



## **Remembering Jesse L. Jackson**

### **“His Commitment To Civil Rights”**

**A Lesson by Elder Mary Ellis**

Born in 1941 in Greenville, SC, amid Jim Crow segregation, Jackson's childhood was shaped by the Deep South's strict racial order.

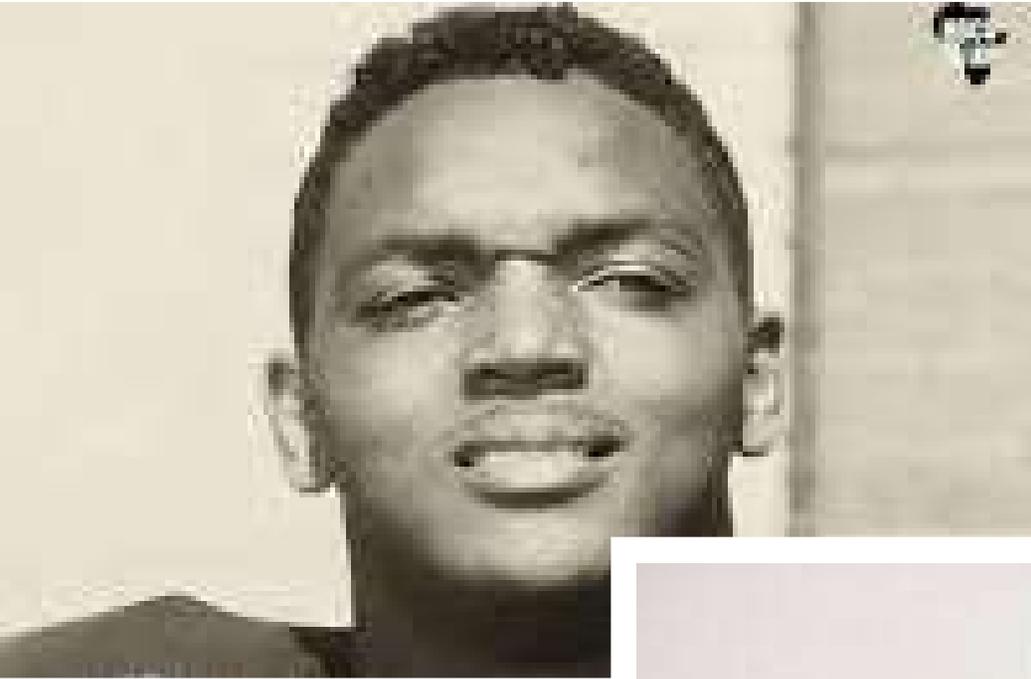
Despite economic hardship, his parents emphasized schooling and church life, nurturing purpose and resilience.

Segregation Imprint - Daily encounters with inequality forged his early resolve, guiding a lifelong commitment to civil rights.





- **Jesse Jackson married his wife, then known as Jacqueline Lavinia Brown, in December 1962.**
- **Whom he met at North Carolina Agricultural & Technical College**
- **They had five children: Santita, Jesse Jr., Jonathan Luther, Yusef and Jacqueline.**
- **Later daughter-Ashley**



DR. KING TAUGHT ME THAT  
NONVIOLENT PROTEST IS NOT  
JUST A TACTIC, BUT A WAY OF  
LIFE—A PHILOSOPHY ROOTED IN  
LOVE, JUSTICE, AND COALITION-  
BUILDING

Jesse Jackson



# MAJOR CIVIL RIGHTS CAMPAIGNS

## 1966 CHICAGO FREEDOM

Housing justice push

## 1968 MEMPHIS STRIKE

Dignity and labor  
rights

## 1970 VOTER DRIVES

Grassroots registration

## 1972 MOBILIZATION

National coalition building

## 1984 RAINBOW COALITION

Broad, enduring impact

**1966 Operations Bread Basket**

**1960 Greenville Sit-in**

**Southern Christian Leadership Conference SLC**

**“I am somebody!”**



# FOUNDING OF OPERATION PUSH

## Economic Empowerment

Supported black-owned businesses and advocated for fair employment opportunities to strengthen economic foundations in African American communities.

## Political Participation

Encouraged voter registration, civic engagement, and representation to amplify African American voices in policy-making.

## Education Advocacy

Promoted access to quality education and scholarships, empowering youth and advancing social mobility.

## Corporate Accountability

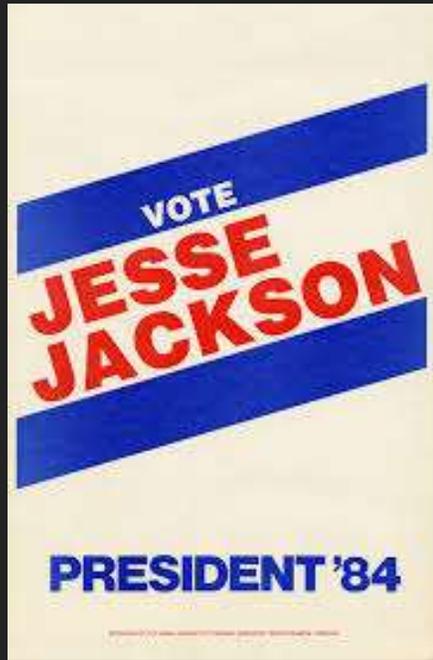
Held corporations accountable for diversity and ethical practices, driving systemic change in business and society.



# RECOGNITION AND AWARDS

**Multiple honorary  
degrees and top  
civil rights awards  
affirm decades of  
leadership.**





# CAMPAIGN FOR PRESIDENT



## JACKSON'S 1988 CAMPAIGN IMPACT

# 1,218

delegates won in the 1988 Democratic primaries

Jackson's barrier-breaking campaigns galvanized minority voters and elevated social justice and economic equality, reshaping Democratic politics.

# IMPACT ON FUTURE GENERATIONS

## Cultural Influence

Jackson's advocacy elevated minority voices in mainstream culture, inspiring pride and representation in media and the arts.

## Social Activism

Jackson's strategies for coalition-building and protest shaped the tactics of modern social movements.

## Political Engagement

His voter registration drives and leadership training empowered new generations to participate in the political process.

## Education Impact

He championed educational access and youth leadership, motivating young people to pursue civic and academic excellence.



# HONORING JESSE JACKSON'S LEGACY

## LIFELONG CIVIL RIGHTS LEADERSHIP

From early activism to national prominence, his work consistently advanced equality and justice.

## VOICE FOR POLITICAL INCLUSION

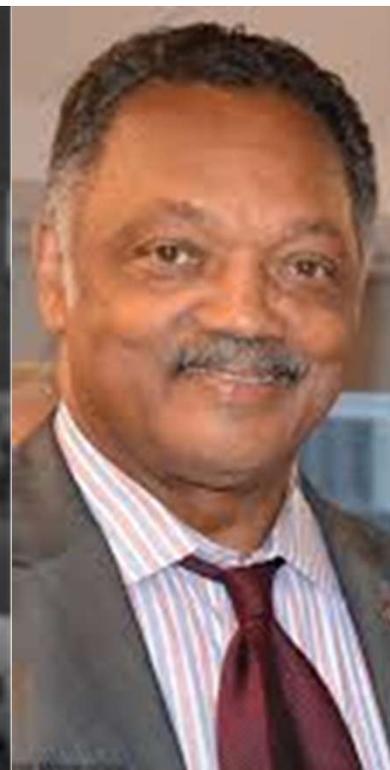
His campaigns broadened voter participation and elevated marginalized voices in public life.

## GLOBAL IMPACT AND INSPIRATION

His moral clarity and diplomacy galvanized movements worldwide for human dignity.

## LEGACY OF COURAGE AND HOPE

His enduring example continues to shape a more just and inclusive society.



NEW YORK  
**Amsterdam News**  
FUNERAL ARRANGEMENTS  
*Rev. Jesse Jackson*

LYING IN STATE AT RAINBOW PUSH  
933 East 80<sup>th</sup> Street, Chicago  
Thursday, February 25 10AM  
Friday, February 27 10 AM

LYING IN STATE AT THE  
SOUTH CAROLINA STATEHOUSE  
800 Oarville Street, Columbia, SC  
Monday, Monday 2

THE PEOPLE'S CELEBRATION AT MOVIE C  
722 East 116<sup>th</sup> Street, Chicago  
Friday, March 4 10 AM

PRIVATE HOMEWOODS SERVICES AT RAINB  
950 East 85<sup>th</sup> Street, Chicago  
Saturday, March 7 10 AM

All flowers and condolence cards on behalf  
of the Jackson family may be sent to

LEAH & BOB FUNERAL HOME  
7838 S. Cottage Grove Avenue  
Chicago, Illinois 60619

[amsterdamnews.com/jackson](http://amsterdamnews.com/jackson)

## Rev. Jesse Louis Jackson – his life, and legacy