



CENTER & MUSEUM



# BEYOND THE BARRIERS

## *Gala 2019*

*Annual Fundraising Event · Saturday, February 9, 2019*  
*59<sup>th</sup> Anniversary of the Sit-In Movement*



# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

Date

Name  
Company  
Address  
Address

Dear XXX,

The International Civil Rights Center & Museum (ICRCM) invites you to join us on **Saturday, February 9, 2019** to our Annual Gala when we will celebrate national and local activists who have made significant contributions to advancing human and civil rights. The gala will be held at the Special Events Center, Greensboro Coliseum Complex, doors will open at 5:30pm, program begins at 6:00pm.

**We will mark the 59<sup>th</sup> anniversary of America's most recognized lunch counter sit-in protests against segregated eating establishments in the south. At the same time, the ICRCM will celebrate its ninth anniversary of the Museum's opening.**

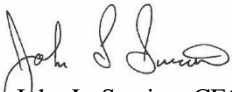
On that evening, the Museum will honor **Mr. Marc Morial**, president of the National Urban League with the Alston/Jones International Civil and Human Rights Award. We will also present **Ms. Joan Mulholland**, civil rights activist, former sit-in participant and Freedom Rider with the ICRCM Trailblazer Award; and **Dr. John Mendez**, senior Minister of Emmanuel Baptist Church and community organizer as our Unsung Hero; and salute **Mrs. Shirley Frye** with the Lifetime Community Service Award. In addition, we will formally announce Greensboro's own **Ms. Janice Allen** (formerly Janice Richmond) as the 2019 Sit-In Participant, for her involvement in the F.W. Woolworth 1960 lunch counter integration.

Enclosed is information detailing the 2019 honorees and available sponsorship levels; please complete and return the order form so that you may select your table soon. Online table reservations are also available for your convenience at: [www.icrcmgala\\_2019.eventbrite.com](http://www.icrcmgala_2019.eventbrite.com). If you require reservation assistance please contact La' Tonya Wiley can be reached at (336) 274-9199 or at [gala\\_icrcm@sitinmovement.org](mailto:gala_icrcm@sitinmovement.org).

This event also allows corporations to be a College Student Table Sponsor. Please feel free to distribute the tickets to college students of your choice or the Museum can make them available on your behalf to college students. Your corporate name will be displayed on each table sponsored.

Please contact us today to participate in our Gala; we look forward to seeing you there!

Sincerely,



John L. Swaine, CEO  
Enclosure (1)

# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

## “Beyond the Barriers” 2019 Fundraising Gala Award Recipients



### *Alston/Jones International Civil and Human Rights Award*

**Mr. Marc Morial** is a leading voice on the national stage in the battle for jobs, education, housing, and voting rights. He has been described as one of the few national leaders to possess both “street smarts” and “board savvy.” Since 2003, he has been president and CEO of the National Urban League, the nation’s largest historic civil rights and urban advocacy organization. In this role, he has supplied the primary impetus to transform the 100-year-old civil rights organization, by expanding the League’s work, organizing it around an Empowerment agenda — which is redefining civil rights in the 21st century with a renewed emphasis on closing the economic gaps between whites and blacks as well as rich and poor Americans.

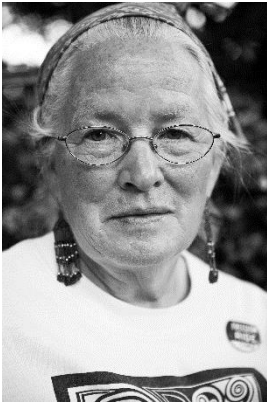
From 1994 to 2002, Mr. Morial was the highly successful and popular mayor of New Orleans, and he served as president of the U.S. Conference of Mayors. During his time as mayor, the number of households inside the City stabilized for the first time since beginning their decline in the 1960s. He worked to institute fairness in the City’s contracting policies, reaching out to black-owned businesses as potential contractors. He also enforced the City’s previously unevenly applied residency rule for police officers and other City workers. Mr. Morial previously was a Louisiana State Senator, and was a lawyer with a high profile practice in New Orleans.

A graduate of the University of Pennsylvania with a degree in Economics and African American Studies, he holds a law degree from the Georgetown University Law Center in Washington, D.C., as well as honorary degrees from Xavier University, Wilberforce University, and the University of South Carolina Upstate. He has been recognized as one of the 100 most influential Black Americans by *Ebony Magazine*, one of the top 50 Non-Profit Leaders by the *Non-Profit Times*, one of the “100 Most Influential Black Lawyers in America,” and he has also been inducted into the International Civil Rights Walk of Fame in Atlanta. Morial currently serves as an Executive Committee member of the Leadership Conference on Civil Rights, the Black Leadership Forum, and Leadership 18, and he is a Board Member of the Muhammad Ali Center and the New Jersey Performing Arts Center.



# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

## *Trailblazer Award*



**Ms. Joan Trumpauer Mulholland**, a recipient of the 2015 National Civil Rights Museum Freedom Award, is a Civil Rights Icon who participated in over 50 sit-ins and demonstrations by the time she was 23 years old. She was a Freedom Rider, a participant in the Jackson Woolworth's Sit-in, the March on Washington, the Meredith March and the Selma to Montgomery March.

For her actions she was disowned by her family, attacked, shot at, cursed at, put on death row and hunted down by the Klan for execution. Her path has crossed with some of the biggest names in the Civil Rights Movement: Martin Luther King, Medgar Evers, Fannie Lou Hamer, John Lewis, Diane Nash and Julian Bond.

As a white southern woman her courage and fortitude in the Movement is highly regarded and recognized. Joan has appeared in several books including "Coming of Age in Mississippi", "Breach of Peace", "We Shall Not Be Moved", and the new illustrated children's books about her life, "She Stood For Freedom". She has appeared on television and news programs like the "CBS Nightly News". And her story and experiences were highlighted award-winning documentaries including "An Ordinary Hero", PBS's "Freedom Riders", "Standing on My Sister's Shoulders" and the groundbreaking film "Eyes on the Prize".

She has received numerous awards and recognition for her work in the Civil Rights Movement. Most recently she received the 2018 "I Am a Man" Award on the 50th Anniversary of King's assassination. In 2014 Joan and other female Freedom Riders were recognized by President Barack Obama. Joan also received the Delta Sigma Theta Sorority, Incorporated Annual Award of Honor and the Anti-Defamation League Annual Heroes Against Hate Award.

Joan, a graduate of Tougaloo College and a member of Delta Sigma Theta Sorority, Incorporated is a sought after speaker having presented at major universities, charitable events, government organizations, and the US Congressional Luncheon.

# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM



## *Unsung Hero Award*

**Dr. John Mendez** has been the senior minister of the Emmanuel Baptist Church since 1983. At Emmanuel, he has organized various ministries to raise self-awareness, enhance consciousness, and instill pride in church members, especially youth, through the Kemet Academy and the Kemet Summer Youth Camp, which provides summer employment for teenagers and young adults. Pastor Mendez has served on many international and national boards and committees: the Racial Justice Working Group and the General Board of the National Council of Churches, Partners in Ecumenism, the Urban-Rural Commission of the World Council of Churches, the Black Theology Project Board, and the Human Rights Commission of the Baptist World Alliance, and he has been an honorary member of the All Africa Conference of Churches in Nairobi, Kenya. He was the first African American pastor to address the General Board in 1987 in Madagascar.

Pastor Mendez initiated a Progressive National Baptist movement in Wolver Hampton and London, England, after preaching a week-long revival. He was a delegate to the United Nations Conference on Racism in Quito, Ecuador, where he helped to write the U. S. document that was presented in Durban, South Africa. Also, through his efforts, a Progressive National Baptist Church was established in Quito. He has served as chairperson of the Home Mission Board of the Progressive National Baptist Convention and as second and first vice-president of the General Baptist State Convention. He is presently the chairperson of the Social Justice Committee. He was appointed to the North Carolina Psychology Board by Governor Jim Hunt. He is a member of the Forsyth Tech Advisory Committee for the School of Nursing. In addition, Pastor Mendez is past president of the Minister's Conference of Winston Salem.

Noted for his contributions to civil and human rights, Pastor Mendez served as a consultant on many international fact-finding commissions: the investigations into the Puerto Rican Vegas Island Pollution crisis; U. S. War Crimes in Nicaragua and El Salvador; war crimes in Angola; the Hawaiian Land Rights crisis; the Lakota Black Hills land rights issues in South Dakota; the Mount Graham sacred land rights struggle of the Apache Nation in San Carlos, Ariz.; and the African American Church Leaders Environmental Racism/Injustice fact-finding commission in Louisiana. As part of a diverse group of religious leaders, Pastor Mendez served on a special peace commission to Iraq. He is one of the founding members and is chairperson of Citizens United for Justice, which led the successful struggle to obtain a citizens-police review board in Winston-Salem. He was a founding member and participant in the Strategic Approaches to Community Safety Initiative, which brought together clergy, law enforcement, and the community to reduce teen gun violence in Winston Salem. He presently serves on the Daryl Hunt Innocence Project Board and provides counseling for the Re-Entry Program for ex-offenders.





# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM



## **Lifetime Community Service Award**

**Ms. Shirley Taylor Frye**, a Fremont, N.C., native, is a 1953 honors graduate of North Carolina A&T State University and a 1958 Master's Degree honors graduate of Syracuse University. Most recently, she has used her skills and abilities as Vice President of Community Relations for WFMY Television. Previously, she served as coordinator of special education at Bennett College and an Assistant Vice Chancellor at N.C. A&T. After she completed her undergraduate degree, she had a lengthy career as a second grade and special education teacher, where she taught her classes using the telephone directory and the Sears, Roebuck catalog.

As a sophomore at North Carolina A&T she began giving back to others as a Girl Scout Leader; she was just five years older than girls in the Troop. By serving on the boards of directors for several organizations, Mrs. Frye has maintained her distinctive combination of leadership and service to the community. These roles have included: President of the Greensboro YWCA in 1970, where she led the merger of its black and white branches; she also served on the Greensboro City School Board and the Greensboro Partnership Boards and Chair of the Board for the Greensboro United Way. She has worked with the North Carolina Department of Instruction's Directional Services, where she helped to place children in more beneficial environments, when their needs were not being met in their existing placements. She has also chaired the boards of Guilford Technical Community College and the North Carolina School of Science and Math.

Mrs. Frye has been guided by a motto: "We are placed on this earth to serve, not to be served." She and her husband, the former North Carolina Supreme Court Chief Justice Henry E. Frye, have been married 62 years, and they are the proud parents of two sons, three granddaughters, and two great grandchildren.



## ***Sit-In Participant Award***

**Ms. Janice Allen**, as a high school student, mobilized along with other young persons in Greensboro to fight for equal access and full rights for black people after she heard about the nationally resonant F.W. Woolworth's Sit-In that started on February 1, 1960. From day after the sit-in began until late summer, she often walked downtown from Julian Street, bringing her four-year-old brother with her to the protests without parental permission; she made sure to get home before her mother returned from work. As an activist student at James B. Dudley Senior High School, she made lifelong friends joined by a common cause, including many who worked side-by-side with her during the civil rights protests of the 1960s. She went to grade school with "N.C. A&T Four" member Ezell Blair and met two other A&T Four members, Franklin McCain and

David Richmond, while in high school. Ms. Allen attended Bennett College where she continued her political activism. While "sitting in" with friends, she was arrested for practicing peaceful direct action for justice. Elreta Alexander, the first black woman to practice law in North Carolina, represented Ms. Allen and the other protestors, making sure they did not receive criminal records. Ms. Allen later married David Richmond. They had two children, David Richmond Jr. and Hadelynn Richmond Massenburg. Ms. Allen looks back with pride at the legacy of principled protest that she has contributed, and she continues to be inspired by young people who answer the call to fight for justice.



# International Civil Rights Center & Museum 2019 GALA Sponsorship Opportunities

## BENEFIT PACKAGES:

**Gala Dinner – Saturday, February 9, 2019, 6pm**

**Greensboro Coliseum, North Carolina**

### **A Changed World (\$50,000)**

- ***Private Reception with Honorees***
- Deliver Opening Greetings at the Dinner
- Two (2) *Premier Level Tables* (18 seats), with one of the two remaining A&T Four and a guest seated at table
- Hosted wine service at each table (6 bottles per table, red & white)
- Prominent Full Page Ad in Gala Souvenir Booklet, Title Sponsor (choice of location)
- Name included on all promotional materials during the year
- Name and Logo placement on ICRCM's New Website for one year (2019)
- Company name on table (s) and Video Scroll during the event, Pop-Up Banner (provided by the sponsor) at both the Reception and the Dinner
- Sponsorship of Five Hundred (500) Student Admissions for the "Building a Better America" tours.
- Four (4) VIP Private Tour Passes, admits Twenty-Five (25) guests per tour during 2019
- Eight (8) Gala VIP Reception Tickets
- 2019 Museum monthly programming underwriting

### **The Quest for Justice (\$25,000)**

- ***Private Reception with Honorees***
- Two (2) *Premier Tables* (20 seats), Choice of hosting one of the A&T Four Family Tables
  1. Blair/Khazan/McCain Family Table Sponsor
  2. McNeil/Richmond Family Table Sponsor
- Hosted wine service at each table (3 bottles per table, red & white)
- Six (6) Gala VIP Reception Tickets
- One (2) free Front Lobby Rental during 2019
- Full page Ad in the Event Program booklet (Inside Back Cover) or (inside Front Cover)
- Logo placement on ICRCM's New Website for one year (2019)
- Company name and Logo on table(s) and Video Scroll
- Two (2) VIP Private Tour Passes, admits Twenty-Five (25) guests per tour during 2019
- Sponsorship of Two Hundred and Fifty (250) Student Admissions for "Building a Better America"

### **The Lunch Counter (\$10,000)**

- One (1) *Premier Table* (10 seats)
- Hosted wine service at table (2 bottles red & white)
- Four (4) Gala VIP Reception Tickets
- Full page Ad in the Event Program booklet
- Logo placement on ICRCM's New Website for one year (2019)
- Company name on table and Logo on Video Scroll, during the event
- Two (2) VIP Private Group Passes, admits up to Twenty-Five (25) guests per tour during 2019
- Sponsorship of One Hundred and Twenty-five (125) Student Admissions for a "Building a Better America" tour.
- 2019 Museum monthly programming underwriting with Logo

### **Beyond the Barriers (\$5,000)**

- One (1) Reserved Table (10 seats)
- Two (2) Gala VIP Reception Tickets
- Full page Ad placed in Event Program booklet
- Name and Logo placement on ICRCM's New Website for one year (2019)
- Company name on table and Video Scroll, during the event
- One (2) VIP Private Group Passes, admits up to Twenty-Five (25) guests per tour group during 2019
- Sponsorship of Fifty (50) Student Admissions passes for a "Building a Better America" tour

### **The Freedom Supporter (\$2,500)**

- One (1) Reserved Table (10 seats)
- ½ page Ad placed in Event Program booklet
- Company name placed on ICRCM's New Website for one year (2019)
- Company name on table and Video Scroll, during the event
- One (1) VIP Private Group Pass, admits up to Twenty-Five (25) guests for a tour during 2019

### **The Walk of Courage (\$1,500)**

- One (1) Reserved Table (10 seats)
- Company name on table and Video Scroll, during the event
- One (1) VIP Private Group Pass, admits up to Twenty-Five (25) guests for a tour during 2019

### **College Student Table (\$750)**

- One (1) Reserved Table (10 Student Seats)
- Company name on the Table

### **INDIVIDUAL TICKET (\$125)**





## 2019 Annual Fundraising Gala Sponsorship Order Form

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser that provides the necessary financial support to achieve the ultimate goal of education and is a learning tool for building a stronger future. Your generous support will help us in our ongoing quest to fulfill these goals.

Organization Name \_\_\_\_\_

Business Category \_\_\_\_\_

Contact Person Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please indicate selection with a check mark (✓):

- A Changed World Sponsor..... \$50,000
- The Quest for Justice Sponsor..... \$25,000
- The Lunch Counter Sponsor..... \$10,000
- Beyond the Barriers Sponsor..... \$5,000
- The Freedom Supporter Sponsor..... \$2,500
- The Walk of Courage Sponsor..... \$1,500
- Student Table..... \$750

Please refer all Gala orders and inquires to [gala\\_icrcm@sitinmovement.org](mailto:gala_icrcm@sitinmovement.org)

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

# Sponsorship Advertisement for 2019 Gala Souvenir Booklet

- Full Page Sponsor \$400.00
- Half Page Sponsor \$250.00
- Quarter Page Sponsor \$175.00
- Business Card Sponsor \$100.00
- Patron Sponsor \$50.00

\_\_\_\_\_ **YES**, I would like to *run the same ad as last year*.

\_\_\_\_\_ **YES**, I would like to *run ad as indicated above*.

**\*Measurements based off standard paper size measurement (8.5x11.0 inches; 300 DPI and 72 DPI respectively; 2480 pixels x 3508 pixels).**

**Payment Options: (Please fax this completed form to 336-274-6244 or scan to lwiley@sitinmovement.org)**

( ) Invoice Me

( ) Check Payable to: International Civil Rights Center & Museum (ICRCM),  
134 South Elm Street, Greensboro, NC 27401

( ) Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ Discover \_\_\_ American Express

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

CVV Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name as appears on Card \_\_\_\_\_

Billing Address if different from Mailing Address

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**You may choose to mail your payment and camera-ready art to the International Civil Rights Center & Museum at 134 South Elm Street, Greensboro, North Carolina, 27401; **ATTN: GALA**, or you may email your camera-ready art to [gala\\_icrcm@sitinmovement.org](mailto:gala_icrcm@sitinmovement.org)**