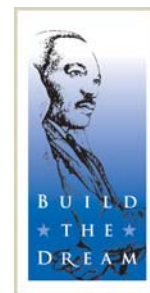


# BUILD THE DREAM

WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL FOUNDATION NEWSLETTER  
2004 Volume 2, Issue 2 ★ [www.buildthedream.org](http://www.buildthedream.org)



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

## EXECUTIVE LEADERSHIP CABINET EXPANDS



**Suzanne de Passe**  
Chairman and CEO  
de Passe Entertainment

The principal ambassadors of the “*Build the Dream*” campaign are the Executive Leadership Cabinet (ELC) members, whose main goal is cultivation and solicitation of major corporate gifts. In addition to raising or giving \$1 million to the Memorial Project, the ELC will assist in identifying prospective donors, as well as facilitating the recruitment of other ELC members.

Suzanne de Passe, one of the ELC’s newest members was asked about her motivation to participate in this project. She stated, “Dr. King had a significant impact on our nation and its values. We cannot afford to lose sight of his vision for a greater, more inclusive America — one that truly offers opportunity for all. I believe the entertainment industry has a particular responsibility to ensure that his vision is realized. I’m honored to be part of this historic effort to build the National Memorial to Dr. King.”

The ELC is chaired by Gary Cowger, President, General Motors North America, and U.N. Ambassador Andrew Young. Currently, its members include Tommy Hilfiger, Principal Designer, Tommy Hilfiger, USA; Joel Horowitz, Chairman of the Board, Tommy Hilfiger, USA; J.W. Marriott, Jr., Chairman/CEO, Marriott International, Inc.; Franklin D. Raines, Chairman/CEO, Fannie Mae; Suzanne de Passe, Chairman/CEO de Passe Entertainment; Jack Valenti, Chairman/CEO, Motion Picture Association; Dan Snyder, Owner, Washington Redskins; Richard Parsons, Chairman/CEO, Time Warner; Vernon Jordan, Senior Managing Director, Lazard Freres & Co., LLC; William H. Gray, III, Past President and CEO, The College Fund/United Negro College Fund; William F. Pickard, Chairman, Vitec, LLC.; Dr. Robert Wright, Chairman Emeritus and Senior Advisor, Dimensions International, Inc.; George Forman, Heavyweight Boxing Champion and Philanthropist; Willie Gary, Senior Partner Gary, Williams, Parenti, et.al.; and Earl G. Graves, Chairman/CEO, *Black Enterprise* magazine.

## PROCTER AND GAMBLE PARTNERSHIP



**Berrece Andrews,**  
Associate Director  
Multicultural External Affairs

On April 16, 2004, the Executive Team of the Memorial Foundation met with key members of Procter and Gamble Co. (*P&G*) to discuss a mutually beneficial partnership, which would include the Memorial Foundation being featured as the charity of choice in *P&G*’s brandSaver advertisement in February 2005. Being selected as a charity of choice for the *P&G* brandSaver is a distinct privilege and carries with it the benefit of our message potentially reaching 53 million households throughout the United States.

According to Berrece Andrews, Associate Director Multicultural External Affairs, “our company is very pleased to partner with the MLK Foundation and offer our considerable marketing resources through the *P&G* brandSaver coupon book to help build the Memorial to Dr. King. The *P&G* brandSaver doesn’t just offer super savings for in-store purchases; it also helps to showcase our alliance and brings awareness to the objectives and goals of the Foundation.”

## “DREAM TEAM” SUPPORTS MEMORIAL



Carlos Santana

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation has formed a “Dream Team” of celebrities who will participate in fundraising and awareness building activities, public service announcements, and special events. “The enthusiastic support from such a diverse group of individuals highlights the tremendous impact Dr. King had on our lives and our social fabric,” said Foundation president, Harry Johnson, Sr.

The “Dream Team” includes musicians, athletes, authors, and artists such as: Muhammad Ali, Dr. Maya Angelou, Angela Bassett, Kenny “Babyface” Edmonds, Harrison Ford, Morgan Freeman, Whoopi Goldberg, Samuel L. Jackson, Laurence Fishburne, Peter Max, Holly Robinson Peete, Rodney Peete, Joseph C. Phillips, Martin Sheen, Tavis Smiley, Jerry Stackhouse and Carlos Santana, to name a few.

“Dr. King believed that all Americans regardless of race are entitled to take part in the American dream,” said Carlos Santana. “I am proud to be part of the team that will carry on this legacy and I encourage every American who benefited from Dr. King’s work to help play a role in building the dream.”

Expanding on the “Dream Team” concept, two other groups of prominent individuals were formed to support the Memorial Project. A *Presidents’ Council* of all living U.S. Presidents, Nancy Reagan (representing Ronald Regan), and Lady Bird Johnson (representing Lyndon B. Johnson), and a bipartisan *Honorary Congressional Committee* including Senate Majority Leader William Frist, Senate Minority Leader Tom Daschle, Speaker Dennis Hastert, House Minority Leader Nancy Pelosi, and 250 other Members of Congress. You may visit our Web site at [www.buildthedream.org](http://www.buildthedream.org) for the complete list of Congressional advocates and “Dream Team” members.

## AMERICAN URBAN RADIO NETWORK MEDIA CAMPAIGN



A media partnership has been established between the American Urban Radio Network (AURN) and the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. AURN has agreed to produce and distribute public service announcements to be featured on its 400 stations to help promote awareness of the *Build the Dream* campaign. This endeavor entails the development of radio spots that will resonate with identified target audiences on five AURN radio shows during prime listening hours. Newscasters will

discuss Foundation’s efforts as part of their weekly news feeds and select programs will include interviews by Foundation leadership and “Dream Team” members. This national initiative will garner wide-spread support across multiple demographic groups.

## FUNDRAISING UPDATE

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. has raised \$32 million in cash, pledges, and in-kind donations of the \$100 million needed to build and maintain the Memorial to Dr. King on the National Mall. We proudly announce our most recent gifts totaling over \$2 million from: Federated Department Store Foundation, The Ford Foundation, Delta Airlines Foundation, and Mr. Joel Horowitz.

The Foundation maintains its commitment to breaking ground for the Memorial during December 2005; fundraising remains a priority. Your assistance is needed to help us reach our goal. Many employers offer corporate “matching programs” whereby donations made to not-for-profit organizations by their employees are matched by the respective company. Check with your Human Resources Department to learn about their charitable-giving programs.

All financial contributions to the Memorial Project are tax deductible. You can help *Build the Dream* by donating on our Web site at [www.buildthedream.org](http://www.buildthedream.org) or by calling toll-free 1.888.484.3373.



Memorial Site Model

## CHICAGO-AREA FUNDRAISING RECEPTION

On May 20, 2004, the Chicago MLK Memorial Foundation Project Committee held a fundraising reception at the Wyndham Chicago Hotel. The host committee formed by Paul King of UBM Construction included: Thomas Burrell of Burrell Communications; James Compton of the Chicago Urban League; Walter Grady of Seaway National Bank; and Troy Ratliff of the Kellman Foundation. Dr. Quentin Young, Dr. King’s personal physician while he lived in the Chicago area, gave the keynote address. Dr. Ed Jackson, Executive Architect for the Project, gave a well-received overview of the Memorial design and the significance of it being built on the National Mall.

The private event was attended by 100 individuals, including representatives from Mayor Daley's and Governor Rod Blagojevich's offices. Additionally, executives from Kraft, Frito-Lay, Motorola, Turner Construction, Harris Trust and Savings Bank, BancOne, JP Morgan and BP to name a few, were present.

**FAITH-BASED INITIATIVE**

**"Day of Giving"**

The Foundation is pleased to announce that the feasibility study phase of our Faith-Based Initiative has been completed. A "Day of Giving" will take place in several communities across the country; whereby, proceeds from a special collection taken on a designated date at churches and other faith-based entities, will benefit the Memorial Project. The cities that have been selected for the preliminary phase are Dallas, Detroit, and Houston. The initiative will begin in December 2004. Other cities will be announced and efforts implemented throughout 2005.

Rev. Dr. S.C. Nash hosted a meeting for Pastors in Dallas on September 13th and 14th at Mount Tabor Baptist Church. Rev. Dr. Nash, Pastor Denny D. Davis of St. John Baptist Church, Dr. David Henderson, Jr. of Greater Mt. Pleasant Baptist Church, Alex Horton of City Temple Seventh Day Adventist Church and other Pastors in the Dallas area have agreed to support the Memorial Foundation on their "Day of Giving."

Rev. Dr. Joe Ratliff, Sr. of Brentwood Baptist Church hosted a teleconference for Pastors in the Houston area on Thursday, October 14, and Rev. Dr. Charles Adams of Hartford Memorial Baptist Church hosted a luncheon for Detroit-area Pastors on November 17. Both efforts are mechanisms for garnering support for the Memorial Project across faiths and denominations in the respective cities.

According to Anita Wamble, MLK Foundation Fundraising Director, "the 'Day of Giving' will enhance our fundraising and public awareness campaigns. It is an opportunity for communities to embrace the mission of the Memorial Project by contributing to its development." Individual churches will be acknowledged in appreciation of participation in this endeavor.

**SILENT AUCTION BENEFITS MEMORIAL PROJECT**

On Thursday, September 9th the Foundation conducted its first silent auction at the Alpha Phi Alpha Fraternity, Inc. reception, held in conjunction with the Congressional Black Caucus Foundation's Annual Legislative Conference, in Washington, D.C. The reception was held at the Renaissance Hotel with over 500 fraternity members and guests in attendance. In excess of \$5,000 was raised for the Memorial Project. The Foundation wishes to thank:

- Estee Lauder ★ Holyfield Studio ★ Independence Air
- James Carville Consulting ★ Jerome T. White
- J.W. Marriott, Inc. ★ Kenneth Cole ★ Key Gallery
- Martin Sheen ★ McQuay Design, Inc.
- Miss Earl's Butterscotch Thins ★ Motorola ★ Nike, Inc.
- Washington Redskins ★ Rowe Furniture
- Sperry Top-Sider ★ Tiffany & Co.
- Tommy Hilfiger Footwear ★ Tommy Hilfiger Golf
- Tommy Hilfiger, USA ★ Walt Disney World

**ALPHA PHI ALPHA FRATERNITY, INC. REMAINS COMMITTED TO THE PROJECT**



The Constitutional Convention held in Philadelphia August 5-8, 2004, afforded the Foundation an opportunity to recognize the leading supporters of the Project from Alpha Phi Alpha Fraternity, Inc. Two fundraising campaigns have been *[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

conducted within Alpha Phi Alpha Fraternity since Congress authorized the establishment of the Foundation resulting in donations totaling over \$1.4 million. Awards were presented to the principal donors. The leading college chapters are:

- ★ Alpha Mu, Northwestern University, Evanston, IL
- ★ Delta Iota, Rutgers University, New Brunswick, NJ
- ★ Alpha Pi, University of Louisville, Louisville, KY
- ★ Pi Alpha, Clemson University, Clemson, SC
- ★ Tau, University of Illinois, Champaign, IL

The leading undergraduate (individual) donors are:

- ★ Kevin Tucker, Pi Alpha Chapter, Clemson University
- ★ Mario Stephens, Beta Upsilon Chapter, Alabama State College
- ★ James Payne, Eta Mu Chapter, University of Texas
- ★ Paul Kimbrough, Kappa Kappa Chapter, University of Arkansas

The leading graduate chapters are:

- ★ Eta Tau Lambda, Akron, OH
- ★ Theta Delta Lambda, El Paso, TX
- ★ Theta Zeta Lambda, Ann Arbor, MI
- ★ Eta Lambda, Atlanta, GA
- ★ Gamma Lambda, Detroit, MI
- ★ Beta Psi Lambda, Los Angeles, CA
- ★ Nu Mu Lambda, Decatur, GA
- ★ Mu Mu Lambda, Glen Ellyn, IL
- ★ Zeta Sigma Lambda, San Diego, CA
- ★ Alpha Eta Lambda, Houston, TX

The leading graduate (individual) donors are:

- ★ Andrew Young, Eta Lambda Chapter, Atlanta, GA
- ★ Edward W. Brooke, General Membership
- ★ Guillermo Hysaw, Beta Psi Lambda Chapter, Los Angeles, CA
- ★ Wilbert Walker, Delta Lambda Chapter, Baltimore, MD
- ★ Henry H. Brown, Alpha Eta Lambda Chapter, Houston, TX
- ★ Alvin Washington, Zeta Sigma Lambda Chapter, San Diego, CA
- ★ Walter Sullivan, Eta Lambda Chapter, Atlanta, GA
- ★ David Hines, Xi Tau Lambda Chapter, Dallas, TX
- ★ John Carter, Eta Lambda Chapter, Atlanta, GA
- ★ R. Anthony Mills, Xi Xi Lambda Chapter, Frederick, MD

The **Southwestern Region** took overall honors. That region is currently led by **Tophas Anderson**, vice-president, and **Leartis Lister**, assistant vice-president. A hearty thank you goes out to all of the supporters of the Foundation!

## ZETA LAMBDA CHAPTER HOSTS FUNDRAISER

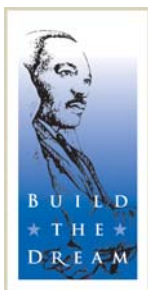
The Zeta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. continued its quest as "Servants of All" by hosting a "Build the Dream," Dr. Martin Luther King Jr. Memorial Gala. The event was held at the Point Plaza Suites & Conference Hotel in Newport News, Virginia on July 24, 2004. Congressman Bro. Robert C. "Bobby" Scott was the guest speaker and Bro. Don Roberts, WAVY-10 New Anchor, served as master of ceremony. The MLK Gala raised \$25,000 toward the Memorial Project. There were 200 individuals in attendance, including: Bro. LeRoy Lowery III, Washington DC, Dr. Martin Luther King Jr. National Memorial Project Foundation Inc., (Former) Chief Operating Officer; Delegate Jeion Ward, 92nd District, Hampton, VA; and Delegate Mamye BaCote, 95th District, Newport News, VA.

The Zeta Lambda Chapter graciously thanks the following companies and organizations for their contributions of \$1,000 or more:

- ★ Wachovia Bank
- ★ Old Point National Bank
- ★ Johns Hopkins Health System
- ★ Countrywide Home Loans
- ★ Langley Air Force Base Protestant Chapel
- ★ Point Plaza Suites & Conference Hotel
- ★ The Manly Group
- ★ Zel Technologies
- ★ Les Hommes Civic & Social Club
- ★ Omega Psi Phi Fraternity, Inc., Peninsula Tri-Chapters
- ★ Zeta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.
- ★ Delta Beta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.

You can visit our Web site at  
[www.buildthedream.org](http://www.buildthedream.org)  
to view archived newsletters and learn more  
about the Memorial Project.

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



WASHINGTON, DC  
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NATIONAL MEMORIAL  
PROJECT FOUNDATION, INC.  
401 F Street, NW, Suite 334  
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MAKE THE WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL A REALITY.

# BUILD THE DREAM!