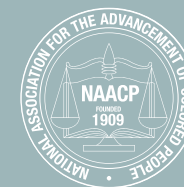
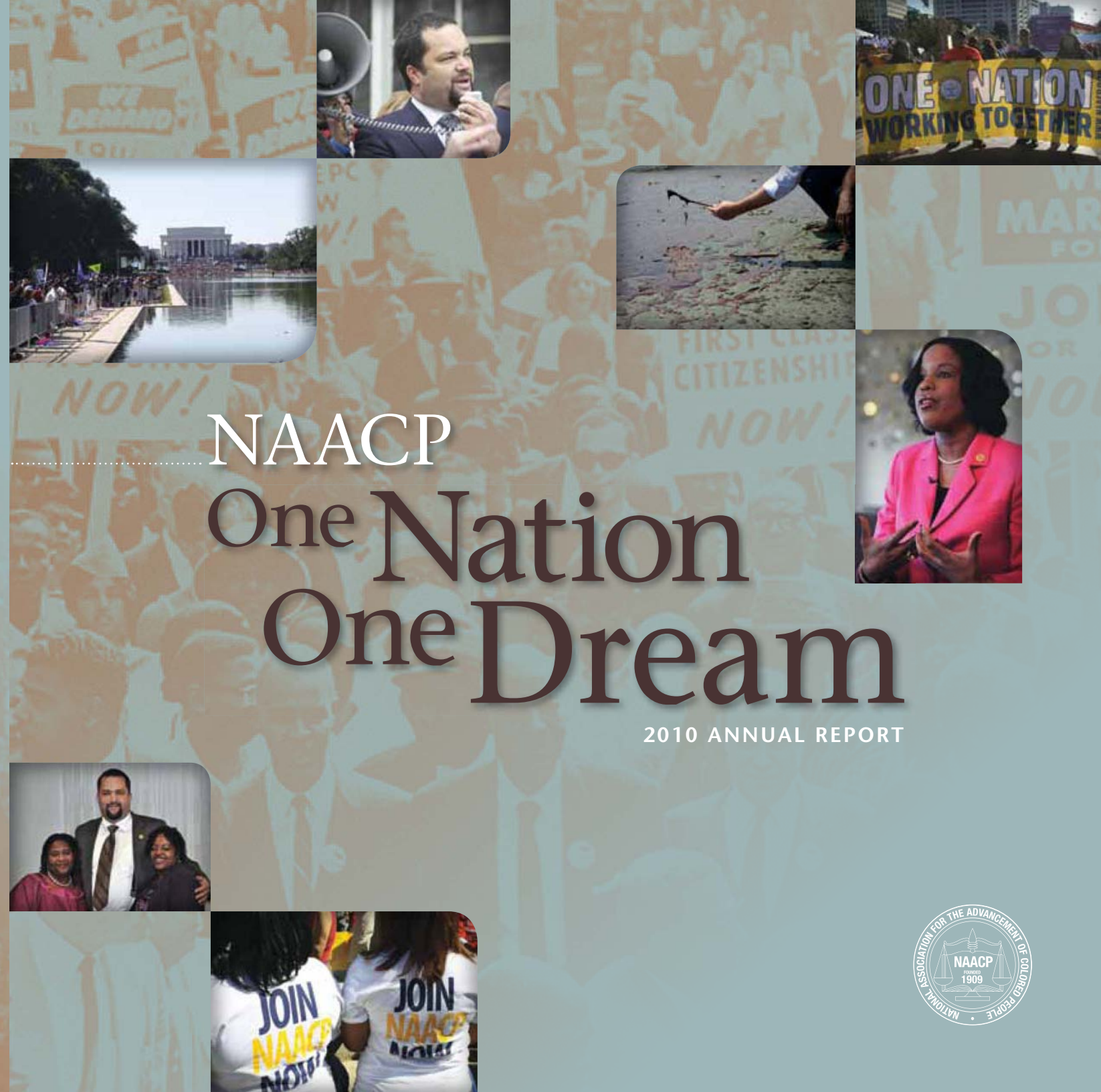


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# NAACP One Nation One Dream

2010 ANNUAL REPORT





# Our Mission

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.

# Vision Statement

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

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# Introduction

## NAACP

### Our Second Century

**N**AACP began our second century in 2010, and it was an accordingly powerful year. After the emergence of so many exciting initiatives in our Centennial year, 2010 was the time when we settled gladly to our work, applying our unified strength to turning intention into reality; dreams into practical programs to ensure as much progress in our second century as we've seen since our founding in 1909.

We have come far – but our eyes remain open to reality. Too many black families are struggling to provide health care for their children; NAACP brought our full weight to the issue of comprehensive health care reform – and while the final bill does not achieve all of our goals, it goes a long way to caring for families in profound need, and serves as a guidepost on our longer journey.

Predatory lending and financial mismanagement deem too many black families to the nightmare of entrenched poverty. But in 2010, NAACP developed the Fair Lending Principles and created the Financial Freedom Center to help people of color protect their financial future.

The historic 2008 election reminded us all of how much power we have when we act together in civic engagement. In 2010, NAACP launched initiatives to ensure black voters remained involved in local, state, and national elections – and that all of our numbers were counted in the 2010 Census so we were allocated our fair share.

NAACP delegates voted unanimously at the National Convention to ask the Tea Party Movement to repudiate racist leaders, and the NAACP Board ratified the vote. We released a report detailing associations between Tea Party organizations and acknowledged hate groups in the United States, and maintained [www.teapartytracker.org](http://www.teapartytracker.org), a website that monitors instances of racism and other forms of extremism within the Tea Party movement.

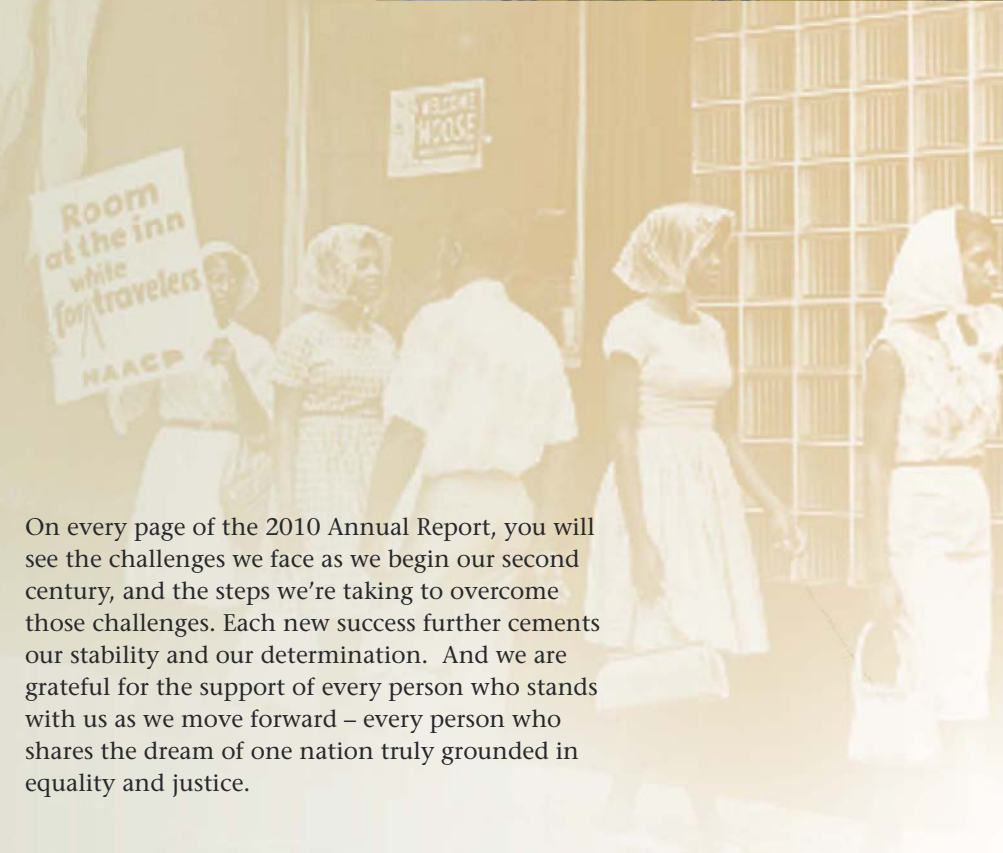
2010 was also marked by the NAACP pursuing civility in discourse. Specifically, one of the basic tenets of our democracy is the right to disagree, and the NAACP has a long history of political struggle through non-violence and using words and ideas to change people's views via the democratic process. Sadly, incidents of intolerance,

bigotry and senseless violence have become more and more frequent as a means of political discourse. In addition to public calls for civility, the NAACP passed a resolution at its 2010 convention urging people from all sides of every debate to resist the urge to use racist, bigoted comments during the course of debate and to cease and desist in the use of violence as a means of political expression, as it has no place in a democratic society.

Jobs, justice, and education remained critical points of concern – so in recognition of the strength of our unity, the One Nation Working Together March brought an estimated 175,000 people from all 50 states to the Lincoln Memorial in Washington, DC on October 10 (10-2-10) to draw attention to these fundamentally important issues.

We want to make our neighborhoods safer while reforming the injustices of the penal system; the result – our Smart and Safe Campaign – is already changing state policies and revising the way our nation provides opportunities for those who have paid their debt to society.

On every page of the 2010 Annual Report, you will see the challenges we face as we begin our second century, and the steps we're taking to overcome those challenges. Each new success further cements our stability and our determination. And we are grateful for the support of every person who stands with us as we move forward – every person who shares the dream of one nation truly grounded in equality and justice.





# Our Second Century

## Our Second Century



*"We work to benefit not just African Americans but every person in the United States. The goal of true equality – of real opportunity – is common to us all. We are one nation with one dream."*

*Roslyn M. Brock  
Chairman  
NAACP National Board of Directors*

## Chairman, National Board of Directors

In 2010, we took as our theme "NAACP: One Nation, One Dream." Our hundred-and-first year was fueled by the extraordinary pride, appreciation for historic accomplishments, and recognition of progress that filled the previous, Centennial year. We entered 2010 as we left it: With renewed fervor and unremitting determination.



In February 2010, I was accorded the singular honor of being elected Chairman of the National Board of Directors of this venerable organization. It is my hope that my service as Chair demonstrates the continually upward path of the NAACP as we work together to achieve our mission of equal opportunity and full citizenship rights.

That mission is alive and well across the nation. Today we have volunteer constituents in 1,700 units (both Youth and Adult) from all walks of life. They maintain our work in communities from Maine to California, from Georgia to the State of Washington. Steadily, consistently, and with great dedication, they are working each day to overcome the many challenges we face in education, employment, economic opportunity, health, criminal justice, voting, and much more.

This Report for 2010 highlights our programs and ongoing work by volunteers and staff. Each page shows the work we do, empowered by your help. Together, "Let us march on, 'Till victory is won."

Sincerely,

Roslyn M. Brock  
Chairman  
NAACP National Board of Directors





## President & CEO



As we begin our second century of service to this great nation, NAACP has maintained an impressive roster of programs, advocating on behalf of communities of color on a variety of critical issues. As we worked in unity to advocate for equity, a good quality of life, and futures filled with opportunity for our children, we also found the time and the compassion to reach out in assistance to those beset by immediate disasters.

When the earthquake in Haiti shattered an already-precarious nation, NAACP members acted promptly, not only to assist those struggling to survive in Haiti, but also to seek temporary legal status for Haitians in this country who had no home to return to.

When the Gulf Coast oil spill shattered the fishing communities along the Gulf, NAACP stood firm for the black families of that region, ensuring that aid and assistance was provided without bias or favoritism.

When tornadoes and flooding and other signs of alarming climate change devastated the Midwest, it was the NAACP who made sure that relief efforts reached all who were affected – even as our Climate Justice team was working in Washington, DC and across the nation on long-term efforts to secure better, more thoughtful, and more just environmental policies and laws.

We confront serious challenges when we tackle the goals of equality and justice – but we will never be numb to the individual voice that cries out for help. Our strength comes from the dedication and support of hundreds of thousands of members – and from the hopes and dreams of all who will benefit from a better society.

2010 was a building year for us, a year in which our capacity to effect change increased and our outreach became even longer. This continues the strong pattern of growth created in our first century. I invite you to join with us once again as we enter our second century to work, shoulder to shoulder and hand to hand, for a better future.

Benjamin Todd Jealous  
President & CEO  
NAACP



*“By working together, NAACP will bring as much progress to our nation in our second century as we did in our first. We stand on the shoulders of giants – and will do as much for our children and grandchildren as our parents and grandparents did for us.”*

*Benjamin Todd Jealous  
NAACP President & CEO*



## Chairman, Special Contributions Fund



This report provides a retrospective glimpse of the NAACP's programs, challenges and accomplishments in 2010 as we forged ahead under our banner: "NAACP: One Nation, One Dream."

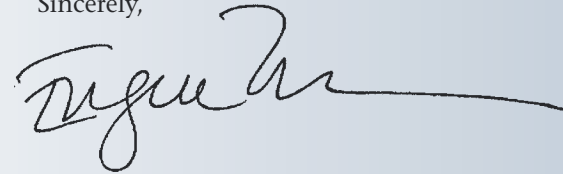
Our work across the nation, empowered by some 1,700 NAACP Adult & Youth Units, addressed social justice reform for undeserved minority communities. Our efforts bore rich fruit:

- We constructed and launched an NAACP Census program "Yes We Count," so NAACP trained volunteers could reach out to more than 600,000 households.
- An Education Justice Program was initiated to increase teaching excellence and equity in failing schools through our "Campaign for High School Equity." We also focused on school re-segregation and inadequate funding based upon school district lines.
- During the year, the NAACP initiated a Climate Justice Initiative to reduce environmental disparities.
- Through our Health Justice Program, we began to collaborate with black faith institutions to address HIV/AIDS education in our communities.
- Finally, 2010 saw the opening of an NAACP Financial Freedom Campaign Center in Washington, DC, to increase the ability of African Americans and other underserved groups to obtain competitively priced credit and financing.

Such programs as these and many more were made possible through the efforts of our staff and hundreds of thousands of our stalwart NAACP volunteers and supported by members and generous donors. The collective fundraising campaign of our NAACP Special Contribution Fund Board of Trustees produced more than \$3,600,000 in 2010 – an impressive increase of \$1,000,000 over 2009. For this vital accomplishment, we pay richly-deserved tribute to our SCF Trustees and look forward to even greater success in the future.

We hope that you, our reader, will come with us as we enter the 102nd year of The NAACP Campaign for Justice.

Sincerely,



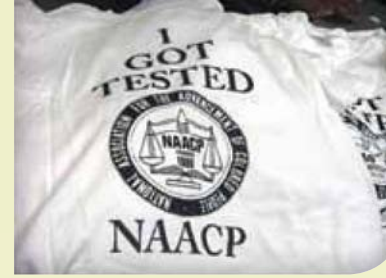
Eugene J. Duffy  
Chairman  
NAACP Special Contribution Fund Board of Trustees

*"Our work across the nation, empowered by some 1,700 NAACP Adult & Youth Units, addressed social justice reform for undeserved minority communities."*



# A Healthy Society

## Removing Obstacles to Good Health



*...it becomes more than a question of health or health delivery systems – it becomes an issue of social justice and civil rights.*

**W**hen such a large proportion of a population is affected by specific and chronic health issues (as the Black community is hit by HIV/AIDS and childhood obesity), it becomes more than a question of health or health delivery systems – it becomes an issue of social justice and civil rights. We look to our society to make the changes that will best serve the population – and we stand proudly in defense of communities of color. Our focus in 2010 included:

**Health Care Reform:** As the Congress brought the comprehensive health care bill to a vote, the NAACP partnered with other civil rights organizations and engaged in extensive outreach efforts to our members to ensure that the voice of those who we represent was considered in this critical vote.

**HIV/AIDS:** Knowledge and awareness is critical to avoiding the spread of HIV, and managing the condition. We hosted HIV 101 workshops across the nation and promoted awareness and prevention with a targeted publicity campaign in national magazines. We brought our message to Faith and Community Leadership Summits in Los Angeles and Jackson, Mississippi, and attended the United States Conference on AIDS to ensure a clear policy-level understanding of the role of civil rights in the fight against HIV/AIDS.

And in November, the NAACP Health Department hosted its first international summit on HIV/AIDS entitled *The Forgotten Epidemic: HIV/AIDS Crisis in Black America* in Boston, MA. In partnership with the Harvard University Center for AIDS Research (CFAR), the NAACP convened over 20 partners representing government, faith leaders, healthcare, black civic and community organizations, youth, LGBT activists as well as world renowned HIV/AIDS researchers. This was the first in a series of meetings that explored how and why HIV/AIDS has become an overwhelming epidemic in the black community.

**Childhood Obesity:** First Lady Michelle Obama spoke eloquently at our national convention about the epidemic of childhood obesity in communities of color. We are glad to have her partnership, and worked throughout the year to train and support local units so they could promote healthy living and advocate for change. Our publicity campaign included advertorials and articles in national magazines. NAACP is serving as the co-lead of the Childhood Obesity Awareness Month council, and we planned and participated in a national minority health briefing on Capitol Hill.





# Education

Knowledge is the Path to Power for Our Children



*To reach our fullest potential as a nation, our children need fair discipline policies and practices, desegregated learning environments, and deeply engaged communities.*

Every parent wants success for their children; the same success for the individual means success for our society. In our world today, the potential of every child deserves to be realized. To reach our fullest potential as a nation, our children need fair discipline policies and practices, desegregated learning environments, and deeply engaged communities. As NAACP furthers our commitment to achievement for all, we focus our efforts along the continuum of learning – from high-quality pre-schools, to excellent teachers, to expanded learning opportunities, and to funding specifically allocated for the neediest students.

**The 2010 Daisy Bates Education Summit** convened the Association's champions for learning to consider the national agenda for school reform. We used traditional and innovative education organizing techniques to form a core group from which to build a national movement for transformation in education.

An education toolkit and handbook were created to enable participants including NAACP branches and units, to identify emerging priorities.

In concert with six other leading civil rights organizations, the NAACP released a **framework for increasing equity** in the nation's main education law. It highlights our ongoing work with the administration and the Congress to strengthen support for the success of disadvantaged students and students of color across the country.

We worked to support the efforts of NAACP branches and units – including:

- Texas – to bring public attention to proposed changes in the state's history curriculum.
- New York – to ensure the needs of students were met and the voices of the community were heard on the subject of school closings.
- California – to improve diversity on university campuses and to preserve teaching excellence in a climate of budget austerity.
- Mississippi – to elect leaders who bring more fairness to education spending.
- North Carolina – to preserve one of the nation's leading desegregation plans.





# Criminal Justice

## Restoring Justice to a Damaged System



**T**ough-on-crime sentencing laws were supposed to make our communities safer – and yet as millions languish behind bars for non-violent crimes, our neighborhoods are not strengthened. In many cases, they are profoundly weakened, as the penal system has become the only substitute for effective substance addiction programs or mental health facilities, and as economic opportunity has faded in at-risk communities.

NAACP's newly-launched *Smart and Safe Initiative* seeks a better future for our young people, our communities, and our societies. We ask for better from our government, and commit to providing more opportunity to those victimized by the criminal justice system. To that end, we worked on many efforts in 2010:

*NAACP took part in efforts on behalf of victims of legal injustices across the nation.*

**Ban The Box Initiative** seeks a new mandate: Those who have served their time and paid their debt to society ought not be discriminated against. We worked with the private and public sector to “Ban the Box” – that is, to remove the question about criminal history from employment applications.

NAACP produced the **Criminal Justice Toolkit** and corresponding handbook to help units and activists understand the key areas of our programs and to provide examples for effective engagement in specific campaigns. With this toolkit, each unit across the nation is better equipped to monitor and respond to criminal injustice at the local level.

A trio of reports were created in 2010, including **The Women and Incarceration Report**, to examine the challenges faced by women in the penal system. The other two, **Best Practices and Recommendations for Reentry**, and **Misplaced Priorities**, were researched, and designed for release in 2011.

NAACP took part in efforts on behalf of victims of legal injustices across the nation. Among the cases in which we were actively engaged:

**Jaime and Gladys Scott**, Mississippi – sentenced in 1994 to double life sentences for a purported armed robbery resulting in \$11. This incredibly harsh sentence was handed down despite troubling questions regarding the accuracy of witness testimony, possible coercion, and potential racial bias. Fighting for the Scott sisters, the NAACP along with our partners finally succeeded in securing the release of the sisters.

**John White**, New York – After a group of teens threatened to kill John White's son, he confronted the teens in his driveway, armed with a pistol for his protection. One of the teens lunged for the gun, which went off, killing the young man. White was sentenced to 5 to 15 years in prison. NAACP



found this judgment unusually harsh; we lobbied and inspired citizen action. New York Governor David Paterson listened, and commuted Mr. White's sentence to 2 to 4 years.

**Troy Davis**, Georgia – Davis was convicted in 1991 of killing a Savannah police officer, despite the fact that no physical evidence linking him to the crime and the weapon used was ever found. Even when witnesses recanted, a judge ruled that Davis had not proved his evidence. He spent 2010 on Death Row – where he has been for almost two decades.



# Climate Justice

## Protecting Our Climate



*In the aftermath of the horrific Gulf Coast oil spill, our Gulf Oil Drilling Disaster Project documented the impact of the oil spill, ensuring that the voices of NAACP leadership were heard by those entities and agencies in charge of the response.*



The ongoing quest for justice and equality evolves as our world changes. No one could have predicted in 1909, NAACP's founding year, that climate justice would become an essential civil right. In our second century, we defend our lives and our futures when we demand the programs and policies that help (not damage) our environment. Questions of energy and environmental policy can seem distant and unimportant on a daily basis – but the choices being made

today from town halls to Capitol Hill affect us all and will for decades and centuries to come. With more than 300,000 members, the NAACP can wield enough might to increase equity for often-disenfranchised communities of color; our focus is now on increasing understanding among the community about the importance of climate justice and the powerful effects we can have on our future.

We pooled our common concerns and united the strength of our members behind issues of growing concern with the **Climate Justice Education and Capacity Building Initiative**. Regional and state trainings were conducted across the nation to increase the understanding of our members about the connection between climate change and our lives. And we created a clearinghouse database of informational resources so all can access essential knowledge.

At the NAACP-hosted **New Energy Summit** in Mississippi, members of the Black Leadership Forum and the Mississippi State Conference of the NAACP gathered to consider climate justice. Leaders

from academia, civil rights, the energy industry, the federal government, and the environmental movement considered the state's current and prospective energy needs and how those needs would impact communities of color.

NAACP launched the **Black Church Environmental and Climate Justice Leadership Initiative** at the NAACP Religious Leadership Summit. We worked to increase awareness among African American clergy about environmental and climate justice. The strong participation of African American church leaders will advance our efforts to promote energy efficiency and clean energy policies and practices.

In the aftermath of the horrific Gulf Coast oil spill, our **Gulf Oil Drilling Disaster Project** documented the impact of the oil spill, ensuring that the voices of NAACP leadership were heard by those entities and agencies in charge of the response. Our common goal was to ensure that response efforts upheld the civil and human rights of the affected communities in the Gulf. In addition, NAACP convened the **Gulf HBCU**



**Consortium on Sustainability Research and Public Policy**, a meeting of historically black colleges and universities in the Gulf Coast states of Alabama, Louisiana, Florida, Mississippi, and Texas to discuss a research agenda on sustainability in the region.





# Economic Opportunity

## Safeguarding Family Finances



*By working together, the NAACP has the strength to negotiate revised policies and redresses of wrongs from some of the most powerful players in the nation.*

### FINANCIAL FREEDOM CENTER



We began planning for the opening of the Financial Freedom Campaign and Center, at the Thurgood Marshall Center in Washington, DC to bring this valuable service to life. As the focal point of our Economic Team, the new Financial Freedom Center will provide long-term services to communities of color – but even before its doors open, the progress has been impressive:

- **The Financial Empowerment Partnership** between NAACP and major banks will improve fair credit access, sustainable homeownership, and financial education for African Americans and other underserved groups.

**A**s we struggle to endure a poor economy, our greatest asset is the ability to act in unity to defend against predatory practices. By working together, the NAACP has the strength to negotiate revised policies and redresses of wrongs from some of the most powerful players in the nation. Our new Financial Freedom Campaign Center is the result of our unified strength. In 2010, major banks signed onto the NAACP Banking Principles on Fairness and Lending, which advances practices that ensure all borrowers get the highest quality credit vehicle appropriate for their circumstances. The Principles guard against racial discrimination in lending.

- **The Corporate Fairness Scorecard** (formerly known as the Economic Reciprocity Initiative) measured performance in racial diversity and fairness in America's fastest-growing industries. The goal is to inspire job creation and advancement and wealth building in African American communities and other communities of color.
- NAACP led efforts in a campaign for the **Removal of Barriers to Employment for Formerly Incarcerated People**. This effort in both the public and private sector seeks to end unnecessary discrimination against people

with a criminal record.

- **The NAACP Gateway to Leadership Program** provided students at historically black colleges and universities with summer internships at leading financial services firms. African Americans make up less than 6% of the financial industry's executives, managers, and administrators; our program will open new paths to success to financial services students and increase our representation in the critical financial world.
- To ensure wide-scale access to knowledge, the Economic Program developed **online educational resources**, including an Economic Opportunity Toolkit, subprime and predatory lending fact sheets, and information on payday lending, usury, and student loan debt. A web-based green jobs portal provided resources and information in the growing green economy.





# Field Operations and Membership

## Where the Work Becomes Reality

Our strength and power come from the passion, dedication, and commitment of individuals – and it is our 300,000+ members who inspire and empower all that we do as we began our second century. Organized into 1,700 branches, 600 Youth and College chapters, and 210 ACT-SO programs, the NAACP is the nation's largest volunteer-run advocacy organization focused on the problems facing African American families – and a driver of lasting change and benefit in our society.

The impressive effort to coordinate and shape the strength of individuals into a coherent whole falls on our field operations staff, who work with great spirit to tackle the challenges we face as a nation – from home foreclosures and police brutality to campus and environmental racism, and entrenched bias in the pursuit of criminal justice.

### CIVIC ENGAGEMENT

In the 2008 elections, the total number of voters was roughly unchanged from earlier presidential elections – but the percentage of young people and of African Americans rose dramatically.



Statistics prove the point: When we get involved, we have the capacity to shape and improve our great nation. In 2010, over 750 people in 10 states were formally trained on best practice strategies to implement civic engagement campaigns, over 500 CD-ROM toolkits and 2,500 training manuals were distributed to NAACP units, and more than half a million promotional materials were produced and provided to 165 units.

Thanks to the steadfast support of

our field operations, and leadership of NAACP President, Benjamin Todd Jealous, and George Gresham, President of SEIU, and over 400 diverse partners, the **One Nation Working Together March** in Washington, DC was a massive success. Held on October (10-2-10), the March brought together over 175,000 people from all 50 states to the Lincoln Memorial to draw attention to jobs, justice, and education. After an interfaith service, 40 speakers from diverse racial, ethnic, religious,



*The impressive effort to coordinate and shape the strength of individuals into a coherent whole falls on our field operations staff,...*

and economic backgrounds spoke – including NAACP Chairman Roslyn Brock, NAACP President Benjamin Todd Jealous, Ed Schultz of MSNBC, radio talk show host Tom Joyner, Harry Belafonte, Actor Charlie Hill, Poet Alix Olson, Actor Wendell Pierce, actor Paul Rodriguez, and Singer and Songwriter George Clinton.

The **One Nation Voting Together/Let's Do It Again civic engagement campaign** was launched in July of 2010, in support of the One Nation Working Together March. We used public education and organizing through media and technology, and conducted field trainings with local chapters and state conferences. The impressive turnout for the March was at least in part a result of this dedicated effort.

Since 2000, NAACP has gathered a group of like-minded protesters in Columbia, South Carolina on the occasion of Martin Luther King Day to protest the flying of the Confederate flag that still flies in front of the State House dome. In 2010, NAACP President and CEO Benjamin Todd Jealous addressed the crowd: “When we lift the floor for how you treat black folks in this country, we lift the floor for how you treat everyone. As we stand here today, we know that our battles to desegregate politics in this country

did not just result in better leadership for the black community. It resulted in better leadership for America.”

Our **Yes We Count census campaign** took as its goal a 5% increase in census response rates for 471 hard-to-count census tracts in 11 states. We used phone banking and outreach activities to remind citizens that the census results define how national resources are allocated; ignoring the census can only harm the community as a whole.

NAACP's **880 Campaign for Real Health Care Reform** supported the work of our Washington Bureau in the passage of the comprehensive health care bill. Field Organizing staff worked with state conferences and units to inspire letter-writing campaigns, in-district office visits, and personal calls to members of Congress. NAACP was able to mobilize thousands of people around the nation.

And our **Regional Civil Rights Advocacy Training Institutes** helped over 1,000 NAACP members to hone their skills and understandings of effective practices of civil rights advocacy and organizing.

### HUMANITARIAN ASSISTANCE

Following the devastating January earthquake in the island nation, the



**NAACP for Haiti Relief Challenge** raised \$100,000 to donate funds in support of Haitian relief efforts. The **NAACP for Haiti Relief Fund** channeled contributors' gifts directly to partner organizations in Haiti working to provide food, water, temporary shelter, and medical services.

This year, tornados wrecked devastation on Oklahoma, Tennessee, Georgia, Missouri, North Carolina, and Arkansas. Floods hit the Midwest and forest fires swept through California. Our field operations staff worked with **NAACP partners** to ensure poor and minority communities were properly served with shelters, canteens, ongoing disaster assessments, and more.



# The Next Generation

## Guiding the Next Generation



Just as we learned from those who came before us, it is our turn to guide and help the next generation as we begin our second century. Once it was considered enough to invest in our future leaders for what they could contribute tomorrow; today it's clear that young people are a transformative force right now – and every positive step they take equips them to be even better leaders when it becomes their turn to guide change. Nothing succeeds like success, and the next generation is already learning how much they can accomplish with unity, determination, and support.

ACT-SO – the Academic, Cultural, Technological, and Scientific Olympics – held its 32nd national competition concurrently with the NAACP National Convention in Kansas City. In 2010, 582 young people competed, drawn from the thousands who competed in local NAACP programs. Gold, silver, and bronze medals were awarded along with other prizes such as laptop computers in each of 26 categories from business and biology to performing arts.

In our Centennial year, the Youth & College Division launched the **100 Remix** campaign to inspire young people to join the NAACP; by 2010, the program was showing



*Just as we learned from those who came before us, it is our turn to guide and help the next generation as we begin our second century.*

robust results. Members of our Youth Units were asked to pledge the number of new members they would enlist by the end of the year; over 10,000 pledges were received. Over 25 units held Remix events, collecting signatures, email addresses, and telephone numbers of interested and potential members. These efforts to expand our reach to youth membership continued to advance with impressive enthusiasm.

We created the **One Nation Spoken Word Showcase Tour** to feature local youth talent on college campuses. Participants focused on positive self-development and human rights using a fusion of poetry, the spoken word, hip hop music, and culture.

In addition, the Youth & College Division hosted a **Leadership Retreat** helping young leaders learn how to educate their peers about social security. The **Move-In Movement** and a Collegiate Leadership Summit increased the visibility and knowledge base of the NAACP and civil rights issues with college leaders across the country.





# Legal Advocacy

## Providing a Voice for the Oppressed in Court

**N**AACP maintains our Legal Advocacy team not only because the lawsuits we undertake affect the individuals involved but also because these legal decisions help to define justice and equality across our nation. The cases we work on are larger than any one of us; they represent what is fair and equal for all of us. In 2010, our legal work included many reasons to celebrate – and many examples of the power of united action.

- The NAACP partnered with many of the nation's largest banks in the Financial Freedom Center whose programs are designed to improve fair credit access, sustainable homeownership and financial literacy for communities of color and other historically disadvantaged communities.
- **Madison Avenue Project**, working to convince advertising agencies that diversity at all levels of a company is good for business as well as the right thing to do.

The NAACP/Kellogg's 2010 Law Fellows Program provided young lawyers with the opportunity to work on real-world cases. The Fellows assisted staff attorneys, participated in the Troy Anthony Davis trial, took part in the Continuing Legal Education Seminar held as a part of the NAACP National Convention in Kansas City, and visited places of particular note, including the U. S. Supreme Court, the FBI, and the Department of Justice.

*NAACP maintains our Legal Advocacy Team because these legal decisions help to define justice and equality across our nation.*





# Hollywood Bureau

## Lighting Up Hollywood



**T**he way people of color are viewed is often determined by the treatment of blacks and minorities in entertainment. NAACP maintains a Hollywood Bureau focusing on outreach, education, and encouragement for studio executives, producers, writers, actors, and more. As we began our second century in 2010, the Hollywood Bureau oversaw many exciting projects, among them:

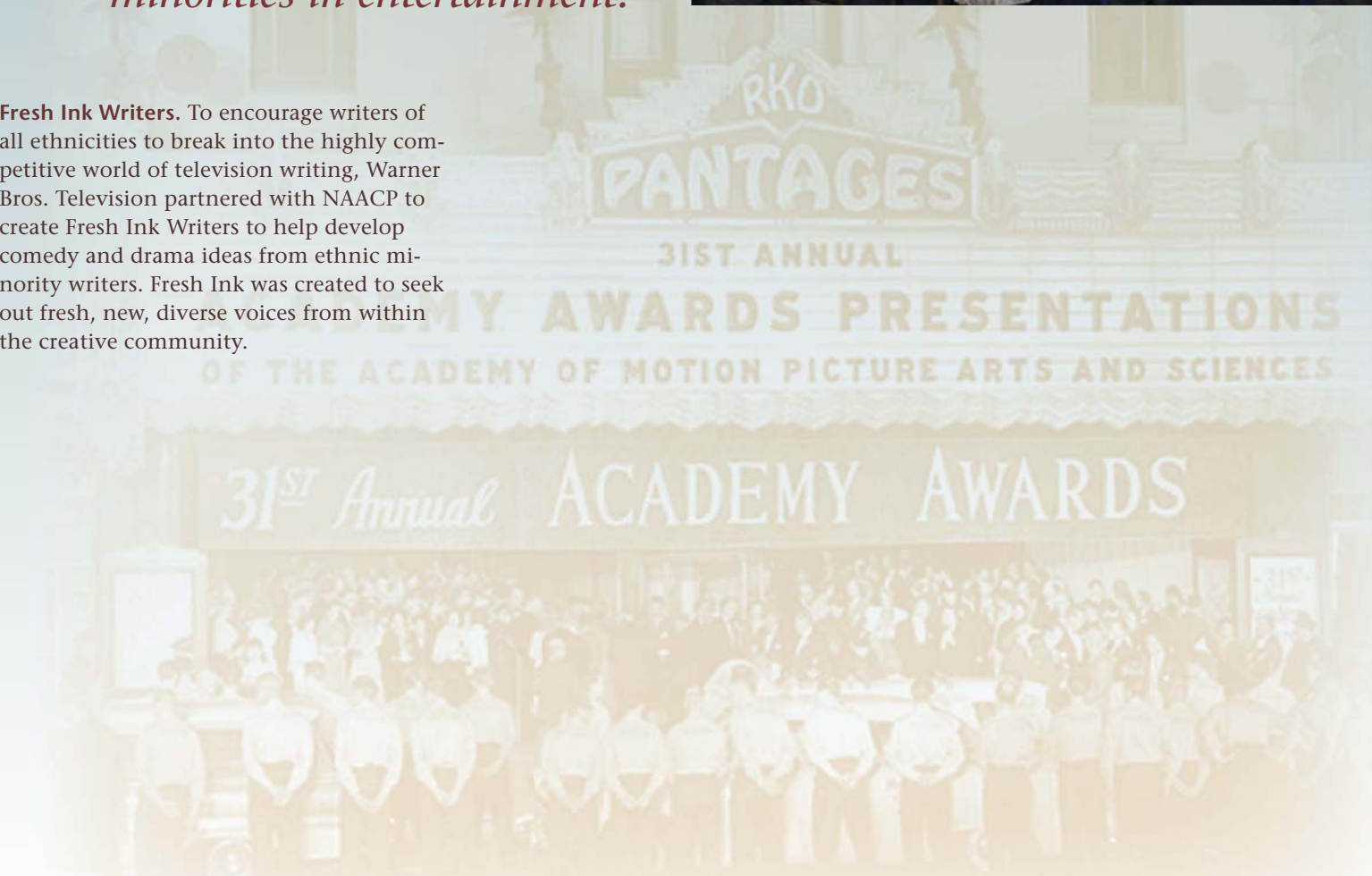
**NAACP Interactive Timeline.** The Hollywood Bureau further enhanced the NAACP Interactive Timeline at [www.naacphistory.org](http://www.naacphistory.org) - to bring alive the topic of American history from the Association's point of view. The notable host of the interactive timeline is Laurence Fishburne.

**The NAACP Master Writing Fellowship.** The fellowship was awarded to two students working on their masters in film. In addition to working with television studios and their universities, the Fellows also participate in an internship with NAACP's Hollywood Bureau.

*The way people of color are viewed is often determined by the treatment of blacks and minorities in entertainment.*



**Fresh Ink Writers.** To encourage writers of all ethnicities to break into the highly competitive world of television writing, Warner Bros. Television partnered with NAACP to create Fresh Ink Writers to help develop comedy and drama ideas from ethnic minority writers. Fresh Ink was created to seek out fresh, new, diverse voices from within the creative community.





# Washington Bureau

## Speaking Out in Our Nation's Capital

**N**AACP has had a Washington Bureau for 70 years, and with each year our presence, authority, and influence has grown. In 2010, over 300,000 citizens across the nation received timely information and avenues for activism through our Action Alerts and Issue Updates. By remaining united and determined, we celebrated significant victories in 2010, including the passage of critically important NAACP-supported bills:

- **The Affordable Health Care Act** will provide health insurance to more than 8 million African Americans and will block forms of discrimination for those who already have health insurance.
- **The HIRE Act** (“Hiring Incentives to Restore Employment”), an \$18 billion small business development and jobs creation bill, allows companies to take a break from paying Social Security taxes in 2010 for new workers who have been unemployed for 60 days or more. If the worker is retained for at least a year, the company gets a \$1,000 tax break.
- **The Claims Resolution Act of 2010** ensures that as many



as 700,000 African American farmers will be compensated for years of racial discrimination at the hands of the U.S. Department of Agriculture.

- **The Dodd-Frank Wall Street Reform and Consumer Protection Act** provides protection against predatory mortgage practices and establishing the Consumer Financial Protection Bureau.
- Provision of **Temporary Protected Status** was granted to Haitian in the US following the devastating earthquake in Haiti.



*In 2010, over 300,000 citizens across the nation received timely information and avenues for activism through our Action Alerts and Issue Updates.*

- **The Fair Sentencing Act** is a good first step to eliminating the gross racial discriminations of sentencing between possession of crack and powder cocaine. Although the revised law still does not treat the two forms of the illegal possession equally, this bill is the first time in over 40 years that Congress has moved to reduce any mandatory minimum sentence.
- Funding for more than 160,000 **public school teachers nationwide** is a crucial new provision to help avoid drastic and painful cuts in state and local government education budgets.
- **The Jobs and Credit Act of 2010** establishes a \$30 billion lending fund for small businesses and provides \$12 billion in tax breaks and enhanced federal small business programs.
- **The Healthy, Hunger-Free Kids Act** will invest \$45 billion to fight malnutrition and childhood hunger, as well as childhood obesity. It includes the first increase in federal meal reimbursements to schools in almost 40 years.



# Events Part One

## Joining Together for Progress

### Annual Convention – One Nation, One Dream

Thousands attend the NAACP's National Convention each year to examine the challenges that face us all, to celebrate the progress made, to train and encourage the next generation, and to be inspired by the stirring words and sterling example of leaders from across the United States. Our 2010 Convention was held in Kansas City, Missouri and featured distinguished guests and speakers, including First Lady Michelle Obama.

The convention set the stage for the coming year's programs and legislative agenda and featured advocacy workshops on a myriad of vital issues including health care, voter registration and mobilization, census participation, wealth creation and developing strategies to increase green enterprises in communities of color. The convention also included the 41st Annual Commerce and Industry Show and a two-day diversity job fair.

Our 95th Spingarn Medal was presented to Cicely Tyson by actress and activist Kerri Washington. Entertainment throughout the convention week was provided by LX, Ava Gardner, Monica, BeBe and CeCe Winans, Ruben Studdard, and Toni Braxton.



*"So I know that I stand here today, and I know that my husband stands where he is today, because of this organization – and because of the struggles and the sacrifices of all those who came before us."*

*— First Lady Michelle Obama  
Keynote Address, NAACP National Convention*





# Events Part Two

## Celebrating Our Unity

### Image Awards



Hosted by actor and author Hill Harper and actress and singer Anika Noni Rose, the Image Awards provided special recognition to human rights activist Van Jones, who was awarded the coveted President's Award. Filmmaker and actor Tyler Perry took the Chairman's Award for his philanthropy and career achievements, and musician Wyclef Jean received the Vanguard Award for raising funds and cultural awareness after the devastating earthquake in Haiti.

The "godfather of black music," Clarence Avant, was inducted into the Image Awards Hall of Fame.

Each year the Image Awards are a spectacular, star-studded event that draws national attention and honor to outstanding people of color in film, television, music, and literature. Through the Image Awards, the Hollywood Bureau recognizes and thanks those groups and individuals who promote social justice through their creative endeavors. The 41st NAACP Image Awards, televised from the Shrine Auditorium in Los Angeles, was a moving and memorable celebration of artistic merit.

Local events surrounding the annual event included the Hollywood Bureau's Annual Symposium, a celebrity golf challenge, a tea and fashion show, both pre-show and post-show galas, and "Feature Film Night" as an advanced screening to NAACP officials and attendees.



### Leadership 500 Summit

The desire to change and improve our world is as nothing if it isn't backed with skills, training, and support. So NAACP Chairman Roslyn M. Brock created the Leadership 500 Summit to help professionals from the ages of 30 to 50 become more capable and engaged in issues of social justice so they can become more skillful leaders in advancing civil and human rights.

The 6th Annual NAACP Leadership 500 Summit was held in Hollywood, Florida. Attendees explored their management and leadership abilities through workshops, interactive panel discussions, and facilitated general discussions led by prominent leaders from the private sector, non-profit world, corporations, and community organizations.



*The desire to change and improve our world is as nothing if it isn't backed with skills, training, and support.*

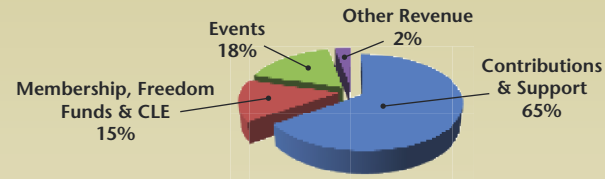


# Financials

## NAACP AND AFFILIATES CONSOLIDATED STATEMENTS OF FINANCIAL POSITION as of December 31, 2010 and 2009

	2010	2009
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 2,214,468	\$ 2,082,989
Investments	4,638,301	4,264,840
Accounts receivable, net	4,140,886	2,699,226
Other current assets	97,610	90,031
Total Current Assets	\$ 11,091,265	\$ 9,137,086
<b>FIXED ASSETS</b>		
Furniture and equipment, net	\$ 595,891	\$ 239,214
Land and building	454,550	943,218
Total Fixed Assets, net	\$ 1,050,441	\$ 1,182,432
<b>OTHER ASSETS</b>		
Investment in affiliates	\$ -	\$ -
Due from affiliates	-	-
Other assets	15,583	22,236
Total Other Assets	\$ 15,583	\$ 22,236
<b>TOTAL ASSETS</b>	<b>\$ 12,157,289</b>	<b>\$ 10,341,754</b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 2,362,764	\$ 1,134,208
Due to affiliates	-	-
Deferred revenue	-	206,101
Pension benefits	1,557,667	1,182,620
<b>TOTAL LIABILITIES</b>	<b>\$ 3,920,431</b>	<b>\$ 2,522,929</b>
<b>NET ASSETS/SHAREHOLDER'S EQUITY</b>		
Unrestricted	\$ 7,105,089	9,239,353
Accumulated deficit	(4,688,253)	(4,499,401)
Temporarily restricted	5,820,022	3,078,873
Shareholder's equity	-	-
Total Net Assets	\$ 8,236,858	\$ 7,818,825
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 12,157,289</b>	<b>\$ 10,341,754</b>

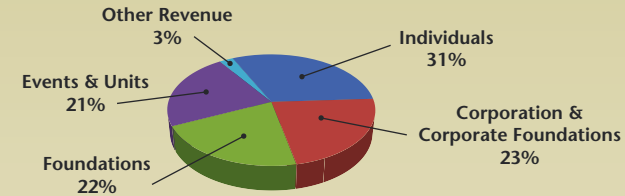
### Percent of Total Revenue



## CONSOLIDATED STATEMENTS OF ACTIVITIES for the years ended December 31, 2010 and 2009

	2010	2009
<b>SUPPORT AND REVENUE</b>		
<b>Support:</b>		
Grants and Contributions	\$ 19,752,713	\$ 15,088,790
Legacies and bequests	291,213	889,172
Support released from restriction	-	-
<b>Total Support</b>	<b>\$ 20,043,926</b>	<b>\$ 15,977,962</b>
<b>Revenue:</b>		
Membership	\$ 3,088,155	\$ 2,836,436
Convention	2,827,838	3,620,363
Image Awards	2,210,530	3,202,541
Leadership 500	357,025	-
Regional Offices & Conferences	90,348	-
Freedom Funds	1,238,865	1,035,736
Investment income	453,370	617,174
Disaster Relief	198,883	-
Subscriptions	66,033	18,924
Advertising	27,098	70,418
Other revenue	287,622	462,018
Revenue released from restrictions	-	-
<b>Total Revenue</b>	<b>\$ 10,845,767</b>	<b>\$ 11,863,610</b>
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 30,889,693</b>	<b>\$ 27,841,572</b>
<b>EXPENSES</b>		
<b>Program Services:</b>		
Membership Services	\$ 1,398,963	\$ 1,418,878
Field Operations	4,065,849	3,545,080
Convention	2,744,050	4,726,884
Image Awards	1,906,451	2,237,642
Leadership 500 Summit	369,025	444,262
ACT-SO	841,677	951,089
Civic Engagement	1,115,114	115,111
Program Operations	5,245,461	5,224,037
Research and Policy	1,254,581	1,445,211
Education	\$ 570,330	701,755

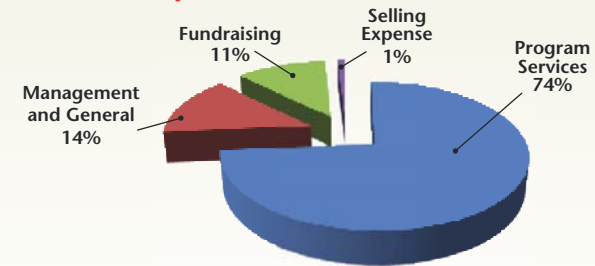
### Revenue Sources



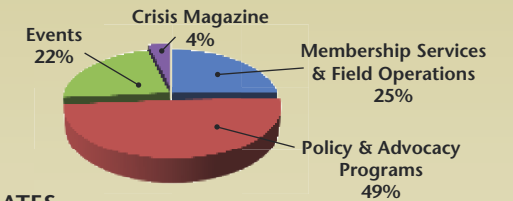
## CONSOLIDATED STATEMENTS OF ACTIVITIES for the years ended December 31, 2010 and 2009...con't.

	2010	2009
Health	\$ 467,654	113,683
Economic Development	327,100	110,119
Disaster Relief	234,065	-
Climate Justice	218,835	38,617
Criminal Justice	580,900	74,161
Cost of Sales - Crisis	841,555	918,439
<b>Total Program Services</b>	<b>\$ 22,181,609</b>	<b>22,064,968</b>
<b>Support Services:</b>		
Management and general	\$ 4,132,681	3,807,106
Fundraising	3,486,061	2,189,670
Selling expense	296,263	327,894
Total Support Services	7,915,004	6,324,670
<b>TOTAL EXPENSES</b>	<b>\$ 30,096,613</b>	<b>28,389,638</b>
Support and revenue over expenses	\$ 793,080	(548,066)
Change in defined pension plan obligation	(375,047)	776,687
<b>CHANGE IN NET ASSETS</b>	<b>418,033</b>	<b>228,621</b>
Net Assets/(Deficit), Beginning of Year	7,818,825	7,590,204
<b>Net Assets/(Deficit), End of Year</b>	<b>\$ 8,236,858</b>	<b>\$7,818,825</b>

### Percent of Total Expenses



### Percent of Total Program Expenses



## NAACP AND AFFILIATES CONSOLIDATED STATEMENTS OF CASH FLOW for the years ended December 31, 2010 and 2009

	2010	2009
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$ 418,033	\$228,621
Adjustments to reconcile changes in net assets to net cash (used in) provided by operating activities		
Depreciation	219,792	230,093
Unrealized (gain) loss on investments	(213,140)	(490,137)
Pension-related changes	375,047	(846,398)
Changes in assets and liabilities:		
Accounts receivable	(1,441,660)	(439,232)
Other current assets	(7,579)	167,809
Accounts payable and accrued expenses	1,228,556	(978,528)
Other liabilities	(206,101)	(282,100)
Net cash (used in) provided by operating activities	372,948	(2,409,872)
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of investments	(373,461)	(134,035)
Purchase of furniture and equipment	131,991	(92,528)
Net cash used in investing activities	(241,470)	(226,563)
Net (decrease) increase in cash and cash equivalents	131,478	(2,636,435)
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	<b>2,082,989</b>	<b>4,719,424</b>
<b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>	<b>\$ 2,214,467</b>	<b>\$2,082,989</b>



# Our Donors

The NAACP is grateful to all our donors who support and share our efforts to advance civil and human rights. Our work would not be possible without the support of our generous donors: (Donors of \$5,000 and above)

*The NAACP values the support of its many supporters and works to ensure that all contributions are properly recognized. So, if your contribution has been inadvertently omitted or misrepresented, or for spelling errors, please contact the Development Office at (410) 580-5777.*

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Thanks to the individuals that make up our NAACP family of supporters. Through the generous gifts of over 105,000 supporters the NAACP has been able to grow and thrive while providing vital support the the African-American community. Below you will find a list of individual donors that have generously given \$1000.00 or more during the 2010 calendar year. We humbly thank you for your generosity and continued support.

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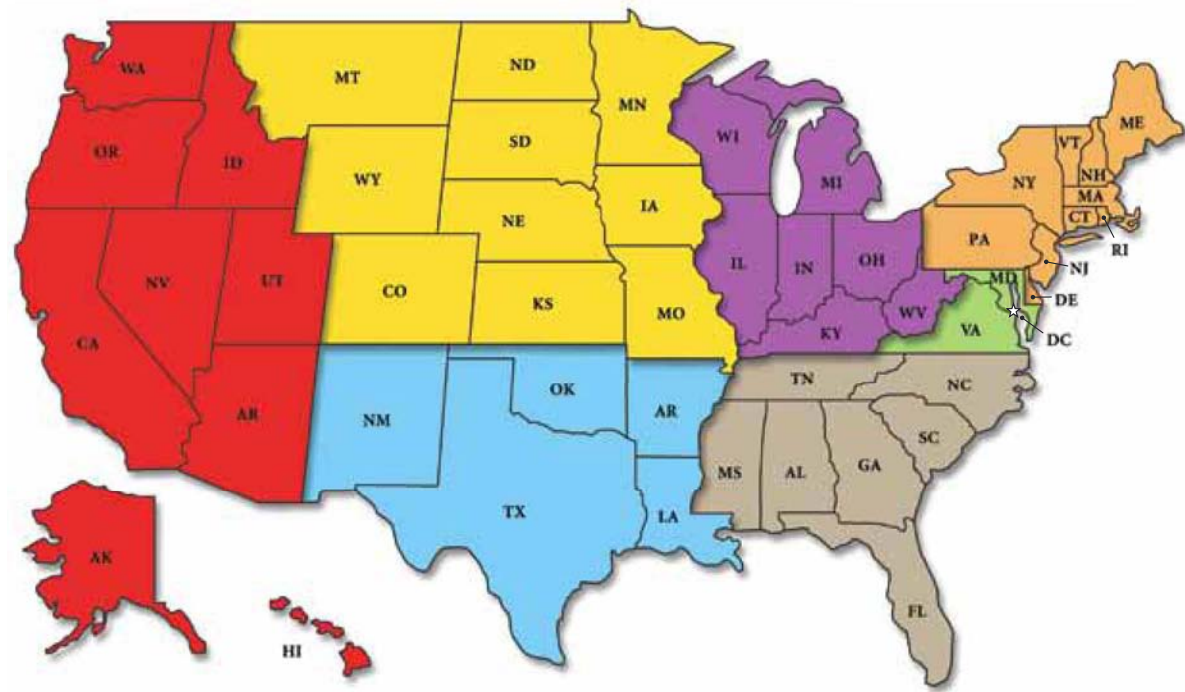
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- REGION II (includes Japan)
- REGION III
- REGION IV
- REGION V
- REGION VI
- REGION VII

