

2015 Inaugural Winner

of the Yolanda Coly Advocacy Award



Yolanda Coly
Principal, Coly Advocacy LLC

With over a decade leading, managing and serving in several capacities with the National Association of Minority and Women Owned Law Firms, Inc., (NAMWOLF), Mrs. Yolanda Coly, secured over two hundred Fortune 500 companies as corporate partners and financial contributors. Mrs. Coly also was instrumental in the education and implementation of companies to commit 5% of their outsourced legal budget to minority and women owned law firms. Mrs. Coly was one of the advisors working with Congresswoman Maxine Waters on Section 342 of the Dodd Frank Act, to ensure procurement of professional services to include legal. Mrs. Coly worked with merging companies urging them to be mindful of minority and women owned law firms. Mrs. Coly's personal dedication laid the foundation for respect, inclusion and the retention of minority and women-owned law firms to a degree unimaginable a few years ago. In 2008, Mrs. Coly was the recipient of the Vatican II Award for her distinguished service to society. In 2012, she was also the recipient of The Hinton J. Lucas International Award for promoting Diversity from A Call to Action Canada. Mrs. Coly's passion for equality in the legal arena and her tireless efforts to lay the foundation for inclusion of minority and women attorneys is unsurpassed. Before coming to NAMWOLF in 2001, Mrs. Coly was responsible for implementation and development of post-secondary educational project at YMCA of Greater Milwaukee. She successfully retained over 40 women participants to obtain their post-secondary education. In addition, she was appointed as YWCA's education ambassador to Kenya's YWCA. In 1999, Mrs. Coly served as executive coordinator of the African American World Cultural Center in Milwaukee. During this same period, Mrs. Coly was appointed advisor to African American Ministries Office of the Archdiocese of Milwaukee. Mrs. Coly is tenacious and tireless in her dedication and advocacy for the advancement of minorities, women and children. She is the mother of three children; the last being just six years old, in addition, raised two more children from Senegal and Japan. Mrs. Coly is a dedicated and loving wife to a selfless international physician and medical author. Currently, Mrs. Coly is principal of her own consulting group called "Coly Advocacy LLC" of which she is commissioned by NAMWOLF as Expert Consultant – Partnership Program and development. Mrs. Coly serves as co-chair for "A Call To Action Canada" which supports Canadian in-house counsel in advancing inclusion in legal procurement and development.

About the Award

The Yolanda Coly Award is conveyed to an individual for exceptional advocacy on behalf of NAMWOLF member law firms.

The Yolanda Coly Advocacy Award Criteria

The individual receiving this award:

(1) is a person of influence with wide ranging professional connections such as in, but not limited to, the political sphere, corporate America, and/or the legal profession;

(2) who, through stellar advocacy, profoundly advanced NAMWOLF's mission.

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