

Urban League of Greater Madison: Announces Plans for \$30,000 Spectrum Digital Education Grant

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MADISON, Wis., – Jan. 20, 2021 – Spectrum joined leaders from the Urban League of Greater Madison (ULGM) Senator Tammy Baldwin, state representative Samba Baldeh, County Executive Joe Parisi, and others as part of the ULGM's virtual Martin Luther King, Jr. Holiday celebration event where the organization announced an initiative to further local employment and training programs.

During a virtual celebration, Urban League leaders noted their recently awarded \$30,000 Spectrum Digital Education Grant will be used to enhance and support the organization's COVID-19 Workforce Recovery Initiative, designed to prepare community members in underserved neighborhoods with job readiness activities, advanced training, and enhance digital literacy through activities and classes. Officials said the need for employment and training programs has never been greater. According to the Urban League of Greater Madison, prior to the pandemic, Dane County was averaging 325 new weekly unemployment claims. Despite some stabilization, the number of new weekly claims, at 1,100, the number is still more than triple the pre-pandemic numbers.

"The workforce displacement that has resulted from COVID-19 has been unprecedented, and its impact on the African American community has been

disproportionate,” said Ruben L. Anthony, Jr., President & CEO for The Urban League of Greater Madison. “Spectrum’s support will allow us to help hundreds of individuals and families who have been impacted find their way back into the workforce, while simultaneously helping employers find work-ready, diverse talent.” Through two years of consecutive grants, Spectrum has provided \$55,000 to help further the Urban League of Madison’s Digital Inclusion and Literacy programs. “It’s crucial for broadband providers like Spectrum to play a role in bridging the digital divide so that individuals have access to the training and resources needed to succeed,” said state rep. Samba Baldeh. “I applaud Spectrum’s commitment in working with organizations such as Urban League of Greater Madison to facilitate digital education opportunities for those in need throughout the Madison area. By providing support through the Spectrum Digital Education Grant, impactful organizations can continue to offer programs that help meet the demand for digital education and access to technology.”

Spectrum has surpassed its multi-year commitment to award \$6 million in cash and in-kind donations to support broadband education across the company’s 41-state service area. Spectrum Digital Education is one of several philanthropic programs developed by Charter to support the communities in which Charter provides service and where its employees both live and work. Since its inception in 2017, Spectrum Digital Education has benefitted more than 56,000 individuals in 17 states and Washington, D.C. More information on Spectrum Digital Education Grants can be found at <https://corporate.charter.com/digital-education/grants>.

Madison-area job seekers looking for help through Urban League should contact Laura Hiebing at lhiebing@ulgm.org, or visit <https://ulgm.org/covid-work/>.

Employers looking to collaborate with Urban League of Greater Madison to find workers should contact Ray Allen at rallen@ulgm.org.