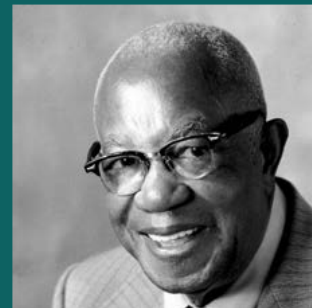


CULTURAL ICONS FOR SOCIAL CHANGE

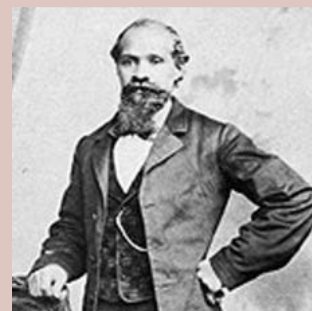


The Iconic Impact Initiative by Bridge Philanthropic Consulting, LLC

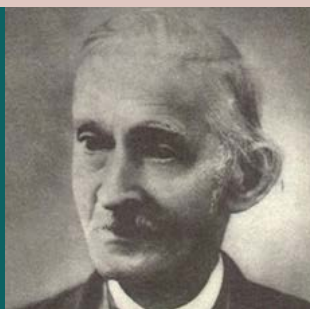


12 TOP PIONEERS
OF

BLACK



PHILANTHROPY



By Dwayne Ashley, Tashion Macon, Ph.D, Jennifer Jiles

INTRODUCTION

Nine years ago, the W.K. Kellogg Foundation and Rockefeller Philanthropy Advisors issued a report on philanthropy that reported what to many was a startling fact but reflected what those of us on the ground already knew.

Each year, the report said, Black donors give away 25 percent more of their incomes than White donors. Nearly two-thirds of Black households make donations, worth a total of about \$11 billion a year.

“African Americans have been very uncomfortable with the title of philanthropist,” Judy Belk, senior vice president of Rockefeller Philanthropy Advisors, told Reuters news service. “If you don’t see role models who look like you when people start talking about issues related to philanthropy, you start believing, ‘Hey, maybe I’m not a philanthropist.’”

That’s why Bridge Philanthropic Consultants felt it was critical to release **12 Top Pioneers of Black Philanthropy** as its way to commemorate Black History Month. Black philanthropy has always existed. But Blacks were brought to America as slaves, were obstructed from achieving the American dream after emancipation by systemic racism, and have seen their philanthropic achievements receive little to no attention outside their own community. We are here to shine the spotlight on them not just to give the recognition they deserve but to set them out as role models.

For example, the name of Frederick D. Patterson is largely forgotten in mainstream circles but should be the quintessential role model. Without his founding of the United Negro College Fund (UNCF) in 1944, many of the nation’s Historically Black Colleges and Universities might have closed their doors decades ago.

The name of Georgia Gilmore is forgotten as well. But without Gilmore, the Montgomery bus boycott that followed Rosa Parks’ refusal to give up her seat to a White passenger might have failed. Her cooking and organizing meals for the movement, and raising money through food sales, helped fund an alternative transportation system that allowed the boycott to stay alive for 381 days until segregation on buses was struck down by the U.S. Supreme Court.

Scholarship on these pioneers is in its infancy and needs to grow. We commend Tyrone McKinley Freeman, assistant professor of philanthropic studies at the Lilly Family School of Philanthropy at Indiana University—established the same year as the landmark Kellogg-Rockefeller report—as a pioneer for his tremendous contributions to this body of knowledge. We are grateful to have had his work to aid our research.

We hope by amplifying such scholarship through telling the stories of these great Black philanthropists, regardless of whether they gave large sums or donated through sweat of the brow, help raise awareness throughout America that they deserve their place of honor. These individuals donated to uplift their people—just as the Rev. Martin Luther King Jr. did in 1964 when he donated his \$54,600 in Nobel Peace Prize money to the civil rights movement.

“Philanthropy is commendable,” he wrote. “But it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary.”

These individuals heeded that admonition, and we are all better for it.



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12 TOP PIONEERS OF

BLACK PHILANTHROPY

Soon after becoming president of Tuskegee Institute (now University) in Alabama in 1935, Frederick D. Patterson found himself confronted by a financial storm. Deficits were rising and private gifts were plummeting. The situation called for fundraising expertise, yet Patterson knew his skills at bringing in donations were far short of those of his predecessor, Robert Moton, or famed institute founder Booker T. Washington.

Patterson wondered how Tuskegee could stay afloat and provide a quality education while meeting the needs of poor students who often could not afford tuition. And if the jewel of historically Black colleges was in danger, how would the others survive? Letters from fellow college presidents confirmed his suspicions. Their situations were similarly bleak. The enterprise of providing higher education to the descendants of slaves was in peril.

In 1943, he came up with a plan. The colleges would unite. He wrote what proved a historic open letter in the Pittsburgh Courier to the presidents of the other historically Black colleges and universities (HBCUs), urging them to “pool their small monies and make a united appeal to the national conscience.”

A year later, the United Negro College Fund (UNCF) was born. More than \$5 billion has been

contributed to UNCF to date, impacting more than 500,000 students. It awards more than 10,000 student scholarships a year worth more than \$100 million. There are now 37 member institutions.

Patterson was just one of many pioneers who blazed a trail for African American philanthropists of today such as Robert F. Smith and Oprah Winfrey, illustrating that Blacks deserve their place alongside others such as the Carnegies and Rockefellers. To commemorate Black History Month, we present our Top 12 Pioneers of Black Philanthropy—individuals who, despite being shunted from the mainstream of America’s economic system throughout the country’s history, still managed to accomplish great things.



Images from uncf.org





Image from britannica.com

Frederick D. Patterson

(1901-1988)

Frederick Douglass Patterson, named after the great 19th century abolitionist Frederick Douglass, started out at the bottom of the social and economic ladder. Orphaned at 2, he was raised by various family members from Washington, D.C., to Texas. But his sister, Bessie, sacrificed for him to have an education, investing \$8 a month of her \$20 salary.

His spark for education was lit. By age 31, he had earned a doctorate in veterinary medicine from Iowa State and a Ph.D. from Cornell University. He headed for Tuskegee to head the Department of Agriculture and at age 33 was named its third president. He would hold the office until 1953.

“I learned a lesson with regard to race that I never forgot: how people feel about you reflects the way you permit yourself to be treated,” he said.

“If you permit yourself to be treated differently, you are condemned to an unequal relationship.”



Image from uncf.org

Tuskegee defied every social taboo by training African American youth to fly military airplanes, giving birth to the legendary Tuskegee Airmen of the World War II U.S. Army Corps. Not one bomber was lost during combat – a total of 1,500 missions.

That same refusal to accept the status quo led to his becoming founder of the UNCF – the first such cooperative venture in American education – providing scholarships and funding staff salaries, library resources, laboratories, and new teaching programs.

When the organization was formed with 27 colleges in 1944, he called it “the greatest bunch of organized poverty in the U.S.” But their fortunes improved quickly. He attracted the support of John D. Rockefeller II in 1944, who gave \$25,000 (the equivalent of \$370,000 today). Presidents Franklin D. Roosevelt and Harry S. Truman both backed the young organization as well.

Part of the genius of his efforts with the UNCF was drawing on a fundraising model used by the March of Dimes' National Foundation for Infantile Paralysis.

Instead of focusing exclusively on a small number of wealthy donors, the campaign reached out to the average person. Patterson was elected president and chief executive officer of the UNCF in 1964, serving for two years.

Patterson was also appointed a director at the Phelps Stokes Fund, a philanthropic foundation primarily concerned with the education of African Americans, and served as president from 1958 to 1969. In addition, he created the College Endowment Funding Plan, which sought funds from private businesses to match federal dollars.

President Ronald Reagan awarded him the Presidential Medal of Freedom, the nation's highest civilian honor, in 1987, the year before Patterson's death. The inscription reads, “By his inspiring example of personal excellence and unselfish dedication, he has taught the nation that, in this land of freedom, no mind should go to waste.”

His legacy lives on in the Frederick D. Patterson Institute, which conducts research geared toward improving educational opportunities for people of color.



Image from wbur.org

Georgia Gilmore

(1920-1990)

Rosa Parks is famed as the woman who refused to give up her seat on a bus in Montgomery, Alabama, to a White passenger and sparked the civil rights movement. Georgia Gilmore, however, played a critical role in making the ensuing 381-day bus boycott possible.

While the Rev. Martin Luther King Jr. was organizing the boycott, Gilmore was in her kitchen, selling fried chicken sandwiches, fried fish, pork chops, and other savory meals to Blacks who vowed not to use city buses as long as they were segregated. She poured her profits into the nascent movement.

“You don’t hear Miss Gilmore’s name as often as Rosa Parks, but her actions were just as critical,” Julia Turshen, author of the cookbook *Feed the Resistance*, told the *New York Times*. “She literally fed the movement. She sustained it.”

Gilmore became commander of her portion of the battlefield. She organized as she and other women sold pound cakes, sweet potato pies, fried fish and stewed greens, and pork chops and rice across the city.

As reported by NPR, the funds paid for the alternative transportation system to life in Montgomery to allow Blacks to maintain the boycott, with owners of 300 cars ferrying Blacks to and from work.

“She offered these women, many of whose grandmothers were born into slavery, a way to contribute to the cause that would not raise suspicions of White employers who might fire them from their jobs, or White landowners who might evict them from the houses they rented,” wrote John T. Edge in his book *The Potlikker Papers: A Food History of the Modern South*.

Her sister, Betty, said the project was known as “The Club from Nowhere.” As she told Edge, “It was like, ‘Where did this money come from? It came from nowhere.’”

When Gilmore lost her job — likely because of her testimony in King’s 1956 trial — she took his advice and went into business for herself. He eventually made her home a clubhouse for VIPs. Even Robert F. Kennedy and President Lyndon Johnson came through her home.



John H. Johnson

(1918-2005)

John H. Johnson achieved the height of success as founder of the Johnson Publishing Company, which produced both *Ebony* and *Jet* magazines. The family of the grandson of slaves subsisted on welfare for two years when relocating to Chicago. During his college years, he came up with idea of *Negro Digest*, fashioned after *Reader's Digest*, and started it with a \$500 loan from his mother. *Ebony* and *Jet* would follow.

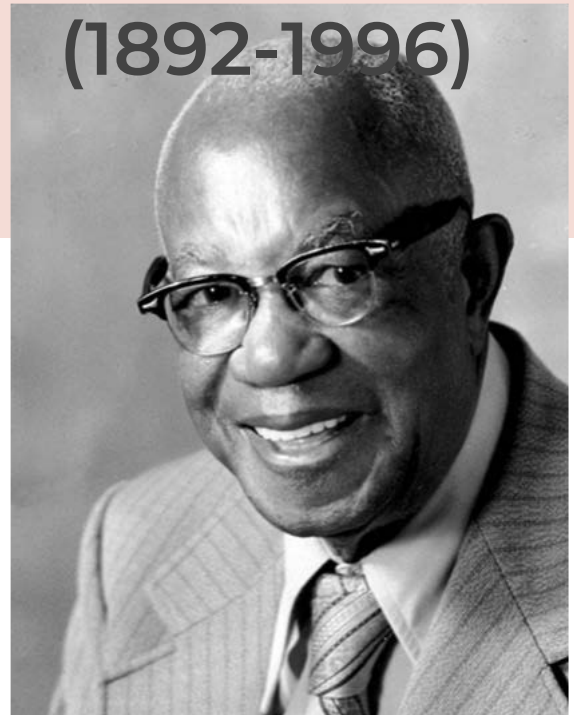
His *Ebony* Fashion Fair would develop into a philanthropic powerhouse. He was approached by Jessie Dent, wife of the president of Dillard University, about sending his magazine's professional models to a show being produced by her college. It was a hit and became a traveling affair hitting up to 30 cities over its 51-year life, according to *Ebony*. It raised more than \$60 million for Black nonprofit organizations, scholarships, schools, and hospitals.

A.G. Gaston, raised by his ex-slave grandparents, was working in a coal mine when his entrepreneurial talents took over. He began selling meals and burial insurance to the Black community. His business empire would grow to include an insurance company, a funeral home and cemetery, a business college, a motel, radio stations, and a construction company. He also opened Alabama's only Black-owned bank in the early 1950s. He ultimately became one of the wealthiest Black men in America, worth \$130 million, and lived to 103.

Gaston was a philanthropic force behind the civil rights movement. He donated to Tuskegee activists forced out of their homes for challenging voting discrimination, and later allowed activists to lodge at his hotel and plan strategy. He also helped pay the legal bills of a court case seeking the admission of Blacks to all-White University of Alabama. Most importantly, he bailed out King and Ralph Abernathy and hundreds of other protesters when police commissioner Eugene "Bull" Connor jailed them in 1963.

A.G. Gaston

(1892-1996)



Madam C.J. Walker

(1867-1919)

As described by Tyrone McKinley Freeman, assistant professor of philanthropic studies at the Lilly Family School of Philanthropy at Indiana University, Sarah Breedlove (aka Madam C.J. Walker) was America's first self-made female millionaire. She grew up poor, and then married as a teenager only to wind up a young widow. Yet she rose from laundress, to employee of Annie Malone's company, to hair-care company entrepreneur.

Her philanthropy was dedicated to Booker T. Washington's Tuskegee Institute and other Black educational institutions, motivated by having not received an education herself in the Jim Crow South. She also gave to other organizations dedicated to the needs of the working poor, including the international and colored branches of the YMCA and the Flanner Settlement House in Indianapolis. Her attorney and confidante, Freeman B. Ransom, described the Walker Company as a "race company" because it was dedicated to lifting thousands of Black women out of poverty. Her company agents were organized into local and national clubs so that not only their sales, but their philanthropy and activism could be spread nationally, fighting lynching and supporting black soldiers in World War I.



Col. John McKee

(1821-1902)

Col. John McKee started out as a brickyard apprentice, later moving to Philadelphia, where he wound up operating a restaurant before making his fortune in real estate. When he died in 1902, the New York Times said he was "the wealthiest negro in the United States."

McKee, a Civil War veteran who has a town named after him in New Jersey, left his \$2 million estate to provide scholarships for orphaned Black and White boys to attend what he envisioned as a smaller version of the U.S. Naval Academy. The school was to be for "poor colored male orphan children and poor White male orphan children (and by the term 'orphan' I mean fatherless children)" between the ages of 12 and 18. He also left a trust, operated by the Archdiocese of Philadelphia, to benefit fatherless boys of all races. Hundreds have benefited with funds from the trust to attend college or vocational school.



Image from guideposts.org

Oseola McCarty

(1908-1999)

Oseola McCarty was about as anonymous as one could get. She worked her whole life in Hattiesburg, Mississippi, as a washerwoman. No one, however, was more frugal than McCarty. She never owned a car or subscribed to newspapers. Rather than take public transportation, she accepted rides from friends to and from church.

But she had a plan, saving dimes she wanted to give to donate. In 1995, she gained fame upon revealing she had set up a trust to benefit the University of Mississippi. By the time she died, her endowment to the school totaled \$150,000. She went on to receive an honorary degree from the school, a Presidential Citizens Medal, and an honorary doctorate from Harvard University.



Image from thesouthern.com

Annie Malone

(1869-1957)

Raised by her sister after her parents died, Annie Malone earned money by developing and selling products for Black women to straighten their hair without damaging it. She moved to St. Louis, and her business took off with its success at the 1904 World's Fair. She ultimately became one of the first African-American female millionaires—and proceeded to give most of her money away.

She established Poro College in St. Louis in 1918, a cosmetology school and training center for Black women to advance themselves, which grew to 32 branches throughout the country. She gave \$25,000 to the Howard University Medical School during the 1920s—the largest gift the school had ever received from an African American. She also donated \$25,000 to build a YMCA, contributed to several orphanages, and paid for most of the costs of the St. Louis Colored Orphans' Home, which was later renamed in her honor. She also donated \$10,000 to the development of a maternity ward for Black women at the city's Barnes Hospital, which at the time had no facilities for Black patients or staff.



Image from ncg.org

Bridget 'Biddy' Mason

(1818-1891)

Bridget "Biddy" Mason was born into slavery but emerged as one of the first prominent citizens of Los Angeles in the 1850s and 1860s. Urged by a free Black couple she met; Mason waged a legal battle for her liberation when her owner brought her into the free state of California. Mason was freed under a judge's order.

She worked as a midwife and nurse, saving her money to purchase land in what is now the heart of L.A. She organized the First A.M.E. Church and used her wealth of \$300,000 to become a philanthropist for the entire Los Angeles community. She donated to numerous charities, fed and sheltered the poor, visited prisoners, and established an elementary school for Black children.

Thomy Lafon

(1810-1893)

Thomy Lafon was a free Creole person of color in New Orleans. He became a merchant and real estate broker and earned nearly \$500,000 over his lifetime.

His money played a key role in helping the slaves. He made large contributions to the American Anti-Slavery Society and the Underground Railroad as well as funding a Black newspaper and the arts. He also established the Lafon Orphan Boys' Asylum and the Home for Aged Colored Men and Women and gave to a long list of other institutions, including New Orleans University (now Dillard University), Southern University, two hospitals, and a home for the elderly that still exists.

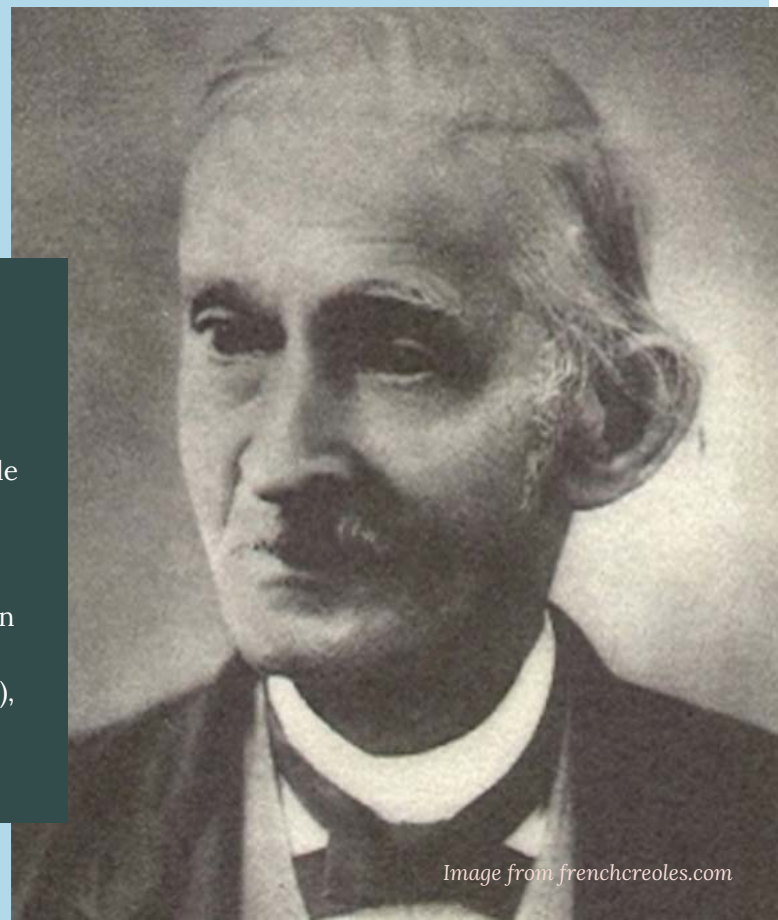


Image from frenchcreoles.com



Catherine Ferguson

(1779-1854)

Catherine “Katy” Ferguson was born into slavery, and at age 8, her mother was sold away, never to be seen by Katy again. The experience would inspire her to help children later in life. At 16, she found a woman who offered to buy her freedom for a \$200 loan. After 11 months, Ferguson paid back \$100, and another church member paid the rest. She was free. She went on to make a living selling wedding cakes.

She took care of poor children in her neighborhood and, even though she was illiterate, in 1793 established the city’s first Sunday School, meeting in the basement of a church. She took care of 48 children—20 of them white—that she had gathered from the streets or unfit parents until finding them suitable homes. A biographer wrote: She was a philanthropist of truest stamp.”



James Forten

(1766-1842)

James Forten was a Revolutionary War soldier turned philanthropist. He was born into a free family in Philadelphia, but during the war was captured by the British. He avoided sale into slavery in the West Indies by winning the friendship of a British sea captain, although he wound up spending seven months on a prison ship. He became an apprentice sailmaker and wound up earning enough money to buy the business, later investing in real estate and land.

Forten used more than half his wealth on purchasing the freedom of slaves. He also helped finance the *Liberator*—the newspaper of abolitionist William Lloyd Garrison—operated an Underground Railroad stop out of his home, and funded a school for Black children in his house.

THE AUTHORS

Dwayne Ashley *Founder and Chief Executive Officer*

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 Fels School of Government.

Tashion Macon, Ph.D *Partner, Culturalist*

With almost twenty years of exceptional achievements in both the for-purpose and for-profit realms, Tashion Macon is widely known as a leading marcom and traditional/transmedia expert with an unwavering emphasis on results. A true visionary, Tashion sees changes and trends in the market before anyone else, frequently finding extraordinary and lucrative opportunities by innately recognizing what can be different and better. After she predicts the future, she gets in front of it. A gifted and highly respected culturalist and strategist, she regularly originates marketing and communications strategies that dramatically influence new consumer realms. She helms pace-setting marketing initiatives that generate multi-million-dollar profits

and successfully managed and navigated \$400MM media budgets to drive double digit percentage boosts in ROI. With a rare meteoric mind and transformational ability to galvanize like-minded people, she collaborates with corporate and client leaders to mobilize cross-functional teams. She is regularly sought out as a subject matter expert in pop culture, global social enterprise, philanthropy, politics/policies and impact programming and crafts important conversations that become part of the social lexicon.

Tashion holds a Doctor of Philosophy in Psychology and a Master of Business Administration in Strategic Marketing. She has a number of professional affiliations and associations.

Jennifer Jiles *Partner, Professor*

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 holds membership in the Technology Association of Georgia and the Public Relations Society of America.



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