



# BH365 Education Foundation Inc.® Campaign





Black History 365 (BH365) Education Foundation Inc.® is a 501©3 organization whose mission is to raise funds to provide educational resources and services that invite individuals to become critical thinkers, compassionate listeners, fact-based, respectful communicators, and action-oriented solutionists. We are the nonprofit arm of BH365® Education textbook, an Inclusive account of American History ([www.blackhistory365education.com](http://www.blackhistory365education.com)) that documents the unique stories of Black people, groups, and cultures in North America, beginning in Ancient Africa continuing to modern events and movements. This textbook serves as a gateway to connecting history to daily life and allows individuals to engage in meaningful conversations with peers, and their families, through the lens of Black History.

BH365 Education Foundation Inc.® program pillars are Education, Community, Scholarships and Service. Our programs were designed as solutions to solve problems our communities face. All funds donated support our ongoing programming efforts.

Thank you in advance for your contribution to BH365 Education Foundation Inc.®

# BLACK HISTORY 365 FOUNDATION



## **BH365 EDUCATION FOUNDATION INC.® CAMPAIGN**

*“The work we are doing in the community is remarkable! BH365 Education Foundation Inc.® hopes to be one of the significant organizations to step up and be the change needed. We have the tool to change the narrative!”*

**Tanisha Shorter-Lott**

Executive Director of BH365 Education Foundation Inc.®



# Testimonials



“In one word this book is exceptional! As an African American woman, I have never seen a textbook dedicated to black history and culture. There is a sense of pride I feel towards being able to learn about my history from a book written by African Americans. This textbook allowed me to see my culture in a positive light. Instead of focusing solely on our racist past, Black History 365® was able to incorporate the beauty of our culture, like the Divine 9 organizations, the Harlem Renaissance, influential activists, and much more into the textbook.

At the beginning of the second semester, my class finally received our class set of the Black History 365® textbooks. These textbooks are the first Black History textbooks my school has had. This book for me has acted as a sign of positive change in the school system. As a community, we still have a long way to go, but this textbook is showing me everyday day that our efforts are not in vain. Seeing my class of all different cultures and races being able to engage in black culture was an incredible feeling. The Black History 365® textbooks have a powerful way of bringing cultures together through education and knowledge. For too long Black History has been placed on the back burner but now it is inspiring and educational to see Black History on the front page and every page after that.”

— Victoria Bradley • **Dallas, TX**

12th grade, Yvonne A. Ewell Townview Center





Black History 365® is a gamechanger for the educational system. This tech-savvy, K-12 curriculum provides content omitted from standard history textbooks and seeks to fill important gaps about the accurate account of the contributions of African Americans in U.S. history. BH365® presents the historical account of people of African descent in America, which predates slavery, to offer the rich legacy of enslaved individuals within the diaspora. For Black students who are often challenged with achievements gaps resulting from inequities latten within the education system, this curriculum provides research-based strategies that demonstrate the power of providing positive images and narratives of men and women of color who have contributed greatly to the formation of this nation. It capitalizes on technology, music, and the power of social engagement to provide students and teachers with an educational experience.

A key component and strategy of BH365® is the Young Solutionist organization, which promotes student voice and agency. Young Solutionist operates under the auspices of the BH365 Foundation, and with the core tenets of leadership, intergenerational engagement, peer mentorship, and Solution-X (problem solving). Students from schools around the country create chapters that engage in service learning and community engagement within their local communities. They also interface with students from around the world to discuss important issues impacting youth today and sharing ideas and strategies about how they can show up as Young Solutionists in their local schools and communities.

— Carleen Brown • **Denver, CO**  
Principal/Creative Strategist



**47%** of people killed by law enforcement officers in 2016 were nonwhite individuals. Five hundred eighteen people died, yet law enforcement continues to have minimal training relating to diversity, culture, and bias. Many states have no bias training mandates at all.

- *The Institute of Criminal Justice Training Reform*  
([trainingreform.org](http://trainingreform.org))

Black youth are **more than 4x times** as likely to be detained or committed in juvenile facilities as their white peers, according to nationwide data collected in October 2019.

*“Truth is powerful and it prevails.”*

– Sojourner Truth

# Timeline

POWERFUL MOMENTS IN BLACK HISTORY THAT HAVE LED US TO THIS POINT



**1619**

**Enslavement Comes to North America**

A Dutch ship brought 20 Africans ashore at the British colony of Jamestown, Virginia.



# THE FOUR PILLARS



*“The thing about black history is that the truth is so much more complex than anything you could make up.”*

– Henry Louis Gates



**1831**

**Abolitionism and the Underground Railroad**

The early abolition movement in North America fueled by enslaved people's efforts groups of white settlers, such as the Quakers, who opposed slavery on religious or moral grounds.



**1857**

**Dred Scott Case,**

On March 6, 1857, the U.S. Supreme Court's decision in Scott v. Sanford, delivering a resounding victory to southern supporters of slavery.



**1861**

**Civil War and Emancipation,**

Tensions erupted into civil war, with 11 southern states seceding from the Union and forming the Confederate States of America.



**1896**

**Separate But Equal,**

Southern state legislatures began enacting the first segregation laws, known as the “Jim Crow” laws.



**1909**

**NAACP Founded**

A group led by the W.E.B. Du Bois met at Niagara Falls, Canada, sparking a new political protest movement to demand civil rights for Black.



# Testimonial

“I was excited when our District received their copies of *BH365*®, *An Inclusive Account in American History*, textbook. This textbook has everything a new educator needs. The pictures used are authentic and the QR codes will allow students and teachers to augment their knowledge and spark curiosity. Students are now eager to learn more because their current history, they only knew of Blacks and slavery. They didn’t know that Blacks were ENSLAVED not SLAVES.

*BH365*®, *an Inclusive Account in American History* textbook, shows relevant and present examples of Black contributions to American history. It shows the possibilities of what students can become so they can see themselves differently. This textbook can definitely change the outlook of Blacks in this country.”

— Connie Isabel • **Crowley, TX**  
Deputy Superintendent of School Improvement  
Crowley Independent School District



# Testimonial

“BH365® , an Inclusive Account in American History textbook, its curriculum and professional development, is exactly what’s needed in today’s climate of community policing and the diverse population we serve.”

— Sgt. Sheldon Smith • **Dallas, TX**  
President, National Black Police Association



**1920**

**Harlem Renaissance**

The great migration of Black Americans from the rural South to the urban North sparked an African American cultural renaissance.



**1941**

**African Americans in WWII**

More than 500,000 African Americans fought overseas for what President Franklin D. Roosevelt called the “Four Freedoms”—freedom of speech, freedom of worship, freedom from want and freedom from fear.



**1947**

**Jackie Robinson,**

The first African American player to play on a major league team.



**1954**

**Brown v. Board of Education,**

May 17, 1954 U.S. Supreme Court’s verdict ruled unanimously that racial segregation in public schools violated the 14th Amendment of equal protection.



**1962**

**Integration of Ole Miss**

September 1962 crisis erupted when the state-funded University of Mississippi (known as “Ole Miss”) admitted a Black man, James Meredith.





## Testimonial

"As a business owner and member of the Bend, Oregon community, I participated in BH365's "Community Conversation" event with community members, leaders, and public officials. I served as a facilitator and wasn't sure what to expect. I have to say participating in the "Elephant Experience®" was a rich and unique activity and I left with a new perspective, deeper relationships, and a more approachable attitude. It was a beautiful human interaction where we were all able to set aside our fear and discuss difficult subjects with one another in a safe and healthy environment. There was an "abundance" in the room that reminded me of a potluck dinner where everybody

brings a little something, there is plenty for everyone, and everyone takes something home. Overall, an awesome event!"

— Mark Knowles • **Bend, OR**  
President, Smartz Bend Oregon



## Testimonial

"The Black History 365® curriculum is exactly what our educational systems need. It is innovative, creative, and provides a variety of different art forms and communication mediums to learn the content. Students learn in a variety of ways: verbally, nonverbal, written and visually! BH365® can meet all of their needs; and this is the power of culturally responsive teaching and learning."

— Jamila Thomas • **Cedar Hill, TX**  
Senior Vice President for Big Brothers Big Sisters

Over the 40-year study period (1980-2019), Black Americans were estimated to be

# 3.5 times more likely to die from police violence than white Americans.

-The Lancet: More than half of police killings in USA are unreported and Black Americans are most likely to experience fatal police violence.

- Institute for Health Metrics and Evaluation. (2021, September 30). Retrieved March 21, 2022, from <https://www.healthdata.org/news-release/lancet-more-half-police-killings-usa-are-unreported-and-black-americans-are-most-likely>



## 1963

"I Have a Dream,"

250,000 people—both Black and white—participated in the March on Washington for Jobs and Freedom, the largest demonstration in the history of the nation's capital.



## 1968

MLK Shot to Death

On April 4, 1968, the world was stunned and saddened by the news that the civil rights activist and Nobel Peace Prize winner Martin Luther King Jr. had been shot and killed on the balcony of a motel in Memphis, Tennessee, where he had gone to support a sanitation workers' strike.



## 1986

Oprah Winfrey Launches Syndicated Talk Show

Born in rural Mississippi to a poor unwed teenage mother, Winfrey got her start in television news and then launched The Oprah Winfrey Show, which would go on to become the highest rated in TV history.



## 2019

The Black Lives Matter Movement

A century from now historians will look back on our country's history, seeking to understand the movements that made enormous impact on American culture. There is no doubt that the BLM movement will be on that list.



## 2020

George Floyd Protests

Protests swelled to a critical juncture on May 25, 2020, 46-year-old George Floyd died after being handcuffed and pinned to the ground by police officer Derek Chauvin.





With the purchase of this bundle, you will receive one hardback textbook and one eBook copy of **Black History 365® : An Inclusive Account of American History.**

Full day of virtual training in which teachers enhance their understanding of implicit bias and cultivate mental models to address blind spots and promote culturally responsive practices. The BH365® classroom culture tools will be created and practiced.



**A four-day training in which BH365® Facilitators take a deep dive into each Unit and begin developing their curriculum maps to foster effective implementation.**

Virtual Support will be provided to each trained facilitator delivering the Black History 365® : An Inclusive Account of American History curriculum. The process includes one-on-one guidance to expand mental models and build classroom culture through operational procedure, design, and facilitation.



BH365® facilitators will have access to monthly sessions to deepen their Unit specific content knowledge. Facilitators will have the opportunity to share strategies with colleagues from around the country.

A half-day training in which Administrative staff deepen their understanding of the BH365® curriculum elements and teacher resources. A "Look For" map will be provided to support the implementation.





# P R O G R A M S



## Black & Blue Project

The Black & Blue Police Education Project seeks to collaborate with police departments on the necessary cultural/historical details regarding people of African descent in the U.S. This project targets maturing and developing what we regard as “policing” and its policies in America, by equipping police officers with our textbook, “Black History 365® Education, An Inclusive Account of American History”. This project is also coupled with professional development that provides additional resources to bridge the existing gap between police and people of color as well as foster better relationships in the communities they serve.



## Teacher and Student Resources

BH365 Education Foundation Inc.® provides underserved schools, libraries, and community organizations, “BH365® An Inclusive Account in American History” textbooks, eBooks, curriculum, and other resources such as Administration and Facilitator training, instructional support, and coaching. It is imperative for all learners to understand and acknowledge the contributions of persons from varied cultures, ethnicities, and backgrounds to appreciate all of humanity. It is also essential for educators to begin to unlearn historical biases and teach well-rounded lessons that include and engage all students. When all students learn to grapple with their varied pasts, they are more prepared to create the future they deserve.



BH365 Education Foundation Inc.® uses four program pillars of Education, Service, Community, and Scholarship as a guide for the work we do.



## Education

We understand that high-quality education options shape young men and women into well-rounded, well-educated individuals.



## Service

To equip and inspire individuals to become servant leaders within their communities through leadership development, promoting self-awareness and one's contribution to the world.



## Community

We have a civic responsibility to educate and empower global communities to navigate challenging conversations and become critical thinkers around race and cultural diversity.



## Scholarship

History is a rich, engaging subject that should include all to know. We will raise awareness of BH365®, An Inclusive Account to American History textbook, by providing funds to deserving students and teachers.



## **The VISION of BH365 Education Foundation Inc.®**

Black History 365®, An Inclusive Account of American History is a textbook and curriculum, created by Dr. Walter Milton Jr and Dr. Joel Freeman. The lack of historical content and its negative outcomes for blacks in schools and communities fostered their desire to create this “Love Letter” to the world! This dynamic, image rich, interactive textbook has touched the hands of thousands of Administrators, teachers, students, and community members across the US.

BH365 Education Foundation Inc.® was created to support Black History 365® Education’s mission in creating cutting edge resources that invite individuals, to become critical thinkers, compassionate listeners, fact-based, respectful communicators, and action-oriented solutionists. Our goal is to raise funds to support and offer continuous implementation for our program pillars, which are Education, Service, Community and Scholarships.

### **Over the next few years, our vision is to...**

- 1)** Expand staffing to support programmatic efforts.
- 2)** Impact global communities by replicating The Black & Blue Education Project across the U.S.
- 3)** Assist underserved and underfunded schools, across the US, with BH365 Education Teacher and student resources.
- 4)** Become the premier organization to preserve black history and culture.

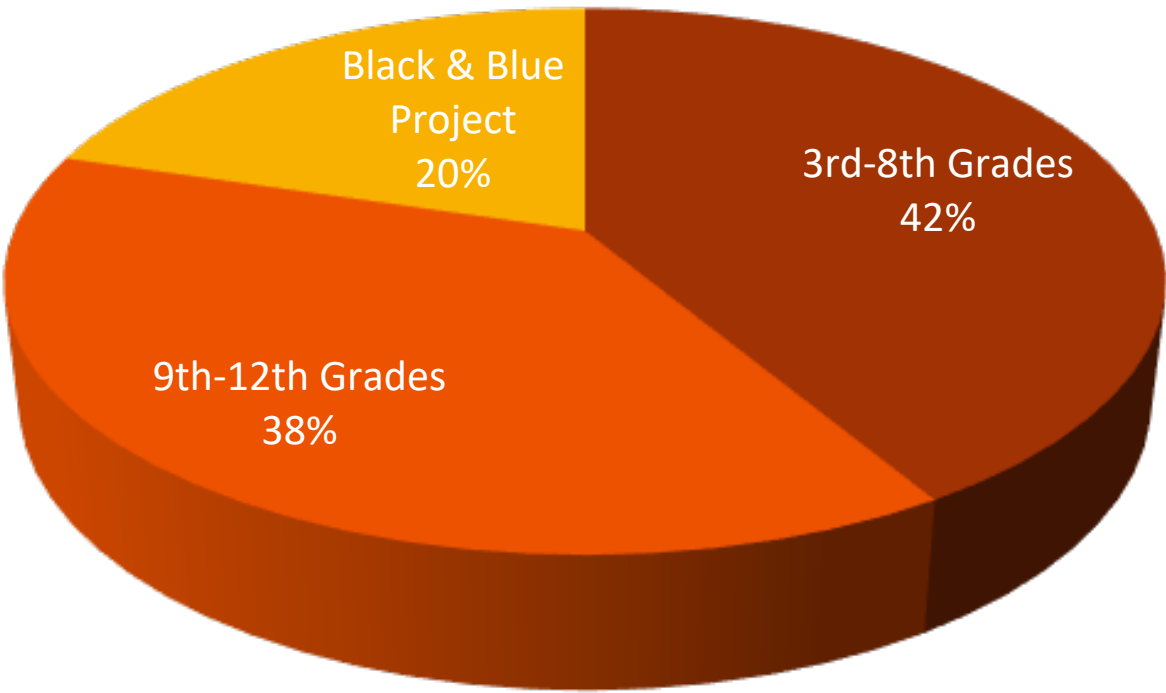
**We have the tool to change the narrative for Black people in America!**



# BH365 EDUCATION FOUNDATION INC.® CAMPAIGN

PROGRAMS	Year 1	Year 2	Year 3
EDUCATION			
Teacher & Student Resources Resources 3rd–8th Grade	\$ 1,720,000	\$3,440,000	\$5,160,000
Teacher & Student Resources Resources 9th–12th Grades	\$1,590,000	\$3,180,000	\$4,770,000
COMMUNITY			
Black & Blue Project	\$1,200,000	\$1,720,000	\$2,150,000
TOTALS	\$4,510,000	\$8,340,000	\$12,080,000

Our \$25 million goal impacts everyone!



PHASE 1  
CAMPAIGN TOTAL \$24,930,000



In a 2019 survey, **84% of Black adults** said that, in dealing with police, blacks are generally **treated less fairly** than whites; 63% of whites said the same. Similarly, 87% of blacks and 61% of whites said the U.S. criminal justice system treats black people less fairly.

- Horowitz, J. M., Brown, A., & Cox, K. (2021, September 22). Views on Race in America 2019. Pew Research Center's Social & Demographic Trends Project. Retrieved March 21, 2022, from <https://www.pewresearch.org/social-trends/2019/04/09/race-in-america-2019/#majorities-of-black-and-white-adults-say-blacks-are-treated-less-fairly-than-whites-in-dealing-with-police-and-by-the-criminal-justice-system>

*“Never be limited by other people’s limited imaginations.”*

– Dr. Mae Jemison,  
first African American female astronaut

Despite the fact that societies are becoming more culturally diverse and globalized, issues surrounding inequality, bias, and breakdowns in intercultural communications persist. The FBI reports that in 2013,

there were almost **6,000** reported incidences of **hate crimes** in the United States. Of these, almost 60 percent had racial or ethnic motivations. Discrimination and bias have serious consequences. For example, stereotypes and bias have been claimed as the foundation for the surge in reported incidences of police brutality and the deaths of African Americans.

- Cultural Competence, An Important Skillset for the 21st Century. Retrieved March 2022 from <https://extensionpublications.unl.edu/assets/html/g1375/build/g1375.htm>



# BLACK HISTORY 365 FOUNDATION

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