

Bringing
History to Life in
Sarasota - Manatee

STRATEGIC PLAN 2025-2028



ASALH

ASSOCIATION FOR THE STUDY OF
AFRICAN AMERICAN LIFE AND HISTORY, INC.





LETTER FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Manasota ASALH has long been committed to preserving, promoting, and disseminating the rich history and culture of people of African descent. We are proud to serve a vibrant community that recognizes the transformative power of truth-telling, education, and cultural pride. Our mission is rooted in the legacy of Dr. Carter G. Woodson, who believed that the accurate telling of Black history is essential to the moral and intellectual health of our nation.

In a time where history is increasingly challenged or erased, our work has never been more vital. Black history is not just Black history—it is American history. It is a living narrative of struggle and triumph, innovation and resilience, injustice and resistance. Through storytelling, research, and public engagement, we help our community see itself more clearly and move toward a more just and equitable future.

Education & Scholarship – We will expand access to quality programming, and historical resources that preserve and promote Black history and scholarship. By deepening public understanding, we foster a more informed, empowered, and connected community. Through our programs and events, we will also generate vital support to sustain our legacy of supporting students in their higher educational journey—particularly our continued commitment to uplifting and supporting youth in our community.

Funding Strategy – To sustain and grow our impact, we are committed to building strong and diversified funding base. This includes cultivating individual donors, seeking grant opportunities, engaging in sponsorship development, and exploring creative fundraising initiatives. A stable financial foundation ensures that our mission endures for generations to come..

Organizational Stability – We are strengthening our internal capacity, board development, and operational infrastructure to support long-term success. A strong organization is essential to advancing our mission with integrity, accountability, and vision.

This plan is not a static document—it is a living guide. It reflects our values, centers our community, and positions Manasota ASALH to respond to current needs while building a legacy for future generations. Through this work, we are not just preserving history—we are making it.

We invite you to walk with us on this journey. Your continued support—whether through membership, partnership, volunteering, or philanthropy—makes our shared vision possible.

Together, we will honor the past, illuminate the present, and shape the future.



LaTanya Edwards
Manasota ASALH Board President



Jada Wright-Greene
Executive Director

Honoring the Legacy. Building the Future.

Preserving the Past. Empowering the Future.



What We Have Done So Far:

- Implemented Manasota ASALH Freedom School Saturday Program and Mobile Sessions.
- Awarded over \$775,000 in scholarships to students.
- Positively impacted the lives of over 600 students in Sarasota and Manatee counties through Black History education and scholarships.





OUR MISSION:

To Promote, Research, Preserve, Interpret & Disseminate information about Black Life, History and Culture throughout the Gulf Coast Community.

How do we fulfill the mission:

- Manasota ASALH Freedom School.
- Manasota ASALH Scholarship Program.
- Manasota ASALH Black History Events and Programs.

Manasota ASALH, a nonprofit 501(c)(3) community organization and a branch of the Association for the Study of African American Life and History (ASALH), is the largest and one of the most active branches in the national network, serving the Sarasota–Bradenton–Manatee region of Florida.



OUR VISION:

The Premier Black historical organization, supported by a growing and diverse membership and a strong network of community partners, known as a consistent force in shaping local communities where all are enlightened, inspired and empowered by the Black Experience.



1: Education and Scholarship

As we continue the important work of the Manasota ASALH Freedom School & the Manasota ASALH Scholarship Program, we will expand on the work we have built.

WE WILL BUILD ON THE LEGACY:

- Expand and grow scholarship program.
- Enhance education in Black history with the Manasota ASALH Freedom School.
- Leverage National ASALH learning & event resources.

WHAT'S EMERGING:

Strengthen and Expand Educational Initiatives

- Sustain, fund, operate, and grow ASALH Manasota Freedom School.
- Expand Freedom School partnerships and engagement.
- Execute programs aligned with National ASALH initiatives, including Black History Month and Carter G. Woodson celebrations.

Advance Scholarship Opportunities

- Develop new funding sources, including *Named Scholarships* to secure \$75K annually by 2030.
- Use scholarship recipients' success stories to inspire future students.
- Expand scholarship offerings to include support for students attending technical and vocational schools.
- Create and maintain a database of past scholarship awardees to foster alumni engagement and track long-term impact.



2: Funding Strategy

WE WILL BUILD ON THE LEGACY:

- A strong membership and donor base that is committed to the success of Manasota ASALH.
- The continued success of community support through foundations and individual giving.



WHAT'S EMERGING:

- Launch an individual donor scholarship program.
- Execute Major Donor, Foundations & Corporation Outreach Plan.
- Expand traditional events with new annual events.
- Implement planned giving programs for long-term endowments & multi-year donations.



3: Organizational Stability

WE WILL BUILD ON THE LEGACY:

- Strong volunteer & membership base.
- Support long-term sustainability and growth of the operations of the organization.
- Address Board Member cultivation and development.

WHAT'S EMERGING:

- Empower a fully funded Executive Director to lead day-to-day operations with vision and accountability.
- Hire Administrative and Membership Coordinators to support operational capacity.
- Invest in technology to enhance efficiency and streamline communications.
- Recruit, cultivate, develop, and retain new Executive Board members and emerging leaders.

MANASOTA ASALH BRANCH



THANK YOU
To Our Community Partners



We are deeply grateful to our community partners for their unwavering support in advancing our mission to preserve and promote Black history. Your collaboration empowers us to educate, uplift, and inspire through meaningful programs and outreach. Together, we are making a lasting impact on the Sarasota and Manatee communities.



Learn how you can support our work or explore our vision by partnering with us to help fulfill our mission. Contact us at info@asalh-manasotafl.org



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