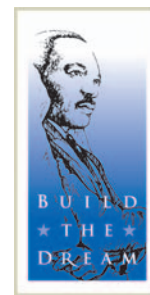


BUILD THE DREAM

WASHINGTON, DC MARTIN LUTHER KING, JR. NATIONAL MEMORIAL PROJECT FOUNDATION NEWSLETTER
2006 Volume 4, Issue 1 ★ www.buildthedream.org



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

CELEBRATING A LIFE WELL LIVED

Coretta Scott King served as a co-chair of the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. leading a host of great Americans in raising the awareness and much-needed resources to construct a national memorial to pay tribute to the life and legacy of her husband. Although she has been gone just a short time, she is deeply missed and her memory and dedication of spirit will continue to guide us to success in this effort.



Coretta Scott King

\$10 MILLION CONGRESSIONAL MATCH ACHIEVED

The United States Congress passed House of Representatives Bill 2361 authorizing the United States Treasury to match \$10 million in private contributions for the construction of the Martin Luther King, Jr. National Memorial Project in Washington, D.C.

At the LA "Dream Dinner" the Memorial Foundation celebrated that achievement when Bob Iger, President and Chief Executive Officer of The Walt Disney Foundation, announced their 2.75 million dollar donation.

FUNDRAISING EFFORTS CONTINUE AS MEMORIAL FOUNDATION REACHES \$58.7 MILLION GOAL

To date, 58.7 million dollars has been raised, due to the success of recent "Dream Dinners," grassroots, faith-based initiatives, Kids for King, Dream Keepers, corporations, foundations and organizations.

With less than nine months until the end of 2006, the Memorial Foundation continues its aggressive fundraising efforts to raise 40 million dollars.

STATE FARM INSURANCE DONATES \$1,000,000 TO HONOR DR. KING

State Farm Insurance, which insures more cars than any other insurer in North America and is the leading U.S. home insurer, has donated one million dollars to the Washington, DC Martin Luther King, Jr. National Memorial; it was announced today by Harry E. Johnson, Sr., president of the Washington D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc.



"I am ecstatic that State Farm is joining a growing list of major supporters to build a lasting Memorial to Dr. King on one of the most prestigious sites in our nation," said Johnson.

"State Farm Insurance is proud to take a leadership role in honoring Martin Luther King, Jr., a personal hero of mine, with a permanent structure on the National Mall," said Edward B. Rust, Jr., Chairman and CEO of State Farm Insurance Companies. "I encourage my colleagues in the business and foundation communities nationwide to join State Farm in supporting a long overdue memorial to one of the most important Americans who ever lived."

DREAM DINNERS: SAN FRANCISCO

A series of fundraising initiatives titled “Dream Dinners” are taking place in select cities across the country. On November 19, 2005 the San Francisco “Dream Dinner” raised 2.5 million dollars for the Memorial Project. This included one million dollars each from George Lucas and MacFarlane Partners as well as 100,000 dollars from Carlos Santana. Over 350 guests attended the event and were entertained by the Salvador Santana Band who was later joined on stage by his father and Dream Team member, Carlos.



Left to right from top: Kareem Abdul-Jabbar, Bill Russell, Bill Walton, Nate Thurmond, Samuel L. Jackson, George Lucas, Deborah and Carlos Santana at the Nov. 19th San Francisco Dream Dinner benefiting the Memorial Project

DREAM DINNERS: LOS ANGELES

On February 28, 2005, the LA “Dream Dinner” raised 3.1 million dollars towards the building of Dr. King’s Memorial on the National Mall in Washington, DC. The Walt Disney Company Foundation donated 2.5 million dollars in addition to underwriting evening’s event that was held at the Regent Beverly Wilshire in Beverly Hills, California. Disney President and CEO Bob Iger chaired the event.

CORPORATIONS KEEP ON GIVING

For the second consecutive year, **Ashley Stewart** has supported the work of the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation with a cash donation of \$15,000.

“As a company that makes the case for diversity whenever possible, **Steelcase** is pleased to contribute \$50,000 to the National Memorial commemorating the life and work of Dr. Martin Luther King, Jr.” said James P. Hackett, Steelcase President and CEO. “We believe this project is paramount to ensuring that future generations around the world understand and carry on the spirit of Dr. King’s vision of world peace through non-violent social change. We share his dream of achieving human dignity for all.”

Their donation to the Memorial Foundation is just one aspect of the company’s overall efforts to foster a spirit of diversity and inclusiveness.

Effective April 12, 2006, **Safeway** stores in the Northeast will carry the Foundation’s “Build the Dream” wristbands. Safeway is the first retail chain that has agreed to make the wristbands available in their stores. According to Tim Williams, Safeway’s Diversity Affairs Director, “It is with great pride that Safeway is able to participate in the ‘Build the Dream’ campaign. In addition to our donation, we feel that offering the MLK wristbands in our stores gives our customers the opportunity to not just build a dream, but build a reality.” The wristband promotion is in addition to Safeway’s cash donation of \$10,000.

COLLEGE STUDENTS ACROSS THE COUNTRY HELP BUILD DR. KING’S DREAM

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation is pleased to announce the launch of the “Dream Keepers” College Program.

Students at 117 colleges and universities have already agreed to become “Dream Keepers” and many more join daily. As of March 29th \$11,500 has been pledged with \$4,994 already received. The University of Tennessee is currently in the lead with \$1,800 donated to the Memorial Foundation.

ADDITIONAL COLLEGES AND UNIVERSITIES PITCH-IN TO SUPPORT MEMORIAL PROJECT

Howard University School of Social Work has challenged every school of social work in the country to support the building of the memorial. Dr. Ruby Gourdine, Associate Professor, Director of Field Instruction spearheaded the project at Howard and said Howard University’s School of Social Work was getting involved because “no one has done more for social justice than Dr. King.”

Thus far, the Schools of Social Work that have supported the Memorial Foundation are Howard with a \$3,000 donation, and they have been joined by the University of Hawaii and the University of Iowa.

FOUNDATION WELCOMES NEW EXECUTIVE LEADERSHIP CABINET MEMBERS

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. welcomes the newest members of our Executive Leadership Cabinet.

The Honorable **Alexis M. Herman** was sworn in as America’s 23rd Secretary of Labor on May 1, 1997, and the first African American ever to lead the United States Department of Labor.

Sheila C. Johnson is President, Managing Partner and Governor for the WNBA Washington Mystics team.

Victor B. MacFarlane is managing principal of MacFarlane Partners, which he founded in 1987 to provide real estate investment management services to institutional investors.

Terry McAuliffe served as Chairman of the Democratic National Committee from February 2001-February 2005.

Ken Mehlman has served as Chairman of the Republican National Committee since January 2005.

Henry S. Schleiff is the Chairman and Chief Executive Officer of Court TV Network, having been promoted to that position in December, 1999.

PATTI LABELLE VISITS MEMORIAL FOUNDATION



Dynamic songstress Patti LaBelle displays a bronze replica of the “Stone of Hope,” the centerpiece of the Martin Luther King, Jr. National Memorial, during her recent visit to the offices of the Martin Luther King Jr. National Memorial Project Foundation in Washington, D.C. LaBelle is a member of the “Dream Team,” a group of celebrities who donate their time and resources to promote and support the Memorial.

Patti LaBelle

FUNDS RAISED FOR MEMORIAL PROJECT DURING SUPER BOWL XL FESTIVITIES IN DETROIT

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation and the Detroit Super Bowl XL Host Committee held a fundraising luncheon during Super Bowl week festivities.

The luncheon titled “Drive toward the Dream” coincided with the celebration of Black History Month and was designed to use the excitement surrounding Super Bowl XL to engage sponsors, sports fans, local corporations, and the general public in embracing Dr. King’s dream. Pro Football Hall of Fame member Kellen Winslow, Sr. was the keynote speaker and recording artist BeBe Winans performed for the more than 300 guests at the event.

Notable attendees included Michigan Governor Jennifer M. Granholm, Mayor Kwame M. Kilpatrick, GM Corporation Global Group Vice President and Memorial Foundation Executive Leadership Cabinet Co-Chair Gary Cowger, Dr. Charles Adams, Pastor, Hartford Memorial Baptist Church, Co-Chair, Bishop Charles Ellis, III, Pastor, Greater Grace Temple, Co-Chair and representatives from the Memorial Foundation.



Left to right: Gary Cowger, Detroit Mayor Kwame Kilpatrick, Kellen Winslow and Harry Johnson at Fundraising Luncheon

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

“DREAM NOW” TEE SHIRT

On January 12, 2006 while broadcasting from the WWII Memorial on the National Mall, meteorologist and *Dream Team* Member Al Roker took a moment to show his continued support of the Memorial Project, by holding up our “Dream Now” tee shirt and blue Build the Dream wristband.

Following the broadcast, the “Dream Now” tee shirt and blue “Build the Dream” wristband were posted on our www.buildthedream.org website for a \$30 donation, in time to fulfill the numerous requests from viewers across the country that saw the *Today Show* segment.

2006 ALPHA PHI ALPHA INTERNAL FUNDRAISING GOALS

In preparation for the upcoming regional and national conventions, Internal Fundraising Chair Frank Russell and his team have begun identifying the 2006 Alpha Phi Alpha fundraising goals. As always, the brothers of Alpha Phi Alpha continue to work diligently to support the building of Dr. King’s Memorial, with a goal of \$300,000 for 2006.

DIRECT MAIL CAMPAIGN

Some of the success of the Memorial Foundation’s fundraising efforts has been attributed to their recent implementation of direct mail marketing through The Lukens Company.

A recent direct mail initiative is the Founding Sponsor membership card. Over 11,449 Founding Sponsor cards were mailed in February, resulting in 566 donations for a total of \$31,046.

Other fulfillment results from the direct mail marketing campaign include:

Build the Dream Wristbands	7,365
Founding Sponsor Lapel Pins	6,623
The American Dream Speech with Dr. King Photo	2,328
Dream Now Tee Shirts	327

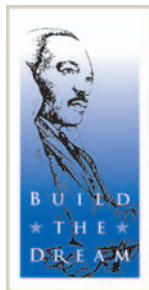
In addition to the fulfillment of these items we have received 11,848 donations with an average gift of \$80.00 through direct mail.

DESIGN & CONSTRUCTION

The Foundation is working with the National Park Service to define the requirements for a Visitor Information Center. This is great news because it will include the Donor’s Wall to recognize our high level (\$500,000 and above) donors. The name will be placed on the Donor Wall according to their level of giving.



Martin Luther King, Jr. National Memorial Project
Visitor Information Center



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!