



# THE WOODSONIAN



*The official newsletter of the Carter G. Woodson Scholarship & Community Service Foundation, Inc.*

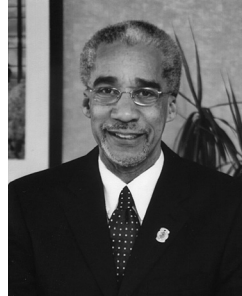
Vol. 15

Winter 2014

## Meet the new President

He's back. Charles Brown is the newly-elected president of the Woodson Foundation, Inc. He was one of 3 original incorporators of the foundation some twenty years ago and has previously served as president in a fundraising capacity. His emphasis remains on raising funds to support the four standing programs of the foundation: Social Action, Cultural Enrichment, Reading Is Fundamental (RIF) Book Distributions and Scholarship. He's especially excited about a new initiative, the Omega Boys Club Mentoring Program for African American middle school boys which was launched in the fall 2014. The mentoring program focuses on 8 themes: motivation and attitude, goal setting, trust, strengths and weaknesses, dealing with stress/frustrations, feelings about school, peer pressure, organization, and evaluation/celebration. In addition to foundation members spending one hour per

week at the boys' school throughout the school year, there will be a number of small and large group interactions.



Other activities will include, but not limited to, workshops and presentations on African American history, financial literacy, cultural enrichment field trips, career exploration and motivational speakers. Emphasis will remain on building relationships and helping to close the academic achievement gap for the boys. Mr. Brown expresses profound gratitude to his Executive Board of Directors, foundation members, volunteers, and donors who have helped the foundation gain great success over the years. Charles remains committed to improving the quality of life in the Madison community.

## 2014 Woodson Executive Board of Directors

- Charles H. Brown, President  
Retired, Madison Area Technical College
- Tommie Jones, Jr.  
Immediate Past President
- Richard Jones, Sr., Vice-President  
Public Defender, State of Wisconsin, Rock County
- Sedric Morris, Sr., Secretary  
Wisconsin Department of Corrections
- Langston Evans, Treasurer & RIF Program Director, Boys and Girls Club of Dane County
- Andre Small, Parliamentarian  
Wisconsin Department of Workforce Development
- Donta Brown, Scholarship Program Director, Madison Metropolitan School District
- Everett Mitchell, Social Action Program Director, University of Wisconsin-Madison
- Alex McGowan, Cultural Enrichment Program Director  
Kraft Foods

## President Seeks Endowments

The foundation is vigorously continuing its search for additional endowment donors. Endowment funds will provide increased annual income from investment earnings and are earmarked for any one or more of the four standing programs of the foundation. Currently, there are two types of endowments: full and sustaining. The full endowment donor

makes one minimum contribution of \$3000 whereas the sustaining donor pays a minimum of five equal installments of \$600 or more each within five years. Endowment donors may also exercise their option to remain anonymous. For more information on the Endowment Giving Program, contact the president, Charles Brown, at 608-628-5516.

## Motto

Education  
+  
Community Uplift  
=  
An Improved Quality of Life

## Who Is Carter G. Woodson?

Dr. Carter G. Woodson, for whom the foundation is named, was born to former slave parents on December 19, 1875 in Buckingham County, Virginia. Although his parents were illiterate, Dr. Woodson autodidactically learned to read and write by the time he reached 17 years of age. He earned his high school diploma at the age of 23 in 1897. Dr. Woodson earned a Bachelor of Literature degree from Berea College in 1903, a Master of Arts degree from the University of Chicago in 1908, and a Ph.D. from Harvard University in 1912. On September 9, 1915, he founded the Association for the Study of Negro Life and History (ASNLH). The purpose of this organization was the documentation and chronicling of facts and figures about Black history and promoting the study of all aspects of Black life for the betterment thereof. On January 1, 1916, Dr. Woodson began publishing the *Journal of Negro History*, a quarterly publication

dedicated to the promulgation of Black history. In 1926, he initiated the celebration of Negro History Week. It was intended to be a celebration of the accomplishments and contributions that Blacks have made to the world throughout history. In the 1970's, Negro History Week was expanded from one week in February to span the entire month of February; thus, the celebration was renamed Black History Month. Dr. Woodson was a prolific writer. His literary compendium consists of 18 books on various aspects of Black life and Black history. His preeminent work was the *Mis-Education of the Negro*. It was published in 1933 and was an analysis of the failure and shortcomings of the traditional methods of educating Black people and why those methods did more to perpetuate the second-class citizenship status of Blacks rather than elevate them to first-class citizenship. Dr. Woodson made his eternal transition on April 3, 1950.



*Dr. Carter G. Woodson*

His body rests in Lincoln Memorial Cemetery just outside of Washington, DC. Dr. Woodson's legacy is one of perpetual pursuit of knowledge and history of Black people.

## 2014-15 Scholarship Recipient

Antonio Hoye, Jr. is the 2014.15 foundation scholarship recipient. He is a recent graduate of West High School in Madison. He is now a freshman at College of DuPage. While attending West, he was an aspiring athlete with notable football accomplishments including 1st Team All-City, two years of 1st Team All-Conference, and All-State Honorable Mentions. Beyond his football accolades, he volunteered as a student coach for the Southside Raiders for three years and was a leader in Vacation Bible School for four years. He was a mentor to young boys including his younger siblings. Moreover, he was recognized and received an award for 2012 Young Leadership given by the Dane



County Youth Resource Network. While he hasn't yet declared a major, his interests are in physical therapy, sports medicine, and kinesiology.

### 2014.15 Foundation Members

Shannon Blackamore  
 Charles H. Brown  
 Donta Brown  
 Percy Brown, Sr.  
 Percy Brown, Jr.  
 Alphonso Cooper  
 Arlington Davis  
 Armani Davis  
 Langston Evans  
 James Lee Howard  
 Richard L. Jones, Sr.  
 Richard L. Jones, Jr.  
 Tommie Jones, Jr.  
 Sean Leavy  
 David McCollough  
 Dennis McClain  
 Alex McGowan  
 Everett Mitchell  
 Sedric Morris  
 Lionel Norton  
 Gabriel Parker  
 Charles Peevy  
 Lewis "Les" Ritcherson  
 Brian Russell  
 Andre Small  
 Anthony Wade

## 20<sup>th</sup> Annual Thanksgiving Food Drive, Successful

On November 25th, the foundation held its 20th Annual Thanksgiving Food Drive at Mt. Zion Baptist Church in South Madison. Thanksgiving baskets were provided to some 365 families and individuals including the homeless. It was the biggest drive ever and the most diverse. Churches and other organizations represented were Christ the Solid Rock, End Time, Faith Community Baptist Church, House of Refuge, James C. Wright Middle School, Mt. Zion Baptist Church, Northside, Rhema Ministries, Second Baptist Church, UNIDOS Domestic Abuse and

Zion City. A big shout out goes to Everett Mitchell, foundation Social Action Program Director; foundation and community volunteers; fraternity and sorority members; students; and others. The foundation is also grateful to its major sponsors: American Family Insurance, Cuna Mutual Foundation, Guaranty Bank, Herbert H. Kohl Charities, Inc., Madison Gas & Electric, Madison Rotary Foundation, and Walmart.



## Madison RIF Expands

The Madison RIF Book Distribution Program has maintained its approval status from Reading Is Fundamental, Inc. for the last 17 consecutive years. The special approval status allows the Book Distribution Program to purchase new, high interest, multicultural books at discounts up to 75%, and students choose free books to keep. RIF is the oldest

and largest children's and family nonprofit literacy organization in the United States and distributes more than 15 million books yearly across more than 17,000 sites all over the country. The Book Distribution program will distribute books to approximately 200 middle school children at James C. Wright Middle School, Cherokee Middle School, and children in the Omega

Boys Club Mentoring Program for African-American boys. At each book distribution, RIF requires that there be a motivational speaker to talk on the importance of reading as a life-long activity. The program will also distribute books at the James C. Wright school-wide Honors Breakfast at the end of the school year.



## Thank You, Donors

The foundation could not have enjoyed its tremendous success over the years without the financial assistance from its donors and the hard work of the volunteers. The following are donors since March 1996 and up to the publication of this newsletter: Freddi Adelson, Dr. Sandra Adell, Peter Albert, Jane Albright, Alliant Energy Foundation, Fernando & Carla Alvarado, American Family Insurance, Michael Anderson, Associated Bank, Badger Office Supplies, H. John Ball, Vicki Bankston, Barnes & Noble Booksellers, Mary and Chuck Belin, Geraldine Bernard, Lamarr & Cheryl Billups, Borders Book Store, Peter and Debra Brey, Dr. Anthony Brown, William Brown, Mattie Brown, Percy & Virginia Brown, Mary Burke, Benjamin & Rosalind Bryant, Angela Byars-Winston, Capital Times Kids Fund, Patricia Cartwright, Denise Carty, Ed Clarke, Clorox, Alphonso Cooper, Frederick B. Crawford, S.M. and Diane J. Crear, Community Pharmacy, Donald Cooper, Copp's Food Center, Cub Foods, Culver's Frozen Custard, Cuna Mutual Group, Dairy Queen, Delta Sigma Theta Sorority, Inc., Milton and Joan Diehl, Cindy Douglas, Dearborn Edwards, Judith Emmrich, Epsilon Rho Chapter of Omega Psi

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### Donor Pledge Select a Category

- Endowment Donor: \$3,000 and up
- Sustaining Endowment Donor: \$600 minimum installment
- Presidential Donor: \$1,000—\$2,999
- Gold Donor: \$501—999
- Purple Donor: \$150—500
- Individual Donor: \$1—149

Mail this form and check or money order to :

The Woodson Foundation, Inc., P.O. Box 1494, Madison, WI 53701-1494.

Contributions are fully income tax-deductible under section 170 of the Internal Revenue Code.

Thank you.