

# BUILD THE DREAM

WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL FOUNDATION NEWSLETTER  
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*A Newsletter From the  
Washington, DC  
Martin Luther King, Jr.  
National Memorial  
Project Foundation, Inc.*

## APPROPRIATION VICTORY FOR MEMORIAL PROJECT

On June 28, 2005, the U.S. Senate voted to provide \$10 million in federal funding for the Washington, DC Martin Luther King, Jr. National Memorial that will be built on the National Mall. The appropriations amendment was co-sponsored by Senator Thad Cochran (R-MS), Chairman of the Senate Appropriations Committee, along with Senator Robert C. Byrd (D-WV), who is also the Ranking Member on the Senate Appropriations Committee. Additionally, they voted to change the language in the initial bill that prohibited the Foundation from seeking federal funding.



Left to right: MLK Foundation president Harry E. Johnson, Sr., Sen. Robert C. Byrd, Sen. Thad Cochran, Richard Marshall, MLK Foundation CFO, and Dr. Ed Jackson, Jr., MLK Foundation Executive Architect

Senators Byrd and Cochran offered the bipartisan amendment to the Fiscal Year 2006 Interior and Related Appropriations bill, which includes funding for future maintenance of the Memorial by the National Parks Service.

"I would like to thank Senators Byrd and Cochran, as well as the many other amendment co-sponsors, for their support of the Memorial Project. This exciting news reconfirms Dr. King's place in history as an American hero to all citizens regardless of political affiliation, income, educational attainment, race, gender, or lifestyle. I now challenge everyone who has benefited from Dr. King's American dream of peace, equality, and justice to help build this memorial by logging on to [www.buildthedream.org](http://www.buildthedream.org) or by calling 1-888-4-THE-DREAM," said Harry E. Johnson, Sr., president of Washington, DC Martin Luther King, Jr. National Memorial Project Foundation.


The \$10 million appropriation will supplement the approximately \$40 million that the Foundation has raised from private funds. The total cost to build and maintain the memorial is \$100 million. Groundbreaking is scheduled for the Fall of 2006.

## NATIONAL BASKETBALL ASSOCIATION JOINS OUR TEAM

On April 27, 2005, National Basketball Commissioner, David Stern, became the most recent member to join the Foundation's Executive Leadership Cabinet (ELC), as the NBA committed \$3 million in cash and in-kind services to the Washington, DC Martin Luther King, Jr. National Memorial Project. The negotiations included consideration for current and former basketball players' endorsements of the Memorial Project, in addition to strategically-placed advertising that will increase project awareness to garner critically needed funding for the Memorial.

"We are extremely appreciative of the donation, as well as the willingness of the NBA to partner with us in this awesome endeavor. These are the types of relationships that we are looking to establish throughout other professional organizations, as we aim to balance our outreach campaign to be as inclusive as possible in the manifestation of the *Build the Dream* campaign," said Foundation president, Harry S. Johnson, Sr.

## TOYOTA MOTOR CORPORATION



The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation is pleased to announce a recent \$2 million commitment from Toyota Motor Corporation toward the building of the Memorial Project. Additional support from the company is extended by way of adding one of their principal corporate executives to the Foundation's Executive Leadership Cabinet, and increasing awareness about the project throughout their automotive plants and corporate offices by implementing a traveling road show featuring the model of the Martin Luther King, Jr. National Memorial.

## TOMMY HILFIGER CELEBRITY GOLF TOURNAMENT

### TOMMY HILFIGER

On Monday, June 13, 2005, the Tommy Hilfiger Corporate Foundation hosted its Fifth Annual All-American Celebrity Golf Classic in Alpine, NJ, raising \$1 million for the Washington, DC Martin Luther King Jr., National Memorial Project Foundation. An early round of golf was followed by a cocktail reception, dinner, an auction, and an awards ceremony that crowned the day's best and worst golfers. NBC Today meteorologist, Al Roker, hosted the evening program.

The auction, hosted by comedian Tom Arnold, helped raise an additional \$28,500. The lots included: tickets to a NY Jets football game; a ski trip to Park City, UT (including a day on the slopes with 2002 Olympic Aerial Silver Medalist Joe Pack); a night at the Tommy Hilfiger at Jones Beach Theater; and a NY Giants ticket/memorabilia package. The bidding got interesting when Arnold brought NY Giants running back Tiki Barber on stage and convinced Barber to include lunch and a round of golf with him to the NY Giants package.



Left to right: Tommy Hilfiger, Harry Johnson, Guy Vickers, and Joel Horowitz

Helping to make the day a success were celebrity guests Shannon Elizabeth (American Pie); Ricardo Chavira (Desperate Housewives) and Richard Kind (Spin City); NY Giants Jim Finn; Wayne Lucier and David Deihl; former NY Giants Bart Oates, Howard Cross, Carl Banks and Chris Calloway; NY Knicks head coach Herb Williams; US Ski team members Joe Pack, Brian Currutt, Jeret "Speedy" Peterson and Bode Miller; reality TV stars Joey Gilbert from "The Contender" and Rob and Amber Mariano from "Survivor," attended the event with corporate sponsors. The day concluded with an amazing performance by singer Michael Bolton, who committed further support toward the Memorial Project.

## MEMORIAL PROJECT... AT A GLANCE

### March on Washington Anniversary

August 28, 2005 marks the 42nd anniversary of the March on Washington for Jobs and Freedom, lead by Dr. Martin Luther King, Jr. and other Civil Rights activists. The Foundation will commemorate the occasion on August 22, with a special event at the Memorial site attended by corporate sponsors, members of the Executive Leadership Cabinet and Board of Directors, as well as congressional supporters. Invited celebrity guests include Stevie Wonder, Harry Belafonte, Sidney Portier, and others. The program will feature the official launch of the Foundation's *Quarters for King* school children's fundraising project.

### School Children Pitch-in

This year alone, school children from across the country donated approximately \$10,000 from various fundraising activities to the Foundation. One particular event in the Houston/Fort Bend area was particularly lucrative where students raised *over* \$4,000! Because of their success, the State of Texas adopted the Washington, DC Martin Luther King, Jr. National Memorial Project as one of its fundraising outreach initiatives.

The **National Education Association (NEA)** has partnered with the Foundation to implement educational programs to inform its membership, teachers, and students about the Memorial Project. This ideal collaboration will assist the Foundation in creating awareness within households where children reside, as well as integrate community-based support for the project. The NEA will be instrumental in disseminating information about the *Quarters for King* program.

### Faith-based Initiative Develops Momentum

During the month of April, ministers from Detroit, Michigan announced their support of the Foundation's fundraising efforts. Rev. Charles Adams of Hartford Baptist Church pledged \$50,000. The total amount pledged at the evening's program exceeded \$70,000 thanks to commitments from ministers in attendance representing other congregations. Additionally, Governor Granholm hosted a breakfast for ministers from all denominations, which resulted in 25 pledges for the Memorial Project. The faith-based fundraising effort will continue in the State of Michigan through June 30, 2005.

Recently, Foundation Board Members Tyrone Means, Frank Jenkins, and Board Secretary Tonya White spearheaded faith-based awareness and fundraising efforts with churches in Montgomery, Alabama. The first rally was held at Lilly Baptist Church, featuring the "Montgomery Build A Dream Choir," which comprised members from various churches throughout the area. They raised more than \$3,000 in one evening and have pledged \$50,000 toward their \$250,000 goal for the Memorial Project's Build the Dream campaign.

Bishop Larry Trotter hosted the Foundations Director of Development, Anita Wamble, at the United Pentecostal Christian Church at their annual convocation on Monday, June 27, 2005. The Bishop had previously hosted an event in Chicago on May 30, 2005, to seek support for the Memorial Project.

**Corporate Awareness Significantly Enhanced**

Fortune Magazine introduced the top 1000 CEOs in the country to the Washington, DC Martin Luther King, Jr. National Memorial Project by circulating their April 18, 2005 issue in a cover wrap, featuring the project.

Black Enterprise Magazine circulated wrapped issues to the top 500 African American CEOs in June, accompanied by a letter from Earl Graves. Wrapped cover issues were also distributed to participants at the annual Black Enterprise Entrepreneurs' Summit. This initiative will be repeated in August. Each of these targeted companies and their CEO's will be contacted to encourage support of the Foundation.

**Direct Mail**

A direct mail campaign to garner additional grassroots funding began in July. The initial test mailing included 120,000 names from various organizations' mailing lists. Some of the signers on the direct mail campaign letter include James Carville, Jack Kemp, John Kerry and Andrew Young. This effort will be repeated in intervals with lists from other sources, as well as supplemented by a direct email campaign. The current direct mail campaign encourages individuals to become Founding Sponsors.

**Web Site Updated**

The Foundation's newly designed Web Site will serve as a promotional tool featuring updates that will help visitors navigate the pages more efficiently. One of the latest features is the "News" section, which will allow us to post instantaneous information on the project's status. The revision will be completed in August. Check it out at [www.buildthedream.org](http://www.buildthedream.org)!

**Housing and Urban Development Initiative**

Employees at the U.S. Housing and Urban Development (HUD) agency located in Washington, DC, led by Floyd May and Kenneth Holbert, have begun a series of outreach projects within the agency on behalf of the Memorial Project. Their goal is to collect donations from HUD employees and bring greater visibility to the Memorial Project.

**DESIGN AND CONSTRUCTION UPDATE**

On April 28th, the design team met in Washington, DC to participate in the first review and approval meeting of the Design Development Phase. Design Development is the second stage of a three-phase process in the development of the construction documents—the required and necessary documents needed to build the memorial.

This design review represented 35 percent completion of the documents required in this phase. In addition, the Architect of Record presented a scale model of the Mountain of Despair (at 1/16" scale) for critique, along with the most recent set of drawings totaling 31 pages of plans, elevations, structural details, sections, mechanical equipment and site plans, and survey information. The design of the project remains on schedule.

At the meeting, the architect was requested to explore in greater detail the Ranger and Visitor Information Kiosk (Information Center). As recent as, May 10th the architect reported to the Foundation that



**The MLK Memorial Model**

significant developments have been achieved in the design of the Information Center, and the Foundation will receive a set of drawings and illustrations very soon. The subsequent submission from the architect was held on May 27th, at which time the drawings constituted 50% completion of this phase of the work.

**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

## MEET THE INTERNS: SUMMER 2005

Staff and consultants at the Washington, DC Martin Luther King, Jr. National Memorial Foundation had the pleasure of working with seven diverse, talented interns this summer. The goal for the participants was for each to be involved in a participatory and experiential learning process. Each intern uniquely contributed to special projects within the organization, and their assistance was great appreciated. Our interns included:

**Felicia Howard**, a Washington, DC native, is a junior at Clark Atlanta University, majoring in Mass Communications with a Broadcast Journalism concentration. Felicia was actively engaged in public relations.

**Maudlin Nyamekye**, a junior at Trinity University in Washington, DC, is pursuing a degree in Communications and Fine Arts. Maudlin designed the packaging concept

for the "Quarters for King" children's fundraising campaign, and contributed to fundraising research and public relations projects.

**Tim Anderson**, a senior at Harvard University, is pursuing his degree in History and Literature. Tim's home town is Pembroke, MA. He worked on our fundraising research, as well as many other initiatives within the fundraising division.

Left to right: Jamie Lynn Brisco, Felicia Howard, Daryl Garrett, Jr., Tim Anderson, Anthony Lockett, Crystal Jackson, and Maudlin Nyamekye

**Daryl D. Garrett, Jr.** a 2005 graduate of Shaw University, attained his Bachelors in International Relations and minored in Political Science. Originally from Indianapolis, IN, Daryl's project included researching major corporate donors, as well as labor unions and the Native American gaming industry.

**Crystal Jackson**, a Florida A&M University 2004 graduate, will return to her alma mater to complete a masters' degree in Architecture in the fall. This Washington, DC native created a virtual tour of the Martin Luther King, Jr. National Memorial to be viewed by visitors on the Foundation's Web Site.

**Jamie Lynn Brisco**, of Maywood, IL is a second year graduate student attending Northern Michigan University, where she is pursuing a masters' degree in Public Administration with a Higher Education Administration concentration. Jamie prepared our 2005 Annual Report, and researched corporate donors of other memorials in Washington, DC.

**Anthony Lockett**, a Queens, NY native, and a Dartmouth College 2001 graduate, earned his degree in Engineering Science and Studio Arts. Later, he earned a degree in Mechanical Engineering. Anthony supported the Design and Construction Team with Council of Historians and Environmental Assessment projects.

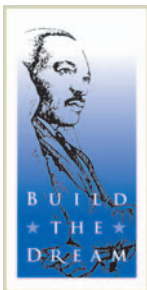


**ALPHA PHI ALPHA  
FRATERNITY, INC.  
EXCEEDS INTERNAL  
FUNDRAISING GOALS**

During this year's regional conventions Frank Russell, Foundation Board Member and Internal Fundraising Chairman, and his team of regional and district chairmen did an outstanding job of collecting donations at fraternity regional conventions, on behalf of the Martin Luther King, Jr. National Memorial Project. Alpha Phi Alpha Fraternity continues to demonstrate its commitment to *Build the Dream* campaign by implementing community-based fundraisers and awareness creating projects in their respective cities and states.

	GOAL	ACTUAL	% OF GOAL
Eastern	\$15,000.00*	\$40,350.00	269
Midwestern	\$10,000.00*	\$28,502.00	285
Southern	\$16,000.00*	\$24,580.00	154
Southwestern	\$10,000.00*	\$14,002.00	140
Western	\$12,000.00*	\$31,236.00	260
<b>TOTAL</b>	<b>\$63,000.00</b>	<b>\$138,620.00</b>	<b>220</b>

\*Figures provided Frank Russell, Jr.



**WASHINGTON, DC  
MARTIN LUTHER KING, JR.  
NATIONAL MEMORIAL  
PROJECT FOUNDATION, INC.**

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Washington, DC 20001

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

# BUILD THE DREAM!