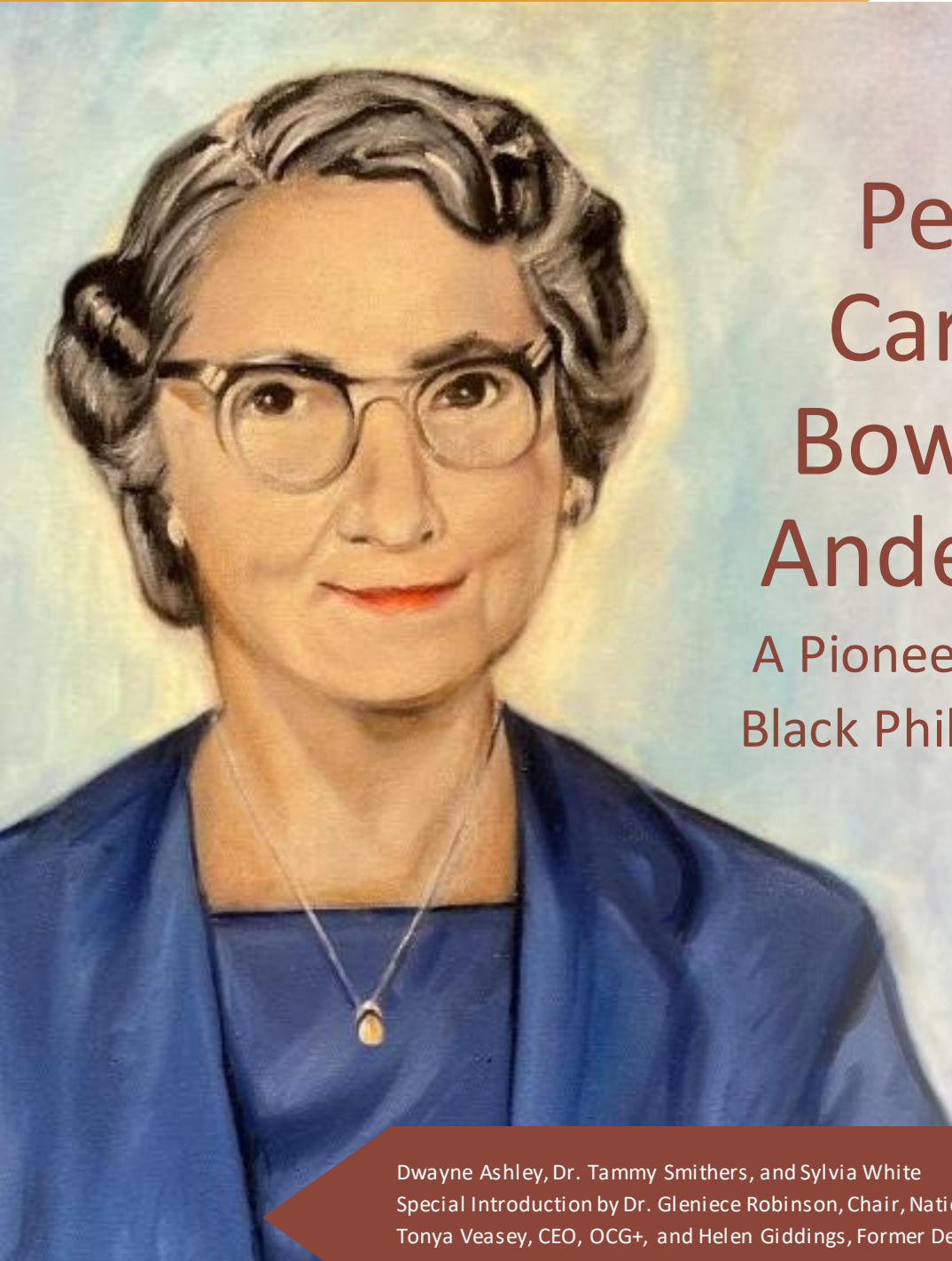


CULTURAL ICONS FOR SOCIAL CHANGE



The Iconic Impact Series by Bridge Philanthropic Consulting, LLC



Pearl Carina Bowden Anderson

A Pioneering Texas
Black Philanthropist

Dwayne Ashley, Dr. Tammy Smithers, and Sylvia White
Special Introduction by Dr. Gleniece Robinson, Chair, National Juneteenth Museum,
Tonya Veasey, CEO, OCG+, and Helen Giddings, Former Democratic member of the Texas
House of Representatives



"While donor-advised funds are a widely popular charitable giving tool now, Ms. Anderson was one of the early donor-advised fund contributors when she set up her trust at the now Communities Foundation of Texas in 1955."

Dwayne Ashley
Chief Executive Officer
Bridge Philanthropic Consulting

Special Introduction: Black Philanthropy Month

Most people in the United States, and throughout the world, are familiar with Black History Month. Those who love music look forward to Black Music Month in June. However, when it comes to Black Philanthropy Month, if it registers at all, the first names that come to mind would probably be the power couple Beyoncé and Jay Z, or most likely Robert Smith, the wealthiest Black Man in America, David Steward, World Wide Technology Executive, and Media Mogul Oprah Winfrey. Needless to say, their philanthropy for today's generation has transformed the lives of many individuals and strengthened many organizations. They are much needed and appreciated.

However, Black Philanthropy Month focuses on those quiet, humble, unassuming citizens, whose names are seldom mentioned in conversation or anywhere on social media. During Black Philanthropy Month, we celebrate such a woman, Pearl C. Anderson who, without fanfare, made her first major donation in 1955 to the Dallas Community Chest Trust Fund, known today as Communities Foundation of Texas (CFT). That contribution of \$325,000 grew to \$2 million in grantmaking and strengthened the organization's early commitment to support programs and institutions that help individuals throughout the community. Grants continue to be made today through the Pearl C. Anderson Fund at CFT.

While highlighting Ms. Anderson's lifetime of dedicated altruism, we must also acknowledge one of America's first Black philanthropists, James Forten, born a freeman in 1776. Due to his talent in making and designing sails for boats, he became one of the wealthiest people in the United States. Forten put his fortune behind this sentiment. He spent half his money buying freedom for people who were enslaved, made his home a stop on the Underground Railroad, funded the abolitionist newspaper *The Liberator*, and supported the Lombard Street School, at the time "the only public high school for Black students in the city." Although Forten and Ms. Anderson lived in different times (slavery ended, but racism roared on) they both felt a strong commitment to make the world a better place by contributing financially to significant causes. Ms. Anderson followed his earlier blueprint donating to community programs and playing an essential role in making the community and country a better place.

Long before the term "Black Philanthropy" became a phrase, it was the Black Church that served the community. It was the go-to house for spiritual meetings, financial, educational, and basic humanitarian needs such as food, clothing, and shelter. Historically, the Black Church has been the core institution for African American philanthropy and its parishioners have been the force behind its charitable giving. Their weekly donations assisted students attending college, helped families when they were sick, and implemented after-school programs. The Black Church served by organizing and providing volunteers to the community, and has always been directly and actively involved in civil and human rights activism.

The Black church preaches, and actively exhibits, the same qualities Ms. Anderson held dear to her heart. Her pioneering role amplifies the role Black people have always played in philanthropy. She was sincerely engaged in helping those who needed assistance regardless of their race, she was community oriented, and focused on helping the inner city.

Black philanthropy is a donation of equity, offering recipients, their children, and future generations better opportunities to strive higher. Ms. Anderson enjoyed an abundant life and was deeply devoted to making the lives of others better. That is the true meaning of Black philanthropy and why we salute Pearl C. Anderson. We are honored to provide the introduction to this very special tribute to Pearl C. Anderson.

Dr. Gleniece Robinson, Chair, National Juneteenth Museum

Tonya Veasey, CEO, Open Channels Group+ (OGC+)

Helen Giddings, Former Democratic member of the Texas House of Representatives

During a recent visit to the Communities Foundation of Texas, we learned about a pioneering Black Philanthropist whose story amplifies Black Philanthropy Month. Aligned with our mission and values as a company, we asked for permission to share Ms. Anderson's inspiring story with our global audience.

Pearl Carina Bowden Anderson (1898-1990) became one of the wealthiest Black women in the history of Dallas, Texas. She was a devoted civic leader and philanthropist, a noun that was rarely used to describe a Black woman during this country's unceremonious times. Her life was dedicated to making the world a better place by helping those less fortunate across racial lines and developing equity in the Black community primarily in education, food security, and business development.

The first major donation by Anderson in 1955 was a residual interest in a trust of prime real estate in downtown Dallas, valued at \$325,000, which she gifted to the then two-year-old Dallas Community Chest Trust Fund. Not only did her generous gift establish the Pearl C. Anderson Fund, it was also the first time that a philanthropist who happened to be Black, donated a transformative, six-figure gift of this size to the Dallas Community Chest Trust Fund. Founded in 1953, and now known as Communities Foundation of Texas (CFT), one would say Anderson's generosity was catalytic to the prestige that CFT enjoys today. The donation also acknowledged Anderson, a resident of South Dallas, as one of the state's most generous philanthropists—a title that was unheard of for a Black woman in the midst of segregation and the Jim Crow South.



“A woman ahead of her time, Pearl Anderson is no longer a hidden figure. She was inspired by the benefactor of the Rosenwald School she attended in rural Louisiana as a young girl. It is serendipitous that as a result of the historic six-figure legacy gift she made in 1955, a middle school would be named after her in 1963.”

Dr. Tammy Smithers
Executive Consultant, BPC



“Negroes are my people. I am Black. I may look Indian, French, or Italian. I am some of all that, but in my heart and soul, I am a Black woman.”

Since her 1955 donation, Communities Foundation of Texas has become one of the most influential community charitable fund holders, partners, and nonprofit grantees in Texas and the country. CFT manages more than 1,200 charitable funds for individuals, families, and corporations. In 2021, CFT’s assets grew 25 percent to \$1.5 billion. CFT has cumulatively granted \$2.2 billion in grants to nonprofits, working to support programs and initiatives that grow community giving, expand community impact, and advance community equity.

To honor and lift Pearl C. Anderson’s legacy, the Black employees of Communities Foundation of Texas have created the #IAMPEARL Fund, an affinity-sponsored fund that will make strategic grants to organizations that focus on education, food security, business development, and financial literacy for the Black community. Launched in 2021 on the heels of the country’s racial reckoning, the #IAMPEARL Fund seeks to raise \$325,000 in honor of its namesake. According to Morgan Spann, donor relations officer at Communities Foundation of Texas, “[Anderson’s] story resonates deeply because it points to our shared human experience.” Spann further stated, “we can be both the one in need of help and the one in a position to help.”

Anderson was born on August 18, 1898, in Winn Parish, Louisiana, to Nettie Bowden, a mulatto midwife, and a white physician father. She was raised by her maternal grandmother, Nellie Stringer, in rural Louisiana. During those days of racial segregation, it was more important for Anderson and adolescents her age to work in the cotton and peanut fields than to attend school. Her schooling began at age 12, when a school for Black children was built a few miles from her home. Every day in school, she was inspired by a plaque that credited the Rosenwald Fund for establishing her school.



When Anderson pledged to pay back the debt to those who secured her education, she unknowingly embarked on the tradition of Julius Rosenwald, Jewish philanthropist and the president of Sears, Roebuck, and Company. Her legacy grew out of a collaboration with Rosenwald and the educator and founder of Tuskegee Normal and Industrial Institute Booker T. Washington. Their pilot program became the Julius Rosenwald Fund in 1917 and created more than 5,000 schools for impoverished Black children (including 464 schools in 52 Texas counties).

Inspired by the Rosenwald Fund, in addition to her fund at CFT, Anderson actively volunteered with a host of organizations servicing those in need. During the 1950s she served on a variety of boards and organizations throughout Dallas including the NAACP, YWCA, South Dallas Business & Professional Women's Club. She was appointed to the National Leadership Advisory Council of the National Committee for Children and Youth in Washington, D.C. and was a delegate to the White House Conference on Children and Youth. In 1956, Anderson was named Woman of the Year by the Kappa Zeta chapter of Zeta Phi Beta. She was the first woman ever named an honorary lifetime member of the board of directors of the American Red Cross. Appointed to the Governor's Committee for the 1961 White House Conference on Aging, Anderson played a role in the establishment of the Hexter Memorial Lighthouse for the Blind and served as its president for five years. In 1977, Anderson was honored at both the National Council of Negro Women (Dallas section) and the National Conference of Christians and Jews.

After attending college for one year, she became a schoolteacher and taught in Louisiana and Arkansas schools. Looking for better job opportunities, at age 21, Anderson moved to Dallas, Texas in 1919 and used her savings to build and operate a grocery store for residents of that community. This schoolteacher turned entrepreneur would eventually sell her grocery store business. Upon landing a job at an icehouse in Dallas, she became ill, and became dependent on the local physician John Wesley "J. W." Anderson to return her to a healthy state. Dr. J. W. Anderson was a prosperous figure in Dallas's African American community. Despite the 20-year age difference, the two were married in 1929. Dr. J. W. Anderson, also a philanthropist, gifted the building which housed the anatomical department at his alma mater Meharry Medical College in Nashville, Tennessee. His donation to the YMCA was one of the largest gifts ever given by a Black man at that time. Following her husband's death, in 1947, she was left with many profitable properties.

A dorm at Bishop College was named after her, as are the Pearl C. Anderson Day Nursery in Garland and the Pearl C. Anderson Middle School Learning Center in South Dallas, which closed after 50 years. Anderson died in 1990 at the age of 91 in her South Dallas home and was buried amongst her "people" in Lincoln Memorial Cemetery in southeastern Dallas. In her words, "Negroes are my people. I am Black. I may look Indian, French, or Italian. I am some of all that, but in my heart and soul, I am a Black woman."





Photo credit: A portrait of the late Pearl C. Anderson on display at Communities Foundation of Texas. Pearl C. Anderson made the first six figure charitable gift to CFT in 1955.

In a country where the social structure was constructed as a hurdle, it is crucial that time is taken to praise the selfless commitment of Pearl C. Anderson, who shared her financial blessings. She was more than a philanthropist, she was a caring, devoted, persevering Black woman, who committed her life to making Texas a better place for those who did not have a voice. She was a most respected role model. We can only imagine how many young Black girls and women were influenced by her civic activism. Dr. Reo Pruiett, Communities Foundation of Texas' chief diversity, equity, and inclusion officer, stated it best, ***"Our children need to understand what greatness looks like."*** It is important to recognize that Pearl C. Anderson, a philanthropist, educator, and businesswoman, touched many who crossed her path and left a legacy of hope that will affect the communities she served for generations to come.

About Bridge Philanthropic Consulting, LLC



Bridge Philanthropic Consulting (BPC) is the nation's only full-service Black-Owned Philanthropy firm. Our company has a proven track record of extraordinary success in helping philanthropic organizations and institutions to realize their dreams, accomplish their missions, and grow their aspirations. With more than 600 years of combined experience, our leaders have raised billions for clients throughout the world.

Iconic Impact Series--Co-Authors

Dwayne Ashley, *Founder and Chief Executive Officer*

With over 30 years in the philanthropic industry, Dwayne Ashley has utilized his knowledge of fundraising and passion for social justice to create opportunities for people of color through his founding of Bridge Philanthropic Consulting, the nation's only full-service Black-owned fundraising firm. Throughout his career, Dwayne sought to align with organizations that shared his values regarding the betterment of Black-and-Brown people and, through that alignment, has raised over \$1 billion to support those communities.

Dr. Tammy Smithers, *Executive Consultant*

Dr. Tammy Smithers is an interdisciplinary scholar-practitioner who thrives at the intersection diversity, equity, and inclusion and social justice philanthropy. Her 25 years of experience spans mission-driven arts and higher education institutions where she raised money from high-net-worth donors and Fortune 500 corporations. She has served in key philanthropy roles as a director of corporate giving for Houston Grand Opera and helmed public relations and marketing at Texas Chiropractic College Office of Institutional Advancement. Dr. Smithers previously lectured at Texas Southern University Jones School of Business and the University of St. Thomas School of Education and Human Services. She is a visiting scholar in the Center for Minority Serving Institutions and Samuel DeWitt Proctor Institute for Leadership, Equity, and Justice at Rutgers University.

Sylvia White, *Chief Operations Officer*

Sylvia White is the Chief Operations Officer at Bridge Philanthropic Consulting and a seasoned executive with experience managing teams in every development area, including major gifts, corporate and foundation relations, annual giving, stewardship, systems, and research. With significant experience in principal and major gifts, Sylvia has worked with top-level donors to secure millions of dollars in pledges to various organizations and businesses championing change. In addition to her professional accolades, Sylvia has published articles in the New York University College of Dentistry's Global Health Nexus, The Positive Community Magazine and is a proud member of, The Harlem Writers Guild, the oldest operating Black Writers Workshop in the United States.

Special Guest Introduction Contributors

Helen Giddings, Former Democratic member of the Texas House of Representatives

Representing District 109, Helen was the was first elected to the chamber in 1992, and she served until January 2019. When she served in the state House, Giddings served as founder and president of Multiplex, Incorporated. She was involved with a number of organizations, including the African-American Museum Annual Ball, African American Political Congress, American Red Cross - Dallas Chapter, Benefit for Dallas Women's Council, Casa De Los Amigos, Community Resource Trust, and Consumer Credit Counseling Services.

Tonya Veasey, Social Impact Strategist, Founder and CEO of OCG+

For more than 25 years, Tonya has counseled executives at Fortune 500 companies on public affairs, legislation, and community engagement. As an entrepreneur, she founded and grew a public affairs agency, Open Channels Group (OCG+). With deep expertise in issues management, crisis communications, corporate social responsibility, and social impact, Veasey brings a unique perspective to board and management deliberations. Her proficiency in navigating the diversity, equity, and inclusion landscape informs all her counsel. As the CEO and President of the Congressional Black Caucus Foundation, she collaborated with her Board of Directors and the representatives of the Congressional Black Caucus to amplify and ultimately expand the Foundation's impact.

Dr. Gleniece Robinson, Chair, National Juneteenth Museum

Dr. Gleniece Robinson has spent her life as a servant leader, mostly non-traditional education via service through public libraries increasing access to information on which informed decisions could be made.

Building upon her education at Alabama State University, Montgomery, AL, she received both a masters and doctorate degree at the University of Michigan in Library and Information Science. Her interest in public service was organic, growing out of her childhood experiences and inability to attend the public library and her curiosity and a "need to know". Succumbing to her "need to know" she spent a stint at the Library of Congress, serving first at the Navy Base, Division for the Blind & Physically Handicapped and the Office of Personnel Management.

Elected to serve as a Texas representative to the first White House Conference on Library and Information Services she continued her work to public library service and was selected as one of 10 United States librarians to attend the Global Conference on Libraries in 2013 held in Cape Town, South Africa along with librarians from 30 countries, sponsored by the Bill and Melinda Gates Foundation.



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