



THE WOODSONIAN



The Official Newsletter of the Carter G. Woodson Scholarship & Community Service Foundation, Inc.

Vol.3

Spring 1998

President Seeks Social Action Endowments

The Woodson Foundation has enjoyed tremendous success in the last three years thanks to our donors and volunteers. However, in order to develop the financial resources that are needed to ensure the future of the Foundation, we have initiated a planned giving program in the form of endowments. Why endowments? Endowment funds will provide increased annual income from investment earnings. Moreover, they will provide assets in sufficient quantities for the organization's operation and programs because the needs of the organization traditionally exceed available resources.

What are the benefits of an endowment? Both the Foundation and the donor benefit in three major ways: endowments provide income to the organization, tax advantages to the contributor, and the satisfaction of contributing to the support of a worthy organization. The contributor may choose to be either a "full endowment" donor or a "sustaining endowment donor." The full endowment donor makes one minimum contribution of \$3,000 whereas the sustaining endowment pays a minimum of five equal yearly installments of \$600. The more aggressive donor may elect to exceed the \$3,000 minimum. Endowment donors will receive a receipt from the Foundation within 72 hours after funds are received by the corporation. All contributions are fully income-tax deductible due to our 501(c)(3) status with the Internal Revenue Service. Endowment donors also have the option of remaining anonymous. Simply indicate that you wish to remain anonymous, and your name will never be printed in any of the publications of the Foundation.

If you're interested in becoming an endowment donor or need additional information, call President Charles H. Brown at 274-0316.



Woodson President Receives MLK Recognition Award

On January 19, 1998, at the 13th annual King Coalition Celebration, County Executive Kathleen Falk was on hand to present the Dane County Dr. Martin Luther King, Jr. Recognition Award to President Charles Brown. She was assisted by Brown's two daughters, Christina and Monica. In her introduction of Brown, she pointed out that he was the first recipient of the 1996 NAACP's Harry and Velma Hamilton Community Service Award. She commended him for a life of service to both the community and civil rights. Brown closed his acceptance speech by asking all in attendance to evaluate what it is that they can do in their communities to help those who are less fortunate.

Thank You, Donors

Donors since March 1996 and up to the publishing of this newsletter: Freddi Adelson, Peter Albert, Jane Albright-Dieterle, American Family Insurance, Badger Office Supplies, Barnes & Noble Booksellers, Mary and Chuck Belin, Borders Book Store, William Brown, Mattie Brown, Patricia Cartwright, Denise Carty, Ed Clarke, Community Pharmacy, Donald Cooper, Copp's Food Center, Cub Foods, Culver's Frozen Custard, Dairy Queen, Delta Sigma Theta Sorority, Inc., Milton and Joan Diehl, Dearborn Edwards, Bob Esser, Thomas Evans, First Federal, General Casualty Insurance Co., GTech Corporation, David and Betty Hart, Elisabeth R. Hayes, It's All About You Books, Inc., Mary Ann Jackson, Carol Jeffries, Gary Johnson, Margaret Johnson, James E. Jones, Jr., Barbara Keresty, Kinko's Copies, Sharon A. Knoop, R. Sharon Koenen, Herbert H. Kohl Charities, Inc., Kohl's Food Stores, Dr. Burton W. Kreitlow, Helaine Kriegel, Robert Kuehling, Barbara Lam, Lands' End, Howard Landsman, Dennis McClain, Milton McPike, Meicher CPA, Roberta Meyer, Akira and Charlotte Miura, Jim and Mary Moser, Ruth Murphy, Nick's Restaurant, Mary Pennel, Patricia Peterson, Pizza Hut, Placon Corporation, Maria M. Porro-Nigh, Promega Corporation, Carol Reuter, Les Ritcherson, Rotary Club of Madison South, Janaan Sampson, Barbara Seguin, Sherry Simmons, Spaightwood Galleries, Bruce C. and Judith Sperling-Newton, Dr. Linda Stewart, Super Saver, Al Toon, Joan Unrein, Walmart/Sam's Club, Al Whitaker, Darrell Williams, Wisconsin State Journal Youth Services, Inc., Woodman's Corporation, and Jacqueline Wright.

Madison Mayor, MATC President Observe Kwanzaa

On December 18, 1997, the Tutoring and Cultural Enrichment Programs of the Woodson Foundation held their 3rd Annual Kwanzaa observance at the South Madison Neighborhood Center (SMNC). Kwanzaa is a cultural holiday that honors the rich culture and contributions of African Americans. Kwanzaa is an African term that means "fresh fruits" and is based upon seven principles: unity, self-determination, working together, sharing profit, purpose, creativity and faith. It is a celebration that asks all of us to take care of each other and to honor ourselves. It is indeed a time for friends, family, food, and fun.

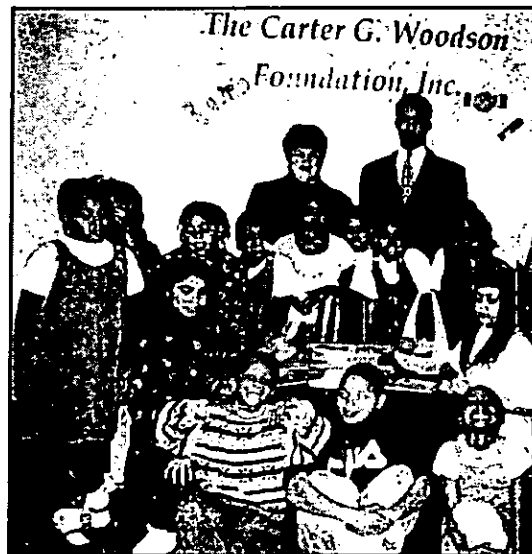
Mayor Sue Bauman was this year's motivational speaker as required by Reading Is Fundamental, Inc. Her keynote speech emphasized the importance of reading as a life-long activity. She encouraged the children to read something everyday. She stayed around after the program to take pictures with the children, family and foundation members, and others. In recognition of her support of our tutoring and cultural efforts, Vice President Langston Evans presented Mayor Bauman a plaque. President Beverly Simone of Madison Area Technical College attended the celebration and was very impressed by the personalized books that the

children had received as gifts. She offered to come as a motivational speaker in the future. We will certainly take her up on the offer.

There were 60 plus people in attendance including the children and their families, tutors, members of the foundation, and Director David Smith and his staff of the South Madison Neighborhood Center. It was a festive occasion and a great way to end a long, hard semester. The Tutoring Program has existed as a partnership with SMNC for four years now. Thanks to all for making it happen.



Mayor Bauman posing with Youth Tutors Rufus Manuel, Christina Brown & Courtney Ward-Johnson



MATC President Beverly Simone & Woodson President Charles Brown with children at Kwanzaa Observance



Back & forth, back & forth....



Boy, are we having fun !!

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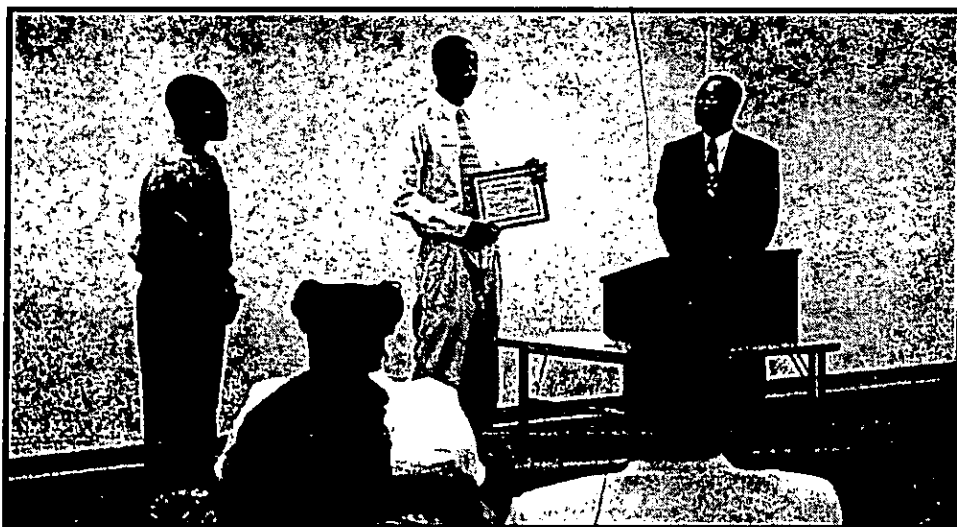
Charles H. Brown Editor
Mary R. Pennel Design

Tutoring Program Advances Goals of RIF and America Reads

On September 11, 1997, the Tutoring Program began its fourth year of operation as a partnership with the South Madison Neighborhood Center (SMNC). About 30 students had been served as of the end of October. The Tutoring Program stresses the importance of reading, continues to advance the goal of Reading Is Fundamental, Inc. (RIF), and sponsors three book distributions per year. Ask the children about reading, and they will tell you that reading is FUNDamental. Some of the children in the Tutoring Program have said that they enjoy owning books because they don't need to worry about library deadlines and late fees, they get better at both reading and spelling, and they can read the books again and again.

In addition to the yearly book distributions, the program received more than 100 books from the September "Reach out to Kids Book Drive" which is associated with

Schools of Hope whose goal is to strengthen Madison public schools. Students in grades 1-3 particularly are participating in the "America Reads" efforts which focus attention on helping every child read independently by the end of third grade. Students are recording new vocabulary words in a log and are given certificates each time they learn 40 new words. Some of the children are reading books, while others are concentrating on basic sight vocabulary and reading from skill books. They are truly working hard, progress is seen at many different levels, and the children are very proud of both their accomplishments and the program. Anyone who is interested in tutoring in the program or knows someone who is can call Charles Brown, Chair of Tutoring Program, at 274-0316. A huge thanks goes out to all the volunteer tutors for taking the time to help children improve their reading. Your time is valued!!!



Scholarship Program Honors Recipients

On June 14, 1997, the Scholarship Program held its annual reception. Scholarship recipients, parents, Foundation members and a local TV station were on hand to witness the event. Certificates of merit and three scholarships were granted in the amounts of \$1,000, \$500 and \$300 to John K. Moore, Ebony Clayborne and Anissa Johnson, respectively. In addition, four book awards were given to other applicants who had applied for a scholarship, so all were winners. John Moore, our

top winner, is a graduate of West High School and attends the University of Virginia. The second place recipient is a graduate of LaFollette High School and attends Madison Area Technical College. Our third place winner, Anissa Johnson, graduated from Edgewood high school and is attending Tennessee State University. All of the recipients were chosen based on outstanding academic and community service accomplishments. Congratulations, recipients!!

How are we doing?

The best way to answer this question is to ask the children. As part of their weekly journal writing, we asked them to tell us what they think about the program. Here are some of their comments:

- The tutors are doing a good job.
- I like the Tutoring Program.
- I like tutoring because you learn things.
- I like the Tutoring Program because they help you learn to read and help you with your homework.
- I like the tutors a lot.
- We have fun times and bad times.
- I have been in tutoring for three years.
- I like to read in tutoring because my favorite subject in school is reading.
- They don't have the kinds of books that I like.
- I like tutoring, but I sometimes hate it when we don't get a snack.
- I sometimes don't like the books.
- I can't wait until December when we have the party. It's my favorite part.
- Tutoring is a good place to learn your ABC's and 1,2,3's.
- The Tutoring Program is really fun.
- The tutors are having a great time working with us.

The Woodson Foundation Board of Directors

- Charles H. Brown, President (Madison Area Technical College)
- Langston Evans, Vice President (University of Wisconsin-Madison)
- Anthony Lindsey, Secretary (Wisconsin Department of Commerce)
- Anthony Wade, Treasurer (Center for Disease Control)
- Ron Smith, Parliamentarian (University of Wisconsin-Madison)
- Walt Buchanan (M&I Bank, Milwaukee)
- Derrick Washington, Sr. (Milwaukee County Sheriff Department)

4th Annual Thanksgiving Food Drive

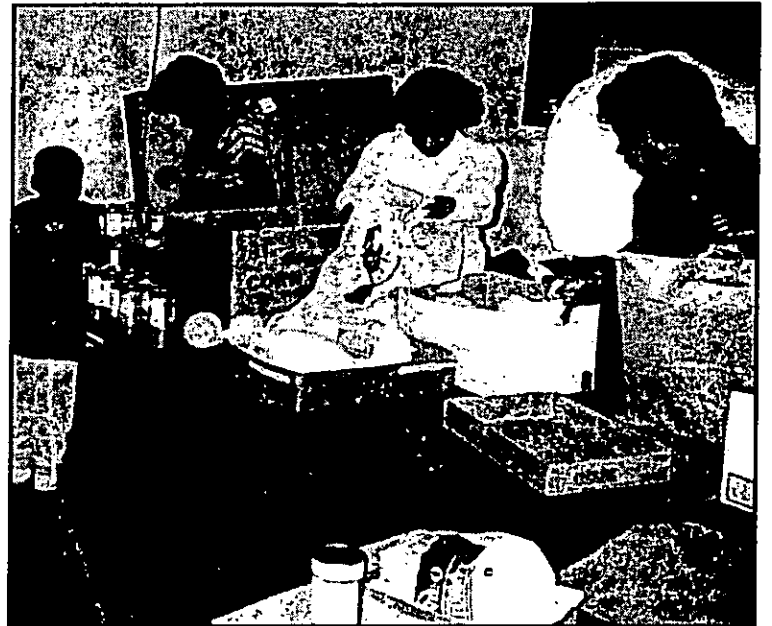
The Social Action Program engages in multifaceted community service projects of a charitable nature, such as providing food for the needy at Thanksgiving. For four years, the program has sponsored the Thanksgiving Food Drive. The Foundation is planning to increase the number of food distribution sites from its current one to three. American Family Insurance Company, Lands' End, Copp's Food Center, and Cub Foods are major contributors to the food drive. Thank you!!



1997 Thanksgiving Food Drive



Oops, do all the boxes have turkeys in them ??



Volunteers: getting the Thanksgiving baskets together !!

Donor Pledge

Select a category.

- Endowment Donor: \$ 3,000 and up
- 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.