



Established in 1910, the National Urban League is the nation's oldest and largest community-based movement devoted to empowering African Americans to enter the economic and social mainstream.

Today, the League spearheads the non-partisan efforts of its local affiliates. There are over 100 local affiliates located in 35 states and the District of Columbia providing direct services to more than 2 million people nationwide through programs, advocacy and research.

Their mission is to enable African Americans to secure economic self-reliance, parity, power and civil rights.

The Urban League employs a five point strategy, tailored to local needs, in order to implement their mission:

- Education and Youth Empowerment
- Economic Empowerment
- Health and Quality of Life Empowerment
- Civic Engagement and Leadership Empowerment
- Civil Rights and Racial Justice Empowerment

## State Farm® sponsored initiatives

In 1997, State Farm partnered with the National Urban League to assist in the Achievement Matters Initiative. This program was the vehicle for the "Campaign for African-American Achievement" to spread the message that achievement does matter.

The three-year campaign involved fifty-six (56) Urban League Affiliates, twenty (20) State Farm regions and youth rallies ranging from 100 to 1000 people in attendance. Phase I of this initiative ended in 2000.

In 2002, Achievement Matters, Phase II was introduced to more aggressively promote this message along improving reading and testing to measurably impact African-American student achievement. Elements included:

- A national advertising and marketing campaign to further promote Achievement Matter initiatives and to solidify our leadership position in urban education
- Distribution of one million State Farm branded copies of the National Urban League Read and Rise Parents Guide to Literacy
- The implementation of Baldrige in three Urban League Affiliates school districts

## At A Glance:

### Contact Information:

120 Wall Street, 8th Floor  
New York, NY 10005  
(212) 558-5300

### President/CEO:

Marc A. Morial

### Achievement Matters

The four key objectives of the initiative noted below were met:

- Increase awareness of the National Urban League's Campaign for African-American Achievement
- Promote the message that Achievement Matters
- Directly combat the overwhelming anti-achievement messages aimed at urban youth and motivate them to achieve
- To provide encouragement, incentives and recognition for positive behavior of youth ages 8 - 18

### FAST FACTS

State Farm is a sponsor of the Annual Conference and the Pre-Benefit Concert Gala

Over 2.5m children have been touched by Achievement Matters campaigns

Senior Vice President Greg Jones is a member of the NUL Board of Trustees

State Farm is a member of the National Urban League's Million and Five Million Dollar Halls Of Fame

In 2002, received the National Urban League's Corporate Leadership Award

### State Farm Contact

- Michael J. Brown  
(309) 766-9741