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Annual Report

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NAACP 100 Years:  
Bold Dreams, Big Victories



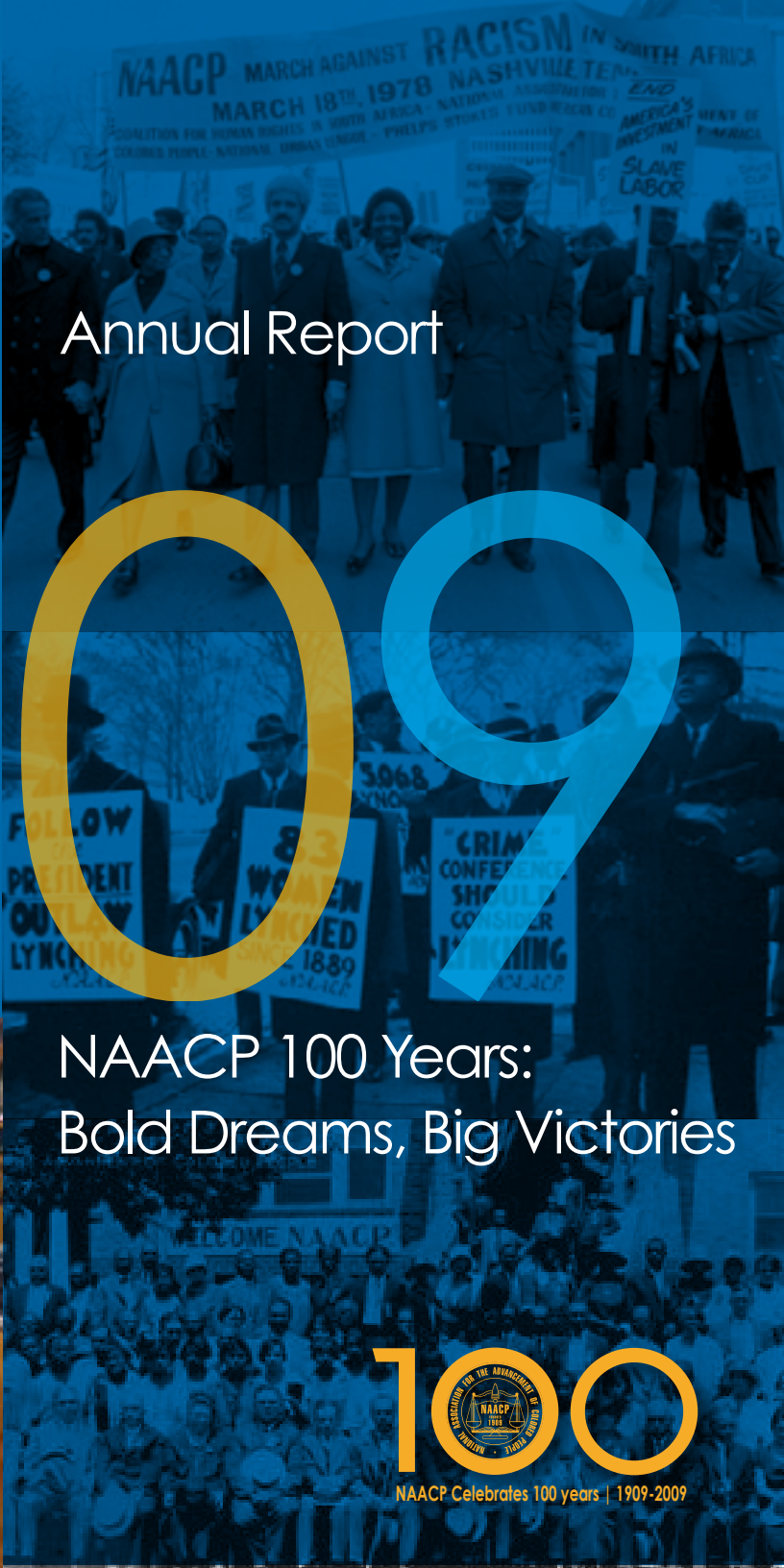
NAACP Celebrates 100 years | 1909-2009

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Annual Report

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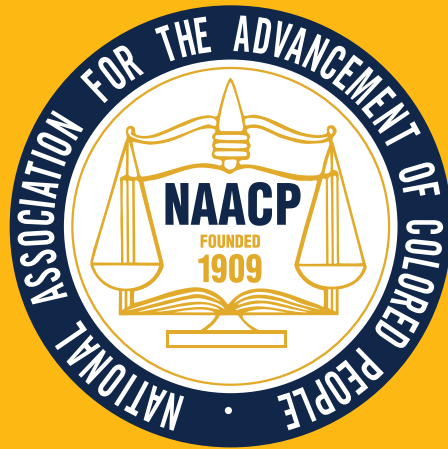
NAACP 100 Years:  
Bold Dreams, Big Victories



NAACP Celebrates 100 years | 1909-2009

# NAACP

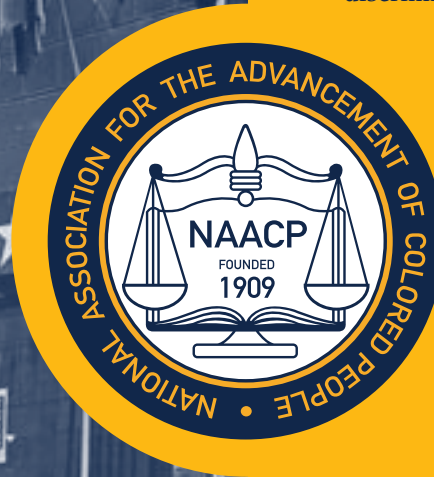
# 100



NAACP Celebrates 100 years | 1909-2009

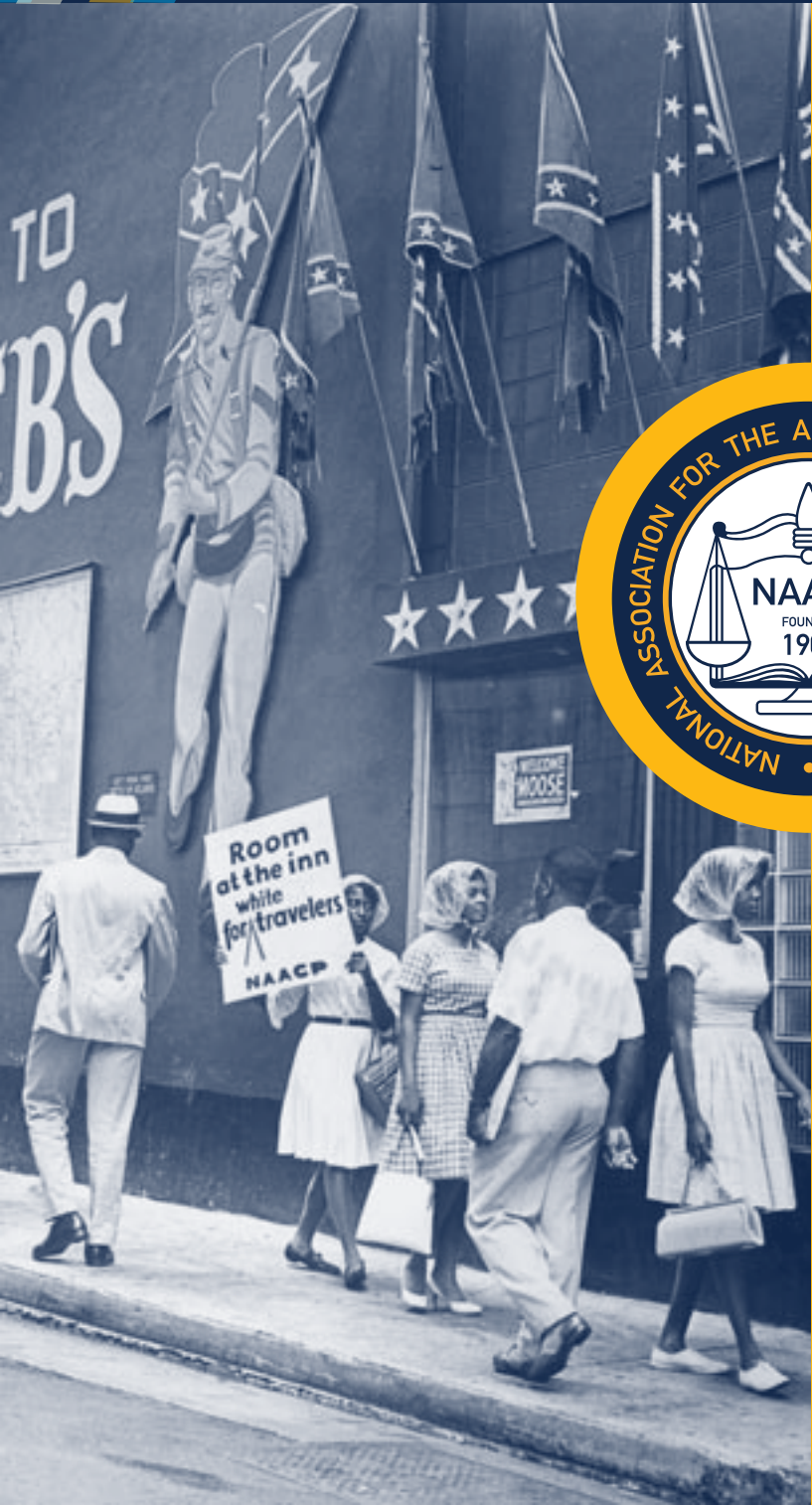
## Our Mission

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 race-based 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 without discrimination based on race.



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**NAACP TIMELINE:  
1915 BIRTH OF A RACE**

When President Woodrow Wilson screened D.W. Griffith's racially inflammatory "Birth of a Nation" at the White House in 1915, he proclaimed "it is like history written with lightning." Unlike Wilson, the NAACP wasn't bamboozled



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by the lies and distortions the film represented. The NAACP's protest against the film marked the beginning of a profound and ongoing commentary on Hollywood and the power of media to shape

our world. The NAACP continues to be the preeminent civil rights organization that monitors the pervasive influence of the entertainment industry and mass media.

# NAACP 100 Bold Dreams, Big Victories

The importance of 2009 for the NAACP cannot be overstated. It marked the 100th anniversary of the founding of a history-making organization and enduring movement to secure the rights and civil liberties of people of color in the United States. No other civil rights

organization in history has concentrated so squarely on the systemic barriers that have denied African Americans full rights and opportunities since the founding of our country. With unflinching commitment, the NAACP remains in the forefront of the battle against racism and the destructive ways in which its presence afflicts African American progress. That commitment is built on a 100-years-strong foundation, and is poised to renew itself just as freshly as the passion that gave birth to the NAACP in 1909.



Roslyn M. Brock  
Chair, Centennial Committee  
Vice Chairman  
NAACP Board of Directors

Describing the birth of the NAACP in 1914, Mary White Ovington--who together with figures like W.E.B. Du Bois, Oswald Garrison Villard, and William English Walling - recounts how they all convened on an idea as well as an ideal: that “we must come to treat the Negro on a plane of absolute political and social equality.” These words bore specific reference to race riots being held in Springfield, IL in the summer of 1908, but they became the hallmark and guiding principle of the work the NAACP continues to do today.

Indeed, the country is still embroiled within the struggle to rid itself of the practice of rendering blacks and other minorities invisible, as Ralph Ellison noted brilliantly in his 1953 novel *Invisible Man*. Ellison's hero contended that he was not invisible because he was a ghost; rather, he was invisible because people refused to see him. Recognizing this keenly and effectively, the NAACP has been in the service of making the plight of African Americans visible to the nation and to the world at large. Whether it be in the ongoing fight for quality education that transcends socioeconomic status, or our drive to enact legislation eradicating the pipeline to prison phenomenon that cripples countless numbers of black families, the NAACP is energized to meet the challenges of its next century of service.

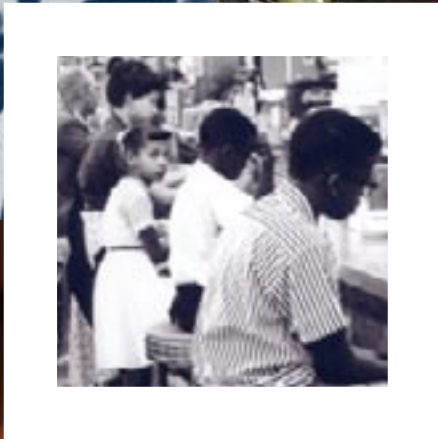
And to this challenge, the NAACP has unwaveringly said yes: to dreaming bold dreams that bring about big victories.

**NAACP TIMELINE:  
1919 LYNCH LAW**

The most savage and brutal example of white supremacy was a lynch mob. In 1919 the NAACP published a landmark report, *Thirty Years of Lynching in the United States: 1889-1918*. The report was the foundation used to end this brutal form of political and economic



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# Chairman, National Board of Directors



This year, 2009, the NAACP commemorated its Centennial to say “We Are One – We are One Hundred!” While we celebrated, across the nation, our grassroots volunteers also continued to carry on our work in countless towns and cities, in some 1700 adult and youth units. Members from all walks of life worked to meet the critical challenges in their communities and our country, to ensure our civil rights.

Our Centennial Theme proclaimed, “100 Years: Bold Dreams – Big Victories!” In communities across the country, we worked to make this a reality. In North Carolina we helped unionize 5000 workers in the world’s largest pork processing plant; in Alabama, helped organize employees in the only factory authorized to make baseball caps for the Major Leagues or helping Muslim prisoners in Oregon have the right to wear Muslim clothing and have their religion respected. We registered hundreds of mostly white prisoners to vote in Maine; fought school closings in low income neighborhoods in Seattle, and sued the Department of Housing and Redevelopment for permitting the Governor of Mississippi to divert money designated for Katrina victims. This is how we worked to redress injustices and transform dreams into victories.

As you read this 2009 Annual Report, you will see how the Association vigorously carried on our programs with our dedicated and stalwart army of volunteer workers from North to South and East to West. We are here; with your help, we are here to stay as long as we are needed.

Stay with us, as we march through this next century!

Sincerely,

A handwritten signature in black ink that reads "Julian Bond". The signature is fluid and cursive, written over a light background.

Julian Bond

Chairman

NAACP National Board of Directors

## President & CEO



For 100 years, the NAACP has fought to make the American dream real for all families in this country, winning hundreds of thousands of victories along the way. So, I have no doubt that the big battles we face -- the battles for good schools, the battles for good jobs, the battles for health care for all, the battles for safe communities and a justice system that works for everybody in this country -- will be won.

The NAACP and the coalition of people and institutions investing their work and resources to ensure human dignity is universal in this country and in this world, wake up every morning with freedom on our minds and in our hearts and victory in our eyes.

Our success in 2009 was the result of fully engaged volunteer leaders who helped deliver the hard won victories. They were not content on the sidelines, and they continue today to be on the forefront in the struggle.

Fighting for educational equality, equal protection under the law, good jobs, quality affordable health care, economic empowerment and labor rights are all central core values of our work in the past, present, and will continue to be the cornerstone surely in the future. With revitalized programs and renewed organizational strength, the NAACP remains positioned to accelerate the pace of progress.

Thank you for your support in helping us win big in our second century. Together, we will continue to expand our reach and advance an agenda to enforce civil rights and secure additional human rights in communities across America and in our nation.

A handwritten signature in black ink that reads 'Ben Jealous'.

Benjamin Todd Jealous  
President & CEO  
NAACP

# Chairman, Special Contribution Fund



It was on December 23, 1776, during the Revolutionary War when Thomas Paine wrote "These are the times that try men's souls...it would be strange indeed if so celestial an article as FREEDOM should not be highly rated."

We are commemorating the Centennial of the NAACP birth in 1909 following the Call to the Nation for "all believers in Democracy to join in the renewal of the struggle for civil and political liberty." Today, one hundred years later, we continue to pursue our mission to achieve Freedom.

This 2009 Annual Report reflects the work of hundreds of thousands of NAACP volunteers and staff, who carried forth vital NAACP programs including economic empowerment, accessible health insurance, affordable and available housing, voter education and equal employment opportunities.

Financial support is essential for such programs, therefore our NAACP Special Contribution Fund Trustees celebrated the NAACP Centennial collectively expanding their fundraising campaign to underwrite our NAACP programs. It is with great appreciation that we note more than two million dollars was raised by our SCF Trustees during the Centennial year, representing an increase of some twenty-five percent over the previous year of 2008. Thus, we proudly salute our SCF Trustees and encourage them to move onward and upward!

We of the NAACP, together with our constituents from border to border and coast to coast, are engaged in this unyielding campaign for FREEDOM.

We urge you to come with us to achieve the triumph of victory as we meet the many challenges of our second century.

Sincerely,

A handwritten signature in black ink that reads "Eugene J. Duffy". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Eugene J. Duffy  
Chairman

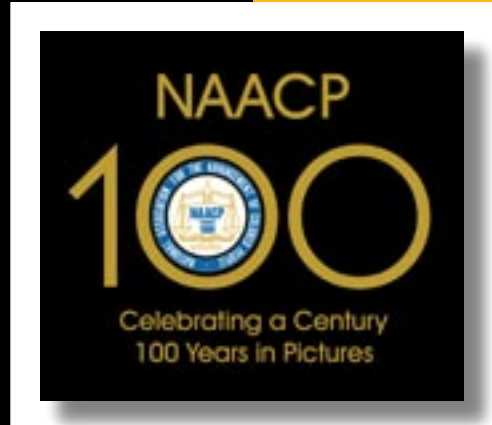
NAACP Special Contribution Fund Board of Trustees



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that ignited the American Revolution. From the Revolution, through the Civil War, to our current war against global terrorism, African Americans have heroically sacrificed their lives to protect

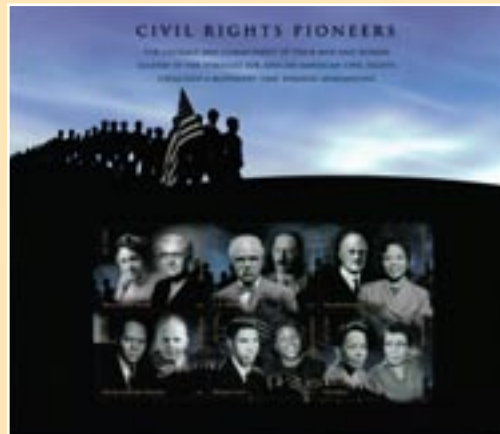
all of our freedoms even when their basic rights as citizens were denied. The NAACP was on the frontlines of the battle to end discrimination in the Armed Forces.

# Centennial Commemorative Projects

In honor and recognition of our 100 year anniversary, the NAACP commissioned several **Centennial Commemorative Projects** including:

- The Civil Rights Pioneers US Postal Stamp was unveiled at the February 2009 Annual Meeting, commemorating many of our civil rights leaders, including Mary White Ovington, W.E.B. Du Bois, Walter White, James Weldon Johnson, Joel E. Spingarn, Thurgood Marshall and Daisy Gatson Bates. Descendents of several of the founding members and leaders participated in the unveiling. Thurgood Marshall, Jr., Chairman of USPS Board of Governors, was the featured speaker.

- The first edition of the NAACP coffee table book, **“NAACP 100: Celebrating a Century, 100 Years in Pictures.”** The book highlights the dedication and work of NAACP leadership on the national and local level. It testifies to the impact the NAACP has had on the pursuit of civil rights and social justice in America.



- Commissioned artwork from renowned African American artists Elizabeth Catlett (“Keisha M.”); Jonathan Green (“Geech”); and Sam Gilliam (“Recitals”). Centennial receptions showcasing the artwork were held during the Image Awards and the National Convention in New York.

- Interactive Timeline, sponsored by the Verizon Foundation, offers a historical context for the NAACP and its 100 years of service in the fight for civil rights. The web based site hosted by actor Laurence Fishburne, is accessible by students and teachers throughout the country, serving as a resource for curriculum development and exploration.

- The NAACP Civil Rights Schools took place at some of the most prestigious universities across the country, including UCLA, Harvard, Howard and NYU. Renowned historians and social scientists reflected on the history of the NAACP in 25-year periods, broken down accordingly: 1909-1934, the founding years of James Weldon Johnson; 1935-1959, the Walter White years; 1960-1984, the Roy Wilkins years; and 1985-2009, the Benjamin Hooks years. Documentation from the schools provided the source material for the NAACP documentary, which is now in production.

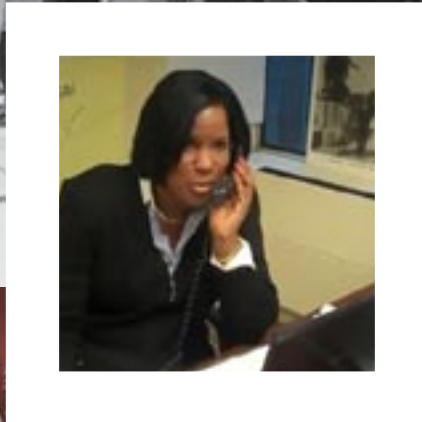
In addition to projects on the national level, many events were conducted by the State and Area Conferences, branches, young adults, youth councils and college chapters across the country to celebrate the history and triumphs of the NAACP on the local level. From Georgia to Washington State, Tennessee to Oregon, California to Massachusetts, there were special commemorative celebrations, galas, oral history projects, public meetings, dinners, receptions and theatre parties. Each activity served as a fitting tribute to the Association’s enduring legacy.

**NAACP TIMELINE:  
1954 SEPARATE AND UNEQUAL**

NAACP Litigation Director Charles Hamilton Houston and its Legal Counsel Thurgood Marshall, fought 26 cases before the Supreme Court, none more important than



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# A Healthy Society

The NAACP has a long history of engaging in health advocacy and promotion. As early as 1933, the Association advocated for safety net laws such as Social Security and later in the 1960s, with other national partners, the creation of the National Health Insurance programs that were the precursors to modern day Medicare and Medicaid programs.

Today, the NAACP continues to leverage its national voice to assist in the eradication of racial and ethnic health disparities.

In 2009, in collaboration with the National Urban League and the Black Leadership Forum, the NAACP established a **Civil Rights Health Care War Room** in Washington, D.C. Through our collective efforts in generating tens of thousands of phone calls and letters to Congress, the voice of the civil rights community was clearly heard by policymakers on the issue of health care.

Additionally, the NAACP outlined its primary advocacy and program agenda around two of the most prevalent health issues impacting the African American community: **Childhood Obesity** and **HIV/AIDS**.

These priority areas serve as the programmatic thrust for the Association's health program, providing an opportunity for the NAACP's participation in the national dialogue around these pressing issues.

## Childhood Obesity

It is impossible to address the high prevalence of childhood obesity in the African American community without addressing the racial disparities that has led to this epidemic. For many African Ameri-

can families it is difficult to find affordable fresh produce near their homes, and in some areas, it is not safe for kids to exercise outdoors, both factors that continue to contribute to the escalating obesity rates in children of color.

In 2009, with a grant from the Robert Wood Johnson Foundation, the NAACP developed an agenda to address the issue of childhood obesity in the African American community. The focus of this work is to change policies and programs at the local, state and federal levels and to advance improvement in community environments that promote and support healthy lifestyles for children.

## HIV/AIDS

There is no issue for which health disparities are more glaring than HIV/AIDS. African Americans have been disproportionately affected by this epidemic since its' beginning and the disparity has deepened over time.

As a member organization of **Act Against AIDS Leadership Initiative (AAALI)**, the NAACP is engaged in a campaign addressing HIV/AIDS prevention and education. In 2009, the campaign included training workshops in:

- **Houston, Texas**
- **Boca Raton, Florida**
- **Washington, DC**
- **Prince Georges County, Maryland**

**NAACP TIMELINE:**  
**1955 RESISTANCE & CIVIL DISOBEDIENCE**

The NAACP has always respectfully recognized that unjust laws must be addressed by the government and in the courts. But organized, peaceful protest are sometimes



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needed to put the issues in front of the court of public opinion. Organized civil disobedience is the foundation upon which the Civil Rights Movement was built -- from the Silent March of 1917 led by

James Weldon Johnson, the Montgomery bus boycott inspired by Rosa Parks and lunch counter Sit Ins and the Freedom Rides organized by students to the historic March on Washington.

# Education

Today, there is broad consensus that education is the defining civil and human rights issue of our time. Fifty-five years after our victory in *Brown v. Board of Education*, many of America's schools are even more segregated and do a worse job of preparing children to be productive citizens.

In 2009, the NAACP began to lay the groundwork for nationally reasserting its presence in education reform by crafting an agenda to improve the quality of education while closing existing racial disparities in access and outcomes.

The plan, developed in collaboration with the Earl Warren Institute on Law and Social Policy - University of California, Berkeley, unveiled a suite of local, state, and national strategies that will help members of the educational community address the problems in schools at every level of government and to build coalitions with an invigorated sense of clarity and hope. Through the comprehensive plan we are approaching education disparities by addressing:

- **Teacher quality**
- **College/career readiness**
- **Resource Equity**

In 2009, the NAACP continued to advance key education initiatives in communities throughout the country, including:

- **Providing support and training to communities throughout the country around resource equity, the racially disparate application of school discipline policies and teacher quality**
- **Addressing access to gifted & talented programs by minority students and admission standards for advanced middle school math programs**
- **Working in partnership with the National Board of Professional Teacher Certification to increase the number of African American board certified teachers in school districts throughout the country**

**NAACP TIMELINE:  
1965 WE THE PEOPLE**

Americans have one of the greatest rights any free people can have: the right to vote. Historically the NAACP has led legal challenges against voter discrimination in three areas: white primaries, poll tax, and other insidious registration barriers. The passage of the Civil Rights Act of 1964 and



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# Criminal Justice

The policies of mass incarceration of the past several decades have run their course and the significant social costs of these policies are becoming more evident each day. Though “tough on crime” laws have put an unprecedented number of non-violent offenders behind bars in recent years, our neighborhoods feel no more secure.

Our country may be approaching a moment where it is possible to bring about the reforms that will make our law enforcement and corrections systems more effective and more just.

In 2009, the NAACP launched a strategy to stimulate, advance, and sustain national, state, and local conversations on improving the quality of justice in America. Our “Smart & Safe” education campaign, is designed to:

- **Change the frame for criminal justice policy discussions from “Tough on Crime” to “Smart on Crime” by promoting common sense tenets for criminal justice reform.**
- **Empower NAACP members through educational resources and training to reform their cities, counties and states.**
- **Encourage more progressives to seek elected and appointed law enforcement and judiciary leadership positions.**

## Eliminating Employment Barriers for the Formerly Incarcerated

As more than 600,000 individuals leave U.S. prisons each year, our communities continue to grapple with the unique challenges presented by those who ostensibly have “paid their debt to society” yet face barriers to re-entry that effectively continue their punishment. Today, our nation's returning citizens face significant and numerous barriers to finding housing and employment, regaining custody of their children, receiving personal loans or financial aid toward school, voting and possessing other basic resources needed to rebuild their lives.

In 2009, the NAACP developed an employment strategy designed to remove the unnecessary barriers to employment for formerly incarcerated people. Our goal is to ensure that blanket bans on employment do not deny those who are qualified for work a chance—even a second chance—to live better and to prevent unnecessary discrimination against formerly incarcerated people as they are seeking to rebuild their lives through employment.

The NAACP is working with major public and private sector employers in search of pragmatic remedies to this urgent problem.

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estimated \$700 billion into the American economy annually, the NAACP is dedicated to accelerating economic growth in our communities and eliminating existing racial and ethnic economic disparities. The NAACP has

insisted that color should not be a barrier in a worker's quest for fair employment and promotion.

# Climate Justice

As an extension of the environmental justice movement, climate justice is one of the most important civil rights issues of the next generation.

In 2009, the NAACP, with the establishment of its Climate Justice program, began to take a more active role in mobilizing its membership, educating policy makers, and informing membership on how best to promote the long-term environmental well-being of their communities.

Through the Climate Justice program, the NAACP works to understand how climate mitigation policies and strategies affect communities of color; advance a climate justice advocacy agenda which promotes policies on, among other issues, clean energy, transportation equity, economic empowerment/green economy and disaster planning; and help underserved communities become active participants in the “green economy.”

As a new player in the climate justice and energy policy arena, the NAACP made significant progress engaging partners with decades of work in this field who are capable of providing technical assistance and connections to the broader movement to advance the overall climate justice goals.

Key among these partners include the **Mobilization for Climate Justice, Movement Generation for Change, Black Women's Roundtable, National Wildlife Federation, Environmental Justice and Climate Change Initiative, Oxfam America,** as well as the **Women's Environment and Development Organization and Gender CC.**

Through publications and presentations at key events, the NAACP was able to lend its voice on climate change issues. Publications and presentations in 2009 included:

“*What the UN Climate Talks Mean for US*” --Black Commentator

“*Right to a Healthy Environment*”—Intercommunity Peace and Justice

“*Natural Disasters, Climate Change Uproot Women of Color*” --On the Issues Magazine and TruthOut

“*10 Lessons From Copenhagen*”--The Root—Washington Post

“*Climate Change is a Civil Rights Issue*”—The Root—Washington Post

## Presentations at Key Events

### Oxfam

- “Race, Vulnerability, and Disaster in Mississippi and Louisiana”

### Black Women's Roundtable

- “Where Race and Gender Meet Climate Change”
- “Black Women Overcoming Copenhagen”  
(Panel sponsored by NAACP)

### UN Framework Convention on Climate Change

- “Selected Stories of Differential Impact of Climate Change”  
(panel sponsored by the Women's Environment and Development Organization)
- “Gender, Race and Climate Change in the US”  
(panel sponsored by the National Wildlife Federation)

**NAACP TIMELINE:**  
**2010 THE NEXT 100 YEARS**

For 100 years the NAACP has been both a beacon and refuge for American citizens in search of freedom, justice, and equality. In its original Call, the founders of the NAACP declared that "Discrimination once permitted cannot be bridled....We call upon all the believers in democracy to join in



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# Economic Opportunity

Fairness plays a role in any economy, and for that reason, we have developed a number of programs designed to elevate civil and human rights as they pertain to economic opportunity. As the nation faces one of the worst fiscal crisis in more than three decades.

In 2009, the NAACP continued to build on its historic commitment to economic equality by focusing on several goals:

**Predatory Lending:** Efforts continued in our ongoing lawsuit against more than a dozen lenders that contributed to the national foreclosure crisis by steering black homeowners and other underrepresented borrowers into costly sub-prime products.

Our report, **Discrimination and Mortgage Lending in America: A Summary of the Impact of Subprime Lending on African Americans**, encourages transparency and fairness in the processes of obtaining quality loans. To improve the relationships between financial institutions and people of color and other historically disadvantaged borrowers, the NAACP has developed nine principles of fairness in banking and lending.

**Economic Inclusion:** We are engaged in several ongoing projects to monitor and enhance corporate and industry diversity and to elevate the business model of diversity in public and private employment throughout the nation, including:

- Forming a taskforce to develop a strategy to help some of our nation's largest employers stop unnecessary discrimination against formerly incarcerated people.

- **Economic Reciprocity Initiative** report cards, and other measures of fairness and diversity with respect to employment and wealth-building opportunities.

- **Gateway to Leadership**, a summer internship program, in partnership with the Money Management Institute designed to prepare undergraduates -- many from Historically Black Colleges and Universities - for leadership roles in the financial services industry.

- **Madison Avenue Project**, was initiated to reverse the widespread, discrimination against African Americans in the advertising industry and to promote diversity and equality.

## Field Operations and Membership

With 1,700 Branches, 600 Youth and College Chapters, and 210 ACT-SO programs and more than 300,000 members, the NAACP is truly the largest volunteer-run advocacy organization focused on the problems facing African American families in the United States.

With the massive local volunteer infrastructure, the accumulated and organized wells of local credibility, expertise, and the ability to mobilize, the NAACP continues to be uniquely positioned to play a sustaining role in transformative change.

In 2009, our State Conferences and local volunteer leaders helped deliver hard won victories in states as varied as New Mexico, where we were instrumental in outlawing the death penalty and racial profiling; in North Carolina where the Racial Justice Act was passed in 2009 with the help of NAACP members and state leadership; in New York, where our members helped to pass major reforms to send addicts to rehabilitation instead of prison; and in Florida where our members helped in the reformation of the state's zero-tolerance school discipline policies.

Additionally, the NAACP began a process of retraining its entire network of branches in the art of modern community organizing. Midwest Academy, our partner in this effort, developed a curriculum to help our branches fully realize their potential as local volunteer community organizers and advocates.



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## Religious Affairs

The NAACP has always had a strong relationship with the religious community—one of its closest allies for nearly a century. From the beginning, the NAACP has been regarded as the fighting arm of many churches with members participating on both fronts.

In 2009, the NAACP convened working sessions with religious leaders from diverse faiths and ethnicities including Christian, Jewish, Islamic and other communities, to define the role of the church in the continuing effort to advance civil rights in the 21st century.

## Stakeholders Relations

In 2009, the NAACP established an important partnership with the **National Pan-Hellenic Council (NPHC)**, a collaborative organization of nine historically African American, Greek lettered fraternities and sororities, collectively referred to as the “**Divine Nine.**”

The NAACP will leverage the partnership to advance key program initiatives such as voter registration and membership promotion.

## Civic Engagement

For African Americans, the 2008 Presidential elections had particularly poignant meaning as millions of new voters turned out in our communities to participate in this historic race.

The NAACP was active on the web with viral civic engagement strategies that facilitated the registration of about 1,000 people per day. We were on the streets with outreach programs in jails, on campuses and on the block engaging thousands more volunteers and new voters.

Last year's election demonstrated the importance of coordinated outreach, media and mobilization in moving a political agenda from the margins to the mainstream.

As we approach 2010 and the decennial census, it is clear that a major, coordinated effort is required to prevent under counts in communities that are hard to count. Under counts constrict access to fair representation from Congress to City Council and restrict public funding at every level.

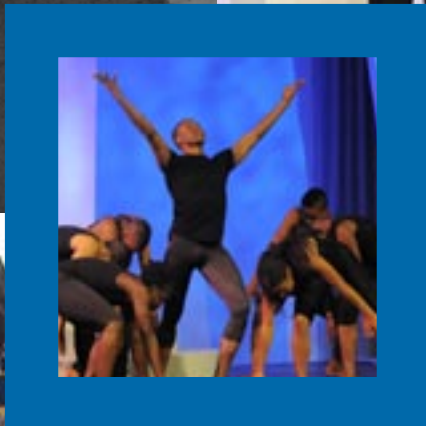
In 2009, the NAACP launched **Yes We Count**, a national grassroots campaign to increase the final census response rate by ten percent in more than 471 hard to count census tracts in 11 states and six metropolitan areas.

Targeted NAACP branches began training and recruitment efforts for regional census managers in preparation for canvassing, outreach and marketing efforts to be launched in 2010. Planning for the 2010 Census included:

- **Census campaign management workshops held at NAACP state conventions and in local communities;**
- **Recruitment for Regional Census Managers and volunteers;**
- **Development of communications tool kits which will include local radio PSAs, op-ed templates as well as print and web-based marketing materials to be used in these efforts**



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by the lies and distortions the film represented. The NAACP's protest against the film marked the beginning of a profound and ongoing commentary on Hollywood and the power of media to shape

our world. The NAACP continues to be the preeminent civil rights organization that monitors the pervasive influence of the entertainment industry and mass media.

# The Next Generation

Over the years, the NAACP has found and created leaders where others said none existed. It has done so by systematically identifying young people in hundreds of communities and involving them in its youth programs: **Youth and College Division** and the **Academic, Cultural, Technological and Scientific Olympics (ACT-SO)**. Through these programs, the NAACP provides leadership training and encourages academic and artistic excellence for more than 50,000 young people each year in communities throughout the country.

The NAACP's youth programs are second to none in their efficiency in identifying and uplifting young people. By fostering a sense of purpose and promise, and connecting young people to mentors and like-minded peers, NAACP youth programs have transformed thousands of lives.

These programs have produced some of the country's most noted business and political leaders and those who are accomplished in the arts and sciences.

## Youth and College Division

Like generations before them, young people continue to be a driving force for change in our country. The Youth & College Division provides one of the strongest and most capable elements in the NAACP's volunteer network, with young people mobilizing and organizing around issues that impact the daily lives of African-Americans.

To attract new members, in 2009, the Youth and College Division launched a membership campaign, **100 Remix**, sponsored by YUM! Brands. The Campaign included outreach on college campuses and in various local communities, attracting more than 13,000 new members.

## Academic, Cultural, Technological and Scientific Olympics (ACT-SO)

Since 1978, ACT-SO has inspired and encouraged young people, including many in America's toughest neighborhoods, to pursue academic and artistic excellence.

In 2009, more than 11,000 students from 210 communities nationwide participated in local ACT-SO programs, competing in 26 categories ranging from business and biology to ballet. Local winners traveled to New York to compete for national titles, scholarships, computers and other prizes to support their personal and career development.

At the national competition, students participated in workshops, master classes and interacted with professionals in various fields.

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terrorism. To show that the members of the organization would not be intimidated, it held its 1920 annual conference in Atlanta, considered at the time to be one of the most active Ku Klux Klan areas

in America. This fight against racially incited violence continues today with monitoring of hate speech, fighting for stronger hate crime legislation and addressing police accountability issues.

# Legal Advocacy

In 1909, the NAACP began what has become its legacy of fighting legal battles to win social justice for African Americans.

Today, one hundred years later, 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 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, and criminal law and voting, striving always to advance the Association's goals.

The Legal Department maintains an active docket of Civil Rights cases, frequently in conjunction with a team of cooperating lawyers around the nation, to address Civil Rights violations and to forge the way in the fight to prevent the erosion of Civil Rights law in this country.

## NAACP Law Fellows Program

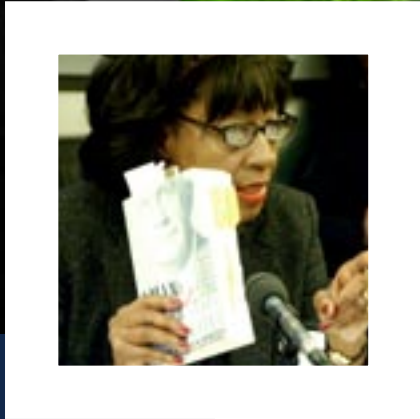
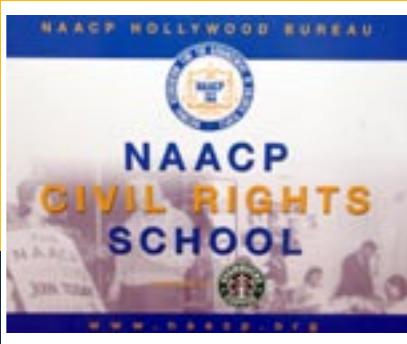
The NAACP Law Fellows Program was created with the vision of developing future generations of civil rights attorneys. Each year, through a rigorous selection process, the Legal Department chooses several students from law schools across the nation to participate in the program.

While these students are from diverse backgrounds, they share a common interest in civil rights law. In 2009, five Law Fellows worked in various capacities to support the initiatives of the NAACP including as legal research, writing, and projects around NAACP core programs.

# NAACP TIMELINE: 1931 EQUAL JUSTICE

The NAACP provided legal, financial, and moral support in the 1930s, when the Scottsboro Boys were unfairly convicted in the 1950s, when the family of Emmett Till

# big



# bold



# &now

# Hollywood Bureau

Since the early 1900s, the NAACP has been involved in the continuing struggle for greater participation and the positive portrayal of African Americans in the media and in entertainment. Its early crusade against the movie "Birth of Nation" was the catalyst for key independent black filmmakers to defy stereotypes by creating movies that portrayed blacks in a positive light.

Today, the Hollywood Bureau provides consistent monitoring and leads a national dialogue around issues as they relate to equality in front of and behind the camera.

In 2009, the Hollywood Bureau led two innovative centennial media projects, **the NAACP Interactive Timeline** and **The Civil Rights Schools**.

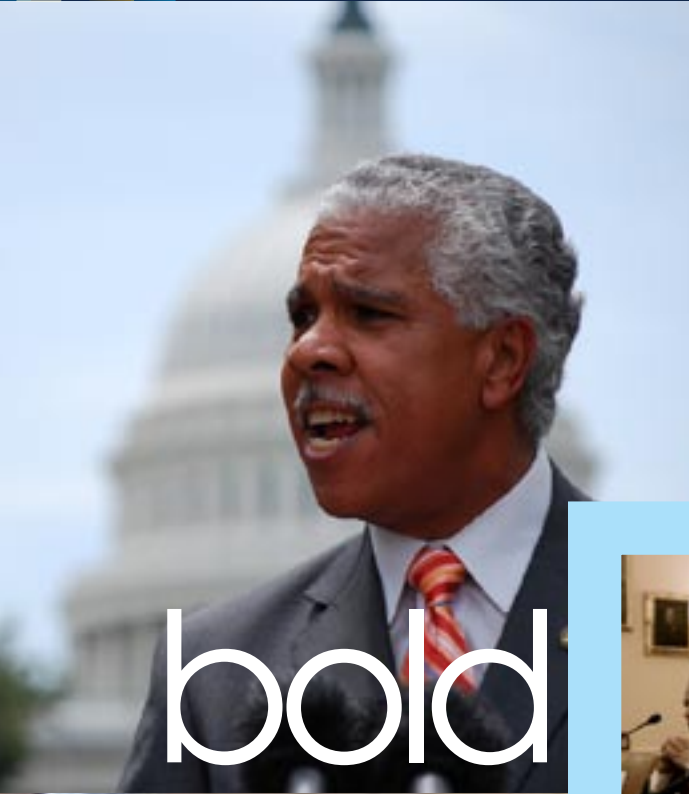
## Interactive Timeline

The NAACP timeline, an interactive web based tool designed to provide an historical context for the NAACP and its 100 years of service in the fight for civil rights. The site, sponsored by the Verizon Foundation and hosted by actor Laurence Fishburne, reaches students, teachers and parents and greatly enriches classroom instruction.

As the first interactive timeline of black history, the site launched to rave reviews and was selected by **eSchool News** as its featured "Site of the Week". The timeline is incorporated into the Verizon Thinkfinity site, an online resource tool merging literacy and technology.

## Civil Rights Schools

In commemoration of the Centennial Anniversary, the Hollywood Bureau brought together leading scholars, renowned historians and social scientists to discuss and document the 100 year history of the NAACP. The Civil Rights Schools held at universities around the country, focused on a 25 year period of NAACP history: **The Founding Years; The Walter White Years; the Roy Wilkins Years; and the Benjamin Hooks years to the present.**



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that ignited the American Revolution. From the Revolution, through the Civil War, to our current war against global terrorism, African Americans have heroically sacrificed their lives to protect

all of our freedoms even when their basic rights as citizens were denied. The NAACP was on the frontlines of the battle to end discrimination in the Armed Forces.

## Washington Bureau

For 69 years, the NAACP Washington Bureau has been a vanguard of the legislative and policy struggle. Charged with pursuing and implementing NAACP policy at the federal level, the Bureau has played a role in every piece of legislation regarding African Americans since World War II.

In 2009, the Bureau upheld its tradition and celebrated its role in the passage of key legislation, including:

- The enactment of the Matthew Shepard, James Byrd Jr. Local Law Enforcement Hate Crimes Prevention Act, expanding the role the federal government can play in the prevention, investigation and prosecution of hate crimes.
- A major expansion of health care insurance for low- and moderate-income children into law, expanding the State Children's Health Insurance Program (SCHIP) to cover an additional 4.1 million American children, bringing the total to 11 million nationwide.
- Overturning a ban on the federal funding of needle exchange programs in our fight against HIV/AIDS. This ban, which had been in place for 23 years, meant that states were being forced to use their own funds, or to simply go without, on a program that has been proven effective in the fight against the spread of HIV and AIDS.
- The extension of unemployment benefits in every state by 14 weeks for people who have used up their 26 weeks of state compensation as well as providing an additional six weeks to jobless people in states with unemployment rates of 8.5% or higher.
- The provision in the Worker, Homeownership, and Business Assistance Act of 2009 to help small businesses who are facing losses during the current recession and the extension of the \$8,000 tax credit for first-time homebuyers.
- The enactment of the Credit Cardholders' Bill of Rights of 2009 to curb predatory lending practices by credit card companies.
- The enactment of the Helping Families Save Their Homes Act of 2009, making it easier for homeowners facing foreclosure to apply and be eligible for federal assistance.

**NAACP TIMELINE:  
1954 SEPARATE AND UNEQUAL**

NAACP Litigation Director Charles Hamilton Houston and its Legal Counsel Thurgood Marshall, fought 26 cases before the Supreme Court, none more important than



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Brown v. Board of Education. Comprised of five anti-discrimination lawsuits Brown v. Board is one of the major legal landmarks guaranteeing the right to equality in

American society. Education is the key to full citizenship. The NAACP continues to fight for quality education as an essential civil and human right.

# Events

## Convention

The Centennial Convention, lead by Vice Chairman Roslyn M. Brock, was recognized as the event of the year for those interested in advancing civil and human rights. More than 10,000 people joined the NAACP in New York, NY, to celebrate the past achievements of the NAACP and to continue to share models for advocacy and for strengthening communities.

Through workshops, plenary sessions, seminars and other activities, the NAACP was able to lead a national dialogue around civil rights and to establish policies for the upcoming year.

President Barack Obama, in his keynote speech at the Convention effectively captured the relevance of this milestone anniversary stating “the NAACP must remain committed to another 100 years of trailblazing civil rights advocacy. As we celebrate the remarkable achievements of the past 100 years; even as we inherit extraordinary progress that cannot be denied; even as we marvel at the courage and determination of so many plain folk, we know that too many barriers still remain...what’s required today--what’s required to overcome today’s barriers is the same as what was needed then.

Another highlight of the Convention, was a special plenary session, featuring several past NAACP Spingarn Medalists including Vernon

Jordan, Andrew Young, Jesse Jackson, Sr., Lawrence Wilder, Colin Powell, Myrlie Evers Williams, Earl G. Graves, Sr. Congressmen John Lewis and John Conyers. These leaders shared their voice on the historical significance of the NAACP and the challenges it must address for its second century of service.

At the Convention, the 94th Spingarn Medal was awarded to the Honorable Julian Bond, NAACP Board Chairman. Chairman Bond was recognized for his long and distinguished record as a civil rights activist and educator. NAACP President Benjamin Jealous described Chairman Bond’s “record of service and leadership as legendary and inspiring. His passionate oratory, deep thinking, political savvy and sense of humor make him a unique scholar-statesman of our time and an omnipresent soldier in the struggle for equality on many fronts.

NAACP TIMELINE:  
1955 RESISTANCE & CIVIL DISOBEDIENCE

The NAACP has always respectfully recognized that unjust laws must be addressed by the government and in the courts. But organized, peaceful protest are sometimes



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needed to put the issues in front of the court of public opinion. Organized civil disobedience is the foundation upon which the Civil Rights Movement was built -- from the Silent March of 1917 led by

James Weldon Johnson, the Montgomery bus boycott inspired by Rosa Parks and lunch counter Sit Ins and the Freedom Rides organized by students to the historic March on Washington.

# Events

## Image Awards

One of the key initiatives of the Hollywood Bureau is the Image Awards, a signature event to recognize the achievements and performances of people of color, as well as those groups and individuals who promote social justice through their creative endeavors.

Commemorating the NAACP's Centennial Anniversary, the 40th Annual Image Award marked the celebration with the theme **“Milestones of the Past, Gateway to the Future.”**

The hosts of the event were Oscar winner Halle Berry and writer-director Tyler Perry, both past Image Award winners. They were chosen expressly for the barriers that they have broken in the entertainment industry, paving the way for another 100 years of a strong black presence in Hollywood and beyond.

Other highlights included Hip-hop artist and pioneer Russell Simmons receiving the NAACP Vanguard Award and former Vice President Al Gore and international activist and Nobel Prize winner Dr. Wangari Maathai took home the Chairman's Award.

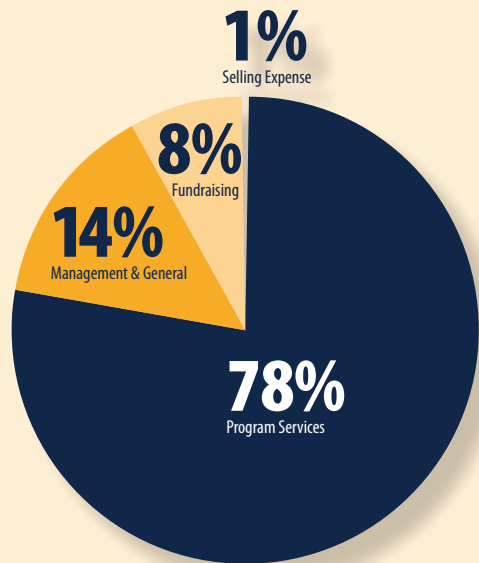
## Leadership 500 Summit

Leadership 500, the brainchild of Vice Chairman Roslyn M. Brock, is a program to attract young professionals between the ages of 30 and 50 who are looking for leadership development opportunities that enable them to grow professionally and make a positive contribution to their communities.

Over the past five years, the Leadership 500 Summit has emerged as one of NAACP's most important events. It allows us to build upon the legacy of the NAACP to attract young brilliant minds of civil rights and social justice advocates capable of ushering in a new century of progress.

The 5th Annual Leadership 500 Summit was held in Scottsdale, Arizona, and provided an opportunity for over 350 professionals from the corporate, business, academic and religious sectors to be actively engaged in a national dialogue centered on critical issues which included health disparities, access to quality education, economic development, youth development, civic engagement, career opportunities and professional advancement.

# 2009 Financial Statement



**Percent of Total Expenses**

## NAACP & AFFILIATES CONSOLIDATED STATEMENTS OF ACTIVITIES & CHANGES IN NET ASSETS

As of December 31, 2009 and 2008

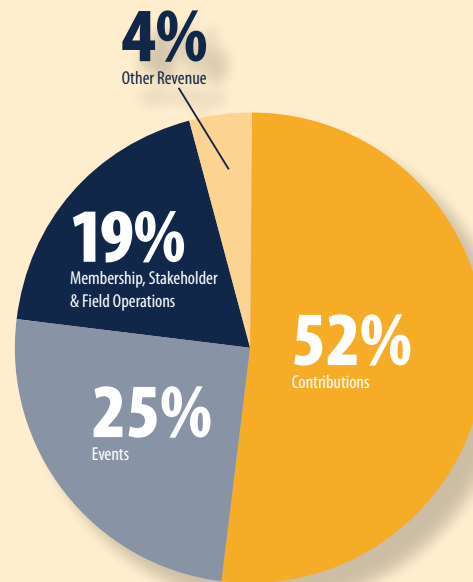
	2009	2008
<b>SUPPORT &amp; REVENUE</b>		
Support:		
Contributions	14,548,235	15,685,304
Legacies & Bequests	889,172	466,893
<b>Total Support</b>	<b>\$15,437,407</b>	<b>\$16,152,197</b>
Revenue:		
Membership	2,836,436	3,103,071
Image Awards	3,202,541	2,393,024
Convention	3,620,362	3,007,993
ACT-SO Competition	540,555	0
Regional Offices	0	1,383
Fighting For Freedom	1,035,736	1,399,503
Investment Income	617,174	-1,030,651
Subscriptions	18,924	37,289
Advertising	70,418	17,028
Other Revenue	462,019	635,911
<b>Total Revenue</b>	<b>\$12,404,165</b>	<b>\$9,564,551</b>
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$27,841,572</b>	<b>\$25,716,748</b>
<b>EXPENSES</b>		
Program Services:		
Membership Services	1,418,878	2,320,636
Research & Advocacy	1,113,011	856,288
Regional & Branch & Field Operations	3,013,168	1,661,560
Centennial Convention	4,726,884	2,935,331
Image Awards	2,237,642	1,960,601
International Affairs	9,821	133,526
Disaster Relief Fund	0	56,380
Centennial	0	415,648
Leadership 500 Summit	444,262	341,604
Legal (CLE) Redress	132,005	42,695
Education	569,750	1,847,119
ACT-SO Competition	951,089	0
Civic Engagement - US Census	115,111	1,603,048
Special Programs	5,224,037	0
Research & Policy	332,200	2,048,250
Health	113,683	69,086
Youth	0	421,606
Stakeholder Relations/Religious Affairs	531,912	172,965
Fairness & Opportunity/Economic Development	110,119	261,671
Climate Gap Initiative	38,617	0
Criminal Justice	74,161	0
Cost of Sales - Crisis	1,065,937	733,445
<b>Total Program Services</b>	<b>\$22,222,287</b>	<b>\$17,881,459</b>
Support Services:		
Management & General	3,893,102	2,972,179
Fundraising	2,189,670	2,281,541
Selling Expense	84,579	79,383
<b>Total Support Services</b>	<b>\$6,167,351</b>	<b>\$5,333,103</b>
<b>TOTAL EXPENSES</b>	<b>\$28,389,638</b>	<b>\$23,214,562</b>
<b>INCREASE/(DECREASE) IN NET ASSETS</b>	<b>-548,066</b>	<b>2,502,186</b>
Change In Defined Pension Plan Obligation	776,687	-1,747,312
<b>CHANGE IN NET ASSETS</b>	<b>228,621</b>	<b>754,874</b>
Net Assets/(Deficit), Beginning	7,590,204	6,835,330
<b>NET ASSETS/(DEFICIT), ENDING</b>	<b>\$7,818,825</b>	<b>\$7,590,204</b>

the Voting Rights Act of 1965 during President Johnson's administration were milestone achievements and the NAACP's role in these victories cannot be minimized. The NAACP has stood strong so that we as Americans

can live in a truly free society and voting is the right that makes us free. The NAACP will be forever vigilant in making sure that the right to vote is protected for all Americans regardless of race, creed or color.

NAACP & AFFILIATES  
**CONSOLIDATED STATEMENTS OF CASH FLOWS**  
 As of December 31, 2009 and 2008

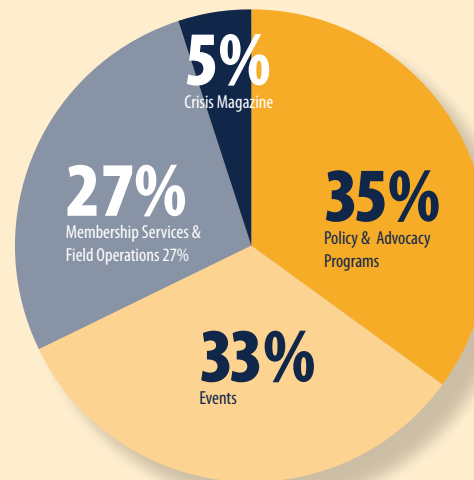
	2009	2008
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	\$228,621	\$754,874
<b>Adjustments to Reconcile Changes in Net Assets to Net Cash Provided by Operating Activities</b>		
Depreciation	230,093	209,506
Unrealized (Gain) Loss on Investments	(490,137)	1,251,169
Adjustment to FASB No.158	(846,398)	1,731,366
<b>Changes in Assets and Liabilities</b>		
(Increase)/Decrease in Accounts Receivable	(439,232)	(1,100,201)
(Increase)/Decrease in Other Assets	167,809	(156,082)
Increase/(Decrease) in Accounts Payable and Accrued Expenses	(978,528)	571,507
Increase/(Decrease) in Other Liabilities	(282,100)	197,500
<b>Net Cash (Used in)/Provided by Operating Activities</b>	<b>\$(2,409,872)</b>	<b>\$3,459,639</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Sale/(Purchase) of Investments	\$(134,035)	\$(285,131)
Purchase of Furniture and Equipment	(92,528)	(199,412)
<b>Net Cash (Used in)/Provided by Investing Activities</b>	<b>\$(226,563)</b>	<b>\$(484,543)</b>
<b>Net Increase (Decrease) in Cash and Cash Equivalents</b>	<b>\$(2,636,435)</b>	<b>\$2,975,096</b>
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	<b>\$4,719,424</b>	<b>\$1,744,328</b>
<b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>	<b>\$2,082,989</b>	<b>\$4,719,424</b>



NAACP & AFFILIATES  
**CONSOLIDATED STATEMENTS OF FINANCIAL POSITION**  
 As of December 31, 2009 and 2008

	2009	2008
<b>CURRENT ASSETS</b>		
Cash & Equivalents	2,082,989	4,719,424
Investments	4,264,840	3,640,668
Accounts Receivable	2,699,226	2,259,994
Other Current Assets	90,031	257,840
<b>Total Current Assets</b>	<b>\$9,137,086</b>	<b>\$10,877,926</b>
<b>FIXED ASSETS</b>		
Furniture & Equipment, net	239,214	294,075
Land & Building, net	943,218	1,025,922
<b>Total Fixed Assets, net</b>	<b>\$1,182,432</b>	<b>\$1,319,997</b>
<b>OTHER ASSETS</b>		
Other Assets	22,236	22,236
<b>Total Other Assets</b>	<b>\$22,236</b>	<b>\$22,236</b>
<b>TOTAL ASSETS</b>	<b>\$10,341,754</b>	<b>\$12,220,159</b>
<b>LIABILITIES</b>		
Accounts Payable & Accrued Expenses	1,134,208	2,112,736
Other Liabilities	206,101	488,201
<b>Total Current Liabilities</b>	<b>\$1,340,309</b>	<b>\$2,600,937</b>
Pension Liabilities	1,182,620	2,029,018
<b>TOTAL LIABILITIES</b>	<b>\$2,522,929</b>	<b>\$4,629,955</b>
<b>NET ASSETS</b>		
Unrestricted	4,739,952	4,589,152
Temporarily Restricted	3,078,873	3,001,052
<b>Total Net Assets</b>	<b>\$7,818,825</b>	<b>\$7,590,204</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$10,341,754</b>	<b>\$12,220,159</b>

**Percent of Total Revenue**



**Percent of Total Program Expenses**

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**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.**

*The NAACP values the contributions 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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estimated \$700 billion into the American economy annually, the NAACP is dedicated to accelerating economic growth in our communities and eliminating existing racial and ethnic economic disparities. The NAACP has

insisted that color should not be a barrier in a worker's quest for fair employment and promotion.

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a national conference for the discussion of present evils, the voicing of protests, and the renewal of the struggle for civil and political liberty." Answering the call inspired by those words is just as vital and necessary to the future of America.

Heading into the 21st century, the NAACP is focused on disparities in economics, health care, education, voter empowerment and the criminal justice system while continuing its role as legal advocate for civil rights issues.

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Bold Dreams, Big Victories

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