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**Urban League of Essex County (ULEC)**

**Project Rock Advantage Term Sheet**

**Fall 2011**

***Program Overview:***

Project Rock Advantage is an innovative partnership between the National Urban League and its Affiliates to strengthen the capacity of the Affiliates. Through a generous grant from the **Enterprise Rent-a-Car Foundation**, participating Affiliates along with CCS Fundraising (an international fundraising/strategy firm) will develop a self sustaining model of revenue generation that ensures a viable future for the Affiliate to deepen its positive impact in the communities it serves.

***Goal:***

Raise $307,813 in FY 2011 to support programs that will enhance the quality of life for the disadvantaged of Essex County.

***Use of the Proceeds:***

PRA funds will be used to support Economic Development initiatives along with our Youth Programs. Specifically, our Economic Development initiatives include our Employment Services and Mature Worker Program. The Youth Programs supported are the Entrepreneurship Connect; Life Skills Training; and Tutoring Services.

***Program Dividends:* NEED MORE STATISTICS ON THE BENEFITS/#’S HELPED**

* Employment Services provides pre-employment job readiness training and recruitment services for the unemployed.
* The Mature Worker Program assists unemployed people 55 years of age and older by enhancing their skills and enabling them to transition off of unemployment. Over 1,500 people have participated in this program since it was started in **YEAR.**
* Entrepreneurship Connect is a six week program designed to teach high school students important skills to operate a successful business.
* Our Life Skills Training provides youth with the capacity to make better life decisions and we have served XYZ children in the last two years.
* Since 2005, we have successfully tutored over 2,000 students attending schools in Essex County.

***Demographics:***

* Essex County population is 783,969
* County’s unemployment rate is 11.4% whereas the State rate is 9.5%
* Percentage of people living below the poverty line is 14.4% for Essex County and 9.4% for the State
* County’s per capita income is $30,991 which is below the State level of $34,566

***ULEC Organizational Information:***

* Founded: 1917
* Service Area: Essex County, New Jersey
* Operating Budget: $4,443,287
* Employees: 75 (35 full-time; 40 part-time)
* CEO: Vivian Cox Fraser
* Number of Programs: **PLEASE ADD**
* Board Members: 10

