impact analysis, the Urban League affiliate movement has demonstrated substantial growth, increasing the number of people served from **628,000 in 2005** to more than **6 million in 2024** including civic engagement activities.

ACCOMPLISHMENTS IN 2024

The programs and services provided by the affiliates have accomplished the following:

- **16.1 million** citizens have been mobilized in civic engagement/civil rights activities
- **12 million** have benefitted from healthcare services
- **3.6 million** students and adults have benefitted from education services
- **3.1 million** citizens received emergency and other services
- **267,637** workforce development and welfare to work clients secured employment
- **150,072** homeowners avoided foreclosure
- **31,300** aspiring homeowners purchased their first home

TOTAL ECONOMIC IMPACT OF THE URBAN LEAGUE MOVEMENT SINCE 2005

\$21.6 BILLION



**National
Urban League**

*Empowering Communities.
Changing Lives.*

Connect With Us

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