

# THE HISTORYMAKERS®

The Nation's Largest African American Video Oral History Collection

*The HistoryMakers* is launching a comprehensive fundraising campaign to advance its most urgent and exciting strategic priorities, including implementation of a sustainable business model that will generate revenue to preserve and expand *The HistoryMakers* collection in perpetuity through a focus on education, the building of active user communities and an ongoing revenue model.

## ABOUT THE HISTORYMAKERS

*The HistoryMakers* is a national nonprofit 501 (c ) (3) educational institution committed to preserving, developing and providing easy access to an internationally recognized archival collection of thousands of African American videotaped oral histories. Its mission is to: 1) document and mainstream African American life, history and culture through the life stories of 5,000 both well known and unsung African American leaders across a variety of disciplines; 2) show the breadth and depth of the African American experience by engaging the world with these stories; 3) educate today's and future generations using an innovative website and digital archive; and 4) preserve this collection for generations to come.



history and culture. Unfortunately, many of these contributions have largely been untold and unrecorded; hence, those stories and contributions are still largely "unknown". They are "America's Missing Stories." They include the stories of statesman General Colin Powell, poets Nikki Giovanni and Sonia Sanchez, civic leaders Vernon Jordan and Marion Wright Edelman, musicians Quincy Jones, Herbie Hancock and Ramsey Lewis and political leaders Congresswoman Maxine Waters and President Barack Obama, while still an Illinois State Senator.



Also included within the collection are 211 of the nation's top scientists, the oldest living black cowboy, as well as interviews of those from 180 U.S. cities, towns and suburbs, and countries like



Norway and Mexico. The oldest HistoryMaker, Louisiana Hines, a World War II "Rosie the Riveter," was 114 at the time of her death, and the youngest, Ayisha McMillan, a prima ballerina, was twenty-eight at the time of her interview.

From the beginning, *The HistoryMakers* vision was to successfully combine state-of-the-art technology with traditional oral history; to collect and archive the stories of thousands of both well known and unsung African Americans in order to increase the public's knowledge of and access to them. The plan to use groundbreaking technology resulted in *The HistoryMakers* Digital Archive. Now, the plan is to add a mechanism that allows users to add their stories to our stories, creating an ever growing "rich" corpus. More connections means more stories...more meaning...more possibilities and more *knowledge*. The impact will be

felt from grades K-12, to colleges and universities, to life-long learners. Essentially, the collection is transforming *The HistoryMakers* into a "wisdom/knowledge" organization based on the notion that, "We are discovering the past to enrich the future, and we are 'righting' the past for a wiser society." The fuller a picture we see as we look back, the more possibilities we will see in our collective future.

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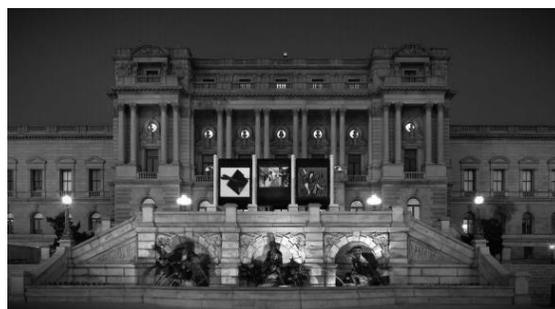
## THE HISTORYMAKERS GROWTH STORY



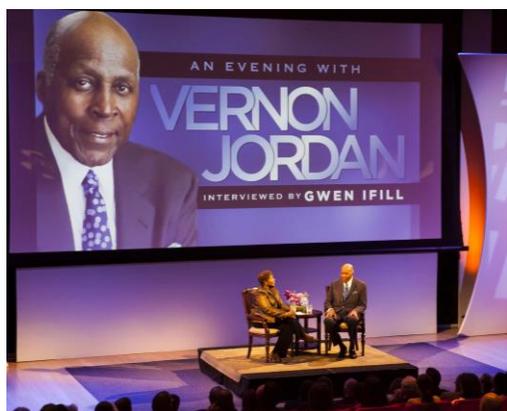
Fifteen years ago, Julieanna Richardson, a Harvard Law School graduate and Chicago cable executive in her mid-40s, sat at her kitchen table and made a decision to leave a legacy by using video as the format for recording 5,000 interviews of contemporary African Americans. What was once a twinkle in her mind's eye has become *The HistoryMakers*, described by James H. Billington, The Librarian of Congress, as “a culturally important collection” that is “a rich and diverse resource for scholars, teachers, students and documentarians seeking a more complete record of our nation’s history and its people.”

In June 2014, the nation’s foremost repository – the Library of Congress – announced that it will serve as the **permanent** repository of *The HistoryMakers* collection. When the collection opens in 2015 to the public,

visitors to the Library of Congress’ moving image reading room will have access to interviews of poet Maya Angelou, musician Isaac Hayes, actress Ruby Dee, and President Barack Obama, then a Senator from Illinois; as well as other influential African American citizens who have had a lasting impact on the arts, the civic community, business, education, entertainment, law, the media, medicine, the military, music, politics, religion, science, sports and even the fashion and beauty industry.



Since 1999, *The HistoryMakers* has raised more than \$20 million to support its program activities, approximately \$1.5 million annually. \$16 million of this was raised exclusively through its signature *An Evening*



*With ...* PBS-TV celebrity interview series that has aired annually since the fall of 2000. This high visibility event has become a catalyst for attracting new friends and donors to the project. In 2014, Vernon Jordan was featured in *An Evening With Vernon Jordan*, generating nearly \$2 million in one evening, the largest amount raised at any of *The HistoryMakers* events, opening the door for new and potential donors and partnerships. *The HistoryMakers* has also conducted ongoing fundraising for its program and operations with support from major donors such as the National Science Foundation (\$2.3 million), the Institute of Museum & Library Sciences (\$1 million), naming opportunities (\$2.6 million), corporate sponsorships and individual donations.

Also, *The HistoryMakers* groundbreaking website ([www.thehistorymakers.com](http://www.thehistorymakers.com)) often ranks #1 or #2 in a google-related search and is considered

a “black Wikipedia” with biographical outlines and photographic images of each of the 2,700 HistoryMakers interviewed, to date. Its educational initiatives and curricula have been numerous and include *The HistoryMakers Digital Archive*, *ScienceMakers*, *Pioneers in the Struggle*, the National Endowment for the Humanities (NEH) Summer Education Institutes and an Institute for Museum and Library Services (IMLS)-funded program that trained African American archivists. Its *Back to School With The HistoryMakers* service program, chaired by Secretary of Education Arne Duncan, brings individual HistoryMakers into local schools and communities in over 39 states across the United States on the last Friday in September, to meet and share their life stories, experiences and wisdom with today’s youth. A plan is underway to bring *The HistoryMakers Digital Archive* into schools, colleges and universities nationwide.



## THE HISTORYMAKERS TODAY

The HistoryMakers is:

- 1) **A Knowledge/Wisdom Organization.** *The HistoryMakers* collects and owns its own unique content. This is significant, because in a world where “content” is king, it has content that cannot be found any place else.
- 2) **One-Of-A-Kind.** *The HistoryMakers* Collection currently includes 9,000 hours of tape and digital files as well as digital photographs and paper documents. 400 of its HistoryMakers have passed away and without these recordings, they, and more importantly, their stories, would have been lost forever.
- 3) **Advanced Technology.** With the engagement of current and future technology, *The HistoryMakers* new platforms will encourage user engagement – allowing users to connect with our content by adding their own stories to our stories.
- 4) **Effective Partnerships.** *The HistoryMakers* has established effective partnerships with:
  - a. **Academic** – Carnegie Mellon University, the University of Illinois, DePaul University, the George Washington University, Howard University, Yale University.
  - b. **Cultural** – the Library of Congress, The National Archives, National Endowment for the Humanities.
  - c. **Community** – The Boule, Links, Inc., Alpha Kappa Alpha Sorority.
  - d. **Corporate** – PricewaterhouseCoopers, Comcast NBCUniversal, Discover Financial Services, American Express, American Airlines, UPS, Federal Express, Xerox, etc.
  - e. **Schools** – U.S. Department of Education and a network of public, charter and parochial schools in 39 states across the United States.
  - f. **Media** – PBS-TV, Comcast, TV One, Radio One, The Root.com, the Griot.com.



PwC Foundation EducationMakers

- 5) **State Of The Art.** *The HistoryMakers Digital Archive* has users in 51 countries around the world, from Afghanistan to Norway to Ghana. Developed by Carnegie Mellon University, the digital archive today only contains 20% of the collection. However, in 2014, with a \$1.6 million grant from the PwC Charitable Foundation, all interviews will be added by 2017, transforming an archive that is still largely dark and inaccessible into something that is transformative and compelling, creating new opportunities for innovation and use of digital tools, mobile apps and other ways to expose and monetize the content with a new generation of users.
- 6) **Permanent.** With its agreement with the Library of Congress to permanently house its collection, *The HistoryMakers* has officially become part of the nation's patrimony. Also, the two largest efforts to record the African American experience( *the WPA Slave Narratives* and *The HistoryMakers*) are **now** joined under one roof...the stories of the formerly enslaved are **now** joined with their progeny. This creates new opportunities for programming and partnerships.
- 7) **Poised For Growth.** It is time for *The HistoryMakers* to realize its vision, expand its leadership participation, increase the impact of its collection, build its board and staff infrastructure, expand to new audiences, and develop new, sustainable sources of revenue.



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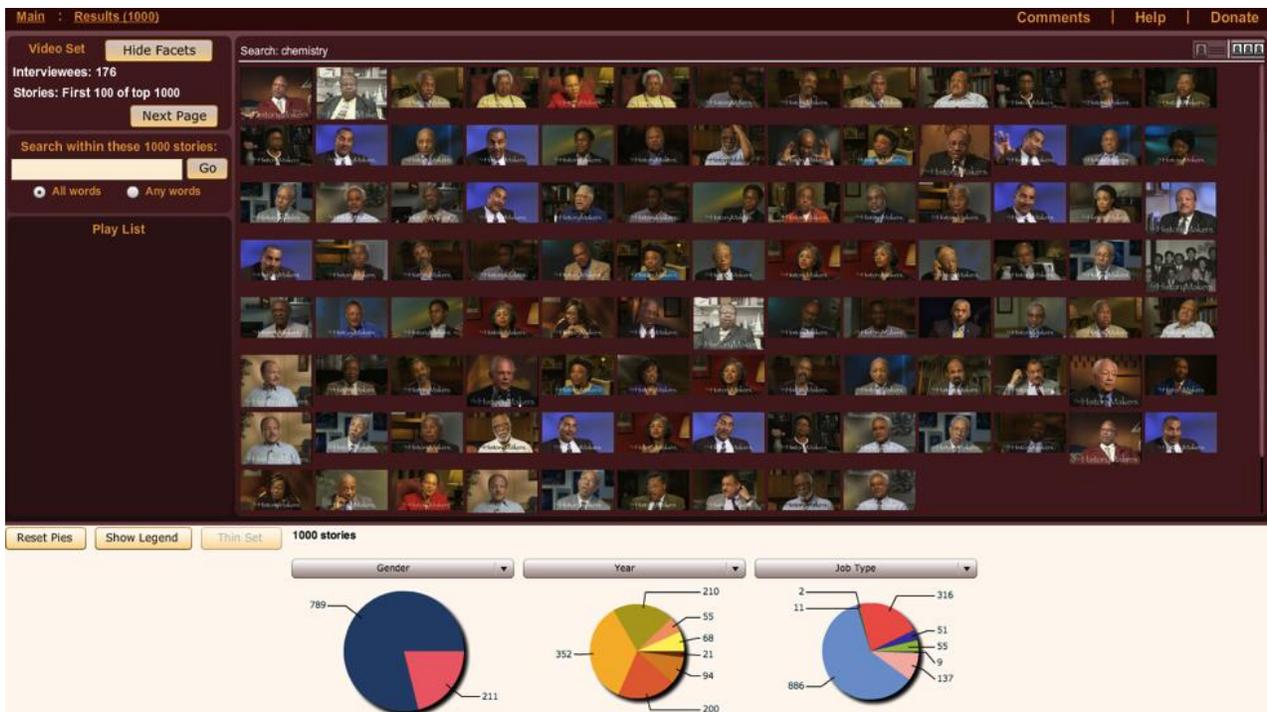
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## AN EXPANDED MISSION & NEW AUDIENCES IN THE DIGITAL AGE

The fact that *The HistoryMakers* has made the progress it has in only fifteen years of existence represents a remarkable and unheralded achievement. Its great success is attributed to the perseverance of its founder, board of directors and staff, along with its volunteers and supporters. It is also a testament to the 2,700 individuals who have willingly shared their stories. These stories, now and well into the future, will provide a more complete understanding of who we are as Americans as well as where we have come and where we are going. Furthermore, the Library of Congress' announcement provides a new reality and substantially enhances the opportunity to reframe the vision for *The HistoryMakers* into its next stage of development. The potential for greater impact, for more platforms and an entrepreneurial strategy, and increased philanthropic support has never been greater. Consequently, *The HistoryMakers* leadership is deeply engaged in an assessment of the branding, business models, products and partnerships required to drive future growth and opportunity. This provides new opportunities to create:



- An innovative knowledge/information organization in the digital age
- Platforms to reach new, diverse and younger audiences
- Inspired programming and storytelling using new technologies
- A renewed commitment to achieving the original goal of 5,000 HistoryMakers in the next 5 years (2019)



## **BUILDING OUR FUTURE CAMPAIGN – INVESTING IN TRANSFORMING THE HISTORYMAKERS**

The HistoryMakers seeks to raise \$25 million by 2020 through its *Building Our Future Campaign*. This goal includes all costs associated with the project and will allow *The HistoryMakers* to invest in: (1) ongoing content development, (2) digital innovation and (3) a revenue sustainability model.

The funds raised will be used for the following:

- (1) **Interview Completion: “Each One Fund One”.** *The HistoryMakers* seeks to complete its original interview mission of 5,000 interviews. Due to lack of funding, there had been a four-year hiatus (2008-2012) in *The HistoryMakers* interview operation, and interviews had to be suspended. Now, \$14 million is needed to help *The HistoryMakers* complete the interviews (2300 interviews x \$6000/interview). *The HistoryMakers* intends to raise a significant portion of this money through naming opportunities for our *ArtMakers*, *BusinessMakers*, *EntertainmentMakers*, *LawMakers*, *MedicalMakers*, *MilitaryMakers*, *MusicMakers*, *PoliticalMakers*, *ReligionMakers*, *SportsMakers*, and *StyleMakers* categories at \$1-\$2 million per category. To date, the following naming opportunities have been secured: *PricewaterhouseCoopers EducationMakers*(\$1.6 million), *Herb & Sheran Wilkins MediaMakers* (\$1 million) and the *National Science Foundation MedicalMakers*(\$2.3 million). Appeals will also be made to existing HistoryMakers asking them to make 5 year pledges of \$50,000-\$1000 per year. This money will also be used to help fund the interview completion.
- (2) **Technology Plan/Support.** Digital innovation is key to unlocking *The HistoryMakers* content for worldwide use. In order to accomplish this, *The HistoryMakers* needs to develop a sophisticated technology plan that will allow users to connect with its stories, and add their own video stories to its stories, creating a user generated digital repository and on-line educational resource. This is estimated to cost \$5 million for planning and implementation as well as hosting and software development costs.
- (3) **Advertising/Marketing Outreach Plan.** A well-thought advertising and outreach plan will be developed to spur and sustain the growth of *The HistoryMakers Digital Archive* and Website. Over a five year period, \$3 million will be spent to do so.
- (4) **Revenue Sustainability Model.** *The HistoryMakers* will develop a business model to ensure revenues to sustain *The HistoryMakers* into perpetuity. \$3 million is estimated for this purpose.

We are in the quiet, exploratory, planning phase of *The HistoryMakers Building Our Future Campaign*. To date, \$1.8 million has been raised with commitments ranging from \$1,000 per year for 5 years to a \$1.6 million gift from the PwC Charitable Foundation to fund the addition of 2,000 interviews to *The HistoryMakers Digital Archive*.

## **CONCLUSION**

*The HistoryMakers* is at an important stage in its growth and this campaign is timely and needed. Our vision will be realized with a campaign that will build upon the significant Library of Congress announcement as well as *The HistoryMakers* as an innovative leader in the area of digital literacy and on line education. Through individual appeals to its own HistoryMakers, sponsors, and other funders as well as a well-defined and realistic business model, *The HistoryMakers* seeks to secure its own long term viability and sustainability. The proposed campaign will require a collaborative effort with input and participation by many key stakeholders. During this exploratory phase, *The HistoryMakers* is also seeking advice and feedback in order to chart a path for success.

