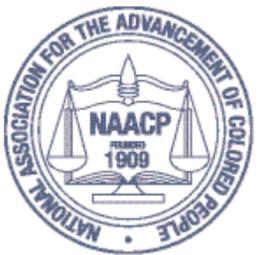


THE RACE IS ON...
NAACP 2004 Annual Report

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OUR

MISSION

Formed in 1909, by a multiracial group of progressive thinkers, the National Association for the Advancement of Colored People (NAACP) is a non-profit organization established with the objective of insuring the political, educational, social and economic equality of minority groups. The NAACP has as its mission the goal of eliminating race prejudice and removing all barriers of racial discrimination through democratic processes.

This mission is accomplished by seeking the enactment and enforcement of federal, state and local laws securing civil rights, and by informing the public of the adverse effects of racial discrimination.

Throughout its history, the pursuit of racial equality has been fought by educating members and the greater society of their constitutional rights and by taking all lawful actions to secure the exercise of those rights.

From school and workplace desegregation, voter registration to health and economic empowerment training, the NAACP has played a significant role in establishing legal precedents to improve the quality of life of those who are socially, politically, economically and environmentally disenfranchised.

As the nation's oldest and largest civil rights organization, the NAACP has worked successfully with allies of all races who believe in and stand for the principles on which the organization was founded. Throughout its history, some of America's greatest minds have worked to effect change.

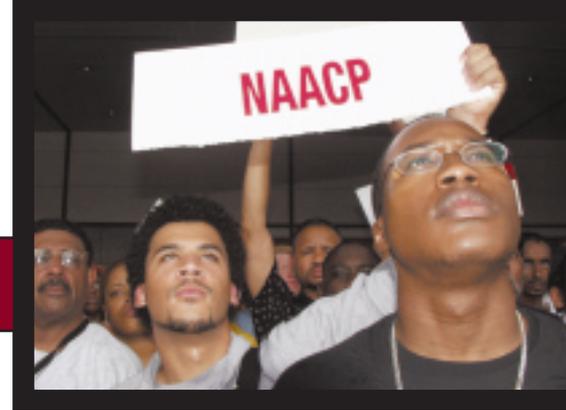
From corporate partnerships to tireless volunteer labor, the NAACP has evolved to meet the challenges of the day, while remaining true to its original mission. With renewed commitment, the new NAACP is poised to meet the challenges of the 21st century.



**Roy Wilkins and Thurgood Marshall
prepare for a press conference.**



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CHAIRMAN

JULIAN BOND

Fifty years after the Brown decision, there has been much racial progress. However, inequities in public education continue and to a large extent, separate and unequal remains the rule. During the past year, we held a series of commemorative programs and developed a strategy to complete the mandate of Brown. Under the leadership of our Education Department, a comprehensive Advocacy Report was prepared and widely distributed; *"Brown - Fifty Years And Beyond: Promise and Progress."* As a result, educational best practices, recommendations and strategies have been developed to serve as a guide to pursue the goal of quality, integrated education.

The close of 2004 brought a change of our national staff leadership when our President/CEO, Kweisi Mfume, after nearly a decade of vital service, departed to pursue the next stage of his evolutionary career.

Finally, we completed the third year of the Ten Strategic Priorities and Goals adopted in 2001. We are poised to move forward, continuing to address these initiatives during 2005. Our aim is to complete this process by the end of 2006.

Although the election returns revealed a nation divided by race, geography and income and the war in Iraq cast a dismal pall over the nation, the NAACP pressed ahead with its campaign for quality, integrated education, eliminating job discrimination - while unemployment of young black males was higher than ever - implementing affirmative action programs and removing barriers to decent housing.

From Hawaii to Maine, NAACP units - youth, college and adult - were engaged in every aspect of our campaign recorded in this *2004 Annual Report*, a chronicle of the Association's 95th year.

Julian Bond
Chairman
NAACP Board of Directors

"The Race is On!" proclaimed the banner unfurled by the NAACP as the year 2004 began. It was a year of challenge, of celebration, of change and hope.

The NAACP faced a major challenge to enlist a record number of registered voters nationwide during 2004, a critical Federal election year. NAACP units across the country sponsored non-partisan voter empowerment campaigns and succeeded in registering 346,952 new voters. Subsequently, we combined forces with other organizations to carry out an Election Protection Program in more than 30 states. We are proud to report that in 2004, 13.2 million African Americans voted. According to the Joint Center for Political and Economic Studies, some 2.7 million more African Americans voted in 2004 than in year 2000, a 25% increase in African American voter turnout.

2004 marked the 50th Anniversary of Brown v. Board of Education, when the U.S. Supreme Court proclaimed that "separate educational facilities are inherently unequal."



INTERIM PRESIDENT

DENNIS C. HAYES

Last year's efforts produced many significant civil rights victories, while tomorrow will certainly bring yet new and continued challenges to a future that indeed holds bright for the National Association for the Advancement of Colored People. The Association's activities herein portray an organization still on the move and also depict a still vibrant base of members, volunteers and allies who walk the talk of an America as one society, open to all; a society that offers to all of its citizenry an equal opportunity in which to participate and that further will seek to understand and respect those differences we may see in others.

An organization founded 96 years ago by black and white citizens, both sharing a mutual concern for how America ultimately would embrace the social concept of race, the NAACP has struggled to remove from our country's landscape all racially divisive thought and practices and to build one, precious, civil society. This struggle continues as a present challenge but so does our resolve as an organization. Still the NAACP struggles to topple the verticality and therefore make horizontal W.E.B. DuBois' "color line" in America; a color line that begins with white at its top, black at its bottom and has all the other beautiful colors, therein, in between. The NAACP continues its historic mission to dismantle racial hierarchal thinking and forges America toward a realization that colored people come in all colors.

Through continued help from our friends, supporters, and the re-enlistment of many allies to our historic cause who have perhaps fallen asleep, and being willing only to speak truth while claiming no easy victories, the NAACP

looks forward to pressing onward and upward in 2005 and beyond with the commitment that it will endure UNTIL VICTORY IS WON.

Yours,
Dennis Courtland Hayes
Interim President & CEO



SCF CHAIRMAN

ROY LEVY WILLIAMS

This is a critical time in the civil rights movement. Last year, 2004, we celebrated the 50th anniversary of the 1954 Brown v. Topeka Board of Education ruling. It was also the 40th anniversary of the 1964 Civil Rights Act. With these triumphs many were confident this country would change to one where everyone was given an equal chance to succeed.

Two full generations later we find that there is almost as much work to be done as there was when these victories were won. In the North perhaps even more than the South neither attitudes nor actions have changed. Across the country, the income gap between African Americans and Caucasians has become wider instead of smaller. The health care of our children and our seniors continues to be of serious concern. Babies are dying before their first birthday in greater numbers than in some third world countries. Too frequently the face of AIDS is that of an African American female and black seniors still have a life expectancy 10 years less than their white counterparts.

In my state – Michigan – we just saw an auctioneer who resides in an area previously considered the “heart of the Klan” decide to auction off six or seven Ku Klux Klan robes and other Klan paraphernalia on Martin Luther King’s birthday. These are all indicators that NAACP is needed as much now as 50 years ago.

I am, thus, thankful to have a very committed Special Contributions Board of Trustees. They work hard to find the funds necessary for the NAACP’s programming. They are equally as committed to ensuring that programming is of the highest quality.

I must also thank you, our member, our contributor. As already indicated, we need you. We need you as contributor, as worker, and as the missionary who helps convert others to our very essential cause. Without you our “toiling in the vineyards” will be in vain.

Yours in the struggle,
Roy Levy Williams
Chairman

CHAIR EMERITUS

MYRLIE EVERS-WILLIAMS



It is inevitable. It is constant. It is revolutionary. One decade ago, February 1995, I became the Chair of this venerable institution during a time when doomsayers denigrated its worth, condemned its failure and prepared for its demise. Tarnished by scandal, burdened with financial irresponsibility and weakened by disengaged leadership, the ridiculers decried, “The NAACP is no longer relevant”; “It has lost its credibility”; “It is obsolete”. We loudly and proudly responded, “A NEW DAY HAS BEGUN!” and began the deliberate task of reinventing the Association, restoring it to its premier role as the oldest, largest, most feared, most revered and most loved civil rights organization.

The change that we sought was to become more defined, more proactive, more aggressive. We understood who we were. The nation had lost faith in what we were. And the nation had lost faith in what America stood for. And now, here we are. February 2005. Fortified by the strength of our grass roots members. Focused and ready to address the needs of a new generation of leadership.

As a daughter of Mississippi, with the blood of the Delta running through my veins, I understood that from a very early age that truth was the banner that would provide me the comfort to stand tall to speak truth to power and never be placed in a position to apologize for doing those things that I knew in my heart was right.

It was right for me to pursue justice for my husband Medgar, whose assassin’s conviction ultimately paved the way for an additional 27 civil rights murder cases to be reopened, resulting in 21 convictions. It was right for me to champion the value of this organization in its weakest state by partnering with our NAACP members, noted individual contributors, corporations and foundations in order to raise in excess of \$2 million dollars to retire the Association’s debt, and it was right for me to pass the torch to a bold new leadership team firmly committed to perseverance in the ideals of freedom for future growth.

The NAACP is now globally positioned as an organization which welcomes change and extols the values of racial equality and social justice. We stand on a foundation that

was so solidly formed by our predecessors and continues to be reinforced by those who follow them, determined to carry the torch into the future.

This Annual Report serves as a timely reminder that change is a natural component of evolution. And, how this proud organization has evolved in this past decade. We have accomplished an extraordinary deed in reinvigorating the NAACP and restoring its credibility

With the national trend toward the reversal of our civil rights and the lack of long-term economic development, along with racial disparities in education, and distress in our communities, the mission and goals of the NAACP have been adjusted to meet the needs of today. We are moving into another phase where we have the opportunity to be stronger than ever before.

It is right for the NAACP to stand firm in its conviction to speak truth to power, to stir humanity’s basic longing to do what’s right, to remain the conscience of the nation.

We should welcome the opportunities that change brings and stand by our convictions to call injustice by its true name no matter what name it carries.

Myrlie Evers-Williams
Chair-emeritus
NAACP National Board of Directors



2004 NAACP HIGHLIGHTS

The Race Is On!

With 95 years of challenges, struggles and successes, the National Association for the Advancement of Colored People (NAACP) is an ever evolving agent for social change. It was the NAACP that made black voting rights a reality, integrated our schools through concerted challenges, and encouraged Capitol Hill legislators to make the Civil Rights Act of 1964 and the 1965 Voting Rights Act a reality.

The Association's importance has only grown as it reaches out to foreign shores and to the most rural corners of the United States. Its relevance from its earliest beginnings in 1909 to today confirms that the Race is On – for economic and political equity.

As the organization moves toward its centennial year, the NAACP remains aware that our past informs our present and our future; drawing inspiration from freedom fighters in the past, we are determined to fight on until victory is won.

We invite you to acquaint yourselves with the NAACP's numerous programs, initiatives and influences – from our ACT-SO Program, with its emphasis on showcasing African American and other minority youth who have excelled in academics, cultural endeavors, technology and science, to our Prison Program which seeks to empower the many African Americans caught up in the penal system.

While the overarching mandate of the NAACP—equality of the races and the elimination of discrimination – remains relatively static, the tools and means it employs have evolved over time. The NAACP continues to seek the elimination of racial caste and discrimination. Yes, it champions the social, economic, academic and employment equality of blacks here in the United States and abroad. But in this increasingly black and brown world and, espe-

cially, in this increasingly brown domestic society, the NAACP realizes the importance of reaching out to other racial minorities in an effort to build coalitions and strengthen bridges.

There is much work to be done. Although we have come a long way from the days of Jim Crow and *Plessey v. Ferguson*, racial disparities remain prevalent for people of color, especially in the areas of housing, education, health and criminal justice.

On the economic front the challenges are many: the black unemployment rate is more than double that of whites – 10.8 percent of African Americans are unemployed compared with 5.2 percent of whites. Less than 50 percent of black families own homes, compared to more than 70 percent of whites. The black male mean income is 70 percent of the white male mean income.

With respect to education, African Americans attain college degrees at 63 percent of the white rate. In health care, African Americans generally are twice as likely to die from disease, accident, behavior and homicide at every stage of life as whites.

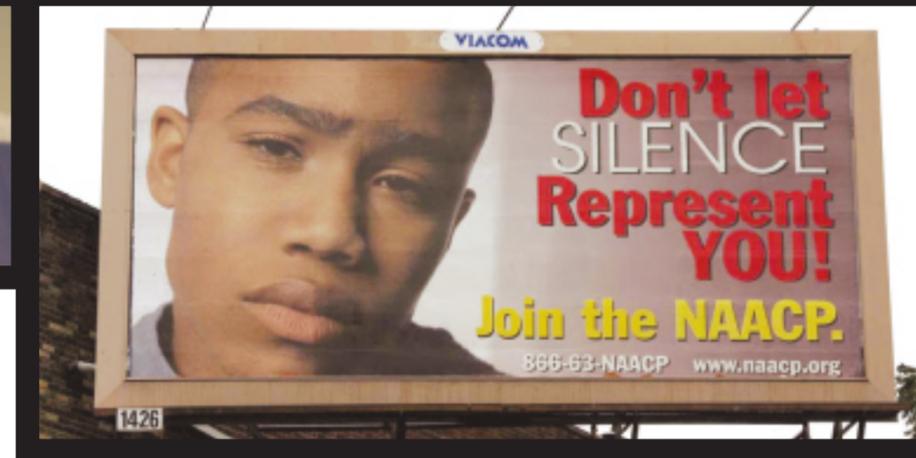
African Americans who are arrested are three times more likely to be imprisoned than whites. On average, a black person's jail sentence is six months longer a white person's sentence for the same crime. White felons are more likely to get probation than African-American felons.

Operating from a position of strength, the NAACP is working to influence change through The NAACP Economic Reciprocity Initiative (ERI), which was launched in 1996. While pointing out the problems is a first step, ERI is a sustained consumer movement measuring corporate America's commitment to African-Americans. Under ERI, consumer service companies have been surveyed for their economic impact on African-American consumers and the results of the surveys have been released in Report Cards and Consumer Guides.



One of the most important issues facing African Americans today is access to affordable healthcare. In 2000, the CDC reported that 36.4 million people in the United States who identified themselves as Black, or 12.9% of the U.S. population, suffered a disproportionate encumbrance of disease, injury, disability and death, much of which could have been prevented with appropriate resources. The NAACP believes that healthcare is a civil right and through its Health Advocacy Division and National Health Committee works to eliminate disparities for people of color. This is accomplished through initiating community awareness of available services and collaborative efforts with like-minded organizations to create and implement additional resources for underserved communities across the nation.

The NAACP will celebrate our 2009 Centennial through a series of meetings, special events, and other commemorative activities during the coming five years. There will be a final event in 2009 in New York City, its place of birth. NAACP units throughout the country, will sponsor designated activities as part of the National Centennial Program. The first Centennial event will be the NAACP Annual Meeting Dinner on February 18, 2005, New York City. The next major event will be held during the 96th National NAACP Convention in July, 2005 in Milwaukee, Wisconsin. The third event will convene October 20-22, 2005 in Buffalo, New York, to commemorate the



Clockwise: Attendees at Commerce and Industry show, NAACP 95th Annual Convention. Participants in the Youth Entrepreneurial Institute's Business Competition. Thelma Daly, Ph.D., Director of Women in NAACP (WIN) in Jamaica for hurricane relief. Kimberly Chandler addresses questions from industry leaders regarding the Economic Reciprocity Initiative. A national membership billboard campaign was launched in 2004.

Centennial of the Niagara Movement which was organized in 1905, preceding the founding of the NAACP in 1909. At that time, members of the Niagara Movement were advised to join the NAACP, since their platforms were practically identical. Thus, DuBois and many of the most prominent members brought their ability into the service of the Association when it was founded.

Using every medium possible to increase awareness about the NAACP, the Membership Department has set a goal of a 20 percent increase in membership growth. To that end, a National Membership Campaign, which includes a nationwide billboard project is underway. There will be 150 billboards in 46 states with the theme, "Don't Let Silence Represent You."

The NAACP's race to freedom, justice and equality began 95 years ago, and it will continue until racial prejudice is completely eliminated. We are in a marathon race to reclaim our lives, dignity and respect. The NAACP will remain vigilant until the American Dream truly becomes accessible to all citizens.



DEPARTMENTS/PROGRAMS

EDUCATION

Equality, Education, Opportunity

In 2004, the NAACP led the nation's commemoration of the 50th anniversary of the landmark decision in *Brown v. Board of Education*. As a part of the celebration, the NAACP convened six commemorative programs to pay tribute to those who played a significant role in the five cases that were consolidated as *Brown*. The programs, held in the jurisdictions where the *Brown* cases originated, were also designed to outline a course of action to fulfill the promise of the landmark ruling. The events included a mass meeting, a mass rally, a summit and an awards gala.

The mass meeting brought together parents, community-based organizations and leading ministers to develop strategies to engage communities in the battle to provide all students access to a high-quality education. The MLK Mass Rally in Columbia, SC, was designed to rekindle a spirit of advocacy to address educational issues in South Carolina as well as the continuing economic sanctions against the state over its use of the Confederate flag.

On Feb. 20, at the New York Hilton, a special event was held to acknowledge the contributions of lawyers on the *Brown* case. Called the "Social Engineers of Justice: A Tribute to *Brown* Attorneys," the event recognized Robert Carter, Constance Baker Motley and Oliver Hill. These three social engineers of justice, trained by NAACP attorney Charles Hamilton Houston, launched a direct assault on the "separate but equal" doctrine toppled by the *Brown* decision. The event was held during the NAACP Annual Meeting to recall and honor the *Brown* legal strategy, as well as to provide insight for the development of future legal strategies in the battle for equal access to education.

On March 4-5, in Washington, D.C., "From the Courtroom to the Classroom: The Role of Teacher Quality in Closing the Achievement Gap" convened leading educators and community activists to develop recommendations to reduce disparities in access to highly qualified teachers. Special guests included Sen. Hillary Rodham Clinton, National Education Association President Reginald Weaver and Dr. Antoine Garibaldi, president of Gannon University.

In April, experts from across the country convened in Wilmington, Del., for a summit, "From *Brown*, *Bakke*, to *Bollinger*: The Legal and Legislative Battle To Increase Access and Retention in Higher Education," to identify ways to increase the number of minority students in colleges and universities, discuss race-based admissions in higher education and identify ways to increase resources to HBCUs.

In May, the "NAACP Education Summit of the States: Assessing the Price, Identifying the Promise and Mapping the Course for Progress" was held in Topeka, Kan. During this event, the NAACP *Brown v. Board of Education* Equity Commission, which is comprised of representatives from 50 nonprofit organizations as well as 12 state departments of education, came together to solidify recommendations to fulfill the promise of *Brown*.

On May 17, the *Brown v. Board* 50th Anniversary Commemorative Awards Gala was held in Washington, D.C. Notable program participants included former HUD Secretary Jack Kemp, Sen. Edward M. Kennedy, Cicely Tyson, Henry and Billie Aaron, Dr. Patrick Swygert, Ted Shaw, Dick Gregory, Ossie Davis and Ruby Dee, Bill Cosby and Earl Graves.

In July, a special plenary session, "Brown 50 Years and Beyond: Promise and Progress," was convened during the

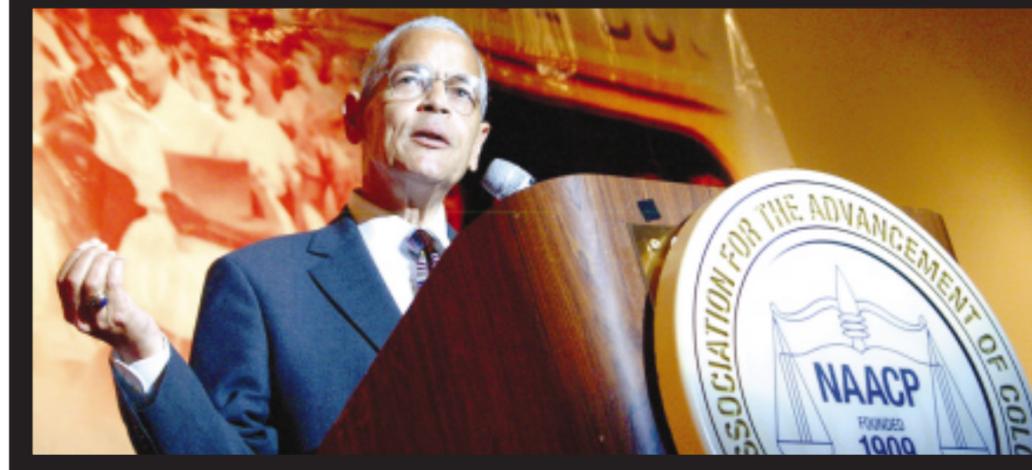
NAACP Annual Convention in Philadelphia.

The NAACP Education Department produced five publications in 2004 to further support the goals of the Association's education advocacy agenda and also developed a *Brown v. Board 50th Anniversary Website*, designed to provide historical information about the *Brown* decision.

The Education Department, in partnership with the NAACP *Brown v. Board of Education* Equity Commission, the Congressional Black Caucus Foundation, the National Association for Equal Opportunity in Higher Education, 100 Black Men, the National Education Association and State Farm Insurance, developed a *Brown v. Board of Education-National HBCU Essay Contest*. The contest was designed to help students at HBCUs to express their thoughts and opinions on the impact of the *Brown* decision and on the progress of African Americans. Alexander Hamilton, a student at the Howard University School of Law, won the contest.

The Education Department has led the way in developing and implementing programs to support volunteers and students. In 2004, at the NAACP Civil Rights Advocacy Training Institute, the Education department trained more than 400 education chairs and NAACP unit representatives during four-hour sessions in each region.

The NAACP Partners in Education (P.I.E.) initiative was created to develop a nationwide network of energetic

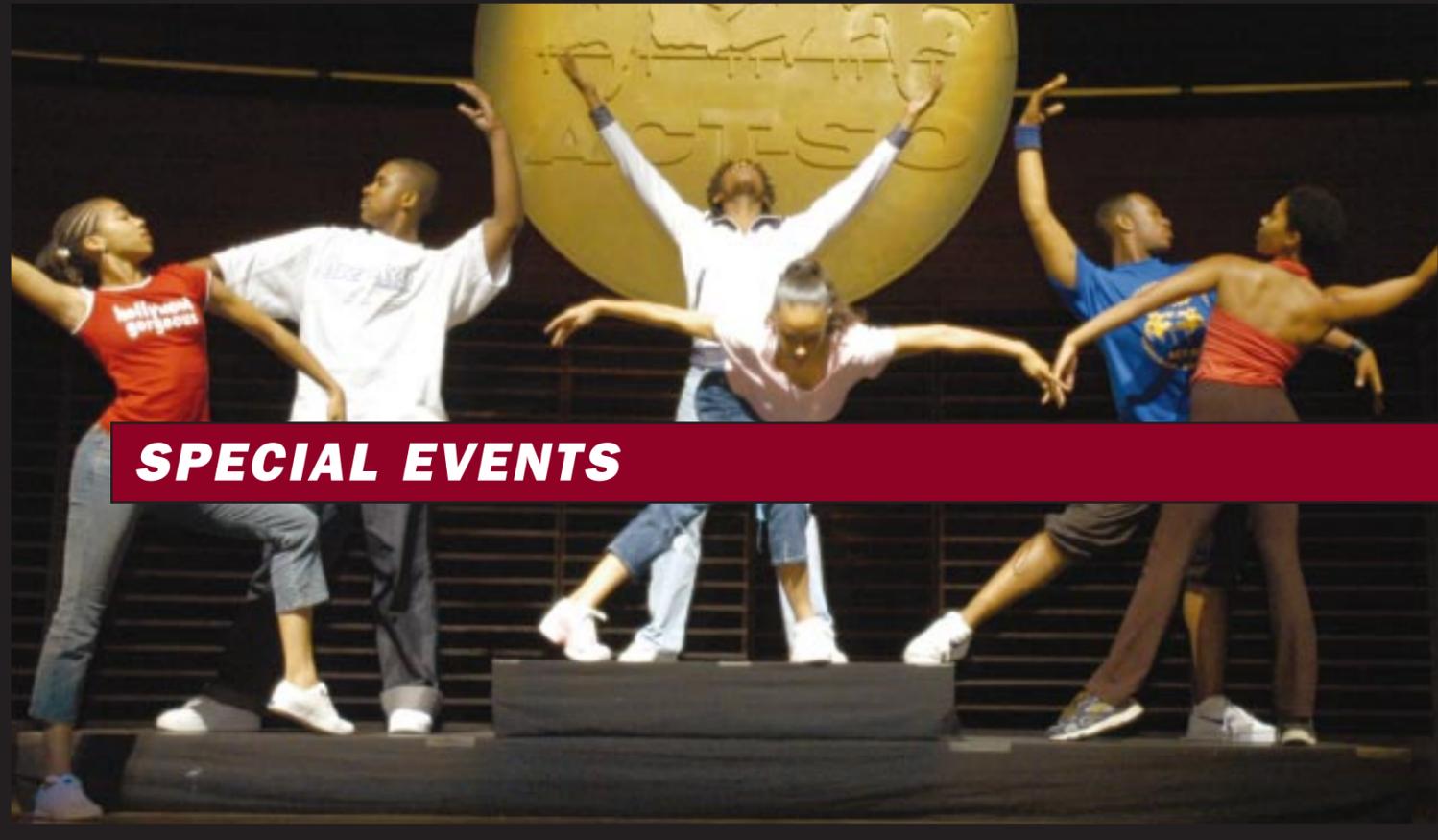


Clockwise: Roy Wilkins, Walter White and Thurgood Marshall. Spectators at the 50th anniversary of the landmark decision in *Brown v. Board of Education*. Attendees at one of the commemorative programs include (middle) Elaine Jones, Former Director of NAACP LDF and (foreground) Rep. Elijah Cummings (D-MD). Alexander Hamilton, winner of the *Brown v. Board of Education* National HBCU Essay Contest. NAACP Board Chairman Julian Bond inspiring attendees of a *Brown v. Board* program.

NAACP members committed specifically to helping eliminate educational inequities.

The Education Department has two advocacy programs designed to provide students access to high-quality education. These initiatives provide students with academic, social and financial support. The Back to School/Stay in School (BTS/SIS) program is dedicated to providing academic and social support for students from elementary school to high school. The goals for 2004 were to increase the number of BTS/SIS sites from the current 35 and to enhance the program curriculum. To enhance curriculum, online software (*SkillsTutor*) has been purchased with a grant provided by the Verizon Foundation.

The NAACP recognizes that too many of America's citizens are prevented from pursuing their educational goals because of limited financial resources. In an effort to



SPECIAL EVENTS



NATIONAL CONVENTION

On July 10-16, 2004, the 95th NAACP National Convention convened in Philadelphia, Pa. The convention included workshops, symposia, competitions, luncheons and special presentations.

An overriding theme highlighting the convention was voter empowerment and education, with opportunities for the more than 8,000 attendees to register to vote on the premises at Philadelphia's Pennsylvania Convention Center. Volunteers from Right to Vote, a group that wants to remove voting barriers for former felons attended, as well as representatives from the NAACP's re-enfranchisement committee. Those groups, along with the NAACP National Voter Fund, Project Vote Smart, Rays of Empowerment, the Sentencing Project, the League of Women Voters, the Center for Voting and Democracy, and Black Youth Vote were all on hand.

A major highlight of the National Convention was the commemorative recognition of the anniversary of Brown vs. Board of Education. On July 14th a special Brown vs. Board Plenary session was convened, "Brown 50 Years and Beyond: Promise and Progress." The education department also distributed the NAACP Brown v. Board Commemorative Journal at the Annual Spingarn Award dinner.

During the National Convention, more than 5,000 experienced candidates in the areas of sales, healthcare, finance, computer, engineering, retail, restaurant, and government attended the NAACP National Convention Diversity Job Fair. The Diversity Job Fair is open to the entire community and offers exhibitors the opportunity to meet some of the region's most experienced and diverse candidates.

Offering something for everyone, more than 900 students competed in The Academic, Cultural, Technological and Scientific Olympics (ACT-SO), where "Young and the Restless" star Victoria Rowell served as the mistress of ceremony for the awards program.

One of the most coveted awards, the Spingarn Medal, was presented to U.S. District Judge Robert L. Carter of the Southern District of New York, during the Freedom Fund Spingarn Award Ceremony. Carter is the 89th Spingarn Award honoree. According to NAACP Board of Directors Chairman Julian Bond, Carter was chosen based on his record of successful litigation defending and expanding civil rights. The Spingarn Medal is the NAACP's highest honor.

Presidential Candidate Sen. John Kerry (D., Mass.) spoke to attendees on the last full day of the convention, as did comedian Bill Cosby, whose comments on per-

sonal responsibility and priorities in the African American community ignited lively discussion.

ACT-SO

"If you believe you can do it, then ... ACT-SO!"

The Academic, Cultural, Technological and Scientific Olympics (ACT-SO) is a major youth initiative of the NAACP, which culminates at the National Convention. High school students from 30 states competed in the 27th annual ACT-SO Awards Ceremony sponsored by the NAACP. The mission of ACT-SO is to prepare, recognize and reward African-American youth who exemplify scholastic and artistic excellence.

Participants compete in 25 categories, including: architecture, physics, music composition, dance, and entrepreneurship. The year-long program culminates in the national competition where winners earn as much as \$2,500, computers, college scholarships, internships and a chance to be named a presidential scholar.

ACT-SO is designed to recruit, stimulate, improve and encourage high academic and cultural achievement among African-American high school students. The ACT-SO program centers around the dedication and commitment of community volunteers and business leaders; to serve as mentors and coaches to promote academic and artistic excellence among African-American students.



Clockwise: Student participants in the ACT-SO competition. Attendees at the Spingarn Awards dinner including Board members James Ghee and Hazel Dukes. U.S. District Judge Robert L. Carter receives the NAACP's highest honor, the Spingarn Medal. Additional students performing at the National Convention.



Quincy Jones presents the coveted "Hall of Fame" award to Ray Charles at the 35th NAACP Image Awards program.

IMAGE AWARDS

Today's Youth.... Tomorrow's Legend.

While the NAACP has long monitored and challenged media outlets to ensure that there was African-American participation, it also has a long history of celebrating its own. The NAACP Image Awards have become a much-sought-after honor for performers in all categories.

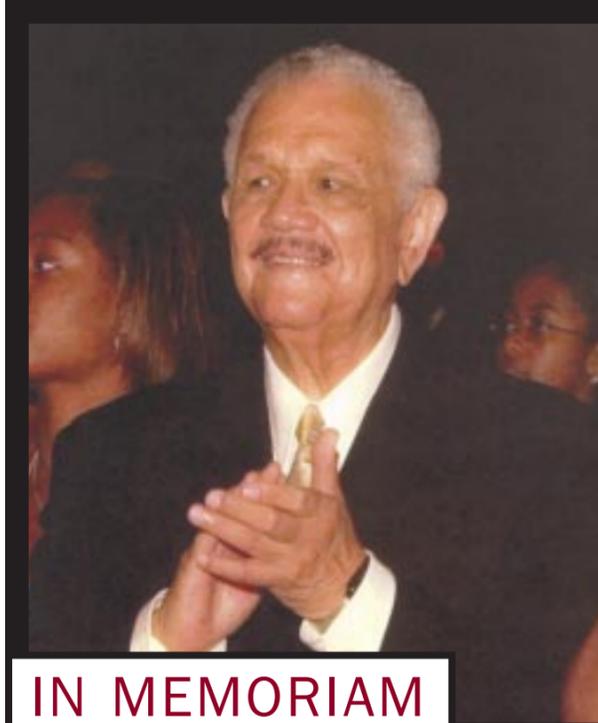
Founded during a meeting in the home of Sammy Davis, Jr. (a member of the Beverly Hills/Hollywood NAACP Branch), the NAACP Image Awards honors projects and individuals who have demonstrated exemplary works by and for people of color.

The NAACP Image Awards is an exciting, star-studded salute to the best in entertainment. Honorees, presenters and performers have included many of the major celebrities in America as well as international political figures and dignitaries. There are 35 competitive categories in the fields of motion picture, television, music and literature. There are several honorary awards including the President's Award, the Chairman's Award, Entertainer of the Year and The Image Award Hall of Fame. Ray Charles received the NAACP 2004

The ACT-SO goals are to mobilize the adult community for the promotion of academic and artistic excellence among African-American youth; to recognize academic and talent achievement among African American students; and to provide and assist African-American students with the necessary tools to establish goals and acquire the confidence and training to make a successful contribution to society. Current activities include program evaluation and revision, design and implementation of a 5-year science initiative, training ACT-SO state coordinators, ongoing meetings with the ACT-SO Industry Advisory Council to secure funding, recommendations and volunteer strategies for the upcoming competition, and preparing to facilitate workshops at regional conferences and for the 28th Annual ACT-SO competition in Milwaukee.

Founded in 1978 by renowned author and journalist Vernon Jarrett, ACT-SO provides a forum through which African-American youth demonstrate academic, artistic prowess and expertise, gaining the same recognition often only reserved for entertainers and athletes.

Sponsors for the ACT-SO program include: McDonald's, State Farm Insurance, Shell Oil, Walt Disney Company, NASCAR, Toyota, Coca Cola, and the Maryland Institute College and Art (MICA), Lockheed Martin, CBS, NASA, Kodak, UPS, Northrop Grumman, National Oceanic and Atmospheric Administration (NOAA), and Hyatt Hotel.



IN MEMORIAM

VERNON JARRETT

Hall of Fame award during the nationally televised Image Award Program.

The program originally aired for eight years in the "Saturday Night Live" time slot on the NBC Network. Since 1996, the Image Awards moved to a primetime broadcast on the FOX network where it remains a major programming event.

The NAACP involvement in holding the media accountable dates back to 1915, when it launched a nationwide protest against the showing of the movie Birth of a Nation where black people were depicted as savages. From this fight came a new genre of black filmmakers who created movies to pay tribute to the valor and ambition of the black race. To integrate more blacks into the industry, in 1942 former NAACP Executive Secretary Walter White lead a committee of black actors and private citizens in monitoring the images of African Americans on movie screens.

Throughout the year, the NAACP Hollywood Bureau serves as a watchdog operation to the NAACP and reaffirms its commitment to expanding equal opportunity within the multi-billion dollar entertainment industry. The Hollywood Bureau's basic goals are to ensure equal employment opportunities in front of and behind the cameras; increase opportunities for people of color in programming as well as the executive, production and talent ranks, and increase contracts with minority vendors and professional services.

A renowned author and journalist, Vernon Jarrett envisioned the idea of a program that would promote and reward academic achievers the same way sports heroes are honored. The first national ACT-SO competition was held in 1978 in Portland Oregon. Under the sponsorship of the NAACP, ACT-SO has awarded tens of thousands of dollars in college scholarships.

Vernon Jarrett was one of the nation's most prominent commentators on race relations and African American history. Jarrett began his journalism career at the Chicago Defender during the 1940s and later worked for the Associated Negro Press before making the transition to radio in 1948. For the next three years, Jarrett and composer Oscar Brown, Jr. produced Negro Newsfront, the nation's first daily radio newscast created by African Americans.

In 1970, Jarrett became the first African-American syndicated columnist for the Chicago Tribune. He used his editorial voice as a forum for commentary on the social and economic trends affecting African Americans and the global concerns of pan-African politics. During this period, Jarrett served as host on Chicago's WLS-ABC TV, where he produced nearly 2,000 television broadcasts. In 1983, Jarrett left the Tribune and began writing for the Chicago Sun-Times, where he continued his tradition of political and social commentary, always grounded in the African-American experience.

In recent years, Jarrett became a columnist for the New York Times' New American News Syndicate and his social commentary was heard during The Jarrett Journal, a news broadcast on WVON-AM, Chicago's only African American-owned radio station. He also served as a member of the editorial board of the NAACP's Crisis Magazine. Jarrett's outstanding journalism earned him numerous honors and awards, including the first NAACP James Weldon Johnson Achievement Award and his 1998 induction into the National Literary Hall of Fame at the University of Chicago's Gwendolyn Brooks Center. Jarrett passed away on May 23, 2004.



NATIONAL BOARDS

NAACP BOARDS BENEFIT FROM HARVARD RETREATS

The National Board of Directors of the NAACP consists of 64 members representing each of the Association's seven regions. The NAACP Board develops cohesive effective direction for this 1,700-unit organization. The Board has four required meetings each year that take place in a fast-paced, business-packed atmosphere that leaves little time for individuals to get to know each other.

Eight years ago, then-Chairman Myrlie Evers-Williams, accepted a suggestion that the Board needed to have an opportunity to get to know one another and to discuss the future of the NAACP in a less-formal setting. Evers and Board Member Nancy Lane persuaded the leadership of the Harvard Business School that the school should host such an activity. The first retreat on Harvard's Cambridge, Mass., campus was held in 1999, and the Board has met there every year since.

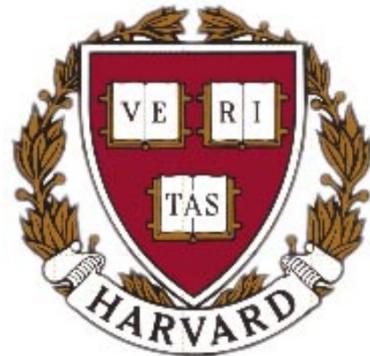
The three-day retreat includes seminars and small group sessions, using the facilities of the Business School's Executive Education Program.

Board members spent the first couple of retreats getting to know each other and learning about the responsibilities and characteristics of a good nonprofit board of directors. After the first retreats that were for Board members only, it was determined that senior NAACP staff and NAACP / SCF Board of Trustee members could also benefit from participation.

Retreats are staffed by the Harvard Business School faculty under the leadership of Professor James Austin. Dr. Austin coordinates the program with faculty from Harvard's School of Education and Law School, as well as the university's Civil Rights Project. Program topics have included planning, fundraising, and policy development and evaluation.

The major result of the retreats has been the NAACP Strategic Priorities and Goals 2002-2006. Work at the retreats enabled the Board and staff to develop a blueprint to serve as direction for the NAACP's programs and activities. A major portion of that process involved learning how to evaluate the progress and effectiveness of NAACP programs and activities.

As the Boards comes to the end of the plan's initial implementation period, they will evaluate the progress and work at the next retreat to update the plan and make changes that will ultimately help the NAACP reach its goal of a society free from the effects of bigotry and prejudice.



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Fred J. Kleisner, Chairman and CEO of Wyndham International, Inc.

The NAACP's Annual Corporate Campaign is the Association's primary effort to generate unrestricted and restricted programmatic funding support from corporations. Each year a Campaign chair is selected to provide the necessary leadership to ensure the success of the Campaign. The Corporate Campaign chairmanship is a role that dates back to 1979 when the first Campaign was chaired by William T. Ellinghaus, President, AT&T Corporation.

In 2004, Mr. Fred J. Kleisner, Chairman and CEO of Wyndham International, Inc. served as NAACP Corporate Campaign chair and joined with such companies as United Airlines, Federal Express, DuPont, BellSouth and MBNA in the ranks of businesses that have helped to guide the NAACP in our corporate developmental endeavors over the years. In 2005, we will continue our Corporate Campaign with Mr. Pat Kelly, President Pfizer U.S. Pharmaceuticals as our NAACP Corporate Campaign chair.

INTERNATIONAL

INTERNATIONAL NGO STATUS

With a long history of reaching out beyond US shores, the United Nations has conferred Non-Governmental Organization (NGO) status on the National Association for the Advancement of Colored People (NAACP). The NGO designation with special consultative status with the U.N.'s Economic and Social Council (ECOSOC) means the NAACP may serve as an advisor and consultant to foreign governments and the Secretariat of the U.N. on human relations matters.

Julian Bond, Chairman, NAACP Board of Directors, said, "This recognition reconnects the NAACP to the United Nations and adds our strong voice for justice and equity to international discussions. We look forward to a long and fruitful relationship."

Currently there are more than 1,600 NGOs from all regions of the world. They contribute valuable information and ideas and advocate for positive change in the international community. United Nations Secretary General Kofi Annan has frequently referred to NGOs as "indispensable partners" of the U.N.

The National Association for the Advancement of Colored People (NAACP), has participated in a goodwill and trade mission to Cuba to benefit black farmers. Representatives met with four major dissident organizations calling for reforms in this island nation 90-miles from the United States. NAACP Interim President Hayes has also traveled to Geneva, Switzerland and Cape Town, South Africa to promote human rights.

The NAACP has branches in all 50 states, Japan, Germany and Korea.

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1934 - 1953	Dr. Louis T. Wright
1953 - 1960	Dr. Channing H. Tobias
1960 - 1961	Dr. Robert C. Weaver
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1995 - 1998	Myrlie Evers-Williams
1998 - Present	Julian Bond

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1939 - 1966	Arthur B. Spingarn
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1992 - 1996	Rupert Richardson
1996 - 2004	Kweisi Mfume (Title: President/CEO)
2005 - Present	Dennis C. Hayes (Interim President/CEO)

EXECUTIVE SECRETARIES

Francis Blascoer	February, 1910 - March, 1911
Mary White Ovington	April, 1911 - June, 1912
Mary Childs Nerney	June, 1912 - January, 1916
Mary White Ovington	January, 1916 - February, 1916 (Acting)
Royall Freeman Nash	February, 1916 - September, 1917
John R. Shillady	January, 1918 - May 1920
James Weldon Johnson	September, 1920 - January, 1931
Walter White	January, 1931 - April, 1955
Roy Wilkins	April, 1955 - August, 1977 (Title: Executive Director)
Benjamin L. Hooks	August 1, 1977 - May, 1993 (Title: Executive Director/CEO)
Benjamin F. Chavis, Jr.	May, 1993 - August, 1994 (Title: Executive Director/CEO)
Earl Shihoster	September, 1994 - January, 1996 (Acting)
Kweisi Mfume	February, 1996 - Present (Title: President/CEO)



Roslyn Brock is Vice Chair, NAACP Board of Directors.

LEADERSHIP 500 SUMMIT

On May 26-29, the NAACP will host Leadership 500 in Sandestin, Florida. The Summit is the inaugural meeting of young professionals, entrepreneurs and entertainers who will convene under the banner of hope to shape the future direction of social justice advocacy in this country. Social justice includes everything from politics to education and economics to housing, healthcare, finance and media/entertainment. Professionals from all walks of life (red and blue states) will spend three days sharing best practices and analyzing social and economic trends to develop a progressive civil rights agenda that creates a more unified and powerful America inclusive of all ethnic and racial groups.

This gathering promises to be the first in a series of groundbreaking meetings of America's next generation of powerbrokers. The NAACP is committed to advancing social justice for all people of color. The Summit opens with an address by NAACP Chairman Julian Bond followed by workshops on education, health, economic empowerment, political activism, media/entertainment and the faith community. In addition, the Summit will host a Town Hall meeting moderated by Harvard Professor Charles Olgetree. Closing activities include a leadership gala and ecumenical faith based service.

Proceeds from the Summit will support the NAACP Centennial Celebration Fund.

YOUTH & COLLEGE DIVISION 70 YEARS CELEBRATION

Looking forward to 2005, the Youth & College Division of the NAACP is making plans to celebrate 70 years of continuous commitment to developing and training youth leaders.

This celebration will commemorate the legacy and history of the Youth and College Division, and the NAACP's unique position of being the oldest and largest organization to develop and train youth to become leaders.

A Commission is being established to plan the overall celebration activities, assist in developing an alumni directory, and to identify resources. The Commission is comprised of 21 current and alumni members of the Youth and College Division, including civil rights activist Rosa Parks, who was a former Montgomery Youth Council Advisor.

Celebration activities will begin during the 2005 National Convention. During the year, several Youth and College commemorative events will be held in cities where landmark cases for the division took place including Oklahoma City, Okla.; Atlanta, Ga; as well as during regional conferences. The celebration events will culminate at the 2006 National Convention.

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NAACP Kellogg's 2004 Law Fellows.

From early fights and successes in cases such as a challenge to the Plessy v. Ferguson "separate but equal" decision to Brown v. Board of Education, teams of skilled lawyers have been on the front lines developing strategies to challenge institutionalized systems of discrimination and inequity.

Today, NAACP attorneys are still challenging racial discrimination whether it appears in the guise of corporate hotel policies that discriminate against African-American college students, voting disenfranchisement during national presidential elections or state sponsored symbols of white supremacy, such as the confederate battle flag. The NAACP's Legal Department focuses on class actions and other cases of broad significance in areas including employment, education, housing, environmental justice, criminal law and voting, striving always to advance the Association's goals while remembering Charles Hamilton Houston's admonition that "[a] lawyer is either a social engineer or a parasite on society."

The fight continues in significant cases such as the recent victory in which Cracker Barrel Old Country Store entered into an agreement with the U.S. Justice Department to stop discrimination against African-American customers and employees at its restaurants.

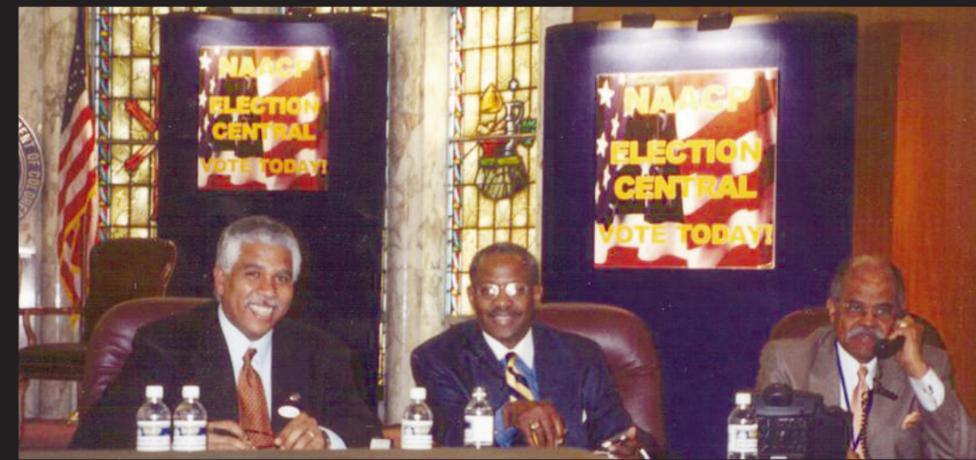
The NAACP filed a federal lawsuit against Cracker Barrel three years ago, claiming it engaged in a pattern and practice of racial discrimination with claims by more than 100 victims.

Cracker Barrel has agreed to a series of steps to combat racial discrimination, including a five-year comprehensive system to address discrimination, more training of managers and the hiring of an independent auditor.

While some may believe that racism is a thing of the past, the NAACP legal team has been forced to face its ongoing reality. In 2004, the NAACP filed federal civil rights class action lawsuits against four Myrtle Beach area restaurants accused of closing over Memorial Day weekend in order to deny service during "Black Bike Week" when a large group of African Americans visit Myrtle Beach.

Each May, two large motorcycle rallies are held in Myrtle Beach. In mid-May, thousands of predominately white bikers attend the annual "Harley Week." Over the Memorial Day weekend, a similar motorcycle event, "Black Bike Week," attracts predominately black motorcyclists. The lawsuit charges that treatment of the participants in the two events by local restaurants and businesses is starkly different. The local government, businesses and community leaders welcome the white motorcyclists, but when the black bikers arrive, restaurants close, some hotels implement special oppressive rules, and the city and police purposefully restrict travel in Myrtle Beach. The police triple the number of officers to enforce a one-time "zero tolerance" policy aimed at black visitors.

The restaurants identified in the lawsuits were closed during the 2003 "Black Bike Week" despite the fact that the NAACP and individuals filed discrimination complaints with the South Carolina Human Affairs Commission. The complaint alleges the restaurants engaged in a systematic pattern of closing when the predominantly African-American crowd came to town.



Clockwise: Hillary Shelton, Director, Washington Bureau; Nelson B. Rivers, III, COO; Rev. Julius C. Hope, Director of Religious Affairs at Election Central, NAACP Headquarters. Jack Kemp and Hillary Shelton on Capitol Hill.

In another matter that can directly save lives, the NAACP led the fight against the proliferation of handguns that are used in the deaths of thousands of African Americans, particularly youth. Litigation was filed in New York in an historic lawsuit to make gun makers and wholesalers regulate the sale and distribution of handguns. It was argued that it is partly "the fault of the government for not enforcing existing laws and the fault of the gun industry for not self regulating the sale and distribution of handguns."

NAACP lawyers argued that industry leaders could track more accurately negligent gun distribution and illegal weapons used in crimes. The NAACP lawsuit did not seek monetary gain, but to hold the gun industry liable for the proliferation of guns supplied to the unlawful underground market.

Although judgement was entered against the NAACP and in favor of the gun industry defendants, the court's decision broke new ground in spelling fresh hope for gun victims in holding the gun industry's negligent marketing to be a public nuisance.

Understanding the importance of preparing the next generation, the NAACP has partnered to ensure that new lawyers are trained. The Kellogg's Company provided funding to continue the NAACP Law Fellows Program, where seven students participate in the program and receive a stipend for their work in the Legal Department. Students have prepared letters and legal memoranda and have prepared research papers for publication in the NAACP Law Fellows Journal.

Law Fellows visited the Washington Bureau, met with sister civil rights organizations including the National

Asian Pacific American Legal Consortium, the Advancement Project and People for the American Way. They also visited the headquarters of the AFL-CIO and met with staff on Capitol Hill to discuss judicial nominations. In addition, they assisted at the National Convention with the Department's Continuing Legal Education (CLE) Seminar.

WASHINGTON BUREAU

Without a doubt, the Washington Bureau of the NAACP plays a vital role in legislative monitoring and grassroots mobilization. Established in 1941 as the legislative arm of the Association, the Washington Bureau is one of the primary forces in the nation's capital advocating for civil rights. The Bureau has charted a legislative advocacy course that has won international respect for its vigilance on behalf of the rights of African Americans and other minorities.

The Bureau's activities are focused on the legislative and executive branches of the federal government. It plans, coordinates and communicates the political action and legislative program of the NAACP in accordance with the NAACP's statement of policy.

In 2004, the Bureau has been involved in a myriad of activities with the 108th Congress. With the presidential election as a centerpiece of activity, the Bureau held several meetings with three of the four new Election Advisory Commissioners about progress in ensuring that the election process ran smoothly and fairly, especially as it relates to areas that had problems in the previous presidential election.

“ Each **generation** must, out of relative **obscurity**, **discover** its mission, **fulfill it or betray it.** ”

— Frantz Fanon
Caribbean Writer and Psychiatrist

To that end, in May the Bureau director participated in a press conference with the League of Women Voters, the Leadership Conference on Civil Rights, and the National Association of Latino Elected and Appointed Officials Educational Fund to alert voters to potential problems they could encounter at the polls in November. Topics addressed included erroneously purging names off voter rolls, and advice was given to potential voters, and recommendations to local municipalities.

With a goal toward full participation in every aspect of American life, a meeting was held with representatives from the Minority Media and Telecommunications Council, along with Michael Powell, the chairman of the Federal Communications Commission to discuss diversity initiatives and methods to increase minority employment, ownership and participation in media outlets.

The Bureau also promoted several legislative initiatives that were before Congress including: the Civil Rights Tax Relief Act of 2004; The End Racial Profiling Act, as well as the Healthy Families Act, a resolution commemorating the 50th anniversary of Brown vs. Board of Education. Others include extending the Assault Weapons Ban; the Sickle Cell Treatment Act; and the Fairness Act, also known as the Civil Rights Act of 2004.

In the midst of challenges, there were also victories. The NAACP was pleased when both the House and Senate passed H. Con. Res. 414, which calls on Congress and all Americans to observe the 50th anniversary of Brown vs. Board of Education and urges the nation to renew a commitment “to continuing and building on the legacy of *Brown* with a pledge to acknowledge and address the modern day disparities that remain.”

In keeping with the spirit of Brown vs. Board of Education, the Bureau has also been active in working to ensure that more funds are available for federal college grants and student loans.

The fight for fair wages continues, with the Bureau working to help as many as 8 million working Americans receive overtime pay. On May 4, 2004, the U.S. Senate voted – for a second time – to block the Bush Administration from implementing its proposed regulation that would make millions of workers, including nursery school teachers, police officers, nurses and firefighters, ineligible for overtime pay.

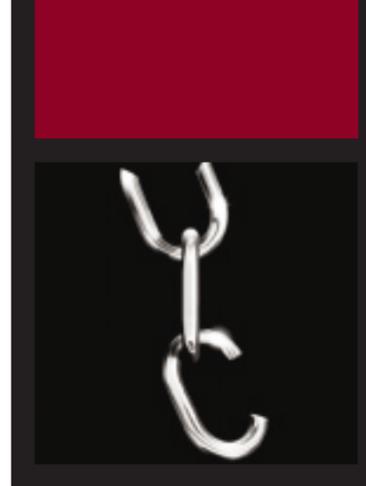
In addition, the Bureau is working with many civil rights partners on the 2010 Census, to make sure that African Americans and other racial and ethnic minorities are not undercounted.

The Washington Bureau has answered the call to ensure balance in all aspects of life. The Bureau maintains Operation Network, designed to link NAACP members and other community-based organizations to monitor and advocate for civil rights legislation; sponsors an annual Legislative Mobilization to brief participants on the Association’s legislative thrust for the year; and prepares an NAACP Civil Rights Report Card on each of the members of Congress annually showing how each member voted on key civil rights issues.

BRANCH AND FIELD

The Branch and Field Services Department is comprised of Regional Offices, State/Area Conferences, Branches, Youth Councils and College Chapters. These volunteer units are the essence of the NAACP. Without its units, the NAACP would not be able to fulfill its mission. They are the NAACP’s voice on the local level. The units are on the frontline in the struggle to improve the political, educational, social, and economic status of minority groups.

In order to make the units effective agents for progressive change, the Branch and Field Services Department provides the units with the necessary training, materials



Benjamin Hooks, former Executive Director, is celebrating Youth Day.

and support. The Department diligently works to assure that the Branches are strong and viable.

In 2004, the units and the Department were instrumental in promoting and protecting civil rights. The units participated in a massive voter education and registration drive. They investigated alleged incidents of police brutality and misconduct in Oregon, California, Pennsylvania, Georgia, New Jersey and other states.

The Department and the units have been actively involved in the effort to expand minority educational opportunities. For instance, the Michigan State Conference and Michigan branches prevented anti-affirmative action legislation from being enacted in Kalamazoo, Michigan. The Branch and Field Services Department helped the Education Department spearhead *Brown v. the Board of Education* commemorative programs nationwide.

On March 1, 2004, the Department in conjunction with the Georgia State Conference mobilized more than 5,000 people to participate in a candlelight vigil for high school student Marcus Dixon who was wrongfully convicted and sentenced to 10 years. On May 3, 2004, Mr. Dixon’s conviction was overturned by the Georgia Supreme Court.

YOUTH AND COLLEGE

The Race is On, Developing Tomorrow’s Leaders

Through training and field work, the NAACP has made a commitment to developing tomorrow’s leaders today. Such development is ongoing in the Youth & College Division, which was established in 1936. Today there are 540 Youth Councils and 190 College Chapters actively involved in activities including voter registration.

The NAACP has one of the largest organized groups of young people of any secular organization in the country with some 68,000 youth members. Its objectives are to inspire, motivate, and create interest in civic activities, provide young people with an understanding of pertinent issues, develop organizational skills for implementation of community-related activities, and encourage active participation in these activities.

The Youth and College Division is a catalyst for change, and inspires youth to become active participants in community affairs. It educates youth on the vital issues and concerns affecting African Americans and other minorities. The Division helps to develop and nurture essential organizational skills and its work insures that the legacy of improving America continues.

Students promote “Get-Out-The-Vote”.



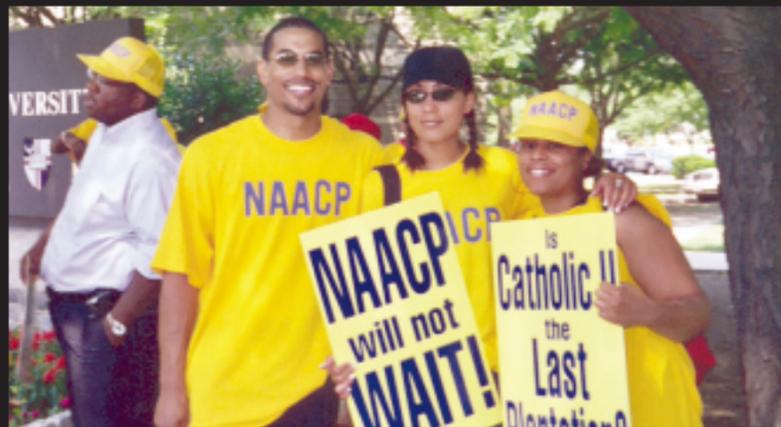


In April 2004, students protested the Catholic University's denial of a petition to establish a student NAACP chapter.

In 2004, the Youth and College Division participated in the Get-Out-The-Vote (GOTV) campaign. As a result of the efforts of the Youth and College Division and the Youth Vote Coalition, young voter turnout increased by 4.6 million from 2000 according to the Center for Information and Research on Civil Learning and Engagement at the University of Maryland in College Park.

Also, the Youth and College Department participated in significant demonstrations. In April 2004, Catholic University denied a petition to form a student NAACP chapter. The Youth and College Division staged two protests at Catholic University. Following protests and discussions, Catholic University agreed to allow the establishment of an NAACP chapter on campus. Moreover, after Marcus Dixon, high school football star and honor student, was wrongfully convicted and sentenced to 10 years, the Youth and College Division assisted the Georgia State Conference in organizing and holding several rallies protesting his conviction. On May 3, 2004, the Georgia Supreme Court overturned Marcus Dixon's sentence.

The Youth and College Division has played an important role in aiding in the elimination of educational disparities. On October 23, 2004, with Sallie Mae Fund and Princeton Review, the Youth and College Division successfully organized the 9th Annual National Day of College Preparation in 19 cities. More than 2000 families received free SAT training and financial aid information. The Sallie Mae Fund awarded \$1,000 to a college bound student in each city.



YOUTH POWER SUMMIT

The NAACP has always understood the importance of involving young people in all of its efforts. Reaching students where they are, the Miami-Dade Branch of the NAACP sponsored the Youth Power Summit in conjunction with the Hip Hop Elements All Star Weekend at the Coconut Grove Expo Center.

The Summit was held May 7-9, 2004 in Miami, Fla. During the Summit, students recognized the 50th anniversary of *Brown vs. Board of Education* with an African-American history bus tour. The bus tour offered

a historical presentation to students and families in communities throughout Florida.

The bus carries an exhibit that recognizes the contributions of African-American leaders in Florida's education history and highlights displays of Florida's heritage, including pictures, sculptures and artifacts.

Along with acknowledgement and celebration of *Brown vs. Board*, The Youth Power Summit also offered educational panels and workshops, a fashion show, competitions and a college recruitment fair. Other activities included MC/Rap Freestyle and dance competitions, a Hip Hop concert, basketball, poetry readings, an awards ceremony and an Unknown Artist Showcase.

PRISON PROJECT

With a goal of aiding the disenfranchised, the NAACP Prison Project is designed to promote alliances, legislation and initiatives that positively impact inmate recidivism, ex-felon re-enfranchisement and racial disparities within the criminal justice system; as well as to provide the incarcerated with a means of empowerment through the formation of Prison Branches.

This NAACP program is a critical link in addressing what some have deemed as a state of emergency as it relates to African-American men. The 2000 U.S. Census found that one in every 20 black men over the age of 18 was in prison. The NAACP Prison Project develops and implements initiatives, training events, educational materials, and opportunities for the prison population, parolees, and probationers to eradicate racial disparities in the Criminal Justice System.

The NAACP knows that in order to achieve this end, inmates must be provided an opportunity to garner leadership skills and take on civic responsibility. As a result, the Prison Project has begun a nationwide campaign to establish NAACP Prison Branches in correctional facilities across the country. To date, the Prison Project has established several prison branches and is



engaged in ongoing discussions with Corrections Administrators at 10 different correctional facilities interested in chartering Prison Branches in early 2005.

The Prison Project has focused much attention in recent months on voting rights, education and training. The Prison Project is working to ensure that ex-offenders understand their voting rights upon re-entry into society and are armed with the information they need to exercise those rights. The Prison Project has promoted voting rights legislation reform and has worked to increase voter registration, education, and turn-out. It has produced an Ex-Offender Re-entry Kit, which includes sample voter registration ballots, form letters former felons can use to become reinfranchised, and information regarding various state laws.

The Prison Project is currently developing a civics curriculum for implementation in the Maryland Prison systems, with hopes that similar curricula will be established in correctional systems across the country.

The NAACP Prison Program chartered its first branch in May 1972 at the Lewisburg Federal Penitentiary in Pennsylvania. Today, 22 years after its inception, more than 2 million Americans are behind bars adding credence to the need for the NAACP Project and its 30 Branches across the country. On any given day of the week, there are more than 2 million men, women, boys and girls in prison, detention or under some form of correctional supervision. The number of inmates in state and federal prisons has increased more than six-fold from less than 200,000 in 1970 to 1,310,700 by the end of the year 2000. African-Americans make up almost half of the prison population, yet African Americans make up only 12 percent of the population within the United States.



Religious Affairs

From its inception, the clergy and faith-based community have always been on the front line of NAACP activism. From the pulpit to the streets, the Faith Community has been committed to the cause of justice and freedom.

In an effort to broaden their reach, the NAACP and the Faith Community are working to create a National Membership Campaign to cultivate relationships at the local level with branches of the NAACP and among faith leaders.

The Ninth Annual National Religious Leadership Summit held in Atlanta resulted in plans to establish a Life Membership Drive to unite all ecumenical, fraternal and Greek organizations.

As a part of the productivity agenda of the Summit, delegates were charged to put aside denominations and work together to formulate plans for the further growth and development of the NAACP.

Kweisi Mfume, NAACP President & CEO speaking at the Ninth Annual National Religious Leadership Summit held in Atlanta, also shown National Board member, Bishop Clarence Carr.

The groups worked with the issues of creating a nationwide membership campaign, creating an effective Life Membership strategy, creating a plan to increase membership among young adults and creative alternative and non-traditional strategies to increase membership.

Some of the alternative strategies include reaching out to bridge the gap with young adults, especially those in the Hip Hop Generation. The Department recognizes that it must meet all people where they are.

The joint efforts of those various groups involved in the Summit have been compiled into a working model, which put the Association on course to fulfill the commitment set forth in the theme for the Summit "NAACP and the Faith Community: Mobilization Through Membership."

“ A sure way for one to lift himself up is by helping to lift someone else. ”

— Booker T. Washington
Former slave, Educator

Women In NAACP (WIN)

The Women In the NAACP (WIN) works in conjunction with the Association to address issues directly impacting women and children. WIN units in several regions have focused on HIV/AIDS awareness for African-American women through activities and distribution of data to members, and reducing the rate of infant mortality through ongoing workshops. Additionally, financial planning workshops have been conducted. WIN also works with the women's prison project as well as solicits memberships and volunteers. WIN remains steadfast in its concentration on the execution of the education project for the children of Benin.

In six of the seven regions, the coordinators of Women In the NAACP (WIN) are continuing HIV/AIDS awareness workshops and the distribution of awareness materials. Additionally, efforts are continuing to combat infant mortality through the SIDS

(Sudden Infant Death Syndrome) workshops and distribution of awareness materials.

In partnership with the National Institute of Child Health and Human Development of the NIH, WIN has produced a series of public service announcements (PSAs) that were originally carried by Radio One stations and have now expanded to a vast number of stations throughout the country. The PSAs are devoted to Sudden Infant Death Syndrome awareness.

In conjunction with the Wachovia Bank, WIN completed an extremely successful financial planning workshop in Atlanta with approximately 100 participants. More workshops are being planned for 2005.

WIN has been involved with an education project to assist children in Africa. WIN's efforts have inspired the Benin leadership to plan a maternity building, a shelter, a public dispensary, a youth cultural center, a game area, a pause area, and a canteen around the WIN education centers. The area in Yawa, Benin is quite barren and the children have been using sticks and the ground as their pencils and paper. A ribbon-cutting ceremony was held in May.

Recently, the WIN residential prison project in Atlanta was cited for outstanding service to problem women as well as service to the communities.

Board member Michael Nelson and women participants in a Round Table Discussion at the Ninth Annual National Religious Leadership Summit held in Atlanta. Attendees singing during the program.





Fortune magazine cover, February 16, 2004 and Special Advertising Section: Corporate America's True Colors that commemorates Black History Month.

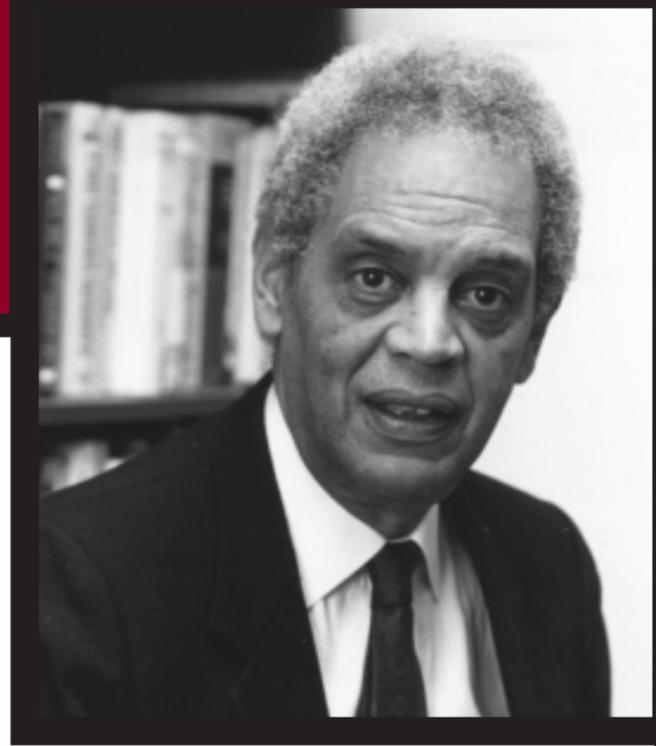


Communications

In February 2004, the NAACP teamed with *Fortune* magazine to produce a special section to commemorate Black History Month. This section, entitled *Corporate America's True Colors*, featured a roundtable discussion of diversity in the corporate workplace with three CEO's and the president of the NAACP. It is clear that organizations that have been responsive to the civil rights movement not only see diversity as good for business, but it improves their national brand image.

The NAACP believes that such a commitment to ensuring more equality for all of our nation's citizens should be celebrated. This special edition reached more than 4 million corporate decision-makers and community leaders and proved to be the most successful Fortune custom project ever. This project will continue in Fortune's February Black History Month issue of 2005.

Through the efforts of the Communications Department, stories about NAACP actions and positions appear in regional and national newspapers and broadcast outlets. This department works to coordinate interviews, media tours and national press conferences.



Roger Wilkins, Publisher of *Crisis* magazine

The Crisis Magazine

Since its inception in 1910, *The Crisis* publication was launched with the mission of setting forth the facts and arguments which show the danger of race prejudice.

Its name was derived from a critical time in history for this new nation, its verities remain today. The African American continues to find institutionalized barriers and roadblocks.

Unfortunately, there is no shortage of issues to cover. Today *The Crisis*, the official publication of the NAACP, is one of the oldest black periodicals in America. A respected journal of thought, opinion and analysis, the magazine is the NAACP's articulate partner in the struggle for human rights for people of color.

Published bi-monthly, *The CRISIS* magazine is dedicated to being an open and honest forum for discussing critical issues confronting people of color, American society and the world in addition to highlighting the historical and cultural achievements of these diverse peoples. In essays, interviews, and in-depth reporting, writers explore past and present issues concerning race and its impact on educational, economic, political, social, moral, and ethical issues.

The CRISIS is published by The Crisis Publishing Company, Inc. – a for-profit enterprise that is legally separate from the NAACP.

