



RETURNING TO OUR PAST TO HEAL FOR OUR FUTURE

Annual Report

May 2020-Dec. 2021





CONTENT

▼	Mission, Vision & Values	2
<hr/>		
▼	Model & Approach	3
<hr/>		
▼	Supporting Healthy Black Families Programming	4
<hr/>		
▼	COVID-19 Relief Program	5
<hr/>		
▼	Testimonials	7
<hr/>		
▼	Urban Triage Financials	8
<hr/>		

Words from our Founder, CEO & President



I am proud and honored to share with you the work of Urban Triage over the past year and a half. From May 2020 through December 2021, Urban Triage met timelines many deemed impossible, but because of the community's consistent support, here we are. We've expanded our Supporting Black Families programming to include: Supporting Healthy Black Agriculture (SHBA) and Co-Conspirators. We also launched our Unhoused Neighbors Initiative, food delivery services, Dane County Collaboration of Black Service Providers, and Rental Support Program. We opened two offices, ran multiple Supporting Healthy Black Families Workgroups, and raised nearly \$1 Million. Our work was made possible by the "people" who believe in our mission. I am forever grateful and humbled by the support and commitment of our community to Black lives.

The growth of Urban Triage is unheard of for most Black-led, operated, and centered organizations. Urban Triage prides itself on cultivating meaningful and strategic partnerships with the community, funders, governance bodies, and institutions. We understand that liberation comes by way of relationships. We also understand that to do the work; we must set aside our personal opinions and negotiate for the greater good of our people and communities.

Cultivating the opportunity for Urban Triage to acquire the 2nd largest contract in Dane County with Dane County Human Services. Who knew? We had no idea what was in store for us when we embarked on this transformative and revolutionary work. We had no clue that our transformative learning model would change the lives of so many in such a short amount of time. We've witnessed firsthand mothers saving their children from street violence. We've witnessed firsthand families who didn't speak, mend their relationships, go to therapy and heal.

Five years ago, it wouldn't have occurred to me that we would be here, but we are. I'm excited to see where we are in 5 years. Our vision and goals are big! Follow us to see where we go next!

We're dedicated to the restoration required due to the triple pandemic: COVID-19, white supremacy racism, and economic insecurities.

This is only the beginning--watch us work!

A handwritten signature in black ink, appearing to read 'Sundee', written in a cursive style.



Our Mission

To foster, develop, and strengthen Black economic power, Black families' self-sufficiency, community leadership, advocacy, and family success through transformative education, psycho-educational, community engagement, trauma response, healing, and cultural heritage.



Our Vision

To empower and inspire breakthroughs and transformation by way of education and leadership in Black children, Black women, Black men, and Black communities.



Our Values

Integrity: Being our word. Honoring our word.

Flexibility: Adjusting as necessary to center Black needs & Black people.

Exceptional Customer Service: Meeting people where they're at with kindness and nonjudgement.

Reliability: Consistent in how we show up for Black people and when we show up for Black people.

Black Economic Development: Advocating for and creating resources & opportunities to enhance the economic well-being and quality of life of Black people.

Black Power: For Us. By Us.

Executive Team

Brandi Grayson, CEO & Founder
Quetta Rogers, Director of Operations
Lorissa R. Bañuelos, Director of Marketing

Board of Directors

Brandi Grayson, President
Cedric Johnson, Vice-President
April Kigeya, Secretary
Alex Lindenmeyer, Treasurer
Gia Gallimore



Our Model



The needs of Black communities are complex and require multiple approaches and initiatives that occur simultaneously. The purpose of Urban Triage is to bridge the gap in services by way of transformative education that empowers and inspires systems and communities by way of strategic partnerships that allow priority services, specialized referral processes, and direct access points.



Our goal is to decrease health disparities by engaging systems and those who are most impacted by said systems, at the same time, through partnerships, community led advocacy, and transformative education.



Urban Triage responds to, and initiatives are shaped by, the needs and concerns of the Black community. We build on the assets that are already found in our community and mobilize individuals, institutions, and/or partners to come together to develop sustainable solutions.



Our Approach



Leadership: Through our transformative education and dynamic programming we provide community members with the skills, tools and strategies to become a leader in their lives, work and communities. Our organization is founded and grounded in shared leadership and edification and promoting from within.



Cross-sector Partnerships: Urban Triage is rooted in collaborative, cooperative and strategic partnerships that include grassroots organizations, institutions, and systems.



Financial Resources: Through employment, advocacy, entrepreneurship support and opportunities. In addition to stipends, gas cards, gift cards, utility, security deposits, and rental support. We employ the people we serve.



Social Capital: Created by way of advocacy, activism, strategic partnerships, and delivering on our word over the last 10 years. We've developed trust, respect and support from the people we serve to institutions and systems.



► Our Programming

Supporting Healthy Black Families Programming

Urban Triage is founded and grounded in transformational education and learning that utilizes a framework to support people as they embark on a journey of self-discovery. The Supporting Healthy Black Families (SHBF) programming is an umbrella of workgroups rooted in transformative education developed and informed in response to requests and needs of the Black community. There are four initiatives under the umbrella of our workgroups:

- **Supporting Healthy Black Families Workgroup**

Empowering and inspiring breakthroughs and transformation in Black people, Black families, and Black communities. By way of self awareness, trauma recovery and healing.

- **Co-Conspirator Workgroup**

Designed to cultivate "aha" moments within non-Black individuals while supporting them in building an analysis and awareness of the depth and breadth of white supremacy racism--what it is and how it's embodied by all of us.

- **Supporting Healthy Black Agriculture**

Provides Black entrepreneurs with the skills, tools and support to succeed in agriculture related ventures. While providing the space and opportunity for family bonding, trauma recovery and healing.

- **Supporting Healthy Black Youth**

Provides Black youth between the age of 12-19 with the tools, skills and space to explore their own character, feelings, motives, and desires through creative arts, trauma recovery and his-story.



► Our Programming

5

COVID-19 Relief

In response to the COVID-19 pandemic and its compounded effects on Black families & communities, Urban Triage expanded our support services.

• Unhoused Neighbors Initiative

Our mission is to locate, identify, and build essential relationships with those experiencing homelessness and/or housing insecurity. We provide essentials supports, transportation, hot meals, assessments and direct referrals to support services. In addition, we provide individuals and families with permanent housing if they're interested by way of our partnerships with landlords and property managers.

• Dane County Collaboration of Black Service Providers

In response to the needs of the Black community during the pandemic---Dane County Collaboration of Black Service Providers (DCCBSP) was created. DCCBSP represents an unprecedented partnership between Black led organizations for the purpose of mobilizing coordinated efforts aimed at mitigating and minimizing the health, economic, and social impacts of COVID- 19.

• Dane County Rental Support

In July of 2021, Urban Triage acquired the 2nd largest contract with Dane County Human Services to provide rental support to residents outside the City of Madison. We've established a stigma-free program with a customer care center, in-person support, and online chats. Our program launched on 10/4/2021. Since then, we've allocated over \$3.9 million in rental support to 950 families.

Transformative Education, Equity, and Social Justice Consulting

We don't like to brag, but our training, workshops, etc. are like no other. We use the framework of Post Traumatic Slave Syndrome in addition to meta-physics, neuroscience, biology and his-story to take participants on a transformative journey of self discovery and analysis building. We've provided consulting services and training for over 12 organizations and institutions in the last 12 months, generating over \$100,000 in revenue for Urban Triage's dynamic programming.

We offer short and long-term training as well as:

- Short and long-term consulting
- Individual coaching
- Leadership training
- Training-of-trainers program
- Strategic planning and mission development
- Keynote
- Conferences presentations
- Workshop development and facilitation
- Justice Consulting



▶ Testimonials

I hope you understand what a positive difference you made in this family's life today-they just left with their keys to their new home! They are so appreciative of your quick response and so am I!!! We were joking that Christmas Miracles do happen...and this time YOU made the miracle happen!! I can't thank you enough-I just wish you could have seen the joy on her face today.

The knowledge and skills I learned from the Co-Conspirator workgroup have changed how I show up in all areas of my life including with my family and loved ones, but also professionally. My experience as a Co-Conspirator makes me poised to advocate for Black families in everything that I do. I am more able to see where inequities exist in our systems and processes and advocate for change where needed to ensure health equity for everyone in our community. I did not have this awareness prior to taking this class and my awareness and boldness in advocating for change in systems at my workplace has greatly improved since becoming a Co-Conspirator.

I've been attending SHBF workgroup for five weeks, and it has changed my life. I understand things that I had no reference to before. I work intentionally to be present for my children. I didn't understand what that meant before. I'm working on my mental health. I didn't understand triggers or what my autonomic nervous system did, or how it impacted trauma. I now understand my responses and my children's responses. I am a better person because of this group, and it's not over. I'm so glad I signed up for this. **It's revolutionary for sure.**

▶ Program Highlights

May 2020 through December 2021

1

400

Participants lives were transformed through Supporting Healthy Black Families' Programming



255

Individuals and families were supported through our Unhoused Neighbors Initiative (gas cards, gift cards, meals, essentials, transportation, advcacy & housing support)

2

3

10,000

Meals served to individuals, families and our unhoused neighbors.



75

Families were placed in permanent housing

4

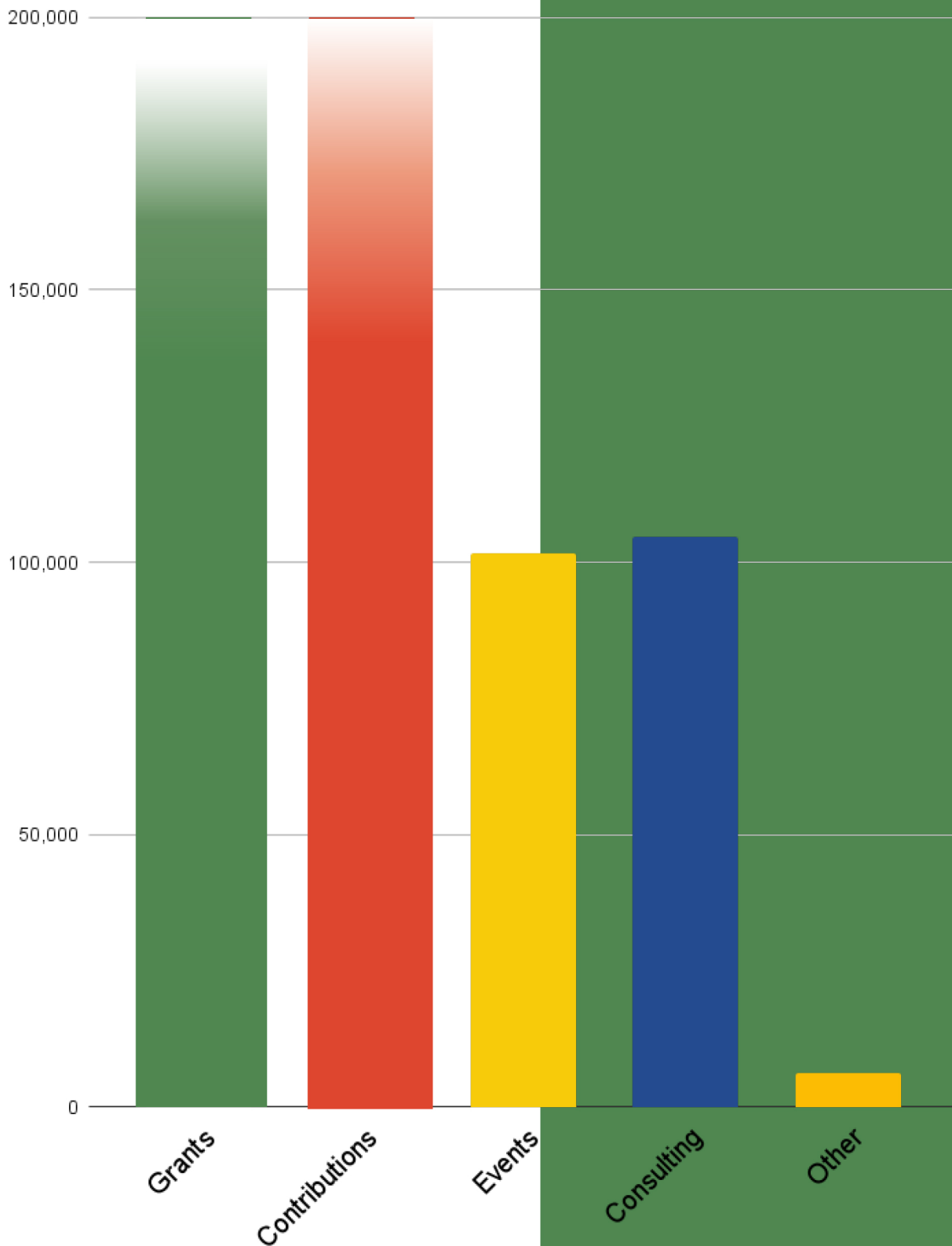
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\$3.9 MILLION DISTRIBUTED IN RENTAL SUPPORT TO 950 FAMILIES

Urban Triage Financials

May 2020 through December 2021

Revenue Sources



Statement of Activities

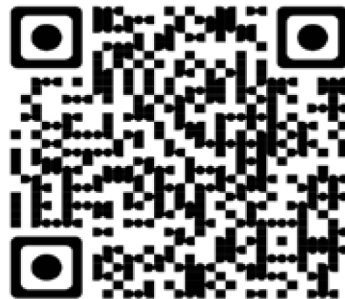
May 2020-December 2021

Support & Revenue		
Grants		\$ 5,660,469
Contributions		\$ 907,652
Events		\$ 101,771
Consulting		\$ 104,737
Other		\$ 6,258
TOTAL SUPPORT & REVENUE		\$ 6,780,880
Expenses		
Program Services		
Rental Support		\$ 3,903,275
Unhoused Neighbors Initiatives		\$ 100,300
Supporting Healthy Black Families & Co-Conspirator Workgroups		\$ 113,679
Supporting Healthy Black Agriculture		\$ 79,700
Sub-award Grant Payouts		\$ 190,339
Supporting Activities		
Administrative		\$ 160,922
Development		\$ 40,800
TOTAL SUPPORTING ACTIVITIES		\$ 4,589,015
FUNDS TO BE APPLIED TO RENTAL SUPPORT IN 2022		
		\$ 2,000,000
NET REVENUE		\$ 191,865



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Visit us today!



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