

Crimson & Cream Foundation
Annual Letter





ABOUT US

The Crimson & Cream Foundation, established in 1996, is a nonprofit, tax-exempt, publicly supported organization as described in Section 501 (C)(3) of the Internal Revenue Code.

Our Mission is to advance the academic, leadership and social skills of youth in the St. Paul/Minneapolis metropolitan area.

The foundation's top priority for this mission is to provide scholarships to worthy Minnesota high school graduates who seek to advance their education at a college, university, or accredited post-secondary educational institution.

The Foundation strives to engage in, advance, promote and administer charitable, educational scholarships, leadership activities, and projects for deserving youth in the state of Minnesota. The foundation has the following goals:

- Foster and enhance academics
- Develop leadership and social skills of the youth in the Twin Cities
- Provide scholarships opportunities for commendable youth
- Partner with community organizations and programs that support youth and their families
- Promote the public's understanding of, and support for new and existing community.



CONTENTS

2	About Us
4	Chairman's Message
5	2019 Board of Directors
6	Our Programs
6	■ Partnership with Positive Image
8	■ Soulful Santa
8	■ Phyllis Wheatley Annual Kappa Klaus Breakfast
9	■ Rites of Passage
10	■ Ed Solomon Football Camp
11	Crimson & Cream Foundation Scholarship and Awardees
11	Tommy Lawrence Scholarship and Awardee
12	Fundraising Committee
13	Message from our Community
16	Chairman Emeritus Closing Message



CHAIRMAN'S MESSAGE



Dear Friends of the Crimson and Cream Foundation,

What does it mean to be rooted in a community? To be rooted with deep connections to people and places- to be a part of an ecosystem. It means nourishing relationships between businesses, nonprofit organizations, individuals, and families to strengthen the Twin Cities community. Upon reflection, 2019 provided an inspiring snapshot of how The Crimson and Cream Foundation is rooted in the place we call home.

Last year, we offered several scholarship awards to deserving students and awarded numerous grants to partner organizations in the Twin Cities. As is true every year, our engagement and impact stretch far beyond our financial reach. We continually grew and nourished our relationships across the Metro area, knowing that residents understand their neighborhood's and communities' strengths and needs better than anyone. We challenged ourselves to plant the seeds of an inclusive future by advancing racial equity in education and community programs.

In the twenty-four years since its founding, the Crimson and Cream Foundation has not wavered in its commitment to Twin Cities students and their families. We continue to see tremendous value in postsecondary education and the proposition that socioeconomic conditions should not determine college or vocational school access. With your help and generous donors, volunteers, and community partners, the Crimson and Cream Foundation has lightened the burden for students determined to better themselves. Together, we help ensure that successive generations of such students attend and complete college or vocational school. The Crimson and Cream Foundation is embedded in the history and future of the Twin Cities.

Thank you again for your continued support and partnership.

Clarence Knox

Clarence Knox
Chairman, Crimson and Cream Foundation



2019 BOARD OF DIRECTORS



**Clarence Knox,
Chairman**

Miami Life



Keith Lewis

*Federal Reserve Bank of
Minneapolis*



**Larry Suarez, Vice
Chairman**

Fourteen Karat Plus, Inc.



Jeffrey McVay

Medtronic



Fred Harris, Treasurer

Retired



James Miller

Deceased, 1944-2020



Lovell Davis, Secretary

Microsoft Corporation



Lindsay Benjamin

Optum



Rodney Anderson

TBC Corporation



Dr. Philip Rosier

University of St. Thomas



John Henderson

Retired



**Harvey Rucker,
Chairman Emeritus**

Retired

OUR PROGRAMS

To partner, champion, and provide sponsorship support to local community organizations and events focused on strengthening family, building character enrichment and educational advancement for African American youth.

PARTNERSHIP WITH A POSITIVE IMAGE



Annual Father Daughter Dance

February 2019

The Father Daughter Dance is always a wonderful time for dads to appreciate and celebrate their lovely daughters. On February 23, 2019, we danced the night away with our daughters at the Earle Brown Heritage Center in Brooklyn Park and enjoyed a fun filled evening with music, food, Art of Dance Studio special performance and a guest speaker. It is truly a night to remember for dads and daughters with memories that will last a lifetime.

Positive Image Men's Empowerment Breakfast & Father's Day Picnic

June 2019

The Foundation supported the Men's Empowerment Breakfast on June 8 hosted by Positive Image at the University of Minnesota – Urban Research and Outreach Engagement Center (UROC) with a financial sponsorship and our participation. The event's guest speaker, Minnesota State Senator Jeff Hayden, touched on topics of men strengthening their bonds with their children, building and maintaining a healthy lifestyle and engaging in their communities through acts of public service. Crimson & Cream Foundation board members in attendance included Polemarch Maurice Hudson, Chairman Clarence Knox, Brother Harvey Rucker, and Brother Jeff McVay.

Positive Image Back to School BBQ & School Supply Drive

August 2019

The Foundation proudly donated 24 backpacks fully loaded with school supplies to the Positive Image Back to School BBQ and School Supply Drive. Since the Foundation was founded in 1996, we have always supported education in the Twin Cities through our scholarship program and youth mentoring initiatives.



Positive Image Annual Mother Son Dance

October 2019

Like the Father Daughter Dance, the Crimson and Cream Foundation was a title sponsor to the annual Mother Son Dance in October 2019. Members of the Foundation volunteered as ushers at the event held at the Earle Brown Heritage Center in Brooklyn Park. This event shines a bright spotlight on African American boys and the special relationships they have with their mothers. The young men treated their mothers like true queens with a special evening of music, dancing, food, and an awards presentation. The Foundation also proudly supported this event with a financial sponsorship.



Soulful Santa

December 2019



The Foundation partnered with the Minneapolis-St. Paul Alumnae Chapter of Delta Sigma Theta to organize and host a family-oriented holiday event called Soulful Santa in early December. This holiday event provides fun for the entire family with arts & crafts activities and storytelling for the kids, caroling, plenty of good food and holiday cheer. To top it all off, each family in attendance got their photos taken with an African American Santa Claus and Mrs. Claus as a complimentary keepsake.

Approximately 180 people attended this wonderful event at the Marriott Minneapolis Airport in Bloomington. The Foundation is proud and honored to co-host this event with the Deltas to uplift and celebrate African American families in the Twin Cities.

Phyllis Wheatley Annual Kappa Klaus Breakfast

December 2019

The annual Kappa Klaus Breakfast is a signature event in which the Brothers come together for a great cause. In partnership with Phyllis Wheatley Community Center, we serve a hot breakfast during the holidays to families in the community while also spreading some holiday cheer. Brothers assist with toy distribution and the kids can take a Christmas photo with our very own, Kappa Klaus. Lastly, the University of Minnesota – Psi Chapter Brothers always put on an entertaining step show for everyone to enjoy.





rites of passage

Rites of Passage (ROP) www.ropmpls.org is the Twin Cities' renowned leadership acceleration experience for high-achieving male high school seniors of African descent. The program is based on the seven principles of Nguzu Saba (African heritage), Umoja (unity), Kujichagulia (self-determination), Ujima (collective work and responsibility), Ujamaa (cooperative economics), Nia (purpose), Kuumba (creativity) and Imani (faith).

The ROP 2019 cohort included the following exceptional young men referred to as "initiates." Donovan Jones-Myers (Waconia), Ahijah Adams (St. Paul Central), Julian Cavin (Maranatha Christian Academy), Jacob Johnson (Champlin Park), Kamau Kokayi-Taylor (Minnehaha Academy), Keemarr McKinney-VanBuren (Park Center), Jaden Morton (Maranatha Christian Academy), Hilton Patterson (Champlin Park), Alan Rosier (Coon Rapids) and Julian Wright (DeLaSalle).

Jack and Jill of America, Inc., Minneapolis Chapter, has been the sole sponsor of Rites of Passage since its inception, celebrating twenty-one years of helping over 300 young men in the Twin Cities transition to manhood. Rites of Passage alumni have gone on to succeed in various occupations in business, academia, science, professional sports and the arts. The ROP experience is a selective, mentor-enabled insight, exposure and application model. The "Initiates" engage in an array of high touch experiences over a 6-month period during their senior year. Adult male mentors of African descent from the Twin Cities area guide the initiates through the curriculum and passage process.



rites of passage (continued)

The structured ROP curriculum includes championship time management, communicating for impact, personal branding, future of technology, mock interviewing, financial management and the law & you. Initiates also engaged in community service by volunteering at the Greater Minneapolis Crisis Nursery, serving as ushers at the annual Martin Luther King, Jr. Breakfast and participating in a fundraising campaign of which the proceeds went to a charity of their choice.

In the final stage of the curriculum, initiates completed a group presentation project where they formally pitched business ideas to a panel of entrepreneurs.

Brother Rodney Anderson served as a co-chair for the Rites of Passage 2019 program year. Brothers Lindsay Benjamin, Lovell Davis and Charles Scott served as mentors in the program, guiding the initiates through the experience and sharing their wisdom and knowledge to help these young men transition to manhood and their next chapter in life."



ED SOLOMON FOOTBALL CAMP

The Ed Solomon Football Camp at McRae Park in south Minneapolis has been a long-standing partner in the community that the Crimson & Cream Foundation has proudly supported over the years. With our annual \$500 sponsorship, the camp can provide lunches, t-shirts and a souvenir to all of the campers. Brothers have volunteered their time at the camp to assist in coaching the campers, as well. The Ed Solomon Football Camp has produced several college and professional football players since it started many years ago.



SCHOLARSHIPS

CRIMSON & CREAM FOUNDATION SCHOLARSHIP AND AWARDEES

The Crimson and Cream Foundation announced two winners of its 2019 scholarships.

The first-place scholarship (\$1000) was awarded to Dzidedi Azumah, a 4.25 GPA student from Champlain Park High School. She will attend Yale University this fall, majoring in International Relations & Global Affairs, with a minor in French. Dzidedi hopes to one day be able to brainstorm with others to affect change to global economic, social, environmental, or medical issues.

Tatum Morris was awarded the second-place scholarship (\$500). Tatum is a 3.4 GPA student from East Ridge High School and will attend Hampton University in the fall, majoring in Political Science. Tatum's passion is to one day lead the change in our country to improve inclusion, equity, and our ability to address biases.



TOMMY LAWRENCE SCHOLARSHIP AND AWARDEE

In 2017, the Tommy Lawrence Memorial Scholarship was created in honor of his, personal and professional achievements, and dedication to the Crimson and Cream Foundation. In 2019, Dillon Bidjou was announced as the first recipient of the Tommy Lawrence Scholarship. Dillon is currently pursuing a dual degree in Chemical Engineering and Spanish at Iowa State University. His future career goals are to utilize his engineering experience to seek sustainable solutions to global environmental issues. Dillon completed undergraduate studies and is currently employed by 3M.

Tommy Lawrence was a very well-rounded, accomplished man who made a great impact throughout his professional career and personal endeavors. Of Tommy's many achievements, he is arguably best remembered for his tireless efforts to advance cultural diversity in corporate America through effective recruitment and retention strategies. Tommy's efforts and leadership opened many doors, impacted the lives of hundreds, and left an indelible mark on our communities in the Twin Cities and beyond. Specifically, because of his efforts to recruit college graduates, the Tommy Lawrence Memorial Scholarship is targeted for college students entering their junior or senior year of undergraduate studies. It serves as a reminder to those students who are close to the finish that someone cares and is willing to provide a push to get over that finish line.

FUNDRAISING

FUNDRAISING COMMITTEE

The fundraising committee initiated a study on fundraising activities in 2019. The Foundation agreed to pursue the feasibility to initiate the following propose fundraiser events; Day of Giving, Crimson and Cream Ujamaa Race, Crimson and Cream Wine Tasting, Crimson Cream Health Fair and Crimson and Cream Talent Show.

On April 28th, 2019, Crimson and Cream participated in a fundraiser in conjunction with Duck Donuts in Woodbury, Minnesota. The fundraiser was designed to attain some revenue to use toward the projected 10,000-dollar annual fundraising goal of Crimson and Cream. The event was marketed using the local radio station (KMOJ) and Facebook live as well as a mass email distribution through board members networks.



There was several Crimson Cream members present at the event and a significant number of community participants. This was the first of several anticipated fundraising opportunities plan for Crimson and Cream and Duck Donuts.



MESSAGES FROM OUR COMMUNITY



July 16, 2020

Positive Image

9000 Kentucky Ave N.

Brooklyn Park, MN. 55445

Dear Brothers of Kappa Alpha Psi, Fraternity Inc.,

On Behalf of Positive Image and Staff we would like to extend a heartfelt thank you for your Sponsorship for our Annual Mother and Son Gala and Men's Empowerment Breakfast, your contributions help over 50 young African American males to attend with their Moms. Your involvement in this event show our young men what service and commitment to community and family truly means. These events were a Huge Success because of Kappa Alpha Psi Men.

Positive Image also hosted our 12th Annual Back to School Backpack supplies drive, the Men of Kappa Alpha Psi Fraternity Inc., once again step up in a big way to contribute over 25 backpacks with supplies, our annual goal is to contribute 200 backpack supplies to underserved families in North and South Minneapolis, your donation helped us provide assistance to the entire community.

Your commitment to service and to our African American males is highly appreciated, our partnership is imperative to changing the narrative of African men in our underserved communities.

With all my gratitude,

Terry Austin

Positive Image

Executive Director

612-239-4823

MESSAGES FROM OUR COMMUNITY



July 23, 2020

Dear Crimson & Cream Foundation Members:

What an amazing difference you have made in the lives of the children and families in this community. Your extraordinary support that you have given Phyllis Wheatley Community Center almost two decades has been instrumentally in ensuring that families who are challenged have a great holiday season.

We are extremely grateful for your contribution you have given us each year to support our annual Santa Breakfast event. Your support made it possible to provide a warm meal for families and for each child to receive numerous gifts, visit with Santa along with a keepsake photo. Each year we are impressed not only by your kindness and generosity, but also by the conduct of the Kappa Alpha Psi Members at the event. From serving as Santa and helping and coordinating the gift distribution, to cooking and serving breakfast, entertaining the guests, and helping with cleaning up. The Kappa Alpha Psi Members are serving as great role models you are to the children at the event.

In addition to all the support with Santa Breakfast event, you for almost two decades have adopted five families during the Thanksgiving and Christmas holiday. You have provided each of the families an entire Thanksgiving dinner and based on a Christmas wish list provided by each member of the five families, purchased all the items on the wish list.

Sincerely,

Valerie Stevenson

MESSAGES FROM OUR COMMUNITY



On April 28th, 2019, Duck Donuts partnered with the Crimson and Cream Foundation to offer a fundraiser for the community. The Crimson and

Cream Foundation was the ideal community partner due to their long-standing commitment to serving youth in the Twin Cities community. Duck Donuts provides a family-friendly delicious experience for the local community therefore we look for other family friendly organizations to foster partnerships. The goals of Crimson and Cream Foundation compliment the values of Duck Donuts. We pride ourselves on aiding in the development of young people and the scholarships, partnerships with community organizations and programs that support youth and their families fits right in with our mission. We have enjoyed and benefited from our partnership with Crimson and Cream Foundation and we look forward to partnering in the future.

Justin Butler

Duck Donuts Owner



CLOSING MESSAGE FROM OUR CHAIRMAN EMERITUS, HARVEY RUCKER

Dear Friends, Supporters, Benefactors and
Members of the Crimson and Cream
Foundation,

As one of the charter members of the
Foundation, I stand in awe and admiration of
how well our Board and the Greater
Community work together to bring the
Foundation's mission to life. With your
support, the Foundation has established a
legacy of engaging in, advancing, promoting
and administering charitable, educational
scholarships, leadership activities and projects
for deserving youth in the state of Minnesota.
As you reflect on this report, you're
presented, with an array of activities and
testimonials that speak to the positive impact
of this organization.



I'm reminded of what Chairman Knox shared in his remarks, The Crimson and Cream
Foundation is part of an ecosystem, and we nourish relationships between businesses, non-
profit organizations, individuals and families to strengthen the Twin Cities Community. It
takes a village and we're proud to be a pillar that leads by example.

When we formed the Foundation, our main objective was to establish a Scholarship Awards
Program to support students from the Twin Cities Community in their transition from high
school to college. I'm proud to share that over the past 24 years, we've continued to uphold
our commitment in this pursuit. Our scholarship program remains vibrant and has since
expanded from its early inception. I want to thank all the donors and contributors for your
support in making this effort possible. It's such a significant moment when the Foundation
can play a pivotal role in an aspiring student's dream to become a reality. This is giving back
– this is impact – this is the Crimson and Cream Foundation!

In closing, our goals remain clear: We will foster and enhance academics to develop
leadership and social skills of Twin Cities youth; We will continue to uplift our scholarship
program; We remain committed to partnering with community organizations and program
that support youth and strengthens families. We will participate in advancing the general
welfare of our communities.

Sincerely,

Harvey Rucker

Harvey Rucker

Chairman Emeritus, Crimson and Cream Foundation

To partner, champion, and provide sponsorship support to local community organizations and events focused on strengthening family, building character enrichment and educational advancement for African American youth.

