

"THE MAN AND HIS PHILANTHROPY"

By

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It was not important to seek credit for these acts of kindness and generosity.





Wherever Michael Jackson traveled, he fit a hospital visit or an orphanage into this schedule. During Jackson's HIStory World Tour in 1996, he spent two hours at a Sydney hospital playing "Father Christmas," as one Australian newscaster described it, giving out thousands of dollars worth of dolls, toys, and computer games to bedridden children whose faces lit up with smiles. Two years earlier, a visit to a Hungarian hospital during a break from a video shoot led him to pay for a liver transplant for a 4-year-old boy ... and treatment for the next 10 years.

Even earlier, during the world tour for his album Bad from 1987 to 1989. if Jackson wasn't visiting sick and underprivileged children, he was bringing them backstage for the thrill of a lifetime. "Every night the kids would come in on stretchers, so sick they could hardly hold their heads up," recalled Jackson's voice coach Seth Riggs. "Michael would kneel down at the stretchers and put his face right down beside theirs so that he could have his picture taken with them, and then give them a copy to remember the moment. I couldn't handle it. I'd be in the bathroom crying. The kids would perk right up in his presence. If it gave them a couple days' more energy, to Michael it was worth it."

That was one way the musical icon and philanthropist operated: giving his time, money, energy, and love to children across the world—more often than not away from the cameras and reporters. It was not important to Michael to seek credit for these acts of kindness and generosity.

On the world scene, his generosity was no different. Whether it was working with Elizabeth Taylor to be among the first to fight AIDS and HIV or uniting many of music's greatest stars for the "We Are the World" recording to raise funds for world hunger, Jackson was at the leading edge of philanthropy.

Estimates of the amount of money donated by Jackson before his tragic death in 2009 range as high as \$1B. In fact, Jackson was listed in 2000 in the Guinness Book of World Records for most charity organizations supported by a pop star. At the time, he was supporting 39 organizations through direct donations, support of projects, appearances, and in-kind donations with the use of his assets for fundraising.







There is a widely held belief that the affluent among the African American community do not take care of their own. But that is far from the case. In fact, Michael Jackson was a pioneer among not just Black performers but the entertainment industry overall, demonstrating how fame could provide the muscle for charitable giving. While there has been controversy about Jackson's legacy, his decades of philanthropy and devotion to a variety of social causes are beyond dispute.





Also beyond dispute is his legacy as one of the greatest entertainers of all time. "Thriller" is still the most popular record of all time, with more than 66 million albums sold since its release in 1982: the 13-minute video for the title track changed the music video forever, creating a pop culture phenomenon. Thriller also reversed a steep decline in Black music on pop charts. By 1982, Billboard magazine pointed out, the amount of Black music on the Hot 100 had plummeted by 80 percent. That fall, for the first time since the 1950s, not a single record by Black artists cracked the Top 20 on the album chart or the Hot 100 singles chart for three consecutive weeks.

Yet the music went beyond mere entertainment. By demonstrating mass appeal, Jackson united the races as a multicultural unit of fans. When his "Thriller" premiered on MTV, it opened the door for other Black artists to have their videos air on the network, which had not previously featured videos from artists of color. He crossed racial boundaries like no one before, paving the way for those who followed. As Rev. Al Sharpton said during an interview with CNN three days after Jackson's death, "Michael Jackson made culture accept a person of color way before Tiger Woods, way before Oprah Winfrey, way before Barack Obama. Michael did with music what they later did in sports and in politics and in television. And no controversy will erase his historic impact."

Even so, his stature as a moonwalking musical sensation would have had lesser meaning without his commitment to philanthropy. The enormity of his superstardom gave him a platform to touch lives globally.

As he sang in his hit anthem, "Heal the world. Make it a better place, for you and for me and the entire human race." And those words were never lip service for Jackson. Here are just some of the many philanthropic endeavors of the pop superstar who died tragically at the age of 50 on June 25, 2009.

The Jacksons give a show of support for The Atlanta Children's Foundation.

The Jacksons will be performing at the Omni Arena on July 22 in Atlanta, Georgia.

At CBS Records, we're proud of their appearance because we solidly support the Atlanta Children's Foundation and its investment in an American treasure, black youth.

Rest assured that even after the curtain comes down, our show of support will go on.



LEVERAGING THE PLATFORM

AND POWER OF FAME

Jackson was intent on using his fame for the good of others even before Thriller. From 1979 to 1981, the kidnappings and murders of two dozen Black children—22 boys and 2 girls—in Atlanta shocked the nation. It also consumed tremendous city resources, threatening Atlanta's ability to fund children's programs during the crisis.



Michael and his brothers, then performing as The Jacksons, swung into action in 1981, announcing plans to give a benefit performance in support of the Atlanta Children's Foundation, an organization that dedicated itself to supplementing programs for African American school-aged children and their families in response to the kidnappings and murders.

The Jacksons performed in a sold-out concert at Atlanta's Omni Auditorium on July 22, 1981.

The benefit raised more than \$100,000.



CREATIVE PROGRAMS FOR CHANGE

Famine engulfed Ethiopia, leaving hundreds of thousands of people, including young children, starving and poor. By 1985, 1 million had died, according to the United Nations. After the success of a British charity effort known as Band-Aid and its song "Do They Know It's Christmas," singer Harry Belafonte and music manager Ken Krager formed an American counterpart called USA for Africa. Belafonte reached out to producer Quincy Jones to create a song for the effort, and Jones brought Jackson and Lionel Richie aboard.

Buoyed by the success of Thriller, Jackson again sought a unifying song that anyone across cultures and nations could enjoy, even if they couldn't understand the English lyrics. When Jackson sent over a solo demo. Jones loved it immediately. "A great song lasts for eternity," the producer later said. "I guarantee you that if you travel anywhere on the planet today and start humming the first few bars of that tune, people will immediately know that song."

The official recording session was scheduled for January 22, 1985 in Los Angeles, with legends including Ray Charles, Diana Ross, Bruce Springsteen, and Billy Joel lending their voices. The stars were supposed to head over to A&M Recording Studio immediately after the American Music Awards, but Jackson skipped the award show altogether to record his part early. He, Richie, Stevie Wonder, and Jones helped the others learn their individual parts and the chorus.



The song became the fastest-selling single in history, selling nearly a million copies in its first three days. It helped generate proceeds of \$60 million, which were used to send over 120 tons of supplies to Ethiopia, including high-protein biscuits, water, medicine, tents, and clothing.



In 1984 Ryan White became the face of AIDS at age 13 after receiving a tainted blood treatment for hemophilia. Jackson not only stepped in to help but became the boy's confidante and close friend. They spent many hours together at Jackson's home. Ryan's mother, Jeanne White-Ginder, said admiration between Michael and her son was a two-way street.

"I think maybe that was the truth with Michael," White-Ginder said. "Once you met Ryan, you didn't feel sorry for him. Michael said Ryan never talked about his illness. And he said he never wanted anybody to feel sorry for him. So I think they really had this good communication of respect for each other."

Jackson gave Ryan his favorite car, a red Mustang, in 1989, the year before the young man's death at age 18. The star's next video was for the song "Gone Too Soon" and featured footage of Ryan's life as well as news coverage of White's time as the face of the AIDS crisis.

The attention brought to Ryan by Jackson and other stars like Elton John created momentum for the passage of the "The Ryan White CARE Act," providing more than \$2 billion toward the diagnosis, care and treatment of those with HIV/AIDS, especially the poorest Americans. President George H.W. Bush signed it into law in August 1990, four months after Ryan's death.



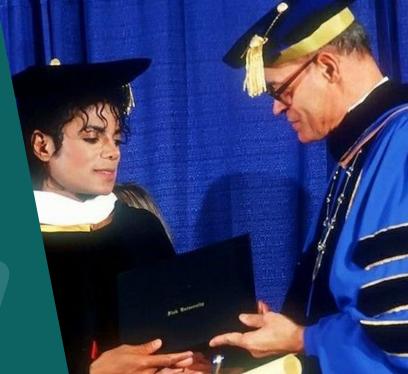
When it came to the fight against HIV/AIDS, Jackson was at the forefront as well. Along with dear friend Elizabeth Taylor, he was one of the first entertainers to pick up the cause.

To mark what would have been Jackson's 60th birthday on August 29, 2018, The Michael Jackson Estate honored his humanitarian legacy by announcing a partnership with The Elizabeth Taylor AIDS Foundation. Michael's daughter, Paris, remains an ambassador to the organization.



An education opens a person's mind to the entire world. There is nothing more important than making sure everyone has the opportunity for an education.

MICHAEL JACKSON



UNITED NEGRO COLLEGE FUND

Jackson was inspired to support college students by his deep belief in the importance of higher education, particularly for young Black people. In 1986 Jackson donated \$1.5 million to the United Negro College Fund (UNCF) to establish a scholarship endowment. Two years later he contributed the proceeds of a concert at Madison Square Garden in New York to UNCF. The additional donation of \$600,000 made him one of the organization's largest African American donors at the time.

"The Michael Jackson Scholarship was very crucial to my collegiate experience at Spelman College and truly a blessing my last semester," said Kelsey Kenniel, operations specialist for Education Pioneers in Memphis, Tennessee. "The \$5,000 award helped to defray school tuition and related expenses. My plan was to graduate a semester early to cut down on costs for me and my family, and the scholarship was one of the catalysts that helped propel that goal forward."

As of 2019, 248 college students attending 38 of the nation's historically Black colleges and universities had received scholarships from the UNCF/Michael Jackson Scholarship Program. In 1988 he received the foundation's highest honor, the UNCF Frederick D. Patterson Award.





One of the most rewarding acts of charity for Jackson was his participation in the Make-A-Wish Foundation. Tiffany Rowe, 15 at the time, was recovering from an excruciating round of treatment for severe idiopathic aplastic anemia—essentially total bone marrow failure—when she asked the foundation to grant her wish to meet Jackson.

During the Bad Tour in 1987, Jackson made it happen. For Rowe, now a life coach in the San Francisco Bay Area, it was the thrill of a lifetime to meet Michael backstage before one of his concerts. But she had been a little disappointed beforehand to learn that her biggest wish, to dance with him, wouldn't be possible.

Then the impossible happened.
During the concert, he hoisted her onstage. "I was in front of all of those people, and I could hear the roar, and I was calm," she said. "I was doing what I wished to do. I felt exactly the way I needed to feel, at home and confident in my body. There had been part of me that felt pretty betrayed by my body, and I felt very at peace in my own skin again."

She credits the experience with aiding her recovery. Her prognosis with treatment had been three to six months to live. She would go on to become National Board Chair of the Make-A-Wish Foundation.

"There was a sense that I was fighting for something, not just against something, and that was incredibly motivating," she said. "I was surviving to go back and live a full and extraordinary life—not that I knew that would happen, but I could give myself permission to believe it was possible."

Jackson granted numerous other wishes as well through the foundation. Among others, in 1984 he granted the wish of a terminally ill 14-year-old boy named David Smithee to meet the King of Pop, and in 1992 he met with David Sonnet, a 14-year-old who had suffered a brain aneurysm at the age of 8 that left him able to function only through a special computerized device for communication.



"Earth Song" was not released as a single in the United States, but it climbed to the top of the charts in the United Kingdom and six other countries. Written in a hotel in Austria while Jackson was on tour, the song was a passionate plea for environmental awareness—a plea that is even more resonant today with the increase in wildfires and other natural disasters sparked by climate change.

"I was feeling so much pain and so much suffering of the plight of the Planet Earth. And for me, this is Earth's Song, because I think nature is trying so hard to compensate for man's mismanagement of the Earth,"
Jackson said. "And with the ecological unbalance going on, and a lot of the problems in the environment, I think Earth feels the pain, and she has wounds, and it's about some of the joys of the planet as well. But this is my chance to pretty much let people hear the voice of the planet."

The "Earth Song" short film features stark footage of Michael and native people around the world witnessing acts of natural devastation. He received the Doris Day Music Award from the Humane Society's Genesis Awards in 1996.





Jackson established the Heal the World Foundation in 1992 to build on the theme of his hit single song, and his Dangerous World Tour was staged to fund its works. The purpose of the charity was to provide medicine to children and fight world hunger and homelessness and fund numerous other children's causes around the world. It helped pay for a boy's life-saving liver transplant and co-sponsored an airlift of 46 tons of relief supplies for war-torn Bosnia-Herzegovina. All profits from the tour concerts went to the foundation, raising millions of dollars in relief.

One of his most stunning performances of Heal the World came at Super Bowl XXVII in 1993 at the Rose Bowl in Pasadena, California, promoting the organization with the assistance of a choir of hundreds of volunteer fans surrounding the stage and fans throughout the stadium turning over cars to reveal giant cartoons of children holding hands. The NFL donated \$100,000 and a 30-second TV spot to solicit contributions, and Jackson donated his \$1 million performance fee to the foundation.

"Today we stand together all around the world, joined in a common purpose," he told the massive Super Bowl crowd and TV viewers, "to remake the planet to heaven of joy and understanding and goodness. No one should have to suffer, especially our children. This time we must succeed."

In 2001 Jackson followed up with the Heal the Kids initiative, part of the foundation's outreach to boost children's welfare. In a speech at Oxford University about raising children, he said of his own offspring: "So what if they grow older and resent me, and how my choices impacted their youth? Why weren't we given an average childhood like all the other kids, they might ask? And at that moment I pray that my children will give me the benefit of the doubt. That they will say to themselves: 'Our daddy did the best he could, given the unique circumstances that he faced. He may not have been perfect, but he was a warm and decent man. who tried to give us all the love in the world.' I hope that they will always focus on the positive things, on the sacrifices I willingly made for them."

CULTURAL ICONS FOR SOCIAL CHANGE

Bridge Philanthropic Consulting (BPC) is publishing a series of position papers called **The Iconic Impact Initiative** to explore the historical nature of multi-cultural philanthropy and the foundations of giving that were built by modern-day leaders of color—from ordinary individuals to the most famous pop-culture icons. While often not given credit, African Americans and Hispanic Americans have been leaders in charitable giving, not only providing generous monetary contributions but innovating ways to empower worthwhile causes.

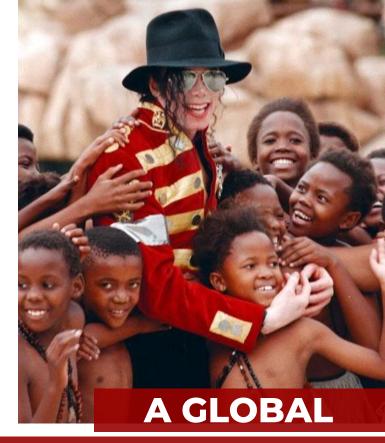
BPC is the only African American-owned philanthropy and strategy firm worldwide. It has extensive experience with the African American and Hispanic American market and media organizations and broad relationships within the multi-cultural community, leading the way in advising organizations seeking positive strategic outcomes inclusive of communities of color. This is the launch of the series.



Jackson's contributions went far and wide. He also donated generously to the NAACP, UNICEF, the Red Cross, and dozens of other organizations. Wherever he traveled during the Bad Tour, the donations followed. In Detroit, he gave \$125,000 to the city's Motown Museum. In Japan, he donated \$20,000 to the family of a young boy who was murdered. After the tour ended, he auctioned off personal items, with all proceeds going to UNESCO. He equipped a 19-bed-unit at Mount Sinai New York Medical Center for cancer research.

In 1984, the embarrassment of having his hair infamously catch fire during the filming of a Pepsi commercial turned into philanthropy as well. He used \$1.5 million received from Pepsi as compensation for the accident to establish the Michael Jackson Burn Center as part of the Brotman Medical Center in Culver City, California.





PHILANTHROPIC

REACH

"I wanted to do something because I was so moved by the other burn patients I met while I was in the hospital," he wrote in Moonwalk: A Memoir.

And just before performing a concert in 1988 at Wembley Stadium, Jackson met with Prince Charles and Princess Diana, handing over checks totaling more than \$400,000 for the Prince's Trust and a children's hospital.

He was possessed of an extraordinary capacity for empathy, and it played out in how he conducted his philanthropy.





Jackson received numerous honors throughout his lifetime for his philanthropic works. In 1984 he gave permission for his song "Beat It" to be used in an anti-drunk driving campaign. In recognition, President Ronald Reagan bestowed the Presidential Public Safety Commendation.

"Thanks to your help, lives will be saved," Reagan said. "And no one can put a dollar value on the precious life of one boy or girl."

President George H.W. Bush honored Michael with the "Artist of the Decade" award in 1990, recognizing Jackson's humanitarian work as one of Bush's "points of light ambassadors."

NAACP Image Awards, and he was honored again in 1988 with the Leonard Carter Humanitarian Award.

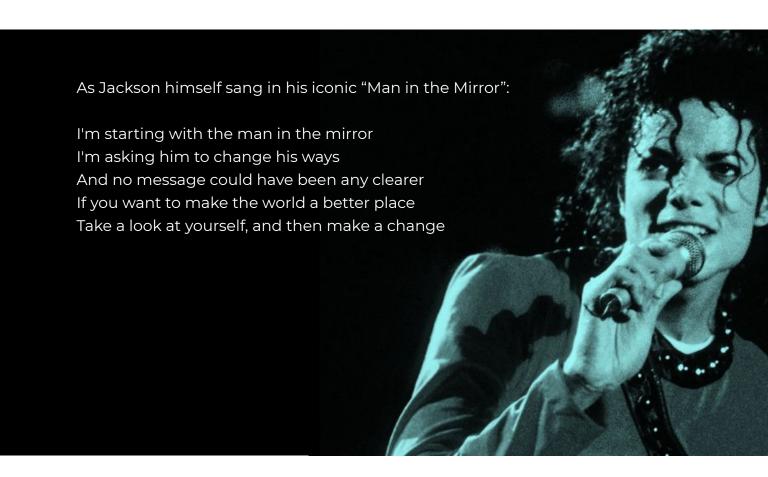
When Jackson arrived to perform near Chicago in 1988, Mayor Eugene Sawyer presented him the key to the city for his onstage performance and humanitarian philanthropy. In 1991 Ebony magazine named Jackson one of the 100 most important Black people of the 20th century for his humanitarian efforts. In 1992 he received the Lifetime Achievement Award from the National Association of Black Owned Broadcasters in honor of his contributions to pop culture and philanthropy. He was even nominated for the Nobel Peace Prize at one point during his lifetime, and after his death, more than 15,000 people signed a petition proposing him for the honor.

In retrospect, his song "Black or White" was also one that has grown in resonance with the passage of time. In the months after the killings of Ahmaud Arbery, George Floyd and Breonna Taylor, when social justice and racial equity are at the fore, the theme of collaboration and forging alliances along all races and cultures is critical. The song is a clarion call to unity and love, regardless of skin color and culture.

Like the Rev. Dr. Martin Luther King Jr., Michael Jackson left an indelible mark on the world. King's contributions were in civil and human rights. Michael's were in music and philanthropy. As supporters of Jackson's wrote: "Both dreamed of bringing people together, regardless of race, culture, class, or ethnicity. Both died as young men; even though they achieved more in their short lives than many with the gift of more years, they still left so much unfinished."

Michael Jackson's legacy, in short, was one of giving until he had nothing left to give.

Singer Smokey Robinson called him an old soul in a little body. "In his heart, he carried other lifetimes," Robinson said, "It was more than having soul; it was soul that went deep into the soil of a whole people's history."



THE AUTHORS

Dwayne Ashley

Founder and Chief Executive Officer

As CEO of Bridge Philanthropic Consulting, Dwayne Ashley is renowned for his bold, strategic thinking and wise counsel in philanthropy. He is a successful entrepreneur In the course of his career, he raised more than \$750 million. A fearless and authentic solicitor, he is committed to social justice and helping organizations of color maximize their fundraising success. He advises non-profit, philanthropists and influencers globally.

A powerhouse of energy and a passion for fundraising, Dwayne has managed capital and annual campaigns and spearheaded development for such notable organizations as the Jazz at Lincoln Center, Success for Kids, 100 Black Men of America, the Thurgood Marshall College Fund, the United Negro College Fund, and the United Way of Texas Gulf Coast, among many others.

Dwayne is a thought-leader in the field and he has shared valuable concepts in numerous articles and in four books. They include Eight Steps to Raising Money: Measuring Your Fundraising Impact, Word for Word Publishing; 8 Winning Steps to Creating a Successful Special Event with Carol Campbell, Director of Events at Prairie View A&M University; I'll Find A Way or Make One: A Tribute to HBCUs with noted journalist Juan Williams and Dream Internships: It's Not Who You Know. But What You Know! He is an alumnus of Wiley College and the University of Pennsylvania Fel's School of Government. He is very proud of his great-grandmother's contribution of land to establish one of the oldest schools to educate blacks in Heflin. Louisiana. The school is now one of the oldest black churches in the state of Louisiana. Dwayne dedicates his work in philanthropy in memory of his late two older brothers, Ronald and Howard Ashlev and his childhood friend. Late Houston City Councilman, Larry Green. Dwayne is a member of The Phi Beta Sigma Fraternity and a member of the Association of Fundraising Professionals since 1991. He has served as a member of the Boards of AFP in Philadelphia and New York Chapters. He is one of the Co-Founders of Jazz Houston, a performing arts organization dedicated to Jazz in Houston.

Tashion Macon, Ph.D

Executive Consultant

With her branding savvy and uncanny ability to see the way ahead long before her counterparts, Tashion Macon has emerged as an award-winning culturalist and modern-day marketing guru. Tashion has over 15 years of experience developing innovative strategies in various marketing professions and has a track record for catapulting emerging industries (startups) to established bluechip brands into the social lexicon.



Steve Manning

Senior Vice President Executive Consultant

Steve Manning, Influencer Practice Director for BPC, understands the power and impact celebrity ambassadorship can have when organizations seek to grow their resources as they strive to do good.

Steve has helped to raise millions of dollars for non-profits through his consultation and work with cultural influencers and non-profit leaders. He is an experienced Public Relations Executive that drives incremental fundraising results with his work in servicing non-profit clients.

His continued commitment to the Health Wellness Fair of the Children's Aid Society in Harlem, NY, and other public service efforts have been recognized with the Children's Aid Society Community Service Award and the Thurgood Marshall Leadership Award.

Over two decades, Steve created and successfully launched global public relations and marketing campaigns for one of the world's best-known entertainment families — The Jacksons. He began his career working with the Jackson 5, remaining the family's representative and confidante, working with Michael and Janet Jackson. Steve was a part of Michael Jackson's early success with The Wiz and was with him through hits such as Thriller; he continues to speak on behalf of the family as requested. He founded Steve Manning and Associates, a firm dedicated to creating client value through creative solutions based on leadership and teamwork. His work has elevated the careers of celebrities such as LL Cool J, Jay Z, Patti LaBelle, Bob Marley, , and Herbie Hancock. In addition he has served to enhance the public profiles of political and civic leaders such as former US President Bill Clinton and Reverend Al Sharpton respectively.

Executive Consultant

Jennifer Jiles is an award-winning strategic communicator, writer, magazine editor, producer, and college educator. She has held managerial or senior level positions across private industry, nonprofit organizations, higher education, and arts and entertainment. Her areas of expertise include strategic planning, campaigns, editorial, media, crises, and change management. Over the years, Jennifer has also built an appreciable track record in fundraising communications strategies. Most recently, she was a member of the Global IT vice president's leadership team for Dell SecureWorks, a leading cyber intelligence company. Jennifer led the global corporate communication function for the company. She has worked with more than 25 organizations, including AT&T, UPS, Walmart, BET, and Jazz at Lincoln Center. Jennifer has been faculty at Georgia State University since 1999. She is holds membership in the Technology Association of Georgia and the Public Relations Society of America.

Karen Hunte

Executive Consultant

A self-described Impact Preneur, Karen is an Emmy and 4-time NAACP Image award-winning content producer and business strategist with a proven track record in the start-up, execution, and management of large-scale initiatives that reach audiences and customers everywhere.

