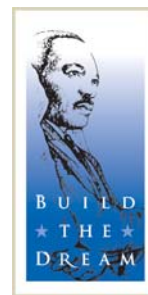


BUILD THE DREAM

WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL FOUNDATION NEWSLETTER
2005 Volume 3, Issue 1 ★ www.buildthedream.org



*A Newsletter From the
Washington, DC
Martin Luther King, Jr.
National Memorial
Project Foundation, Inc.*

AFLAC DONATION



The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. is pleased to announce a \$1 million donation from Aflac, Inc. Aflac's Chairman and CEO, Mr. Dan Amos, and board member, Dr. Robert Wright, presented the gift to Foundation president, Mr. Harry E. Johnson, Sr. at a community-wide Unity Breakfast hosted by the Delta Iota Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., in Columbus, GA. Dr. Wright, a member of the Foundation's Executive Leadership Cabinet, stated, "In establishing this memorial, we celebrate — for the entire world to see — Dr. King's efforts to transform America into truly being the land of the free and the home of the brave. Aflac is proud to be a corporate sponsor of this historic monument."

"Aflac is proud to have contributed to such a worthy cause. Although the debt to Dr. King can never be fully repaid, a memorial in Washington, DC will serve as a great way to pay homage to a courageous American man. We look forward to the memorial's completion," said Amos.

J.C. & FRANKIE WATTS FOUNDATION SUPPORTS MEMORIAL PROJECT

The 2005 Unity Gala — Inaugural Celebration hosted by The J.C. & Frankie Watts Foundation at the Daughters of the American Revolution Constitution Hall in Washington, DC, prominently highlighted the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. as its featured charity for the evening. J.C. Watts welcomed attendees by saying "we have not gathered to celebrate a partisan platform; though we have gathered to celebrate the shared principles that bind us together." Foundation president, Harry E. Johnson, Sr. presented Honorable J.C. Watts with a plaque of recognition for his support of the Memorial Project as a member of the Executive Leadership Cabinet.

Gayle King, Editor-at-Large for *O, The Oprah Magazine*, graciously served as Mistress of Ceremonies. Among the many dignitaries who attended the event and pledged their support for the Memorial Project, in

addition to Honorable J.C. Watts, were Condoleezza Rice, Secretary of State; Honorable Elijah Cummings, U.S. House of Representatives; Donald Evans, Secretary of Commerce; Alexis M. Herman, Former Secretary of Labor; Alphonso Jackson, Secretary of Housing and Urban Development; Rod Paige, Secretary of Education; Donna Brazile, Political Leader; Michael Steele, Lieutenant Governor for the State of Maryland; and Kwame Kilpatrick, Mayor of Detroit.



Left to right: Ms. Gale King, Mr. Harry E. Johnson, Sr., Ms. Condoleezza Rice, and Mr. J.C. Watts.

PROCTER AND GAMBLE TEACH PERSONAL FREEDOMS TOUR



For the third consecutive year, Procter and Gamble (P&G) offered local communities an opportunity to celebrate

and learn about African American history through its *Teach Personal Freedoms (TPF)* tour. The *TPF* tour is produced to increase awareness for P&G's charity of choice featured in its February edition of brandSaver; a national promotion that offers consumer savings on in-store purchases of P&G products, while publicizing select national charities. The brandSaver is distributed to over 53 million households, nationwide.

The *TPF* tour traveled to Houston, Dallas, Philadelphia and Atlanta during the month of February. P&G and its tour partners — *EBONY* magazine, RADIO-One Inc., and Pantene Relaxed & Natural — produced the tour to engage families and help them remember, celebrate, and preserve the milestones of African American achievement and contributions to this country. The *Teach Personal Freedoms* evening performance paid tribute to Dr. Martin Luther King, Jr. and his legacy. With a captivating hostess in Sybil Wilkes from "The Tom Joyner Morning Show," audiences enjoyed an original show of spoken word, song and dialogue.

P&G brought tour headliners, award-winning actress Denise Thimes, Dr. King "impressionist" Lloyd Ellison, and other community leaders to participating high schools through the *Each One Teach One* education series. This unique assembly challenged students to assume more personal and civic responsibility, discuss Dr. King's legacy, and express what it means for them today.

Local honorees in each city were presented with the *P&G Freedom Award* — designed to feature individuals and organizations that exemplify Dr. King's values that lead to positive social change, and inspire others to do the same.

"Teach Personal Freedoms is a family-friendly activity that helps people connect to their heritage by presenting powerful messages wrapped in entertainment," said Berrece Andrews, associate director P&G African American external relations. "We're reminded to not only remember people's names from our history lessons, but also what individuals stood for and accomplished. At P&G, we strive to improve people's lives with our products, but we also want our programs and events to have a long-lasting and positive impact in the communities we serve."

An important aspect of Procter & Gamble's *Teach Personal Freedoms* tour was an opportunity to educate families about the National Memorial honoring Dr. King in Washington, DC. Foundation staff members were present to display the Memorial model and answer questions about the project. Individuals making a minimum donation of \$5.00 received the new blue "Build the Dream" wristband, a recent addition to the Foundation's awareness campaign.

"As a result of P&G's efforts, thousands more people will be informed about this significant project. Awareness is the first step toward *building the dream...*," said Foundation president and CEO, Harry E. Johnson, Sr.

OUTREACH AND OUTCOME — GENERAL MOTORS LEADS THE WAY



Over the years, General Motors (GM) has opened many doors for the Washington, DC Martin Luther King, Jr. National Memorial Project

Foundation, Inc. A recent component of their marketing and public relations efforts on behalf of the Foundation included leveraging existing media opportunities by promoting the Memorial Project on XM Satellite Radio to its 2.6 million subscribers.

Throughout the month of February XM Satellite Radio presented over 350 hours of special programming, during which time the Foundation's public service announcements were frequently aired. Media coverage across the XM Network includes Fox News, CNBC, CNN, MTV, VH1, E! and many others.

Moreover, GM employed multiple mechanisms for informing consumers about the Memorial Project, including insertions in product catalogs, email releases, billing statement notices for GM and GMAC customers, inclusion in their corporate newsletter, a dedicated Web page, and a recorded telephone message for callers on corporate hold lines. Through these efforts, GM has informed over 14 million individuals about the Memorial Project.

2005 MEDIA CAMPAIGN LAUNCHED

New Public Service Announcements (PSAs) were produced to appeal to broad-based markets, to develop additional awareness about the Memorial Project. The development includes general, faith-based, and youth-oriented PSAs.

The general PSA features Morgan Freeman. When asked what he thought about honoring the legacy of Dr. King with a National memorial, Mr. Freeman responded, "I think most Americans embrace Martin Luther King, Jr. as a spokesman not for just black Americans but for all Americans. The significance of a memorial to him has to do with his own stature as an American. He was not speaking for black people and he was not speaking to white people. He was speaking about, for and to all of us. There are few individuals who, in their lifetime and beyond, who have influenced more people than Dr. Martin Luther King, Jr. Black or white, rich or poor, Dr. King helped us all believe that we could live in a world that truly judged people on character rather than color. This Memorial will help remind us as a nation of the importance of that goal. I am proud to support this project and urge all Americans who share this dream to join in the effort."

Bishop Clarence E. McClendon, Ph.D., Senior Pastor of Church of Full Harvest International in Los Angeles, is featured in the faith-based PSA. "It was my joy, pleasure and indeed my responsibility to the legacy of Dr. Martin Luther King Jr., to participate in the enterprise of raising awareness for the memorial being constructed in his honor. Dr. King was perhaps the clearest prophetic voice to this nation in his lifetime. The building of this memorial is a proud moment in the history of this nation."

Samaire Armstrong from the Fox Network's show, "The OC" and hip-hop artist, Nelly, appear in PSAs geared toward youthful audiences.

Aggressive Media Campaign Increases Donations

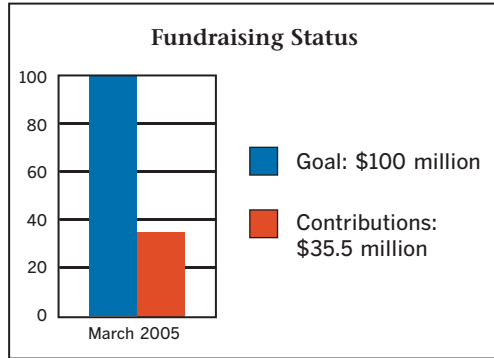
In January 2005, the Memorial Foundation began running Public Service Announcements (PSAs) in 21 key cities across the country, including: New York, Los Angeles, San Francisco/Oakland, Chicago, Philadelphia, Detroit, Houston, Dallas, Atlanta, Memphis, Washington, DC, Cleveland, Milwaukee, Jacksonville, Indianapolis, Birmingham, St. Louis, Charlotte, Columbus, OH; Boston and Nashville.

The PSAs, P&G brandSaver, media releases and the use of Web blogs, enabled the Foundation to reach record numbers of homes and individuals in January and February. Donations in January 2005 more than tripled the amount received in January 2004, and quadrupled the number of telephone and on-line inquiries regarding the Memorial Project. However, February proved to be a record-breaking month for individual donations, as over \$100,000 was received by the foundation!

Examples of the Foundation's national media coverage for February include:

- ★ CNN American Morning (500,000-1 million viewers daily);
- ★ PARADE Magazine (36.5 million circulation);
- ★ UPI wire story;
- ★ Atlanta Journal Constitution (500,000 circulation);
- ★ PBS/Tavis Smiley Show;
- ★ Tom Joyner Morning Show; and
- ★ Annie's Mailbox (60 million circulation).

FUNDRAISING UPDATE



Ariel Mutual Funds

Ariel Capital Management, LLC, a capital management and investment firm based in Chicago, supported the Memorial Foundation with a gift of \$25,000 in tribute to the work and legacy of Dr. King. Ariel Capital Management, LLC has a long-standing tradition of commitment to supporting organizations that embody the vision and purpose of Dr. King's effort to bring about economic and social equality.

Ashley Stewart Stores

In recognition of Dr. Martin Luther King, Jr.'s birthday, Ashley Stewart, Ltd., a woman's clothier, donated a portion of their January 17th sales to the Washington, DC Martin *(continued on next page)*

I WILL HELP BUILD THE DREAM!

My contribution is enclosed for:

\$25 \$50 \$75 \$100 Other _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

E-MAIL ADDRESS _____

ORGANIZATION _____

Please charge my credit card:

Visa MasterCard AmericanExpress

CARD NUMBER _____

EXPIRATION DATE _____

Please make your tax-deductible donation payable to: **MLK National Memorial Foundation**, and mail to:

Washington, DC Martin Luther King, Jr.
National Memorial Project Foundation, Inc.
Department 211
Washington, DC 20055



Luther King, Jr. National Memorial Project Foundation. Thanks to Ashley Stewart's dedication to the cause and their customers support, the company presented a \$12,000 check to the Foundation.



ALPHA PHI ALPHA FRATERNITY, INC. — IOTA UPSILON LAMBDA CHAPTER MAINTAINS COMMITMENT TO MEMORIAL PROJECT

The Iota Upsilon Lambda chapter of Alpha Phi Alpha Fraternity, Inc. held their annual Dr. King Birthday Celebration Breakfast on Monday, January 17, in Silver Spring, MD. Remaining consistent with the program's mission, attendees' collective spirits and consciousness were heightened, as they were inspired by the program. This year's event garnered a donation in excess of \$10,000 for the Memorial Project.

Moreover, the chapter supported the Foundation's Faith-based Initiative by having fraternity members address community churches to inform them about the Memorial Project, thus motivating congregants to contribute to the fundraising campaign. Two churches immediately accepted the challenge to participate and organized "A Day of Giving" in their respective churches.

Clinton A.M.E. Church, Rockville, MD, a small congregation with a big heart, presented a \$1,200 donation to the chapter at its King Birthday Celebration Breakfast, for the Memorial Project. Conversely, People's Community Church, a much larger congregation in Silver Spring, MD, held a special collection and presented a \$10,000 check to the Foundation. The generosity extended by these two churches is an ideal example of what the Faith-based Initiative represents. Any congregation or house of worship can plan "A Day of Giving." To learn more about how your church can participate in this once-in-a lifetime opportunity, please ask your pastor or his/her representative to contact Anita Wamble, Fundraising Development Director, at 202.737.5420.



The MLK Model

BANDING TOGETHER TO BUILD THE DREAM — The Foundation's wristband campaign was launched February 14, 2005. For your donation of \$5 or more, you will receive a "Build the Dream" wristband as our expression of gratitude.

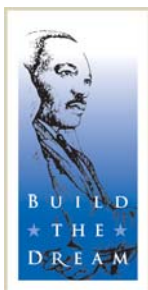


PEACE... HARMONY... UNITY...

Universally, blue symbolizes these principles for which Dr. King died fighting to achieve. With your contributions, he will forever be immortalized alongside our nation's forefathers on the National Mall. Help us honor Dr. Martin Luther King, Jr.'s dream for America. Help us *Build the Dream...*

Donations can be made via the Web site at www.buildthedream.org or by calling toll-free 1.888.484.3373.

You can visit our Web site to view archived newsletters and learn more about the Memorial Project.



**WASHINGTON, DC
MARTIN LUTHER KING, JR.
NATIONAL MEMORIAL
PROJECT FOUNDATION, INC.**
401 F Street, NW, Suite 334
Washington, DC 20001

MAKE THE WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL A REALITY.

BUILD THE DREAM!