

PCUL ANNUAL IMPACT REPORT 2024

Pinellas County
Urban League

Pinellas County Urban League

Empowering Communities. Changing Lives.

VISION 2030

The mission of the Pinellas County Urban League is to enable and empower African-Americans and others who are underserved in our communities to achieve their highest human potential and secure economic self-reliance, parity, power, and civil rights.

GUIDING THEMES FOR VISION 2030

- Strategic Community Empowerment
- Enhanced Program & Service Footprint
- Sustainable Social Enterprise
- Fiscal & Operational Responsibility

PCUL PILLARS



Champion for Education & Community Leadership

Enhancing educational needs and community succession planning



Anchor in Job Training, Placement & Entrepreneurship

Generating increased income in families and building generational wealth



Hub of Housing & Community Development

Having safe, reliable, affordable places to live, work and play



Leader in Health Impact & Quality of Life

Improving all aspects of health; financial, physical, and mental

PCUL.org



Message from the President and CEO

Dear Members, Friends, Partners, and Investors,

Reflecting on my full inaugural year as President and CEO of the Pinellas County Urban League, I am filled with immense pride and gratitude for the strides we've made together. In September 2023, I had the distinct honor of becoming the first woman to lead this esteemed organization, following the remarkable tenure of one of my great mentors the late Reverend Watson L. Haynes, II.

Day by day I commit myself to leading in a powerful, passionate and purposeful way. Building up the Professional Culture United In Love within the walls of our headquarters, and in the hearts and minds of our team – our collective is stronger than ever. Since accepting this assignment, I have experienced the most fulfilling sense of gratification with every successful step taken toward making our beloved PCUL a truly sustainable force for good for many generations to come. Although we have encountered some obstacles along the way, our ability to realign our goals epitomizes our symbol of equality in meeting our organization's needs.

The community's feedback from day one has helped to fuel and encourage me to press on despite the challenging times that are on the horizon. Our vision, remains steadfast, and we are committed in continuing our work to be a trailblazing beacon in the community, building generational wealth, changing systems, and shifting mindsets. Through our efforts, we will produce resilient social enterprises, programs and initiatives designed to energize, empower and transform lives.

Our mission is central to who we are and what we were founded in 1977 to do, enable and empower African Americans and others who are underserved in our communities to achieve their highest human potential and secure economic self-reliance, parity, power, and civil rights—the cornerstone of our work.

In January 2024, the PCUL embarked on a comprehensive strategic planning initiative aimed at shaping our direction through 2030. This plan, appropriately named Vision 2030, focuses on changing the way that we approach our communities' most pressing needs and acknowledges the new and innovative ways to implement our service delivery based on demands.

As a result, our pillars have become more dynamic and will offer an even more significant impact:

- **Champion for Education and Community Leadership:** We've empowered countless individuals through educational initiatives and leadership development programs.
- **Anchor in Job Training, Placement & Entrepreneurship:** Our efforts have led to numerous success stories, with individuals securing meaningful employment and advancing their careers.
- **Hub of Housing and Community Development:** We've assisted families in achieving home energy savings and improved living conditions, fostering stable and vibrant communities.
- **Leader in Health Impact & Quality of Life:** Our health initiatives have promoted wellness and provided essential resources to enhance the quality of life for those we serve.

These accomplishments are a testament to the dedication of our team, members, friends, partners, and investors like you. Your unwavering commitment fuels our mission and has helped us to overcome challenges and seize opportunities. We are committed in putting our passion and vision into action to ensure all people in our community have an equal opportunity to inspire and be a catalyst for positive change.

As we look ahead, on this path towards Vision 2030, we remain steadfast in our pursuit to Defend Democracy, Demand Diversity, and Defeat Poverty. We are excited about the possibilities that lie before us and are confident that, together, we will continue to empower communities and change lives.

Thank you for your continued support!

Sincerely,

A. Nikki Gaskin-Capehart
President & CEO
Pinellas County Urban League

Pinellas County Urban League

Empowering Communities. Changing Lives.



PCUL Pillars and Programs

The Pinellas County Urban League (PCUL) Vision 2030 plan is built on the following four key pillars that serve as the foundation for how we will address systemic challenges and promote generational wealth and success. These pillars guide our planning, programs, decision-making, resource allocation, and strategic initiatives with a goal to uplift underserved communities.

These pillars create a **comprehensive, strategic framework** that enables PCUL to **drive systemic change, uplift communities, and promote sustainable success.** By addressing education, economic stability, housing, and health, PCUL is committed to **empowering individuals and transforming Pinellas County for generations to come.**



- Hub of Housing & Community Development | 3,551 Clients
- Leader in Health Impact & Quality of Life | 1,383 Clients
- Anchor in Job Training, Placement, & Entrepreneurship | 890 Clients
- Champion for Education & Community Leadership | 819 Clients

Champion for Education and Community Leadership

Education is the cornerstone of economic empowerment and community development. By enhancing educational opportunities and fostering leadership, PCUL ensures our communities, are equipped with the tools to help future generations succeed.

Focus Areas: Youth workforce development programs, youth mentorship, leadership training, and partnerships with educational institutions.

Programs:

- **PCUL N.U.L.I.T.E.S (Project Ready)** – The purpose of the Pinellas County Urban League N.U.L.I.T.E.S is to promote and maintain high standards of well-being, educational, character and leadership qualities.
- **Urban Youth Education Program (U.Y.E.P)** - A transformative career readiness initiative designed to uplift at-risk youth aged 14 to 19 in Pinellas County. This dynamic program builds essential employability and soft skills, helping participants overcome academic and justice system challenges. Focused on low-and-moderate income African American youth, U.Y.E.P empowers partcipants to unlock their full potential and forge brighter futures.
- **Youth Crime Intervention & Prevention (Y.C.I.P)** - Our mission is to cultivate a more resilient and secure community for the children and families under our care. Within our community justice initiatives, funded by Florida's Office of the Attorney General, we instill in our youth the importance of social accountability. Employing diverse approaches, including the restorative justice framework, we facilitate meaningful dialogues among youth and community members, encouraging reflection on our everyday interactions.
- **G.E.D.** – (Sponsored by Pinellas County Schools) Provides academic tutorial/classes for adults seeking to complete high-school academic requirements.
- **Success Training Empowerment Project (S.T.E.P)** - (Funded by the City of St. Petersburg) Provides youth and adult empowerment workshops, transportation assistance, and daycare services. The program is a holistic family approach to move them one step further away from poverty.
- **Summer Youth Employment Program (S.T.Y.L.E)** – (Funded by the City of St. Petersburg) - Provides employability skills workshops to high school students and young adults that include creating resumes, completing job applications, professional etiquette, and dress for success during summer out of school time.

> **"I'm a true believer in career education. There's such a need to connect young people with career opportunities.**
>
> – Mayor Ken Welch, City of St. Petersburg, FL

Anchor in Job Training, Placement and Entrepreneurship

Economic stability is critical for breaking cycles of poverty. PCUL prioritizes job training, career placement, and entrepreneurial support to increase family income and build generational wealth.

Focus Areas: Workforce readiness programs, small business development, professional networking, and financial literacy education.

Programs:

- **Next Level Urban Alliance (NLUA) (entrepreneurship)** - a network of entrepreneurs, professionals, and development leaders collaborating to expand the equity-focused entrepreneurial ecosystem (E3) of Pinellas County. NLUA's mission is to strengthen entrepreneurship as a vital pathway to economic growth for African Americans. NLUA envisions a thriving, equity-focused entrepreneurial ecosystem in Pinellas County, where African American entrepreneurs, professionals, and development leaders collaborate to drive sustainable economic growth. Through strategic partnerships and innovation, we aim to strengthen entrepreneurship as a vital pathway for economic empowerment and community advancement.
- **Urban Seniors Jobs Program (USJP)** – a workforce development initiative designed to empower older adults in Pinellas County by providing them with meaningful employment opportunities, skills training, and financial independence. Administered by the National Urban League (NUL) and facilitated locally by the Pinellas County Urban League (PCUL), this program serves individuals aged 55 and older who are unemployed and seeking to re-enter the workforce. The Urban Seniors Jobs Program supports the economic stability of older adults while strengthening the local workforce. Through PCUL and NUL's commitment to equity and empowerment, USJP ensures that seniors remain active, engaged, and financially self-sufficient in today's economy.
- **PCUL Jobs (partner with St. Pete Works, United Way, PERC & CareerSource)** – a collaborative workforce initiative that provides comprehensive career readiness, skills, and training opportunities, connects job seekers with employers, and promotes high-paying career opportunities.
- **Tampa Bay Anchors Urban Alliance: a transformative, bold, and collaborative initiative leveraging the power of anchor institutions to address systemic social and economic challenges in Pinellas County and the Greater Tampa Bay region.** Through strategic hiring, sourcing, and investment practices, TBAUA seeks to build generational health and wealth, uplift small businesses, create high-wage employment opportunities, and enhance the overall economic and social well-being of our communities.

> **"Thanks to the jobs program I have learned so much and have grown both personally and professionally.**
>
> – Jairo (Urban Seniors Jobs Program candidate)


BUILDING
GENERATIONAL
WEALTH
Pinellas County
Urban League
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Leader in Health Impact and Quality of Life

A holistic approach to health—physical, mental, and financial—is vital for thriving communities. PCUL promotes initiatives that improve access to healthcare, mental wellness, and economic stability.

Focus Areas: Health equity programs, mental health support, financial empowerment, and wellness education.

Programs:

- **Wellness Wednesday** – WW (Wellness Wednesdays) is designed to encourage the community to get active through guided exercise, learn to prepare healthier meals from healthy food demonstrations, and receive information on financial empowerment. Every 2nd and 4th Wednesday.
- **Food Truck Friday** – This initiative is to bring PCUL staff, partners, and surrounding community together to network and support local small businesses. The event takes place on the first Friday of each month.
- **Community Health Activities** - These activities include health fairs, health forums, health education events, and partnered events.
- **Affordable Care Act navigation** - The ACA Navigators program is designed to bridge the equity gap for access to healthcare, vaccines, and health programs in underserved communities. (No Longer Funded)



Hub of Housing and Community Development

Access to safe, reliable, and affordable housing is essential for economic mobility and community well-being. PCUL works to create environments where individuals and families can live, work, and play without barriers.

Focus Areas: Affordable housing initiatives, homeownership education, neighborhood revitalization, and rental assistance programs.

Programs:

- **Low Income Home Energy Assistance Program (LIHEAP)** – (Funded by the Florida Commerce and Duke Energy Foundation)
  - The purpose of LIHEAP is to financially assist low-income households, particularly those with the lowest income households that pay a high proportion of household income for home energy, primarily in meeting their immediate home energy needs, ensuring families can stay safe and comfortable in their homes.
- **Weatherization (Housing)** - (Funded by the Florida Department of Economic Opportunity). Our weatherization program provides home renovation and installations to low-income individuals and families living in Pinellas County that help reduce the cost of energy bills.

> "You all have literally saved this old woman's life and gave me real hope of a better tomorrow... you helped me to believe my life matters to someone in this world! Thank you!!!

Year in Review


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1. PCUL Staff, Rep. Kathy Castor and Friends at Dr. Martin Luther King Banquet.
2. Dr. Martin Luther King Parade.
3. NULITES Graduates.
4. Souls to the Polls.
5. Hurricane Resource and Recovery Onsite Therapists.
6. President Capehart at Wellness Wednesday.



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7. Next Level Urban Alliance Ghana Trade Mission Business Pitch Candidates. **8.** PCUL staff post Whitney M. Young Celebration. **9.** Former Board President Dr. Tonjua Williams celebrating President Capehart's 1-year anniversary. **10.** PCUL Youth enjoying Food Truck Friday. **11.** Hurricane Resource and Recovery supply distribution. **12.** Team Fifth Third supporting Hurricane Resource and Recovery Food Truck Friday with the eBus Financial Empowerment Mobile.



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PCUL CARING FOR COMMUNITY THROUGH THE STORMS

In the wake of Hurricanes Milton and Helene, Pinellas County Urban League (PCUL) faced unprecedented challenges, including almost $30,000 in extra staffing, building, and capital costs. Despite these hardships, PCUL remained steadfast in its mission to serve the community, leading multiple Hurricane Relief and Recovery events to distribute cash stipends, housing assistance, food, water, and essential cleaning supplies to those in need.

Beyond immediate relief efforts, PCUL played a critical role in mobilizing a community-wide Emergency Recovery and Response Taskforce. This initiative brought together local organizations, businesses, and volunteers to coordinate effective disaster response.

Additionally, PCUL was instrumental in launching the Hometown Haulers Debris Removal Program in partnership with the City of St. Petersburg. This grassroots effort not only helped clear storm debris from the hardest-hit neighborhoods but also provided economic opportunities for small, local businesses.

Looking ahead, PCUL is committed to strengthening its disaster preparedness efforts with plans to rebuild its headquarters, transforming it into a Resiliency and Recovery Hub. By investing in these critical infrastructure improvements, the Pinellas County Urban League is ensuring that the community is better equipped to face future disasters—standing strong, together.

With your support through the Grace and Mercy Fund, we were able to make a difference in the lives of over 200 families hit hardest by this disaster. Our resource and recovery efforts continue now through our community outreach programs like Food Truck Friday and Wellness Wednesday. Learn more about ways to engage, volunteer, and support. Contact Investment@pcul.org







PCUL's PRE + POST STORM RESPONSE

In response to this crisis, Pinellas County Urban League launched a comprehensive hurricane resource and recovery program that focused on:

- **Immediate Assistance:** Distribution of emergency supplies including cleaning kits, water, community resource information, and immediate Low Income Home Energy Assistance (LIHEAP) Disaster Crisis Assistance.
- **Small Business Support:** Providing immediate resource support and information to business owners within the Next Level Urban Alliance, a network of entrepreneurs, professionals, and development leaders collaborating to expand the equity-focused entrepreneurial ecosystem (E3) of Pinellas County.
- **Long-Term Recovery:** Providing resources for home repairs through our Weatherization Program, employment support through our Job Training and Entrepreneurship Program, connection to health and wellness activities and resources through our Health & Quality of Life program.
- **Community Resilience:** In 2025 PCUL will be offering education and preparedness workshops and resources to help our community withstand future storms.



Calandra's Journey: A Story of Strength, Faith, and Determination

A Mother's Bold Move

Calandra, a devoted mother of three from Tennessee, made the difficult decision to uproot her family and move to St. Petersburg after a life-altering tragedy—her son was shot in the chest while sleeping. The move was not just about relocating; it was about ensuring a safer and more promising future for her children. Adjusting to a new environment and living with extended family brought its own set of challenges, but Calandra remained

Overcoming Obstacles with Resilience

Determined to build a stable life, Calandra sought assistance from the Pinellas County Urban League (PCUL) on July 11th after learning about the organization from a family member. Her primary goal was to find employment, and with support from PCUL, she revamped her resume and actively pursued job opportunities. Her dedication and work ethic soon paid off—on September 11th, she secured a part-time position at Assisting Hands Home Care, earning $16.00 per hour as a CNA.

Recognizing her relentless drive, PCUL continued to provide job leads aligned with her skills and experience. Calandra's perseverance led her to yet another opportunity—on October 14th, she attended orientation for a second job as a Direct Support Professional at Parc Development Disability Center, offering a higher wage of $18.00 per hour.

A New Beginning

While working two jobs, Calandra is also in the process of transferring her CNA certification to Florida, a critical step in expanding her career opportunities. Despite financial constraints, she remains confident that she will achieve this goal. Now, her focus is on securing a home for her children, symbolizing a fresh start in St. Petersburg.

Calandra's story is one of resilience, faith, and an unyielding determination to overcome hardships. No matter the challenges she faces, her unwavering commitment to providing a better life for her children proves that with perseverance, hope, and hard work, a brighter future is always within reach.



A Second Chance: How PCUL's Jobs Program Transformed a Life

Overcoming the Past

Jaime faced a tough road after serving time from April 2013 to November 2019. Reintegration into society was far from easy, and he struggled to rebuild his life and find meaningful employment. Feeling lost and uncertain about his future, he needed guidance and a fresh start.

The Turning Point

In 2024, Jaime took a bold step and reached out to the Pinellas County Urban League (PCUL) Workforce Program. This decision changed everything. Job Developer Ms. Lewis immediately recognized his potential and focused on what was needed for him to move forward—determination, preparation, and positivity. She not only helped him set goals but also introduced him to others who had overcome similar struggles, reinforcing that success was possible.

Despite the setbacks, Jaime refused to give up. With Ms. Lewis' encouragement, he pursued a forklift certification through ABE Ministries, gaining a critical skill that would open doors for employment.

A Bright Future Ahead

By October 2024, his hard work paid off—he secured a position with K. Construction as part of the SILK crew, earning over $15.00 per hour. Grateful for the unwavering support from PCUL and ABE Ministries, Jaime now sees a future filled with opportunities. He credits both organizations for their encouragement and their lasting impact on his life.

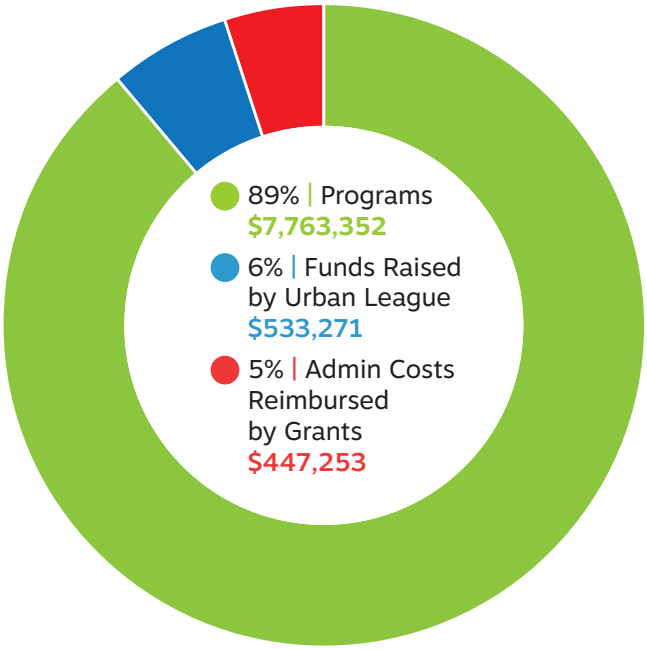
Jaime's journey is a testament to resilience, support, and the power of second chances. Through PCUL Jobs Program, he has not only found stability but also regained confidence in himself and his future.

Pinellas County
Urban League

Financial Highlights 2024

The Agency continues to maintain a greater than six-month reserve for operating purposes.

Funds raised by the Urban League **were slightly lower than the previous year due to the EOD Dinner being postponed to 2025.** Program admin fees were lower due to **decreased LIHEAP funding in 2024.**



GENERAL FUND ADMINISTRATION INCOME	2024
Funds Raised by Urban League	$533,271
Indirect Cost for Program Administration Fees	$447,253
General Fund Administration Total	**$980,524**

PROGRAM INCOME	
Low Income Home Energy Assistance (LIHEAP)	$3,336,778
Mature Workers Program	$1,948,960
Comprehensive Weatherization Housing Programs	$901,377
Foundation for Health St. Pete	$364,962
Youth Crime Prevention and Intervention	$322,681
Entrepreneurship Program	$301,730
ACA Navigators	$202,755
CDC Vaccination Equity	$58,589
Career Connection Center	$45,000
Project Empower U	$39,450
Summer Training in Youth Leadership and Employment program (STYLE)	$35,000
Campbell Park	$28,683
City of St. Petersburg (STEP)	$25,501
Other Foundations	$151,886
Program Total	**$7,763,352**
TOTAL AGENCY INCOME	**$8,743,876**



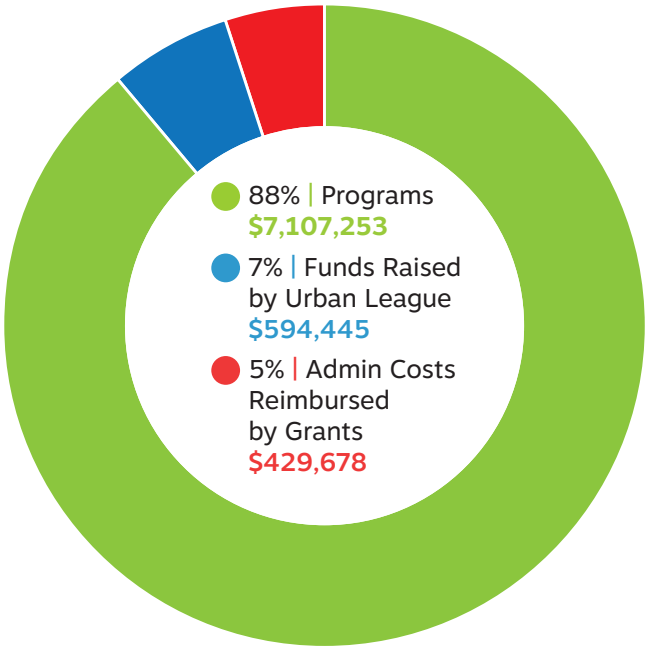
"I am committed to building a financially sustainable future for PCUL that ensures we can continue empowering our communities and changing lives for generations to come. Through strategic partnerships, innovative programs, and a steadfast dedication to changing mindsets and comprehensively creating systems change, we are strengthening our foundation to expand opportunities and create lasting impact. My goal is to transform PCUL into a fully sustainable social enterprise that is no longer dependent on federal or state funding.

– A. Nikki Gaskin-Capehart
President & Chief Executive Officer
Pinellas County Urban League

Pinellas County
Urban League

Total 2025 Agency Budget: $8,131,376

The 2025 Budget is lower than the 2024 preliminary actual income due to the **loss of funding for the Entrepreneurship and ACA Navigator programs.** The 2025 Budget represents a **9% decrease** from the 2024 Budget.



GENERAL FUND ADMINISTRATION INCOME	2025
Funds Raised by Urban League	$594,445
Indirect Cost for Program Administration Fees	$429,678
General Fund Administration Total	**$1,024,123**

PROGRAM INCOME	
Low Income Home Energy Assistance (LIHEAP)	$3,239,330
Mature Workers Program	$1,795,710
Comprehensive Weatherization Housing Programs	$1,035,733
Youth Crime Prevention and Intervention	$313,381
E3 Expansion	$225,000
Anchors Collaborative	$150,000
Urban Youth Empowerment Program (UYEP)	$140,000
Workforce Development	$79,650
CDC Health	$53,750
CCC	$45,000
Campbell Park	$29,700
Program Total	**$7,107,253**
TOTAL AGENCY INCOME	**$8,131,376**



“PCUL has evolved significantly over the years, becoming more stable and positioned for sustainable growth. The progress I’ve witnessed has set us on a clear path toward a stable future, aligned with our Vision 2030 financial and programmatic goals. We are strategically building for the future—where sustainability and growth go hand in hand. I am truly excited about the opportunities ahead as we strengthen our resources and deepen our commitment to the community we serve.”

– **Vonda K. Ford**, Director of Finance & Administration, Pinellas County Urban League

PCUL Board of Directors

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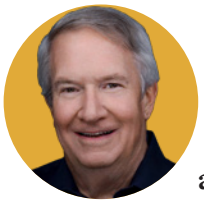
Ms. Melanie Lenz

Ms. Valerie Pendarvis-Haynes

Rev. Louis Murphy

Rabbi Michael Torop

Ms. Camille Adrien York



"Pinellas County Urban League is taking on an expanded leadership role in transforming the lives of families in our underserved communities. We're creating better jobs, expanding business opportunities, and significantly growing our programs across the region. And this is just the beginning!

– **Joe Bourdow, CFE** - Chairperson, Pinellas County Urban League

Pinellas County
Urban League

Thank You to Our Donors











































BANK OF AMERICA



























Foundation for a
Healthy St. Petersburg













FIFTH THIRD

Special thanks to all of our members, individual donors, and community partners. (Listings to be posted on PCUL.org)



Sip. Savor. Vibe.

The Urban Mosaic Food and Wine Experience

ABOUT THE EVENT

This Derby Style annual fundraising event will raise awareness and funds for the Pinellas County League vision, elevate diverse chefs, restaurants, sommeliers, and beverage partners in the culinary and wine industry, and connect the community with a unique cultural experience.



To **purchase tickets** for this amazing event, scan the code above.

JOIN THE MOVEMENT

Become a member of the PCUL family!

Pinellas County
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