



In 1999, Usher Raymond IV Created a Global Youth Leadership Development Movement.

Since 1999, Usher's New Look® has transformed young lives by using the entertainment industry as a gateway to opportunity. We equip youth with the skills, access, and networks to turn their passions into education, careers, entrepreneurship, and wealth-building—future-proofing their lives.



UNL - Making a Difference

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Usher Raymond IV

Chairman

Watch on  YouTube

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1.3 million students
drop out of high school every year



Equivalent to
1 child every 26 seconds



4x less likely
to earn a living wage



75% of all crime
is committed by high school dropouts

Keeping the Spark Aflame

Our commitment to empowering the next generation of leaders is strong. We support youth through our 10-year leadership program, providing students with the skills and resources they need to thrive while also allowing them to earn local, national, and global Leadership Certification backed by Emory University.

1 IGNITE



POWERED BY SERVICE®,
7th – 8th grade

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2 IGNITE



LEADERSHIP ACADEMY,
9th – 12th grade

LEARN MORE

3 IGNITE



MOGULS IN TRAINING,
POST-SECONDARY

LEARN MORE



"I didn't think college was an option prior to UNL, so I planned to enlist in the Army. Usher's New Look altered my path."

~ Alexis Mitchell, Alumna

Please Join Us In Transforming The Lives of Youth.

So far, we have served **50,000+** youth.



100%
of Usher's New Look Academy students graduate high school.



98%
enroll in college.



61%
are first-generation college students.

GET INVOLVED