

Biographical Description for The HistoryMakers® Video Oral History with Juanita Passmore

PERSON

Passmore, Juanita, 1926-2016

Alternative Names: Juanita Passmore;

Life Dates: March 4, 1926-March 22, 2016

Place of Birth: Chicago, Illinois, USA

Residence: Chicago, IL

Occupations: Community Activist

Biographical Note

Born on March 4, 1926 in Chicago, Illinois, Juanita Passmore was a corporate executive, philanthropist and community activist. Passmore graduated from Chicago's Englewood High School in 1944 and traveled to Long Beach, California. She attended Long Beach City College, but then returned to Chicago, enrolling in Columbia College.

Passmore's civic commitment was outstanding. She served in leadership positions for the Chicago Chapter of Operation PUSH's Women's Board, the Chicago Gospel Festival and the board of Jazz Unites. The former president of Africare-Chicago, Passmore created numerous fundraising programs. Her work with youth included participation in Operation Snowball, a drug use prevention program focusing on leadership development; the Jesse Owens Foundation, which provides scholarships and training; and the United Negro College Fund. Former Chicago Mayor Harold Washington appointed Passmore as a Local Board of Improvements commissioner. Under his administration, she also served on the Women's Task Force. Passmore was also a member of the Congregational Church of Park Manor, Windy City Links and the National Council of Negro Women. In the book *An Autobiography of Black Politics*, she is recognized for community activism.

In 1974, Passmore became an employee of the Johnson Products Company. She served there as director of special promotions and was eventually promoted to the position of executive national coordinator. She also directed Johnson Products Division for Cosmetic Consultants, through which she developed training programs for several hundred women in the United States and Africa. Passmore hosted the TV program, *Totally Beauty You*. Passmore retired from the Johnson Product Company in 1990.

Juanita Passmore passed away on March 22, 2016.

Related Entries

Englewood High School [STUDENTOF]
[from ? to ?]

William W. Carter Elementary School [STUDENTOF]
[from ? to ?]

Kennedy–King College [STUDENTOF]
[from ? to ?]

[STUDENTOF]
[from ? to ?]

Africare [EMPLOYEEOF]
[from 1983 to 1987]

President

Chicago Board of Local Improvements [EMPLOYEEOF]
[from 1989 to 1995]

Commissioner

Johnson Products [EMPLOYEEOF]
[from 1981 to 1991]