



STRATEGIC PLAN

2024-2028



Developed by
Common Cause Consultants

THE NEXT FIVE YEARS

Our strategic priorities



DRIVE ECONOMIC PROSPERITY

in the African-American community through targeted business development, corporate partnerships, and wealth-building initiatives

INCREASE ACCESS

to housing, jobs, and community services to increase the livability for African Americans

ENGAGE CORPORATE, GOVERNMENT, AND COMMUNITY LEADERS

to understand and act on solutions that advance the African-American community

PURSUE EQUITY AND JUSTICE

by mobilizing coalitions to champion policy and systems change

MISSION

To secure economic self-reliance, parity, power, and civil rights for African-Americans in the Greater Pittsburgh region

VISION

The Urban League of Greater Pittsburgh envisions a future where African Americans in the Greater Pittsburgh region are thriving.

VALUES

 Excellence

 Service

 Inclusion

 Empowerment



THE NEXT FIVE YEARS

We achieve this by seeking:

<p>The North Star of the Urban League of Greater Pittsburgh is an equitable Pittsburgh region where African Americans have income parity and full participation. Where African Americans are thriving economically, socially, and politically across the region.</p>	<p>1</p> <p>GOAL: Economic Prosperity</p> <ul style="list-style-type: none"> • Become the preeminent voice on achieving economic parity for the Black community • Refocus key programs for maximum community impact • Pursue homeownership, access to family-sustaining wages, entrepreneurship and supportive services that increase economic mobility.
	<p>2</p> <p>GOAL: An Activated Network</p> <ul style="list-style-type: none"> • Formalize an annual advocacy and legislative agenda that identifies issues to lead, partner, and follow • Harness the legacy of the Urban League as a connector and a movement builder across generations • Activate the corporate community as a partner in building a region livable for all
	<p>3</p> <p>GOAL: A Sustainable Organization</p> <ul style="list-style-type: none"> • Increase sustainable revenue sources • Ensuring adequate staffing levels • Modernize and simplify the organization’s systems, processes, and tools.

We will increase our capacities in:

- **Community engagement and marketing**
- **Volunteer management, corporate engagement, and advocacy**
- **Development, human resources (performance management, staffing), program evaluation, technology, and project management**

And we hope to see:

- **Increased action of issues affecting the Black community related to economic mobility**
- **Additional community members served**
- **Additional funds raised**
- **Enhanced program quality and visibility**
- **More supporters of the Urban League**

VALUES DEFINED

EXCELLENCE AND INNOVATION

Striving for the highest standards and seeking new and creative solutions to meet and exceed the needs of the community.

SERVICE

A dedication to effectively and compassionately meeting the needs of those we serve, with a focus on delivering impactful and meaningful support.

INCLUSION

Embracing diversity and ensuring equitable access to opportunities and resources, fostering a culture of respect and belonging for all individuals. Creating a region that is inclusive for the communities that we serve.

EMPOWERMENT

Fostering self-sufficiency and enabling individuals and communities to realize their potential and make informed decisions.

