



# ANNUAL REPORT

2022



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# A WORD FROM OUR FOUNDER AND CEO

Long days and busy schedules were common in 2022. Still, we were dedicated to the restoration required due to the triple pandemic we experienced in previous years: COVID-19, social injustice, and economic insecurities. From chaos and destruction, there's only one thing left to do: create, which is what we did and will continue to do.

In 2022, we showed up and showed out, managing a \$21 million housing contract, growing our staff to more than 25 employees, expanding our Supporting Healthy Black Agriculture Initiative, our Unhoused Neighbors Initiative, and developing and implementing our Supporting Healthy Black Youth workgroup through a partnership with Thoreau Elementary School, and continuing the work of our Supporting Healthy Black Families, Co-Conspirator Workgroups and consulting services.

I'm excited to announce that we will continue these efforts and launch other initiatives this year. By March, we will be launching our Youth Programming with the inclusion of a Youth Drop-In Center. Even more exciting is that we have secured a building with housing units, and around July, we will begin providing Youth Transitional Housing and Rapid Rehousing to vulnerable youth. Additionally, we have been approved for a Hemp License by the U.S. Department of Agriculture (USDA). We will expand our Supporting Healthy Black Agriculture workgroup to include the growing and processing of hemp for CBD and offer \$2500 seed grants to entrepreneurs interested in starting agriculture businesses.

This newsletter showcases the difference we made as a community last year and the new things in store for us this year. Our work is made possible because of you, because of community. I am forever grateful and humbled by the support and commitment of our community to Black lives, the work, and the vision of Urban Triage. The success and development of our staff also humble me. The work would not be possible without them. I'm excited about what's to come.

Watch Us Work!



**"I am excited about the growth of Urban Triage in 2022. Nothing will compare to what we're going to do in 2023 though!"**

*Brandi Grayson, Founder and CEO of Urban Triage*



# OUR MISSION, VISION, AND VALUES



## OUR MISSION

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



## OUR VISION

To empower and inspire breakthroughs and transformation through 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 and Black people.

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

**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 and opportunities to enhance the economic well-being and quality of life of Black people.

**Black Power:** For Us. By Us.

# OUR MODEL



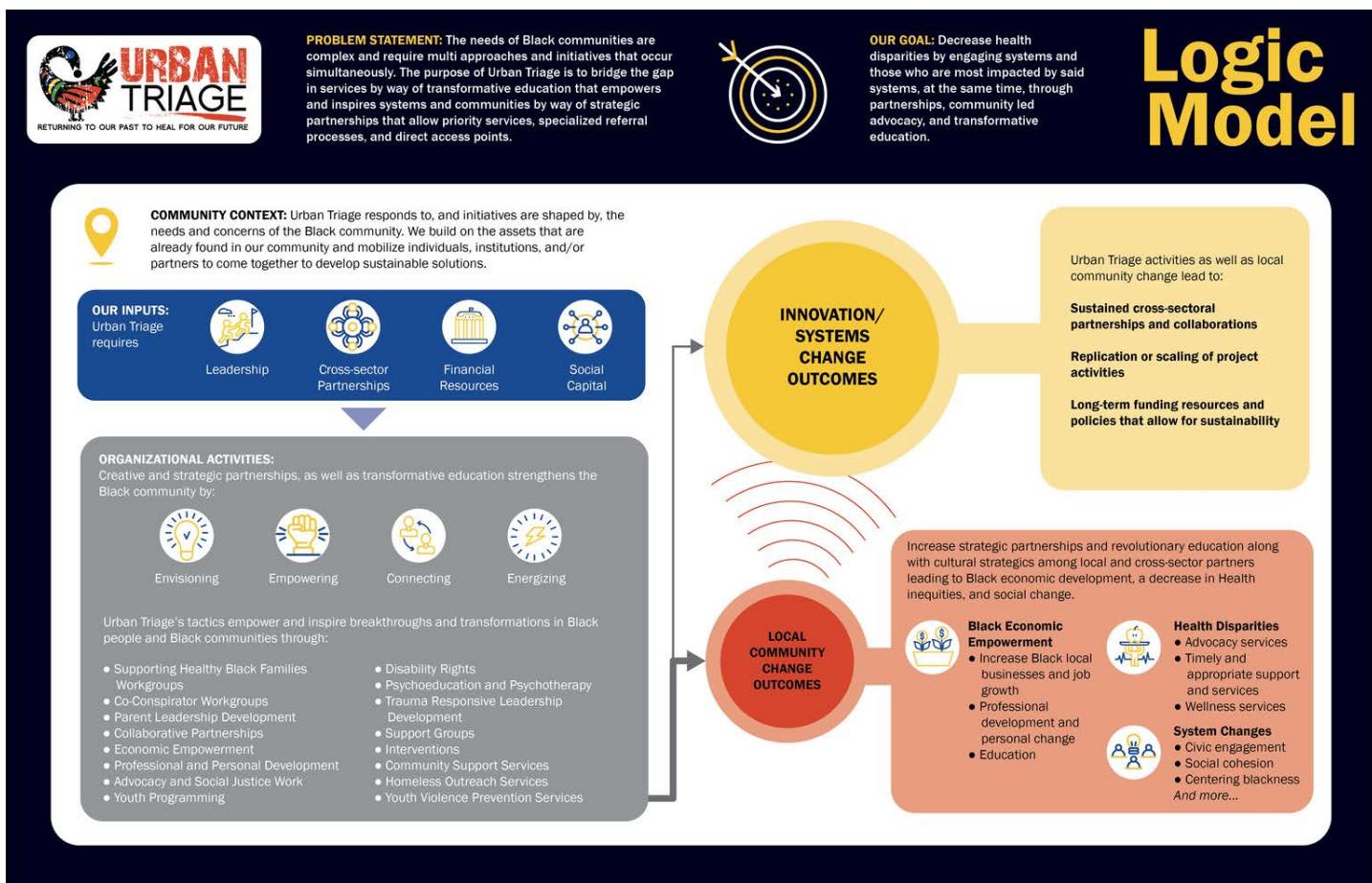
**Problem Statement:** The needs of Black communities are complex and require multiple approaches and initiatives that occur simultaneously. The purpose of Urban Triage is to bridge the gap in services by way of transformative education that empowers and inspires systems and communities by way of strategic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



**Our Goal:** 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.



**Community Context:** 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, edification, and promotion 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, and entrepreneurship opportunities, we are able to provide financial support and resources. We employ the people we serve. We also provide stipends, gas cards, gift cards, utility assistance, security deposits, and rental support.



**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.



# PROGRAM HIGHLIGHTS

1

**\$21.4M**

Rental Support  
Funds Distributed



**3,665**

Families Served Through Our  
Rental Support Program

2

3

**263**

Rental Support Participants Moved  
from Unhoused to Housed



**400**

Participants Went Through  
Our SHBF Workgroups

4

5

**10,700**

Meals Distributed Through our  
Unhoused Initiative



**1,500+**

Unhoused People Served Through  
Our Unhoused Neighbors Program

6

7

**1,200+**

Essentials Bags Provided to  
Our Unhoused Neighbors



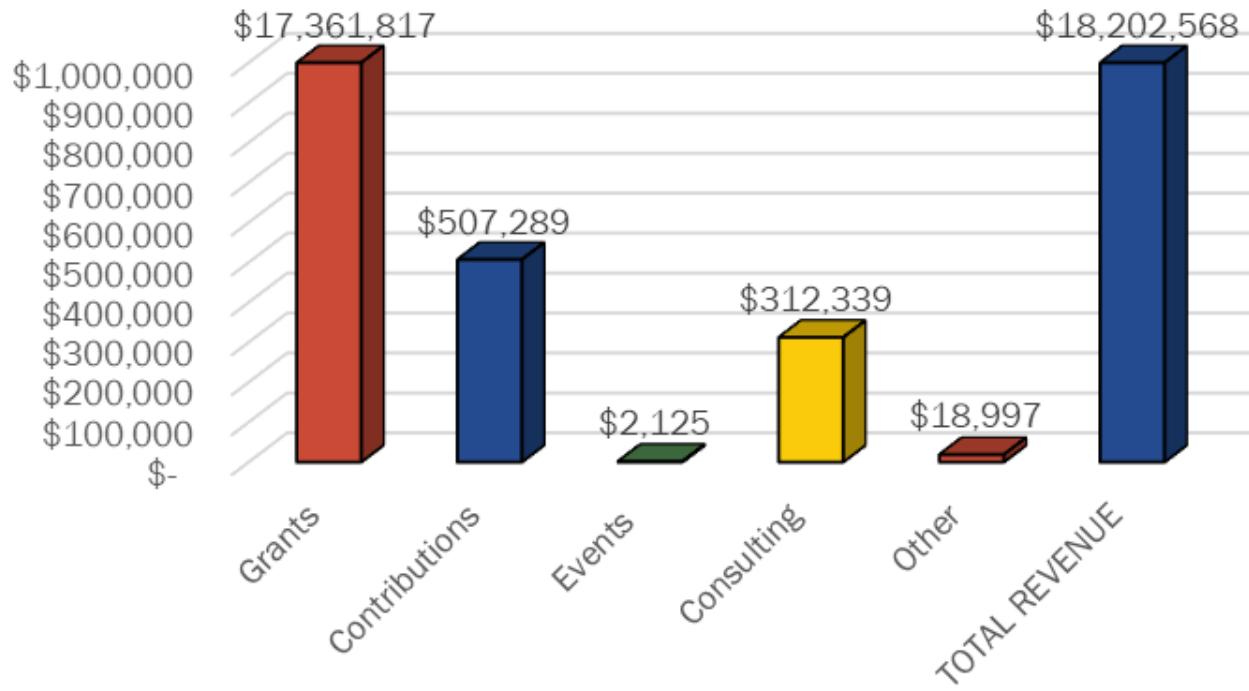
**15**

Students and Their Families Served Through Our Partnership  
with Thoreau Using a Hybrid Model of SHBF and SHBY

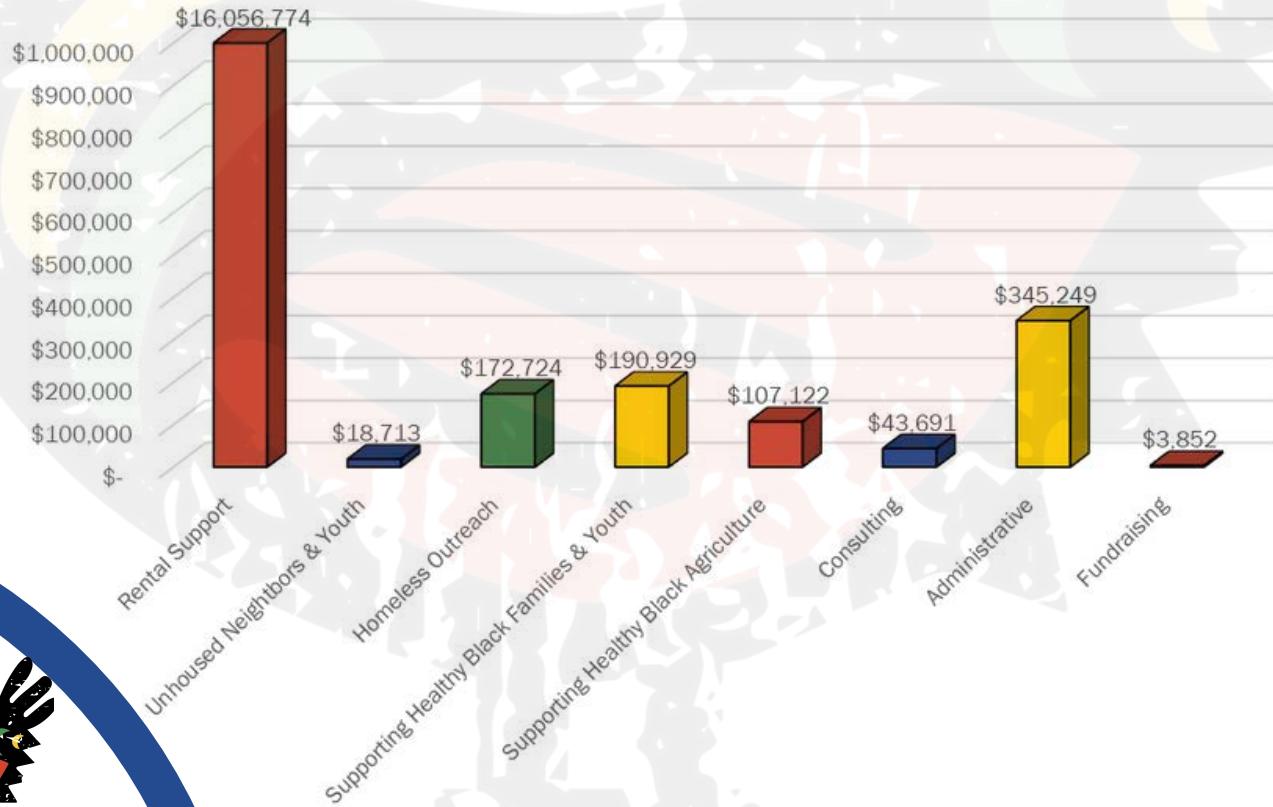
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# FINANCIAL OVERVIEW

## Revenue



## Expenses



# STATEMENT OF ACTIVITIES

REVENUE	
Grants	\$ 17,361,817
Contributions	507,289
Events	2,125
Consulting	312,339
Other	18,997
<b>TOTAL REVENUE</b>	<b>\$ 18,202,568</b>
EXPENSES	
<b>Programs</b>	
Rental Support	\$ 16,056,774
Unhoused Neighbors & Youth Initiatives	18,713
Homeless Outreach	172,724
Supporting Healthy Black Families & Youth	190,929
Supporting Healthy Black Agriculture	107,122
Sub-award Grant Payouts	43,691
<b>Supporting Activities</b>	
Administrative	345,249
Development	3,852
<b>TOTAL EXPENSES</b>	<b>\$ 16,939,055</b>
<b>NET REVENUE</b>	<b>\$ 1,263,513</b>

# OUR PROGRAMMING

Our organization values flexibility and meeting community members where they are. We are unapologetic in centering Black families and other vulnerable populations, their needs, and communities. Our programs include positive racial socialization strategies, messages, and techniques to help promote trust, social capital, and resilience in the most vulnerable communities. Racial socialization provides vital protective factors, including positive racial identity attitudes, self-esteem, and lower internalizing behaviors, including depression, anxiety, and anger. Our intentional framework moves marginalized populations from victims to victors with the support of those who look like them and have been in the same shoes. Our dynamic programming includes direct services, Supporting Healthy Black Families programming, and consulting services.



## DIRECT SERVICES

- Unhoused Neighbors Initiative
- Dane County Rental Support



## SUPPORTING HEALTHY BLACK FAMILIES

- Supporting Healthy Black Families Workgroup
- Co-Conspirators Workgroup
- Supporting Healthy Black Agriculture
- Supporting Healthy Black Youth



## TRANSFORMATIVE EDUCATION, EQUITY, AND SOCIAL JUSTICE CONSULTING

# DIRECT SERVICES

Urban Triage expanded our support services in response to the COVID-19 pandemic and its compounded effects on Black families and communities. The mission of Urban Triage in providing direct services is to fill the service gaps and address and answer the needs of our most vulnerable. Urban Triage is grounded in building self-sufficiency, and we take a holistic and individualized approach to offer people what they need. We draw on our vast network, community reach, and social capital to engage community members and distribute rental support and housing services.

Our housing programs (Unhoused Neighbors Initiative and Rental Support Programs) aim to place participants in permanent housing, connect them to the resources they need most, and empower and position them for long-term housing stability. The strength of our program lies in our existing relationships in our community, social capital, and community work. People trust us, so they engage with us on a different level than other nonprofits. We know where to find individuals experiencing homelessness and housing insecurity. We served these individuals before we were founded as a nonprofit and earned their trust.

## Unhoused Neighbors Initiative

The mission of our Unhoused Neighbors Initiative is to locate, identify, and build essential relationships with those experiencing homelessness and 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 through our partnerships with landlords and property managers.

Our Outreach Specialists visit the community multiple times a week connecting with those experiencing homelessness and housing insecurity to support them through housing processes. We provide advocacy and direct access points for homeless individuals and organizations through our partnership with the Homeless Consortium. We provide immediate support, intervention, and connections to other organizations while building trust and interpersonal relationships, which are key in engaging the most vulnerable. We do this through pop-ups at libraries, parks, other agencies, apartment complexes, door-knocking, partnerships with landlords, and by providing fliers at local hair salons, community centers, food pantries, nonprofits, churches, barbershops, and restaurants.

In 2022, through our outreach efforts, we were able to provide direct support to more than 1,500 unhoused individuals or those experiencing housing insecurities in Dane County. We were able to provide more than 1,200 essential bags and distribute more than 10,700 meals.



# DIRECT SERVICES

## 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 October 4, 2021. Since then, we've allocated more than \$15.4 million in rental support to 2,665 families.

All of our programs are rooted in the Housing First assistance model that prioritizes providing permanent housing to people experiencing homelessness, thus ending their homelessness and serving as a platform from which they can pursue personal goals and improve their quality of life. We believe that a homeless individual or household's first and primary need is to obtain stable housing, and other household issues can and should be addressed once housing is obtained. In contrast, many programs operate from a model of "housing readiness" — that is, an individual or household must address other issues that may have led to the episode of homelessness before entering permanent housing. How can folks address other issues when they have nowhere to rest or to live? It's impossible.

Our staff provides rental support, outreach services, advocacy, permanent housing placement, and case management to those experiencing housing insecurities. We have provided rental support through the Dane CORE 2.0 in partnership with Dane County Human Services, the City of Madison, the Community Action Coalition (CAC), and the Tenant Resource Center (TRC). Through our outreach and chronic documentation work with the Coordinated Entry System, in partnership with the City of Madison and Homeless Consortium agencies, we understand what's required to ensure we prioritize those most in need.

**In 2022, we provided more than \$15.4 million in rental support to 2,665 families.**



# SUPPORTING HEALTHY BLACK FAMILIES PROGRAMS

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. Our Supporting Healthy Black Families (SHBF) programming is an umbrella of workgroups rooted in transformative education developed and informed in response to the requests and needs of the Black community. There are four initiatives under the umbrella of our workgroups:

## 1. 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.

## 2. Co-Conspirator Workgroup

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

## 3. 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.

## 4. 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.

The details and impacts of these programs for 2022 are in the following pages of this report.



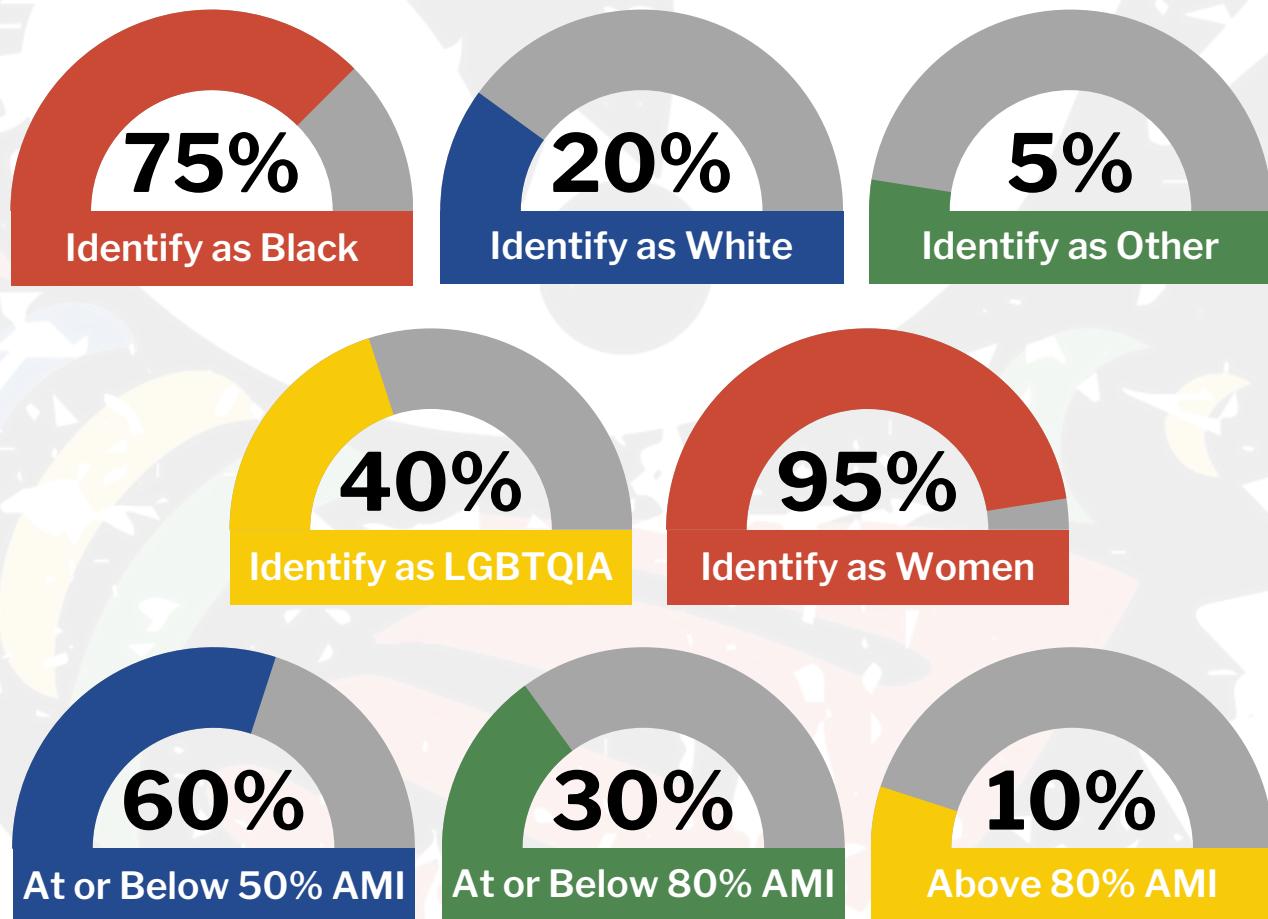
In 2022, more than 400 participants went through our transformational Supporting Healthy Black Families workgroups.

# SUPPORTING HEALTHY BLACK FAMILIES

## SUPPORTING HEALTHY BLACK FAMILIES WORKGROUP

This year, we held four cohorts for our SHBF Workgroup (Cohorts 8-11), and our first SHBF Master Course. All of our cohorts were filled to capacity and we had an amazing turnout. Our waitlist was started before we began each cohort. We are excited about the way our community has been showing up to take their journey of transformation and self-actualization.

### Demographics of People Served in Workgroups



# SUPPORTING HEALTHY BLACK AGRICULTURE

At one time, Black farmers represented 14% of all farmers; however, today they only represent 1.3%. Urban Triage developed the Supporting Healthy Black Agriculture (SHBA) program to address this gap in farming and agriculture and lower the barrier to entry for Black Farmers to be successful in agriculture. We do this through our SHBA Workgroup and our Farm Business Development program.

## SUPPORTING HEALTHY BLACK AGRICULTURE WORKGROUP

Our SHBA Workgroup is a 12-week leadership workgroup series designed to empower and inspire breakthroughs and transformation in Black communities. It teaches the basics of growing your own food as well as the entrepreneurial benefits/opportunities in the agriculture field. We dive into the many societal pressures that keep Black people from pursuing agricultural careers such as land access, culturally relevant training, Post Traumatic Slave Syndrome (PTSS), and many more.

Black farmers have been stripped of 80% of their farmland over the last century, amounting to millions of acres and hundreds of billions of dollars in lost wealth. Our program aims to create relationships, partnerships, capital, resources, and opportunities to reposition Black entrepreneurs in building wealth through agricultural cultivation, processing, and manufacturing.

In 2022, we held our second SHBA Workgroup cohort and had 20 families sign up. We grew more than 50 different species of produce and flowers and distributed more than 2,000 pounds of produce, which were free to participants and community members. Nearly 30 families were fed throughout the growing season and at least 100 community members were able to access our produce through our Park Street produce stand. An important fact is that we successfully grew peanuts in Wisconsin!



# SUPPORTING HEALTHY BLACK AGRICULTURE

## FARM BUSINESS DEVELOPMENT

One of our goals at Urban Triage is to support our Black Wisconsin Farmers as they strive to build financially stable, wealth-building farm businesses with resources, programming, and support. Our Farm Business Development program assists farmers in preparing their business license; provides support for programs in Business Management, Business Development, Value-added and Marketing, and Grant Writing; assists farmers with sourcing land; and provides farmers with an up-to-date list of resources for sustainability.

In 2022, we had about 4 farmers in our Farm Business Development Program and were able to help one receive a major grant for their business.

## URBAN HARVEST FESTIVAL

In 2022, we held our first annual Urban Harvest Festival where we celebrated growth, sustainability, and community. The festival was held at the Linda and Gene Farley Center for Peace, Justice, and Sustainability who donated their land to Urban Triage for the SHBA program. There were more than 300 attendees which exceeded all expectations for our first Urban Harvest Festival.



# SUPPORTING HEALTHY BLACK YOUTH

Supporting Healthy Black Youth (SHBY) kicked off on April 25, 2022. Urban Triage was excited to partner with WoLF Studios MKE to create a revolutionary space for Black youth. Our Supporting Healthy Black Youth workgroup offers trauma recovery, creative art, and his-story through the lens of Blackness. This was the first Supporting Health Black Families workgroup in the Milwaukee, WI area and it utilized our Supporting Health Black Families Programming framework which is designed to empower and inspire breakthroughs and transformation in Black people, Black families, and Black communities.

Supporting Healthy Black Youth brought together participants ages 13-19, who had an affinity for art and those who liked to have a hands-on introduction to art. Our transformative workgroups provide youth with the tools, skills, and space to explore their character, their feelings, motives, and desires through creative arts such as hip-hop, creative writing, photography, videography, trauma recovery, healing, and personal development.

Through art, the program cultivates leaders by exploring how art is connected to the following areas of focus: Perspective, Self-Awareness, and Trauma. Our goal was for participants to leave feeling empowered, inspired, and capable, and strengthen their abilities to connect to specific cultural principles and nuances.

The WoLF Studios MKE mission began in 2019 on a studio dance floor, with countless notebooks and the desire to see a more diverse Arts Community. Today, they are creating platforms for the next generation of Artists to innovate and carry that dream forward.

## THOREAU ELEMENTARY PARTNERSHIP

We launched our first hybrid model of Supporting Healthy Black Families programming in partnership with Thoreau Elementary School. Our partnership allows us to serve 15 students and ten parents. Once a week, we provide two hours of tutoring support in the school which is facilitated by Black Madison Metropolitan School District (MMSD) teachers with transformative education and emotional support facilitated by Urban Triage staff. We then meet with the parents of these students every other Saturday for 2 to 3 hours to engage them in parenting skills, transformative education, personal leadership, and change development. During this time, children receive art expression and skills development training to support their emotional growth and expression through the arts.



# SUPPORTING HEALTHY BLACK YOUTH

## UNHOUSED YOUTH INITIATIVE

In 2022, the Youth Action Board (YAB) selected Urban Triage as their youth housing partner along with LGBTQ Outreach and the City of Madison. Our journey with this partnership will allow us to launch our youth programming and Unhoused Youth Initiative. This initiative will allow us to address and answer the needs of our most vulnerable youth. We will serve youth ages 17 1/2 to 24 years of age who are experiencing homelessness, housing insecurity, sexual violence, mental health crises, and other traumas associated with housing instability and homelessness. We will provide housing, transportation to school and/or appointments, counseling services, etc., through our Youth Drop-in Center. As a caveat to our Youth Programming and initiative, the youth will participate in our Supporting Healthy Black Families transformative education workgroup as part of psychotherapy, trauma recovery, leadership development, and personal change.

The Unhoused Youth Initiative will have four (4) components:

### Homeless Youth-Parent Shelter

The facility will house youth ages 17 1/2 to 24 who have children and are experiencing homelessness and imminent housing insecurities.

### Scattered Transitional Housing Units

Urban Triage will lease three (3) to four (4) apartment units in our name and provide unhoused youth or youth experiencing housing insecurities with housing. We'll also provide wrap-around support and case management.

### Rapid Housing

Urban Triage will work with landlords and property management companies to house youth. We will pay a percentage of their rent until they're stabilized, and they'll receive wrap-around support and other services.

### Youth Drop-In Center

Our youth drop-in center will open in May of 2023, and it will create a space to support youth with resumes, job placement, accessing their essential needs, trauma recovery, systems navigation support, assistance with meeting their immediate needs, provide food, and offer case management. We are rooted in centering those most vulnerable and filling service gaps. Youth will now have a place where they can come and take a shower, wash their clothes, take a nap, chill in the recreation area, use computers, get a hot meal, and meet any of their other immediate needs.

# CO-CONSPIRATOR WORKGROUP

Our Co-Conspirator Workgroup is designed to bring about positive, permanent shifts in how we define and understand the depth and breadth of white supremacy racism. These shifts will be the direct cause for a new kind of freedom and power - the freedom to acknowledge our history and the power to do something about it. This will impact the confidence with which non-Black people will live their lives as social justice co-conspirators, their personal productivity for Black Lives, and the difference they make in this world.

Our workgroup is grounded in a model of transformative learning - a way of learning that gives people an awareness of the basic structures in which they know, think, and act. From knowing and awareness comes a fundamental shift that will leave people permanently changed and in alignment with the movement for Black Lives.

Non-Black people will no longer ask what to do or how to do it, they will know what to do and how to move with confidence and in impactful ways in support of the liberation of ALL Black people.

## GRADUATES OF OUR CO-CONSPIRATOR WORKGROUPS REPORT THE FOLLOWING:



# 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 metaphysics, 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 more than 15 organizations and institutions in the last 12 months, generating more than \$100,000 in revenue for Urban Triage's dynamic programming.

## OUR CONSULTING SERVICES

**Short- and Long-term Training**

**Short- and Long-term Consulting**

**Individual Coaching**

**Leadership Training**

**Training-of-Trainers Program**

**Strategic Planning and Mission Development**

**Keynote Speaking Engagements**

**Conference Presentations**

**Workshop Development and Facilitation**

**Justice Consulting**



# TESTIMONIALS

“ —

I've never felt safe enough to express my needs, frustrations, uncertainties, or self-doubt until now. The group is everything to me. I see the change in how I show up with my kid and myself. I'm more confident and empowered. I also see the change in my kiddo. Every school needs this type of support of parents and students. I love working with Urban Triage.



— ”

“ —



I wasn't sure what to expect when we joined the Supporting Healthy Black Agriculture program. I brought my kids there for something to do, but it became a life changing experience for my family. It is truly empowering and gives a whole new meaning to getting it "out the mud". The best part is that they built a growing bed in our back yard and we're able to continue the experience.

— ”

— ”

I contacted so many organizations to find assistance for my family. We recently left a domestic situation and I was struggling. Urban Triage was the first organization that didn't refer me somewhere else or make me wait and helped me right away with no questions asked. You're the only organization that truly helps in emergency situations.

— ”

# THANK YOU DONORS!

## \$50,000+

Sage Weil  
UW Hospital & Clinics Authority

## \$25,000 - \$50,000

Madison Metropolitan School District

## \$10,000 - \$25,000

Madison Gas & Electric Foundation  
UW Health  
Vanguard Charitable

## \$5,000 - \$10,000

Perry and Bethney Pickhardt  
Ralph Highsmith

## \$2,500 - \$5,000

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Erica Ramberg  
Eli Wieczorek  
Elise Lawson  
Group Health Cooperative of South  
Central Wisconsin  
Jake Johnson  
Joan Braune  
Private Wealth US Bank  
Schwab Charitable  
Sonja Tjostheim  
Wisconsin Poor People's Campaign

## \$1,000 - \$2,500

Alex Devaux  
Amanda Riley  
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## \$1,000 - \$2,500 (cont.)

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Efrat Livny  
Fidelity Charitable  
Gladeye Design Studio  
Gloria Farquer  
Hau Le  
Herbal Aspect, LLC  
James Weber  
Jodie Thill  
Johanna Streyle  
JPMorgan Chase  
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Lucy Hodgman  
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Rob and Kay Lera  
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Trevor Easton

## \$1 - \$1,000

We appreciate and thank all of you who supported. There were so many donors that we couldn't list them all. You are all the reason that we're able to do this work. THANK YOU!

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# URBAN TRIAGE

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