



**BIRMINGHAM
CIVIL RIGHTS
INSTITUTE**

LIVING THE
Legacy

**ANNUAL
REPORT**

2022

CONTENTS

03-07 LEADERSHIP, PURPOSE & TEAMWORK

- 04**-MESSAGE FROM CEO
- 05**-MESSAGE FROM BOARD CHAIR
- 06**-MISSION, VISION, VALUES
- 07**-OUR TEAM & BOARD

08-19 REACH, REWARD, RELATIONSHIP, PROGRESS & EXPOSURE

- 09-11**-OUR REACH
- 12**-REWARDS
- 13**-PROGRESS
- 14**-RELATIONSHIPS
- 15-17**-30TH ANNIVERSARY
- 18-19**-EXPOSURE

20-23 EDUCATION & LOOKING AHEAD

- 21-22**-EDUCATION
- 23**-LOOKING AHEAD

24-25 STEWARDSHIP

- 25**-STEWARDSHIP

26-27 SUPPORT

- 27**-SUPPORT US





Legacy

**THROUGH LEADERSHIP,
PURPOSE & TEAMWORK**

A WORD FROM OUR PRESIDENT & CEO

Dearest Stakeholders,

2022 was truly a year to remember at The Birmingham Civil Rights Institute! We are excited to report how we gathered with the community and shared stories with visitors worldwide.

We seized opportunities to share sacred stories of triumph in the face of tragedy through our Race To Freedom exhibit during the World Games 2022, framing the challenges athletes of color continue to face in our city and around the globe.

We continued to honor those we've lost whose stories have become symbols of our struggle and fuel for our movement. We lifted the stories of innocent souls like Emmett Till through film, art, and a traveling exhibit to allow visitors of all ages to learn and process.

I am honored to have been chosen as the official President and CEO in 2022 and am even more excited for the growth we have had and the investment we've made in our team to help us continue to operate in excellence and excel in how we serve.

I am proudest of our celebration of the 30 years that The Institute has existed to preserve, share and honor our stories. I stand on the vision of my elders, the work of my community, and the strength of my ancestors as we look to the years ahead to what lies ahead.

DeJuana Thompson

DEJUANA L. THOMPSON
PRESIDENT & CEO





A WORD FROM OUR BOARD CHAIR

Dear Advocates,

We are grateful that 2022 was another successful year at BCRI, and we would like to thank all our investors and stakeholders across the country for their unwavering support. Throughout the year, we actively engaged with them and kept them informed about our progress, challenges, and strategies.

Despite the pandemic, we have made significant progress in rebuilding from the inside out, thanks to the

unwavering support of local businesses and the exceptional leadership of our CEO and President. Our board, which comprises individuals with diverse backgrounds, including 40% holding executive positions at Fortune 500 companies and a venture capitalist managing an over \$100 million fund, has provided valuable input and guidance.

In 2022, BCRI played a significant role in the multi-billion dollar economic impact of the travel and tourism industry in Jefferson County and the state ecosystem. Our growth and success is a testament to the reputation, support, and trust we have received from our investors and stakeholders across the globe.

We remain committed to our mission and are confident that with your continued support, we will continue to achieve greater heights in the coming year.

Isaac Cooper

ISAAC COOPER
CHAIRMAN



Legacy THROUGH PURPOSE

OUR MISSION

To enlighten each generation about civil and human rights by exploring our common past and working together in the present to build a better future.

OUR VISION

We stand strong as THE CORNERSTONE of the civil rights story, a living memorial with an ongoing mission.

OUR VALUES

The Birmingham Civil Rights Institute is committed to:

- Preserving and telling the Birmingham story
- Being a good steward of archival and financial resources
- Creating programs that encourage cultural awareness
- Championing civil and human rights by facilitating an atmosphere of dialogue and understanding

OUR TEAM

DEJUANA THOMPSON
President & CEO

JAQUESE BREWSTER
Accounting Assistant

DR. SAMANTHA ELLIOTT BRIGGS
Vice President of Education

YVETTE CHATMAN
Gift Store Associate

WAYNE COLEMAN
Head of Archives

MICHELLE CRAIG
Youth Development Specialist

MALAINI FELTON
Gift Store Assistant

DAVID GLASGOW
IT Assistant

MICHAEL HOLLAND
Information Systems Administrator

BARRY MCNEALY
Historical Content Expert

CARRIE PATTERSON
Office Manager

LATOYA PICKENS
Ticket Booth Assistant

VALERIA RILEY
Accounting Supervisor

LEROY SIMMONS
Safety Manager

CHAD SMITH
Gift Store Associate

KATINA SMITH
Executive Assistant to the President

MARSHAY WEBB
Operations Manager

CAROL WELLS
Vice President of Finance & Operations

LATONIA WHATLEY
Gift Store Assistant

CHARLES WOODS, III
Education Director & Trainer

ISAAC COOPER
IMC Financial Consulting,
Chairman

DANNY MARKSTEIN
Markstein,
Vice Chair

ANGELA D. MCKENZIE
Regions Bank,
Treasurer

NYESHA CHEYENNE BLACK, PHD.
Noire Analytics,
Secretary

CARLOS ALEMÁN
HISPANIC INTEREST COALITION OF ALABAMA

TAMERA COYNE-BEASLEY, MD
UNIVERSITY OF ALABAMA AT BIRMINGHAM

WILLIAM H. BURGESS, III
THE BURGESS GROUP.

ALICE BOWSER
HISTORIC PRESERVATIONIST,
ARCHITECTURAL HISTORIAN, WRITER & EDITOR

ROBERT DICKERSON
BIRMINGHAM BUSINESS RESOURCE CENTER

DEONTÉE GORDON
TECHBIRMINGHAM

DARYL R. GRANT
KPMG ADVISORY SERVICES

ANTHONY HOOD
FIRST HORIZON BANK

ROSILYN HOUSTON
BBVA USA

NATALIE KELLY
BRASFIELD & GORRIE, LLC

JONATHAN PORTER
ALABAMA POWER

JOHN D. SAXON
JOHN D. SAXON, P.C.

ARIAN SIMONE
THE FEARLESS FUND

MASHONDA TAYLOR
WOODLAWN UNITED
DAVID A. THOMAS
STARBUCKS

REV. GWENDOLYN C. WEBB
HOPEWELL MISSIONARY BAPTIST CHURCH/FOOT SOLDIERS INTERNATIONAL, INC.

REV. THOMAS L. WILDER JR.
BETHEL BAPTIST CHURCH

NICK WILLIS
PNC BANK

OUR BOARD

ODESSA WOOLFOLK,
CHAIR EMERITA

DEJUANA THOMPSON,
PRESIDENT AND CEO

MAYOR RANDALL
WOODFIN,
EX OFFICIO

REV. FRED L.
SHUTTLESWORTH
1922-2011



**Birmingham Civil
Rights Institute**



**BIRMINGHAM
CIVIL RIGHTS
INSTITUTE**

Legacy

**THROUGH REACH, REWARD,
RELATIONSHIP, PROGRESS
& EXPOSURE**



36,500+
INSTITUTE
VISITORS



3,000
KING DAY
VISITORS



34
EVENTS



5
FILMS

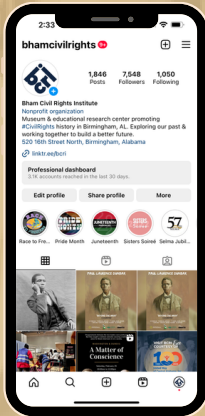


7
EXHIBITS

Legacy THROUGH REACH

FACEBOOK

Audience- 31,016
Profile Visits- 14,037
Reach- 279,758



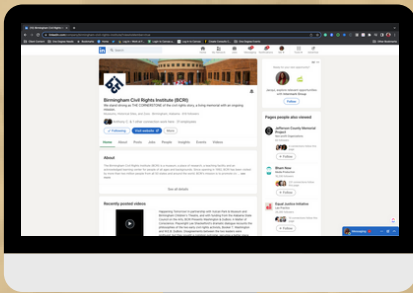
INSTAGRAM

Audience- 7,515
Profile Visits- 5,101
Reach-19,622



TWITTER

Audience- 2,769
Profile Visits- 12,928
Reach-95,962

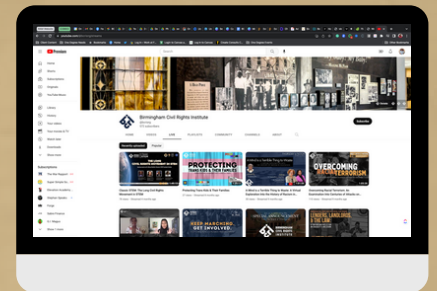


LINKEDIN

Audience- 802
Profile Visits- 927
Reach-17,957

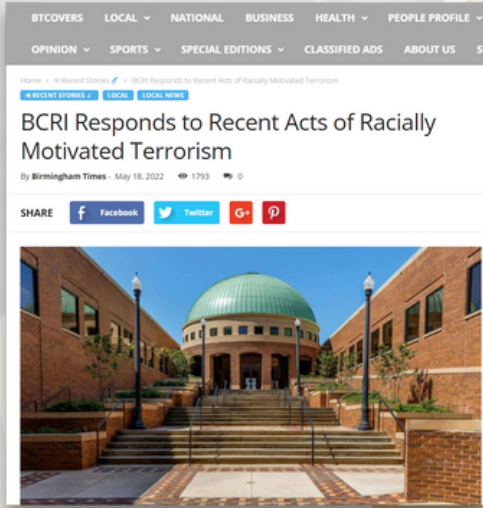
YOUTUBE

Audience-564
Views-11,499
Reach-11,499
Watch Time 887.7hours



NEWS HITS

Over 3,900 Mentions
Average Mentions per day: 10
50 direct articles



In the wake of the mass shooting that occurred at Tops Friendly Markets supermarket in the EastSide neighborhood in Buffalo, New York, where ten people were murdered, and three others were wounded, BCRI responded by hosting a virtual conversation, *Overcoming Racial Terrorism: An Examination Into Centuries of Attacks on American Minorities* to examine the effects of race terrorism. The discussion featured Dr. Samantha Briggs, Dr. Gerry L. White, Prof. Doug Evans, III, and Dr. Martez Files.

President Thompson was featured on *Talk of Alabama* to discuss the significance of the inaugural Fred Shuttlesworth's day and the day's planned activities, including a proclamation from Mayor Woodfin, a curated gallery showcasing the work and legacy of Rev. Fred Shuttlesworth, and much more.



BCRI made headlines when it announced a full week of memorable experiences to celebrate its 30th Anniversary. Events included: a free day for the community, the Anne & Emmett stage play, and the grand celebration at Haven, all culminating with the opening of the Emmett Till and Mamie Till-Mobley: Let the World See exhibit.

President Thompson spoke with Josh Gauntt from WBRC on raising \$2.4 million and restoring financial stability to BCRI and what that means for continuing the legacy and work of the Institute.



Legacy THROUGH REWARD

A.G. GASTON AWARD RECIPIENT 2022

The A.G. Gaston Conference connects business owners, community leaders and all who believe in Black empowerment. For two days, attendees are filled with information that empowers and inspires change for the future. Business experts share their experiences, provide valuable advice and challenge others to further success. Local business leaders who exemplify the ideals of A.G. Gaston are recognized by their peers. BCRI president and CEO, DeJuana Thompson was honored with the 2022 A.G. Gaston Award for her invaluable leadership as a political and social strategist providing innovative and sustainable engagement methods and models for candidates, campaigns, and community organizations

BCRI LEGACY AWARD HONOREE 2022-BISHOP CALVIN WOODS

CBS 42 News anchor, Art Franklin, the R.E.S.P.E.C.T. Organization, Birmingham Squadron, & The Birmingham Civil Rights Institute presented Bishop Calvin Woods with the BCRI Legacy Award for six decades of courageous leadership through the Civil Rights Movement. Bishop Woods remains involved in the movement today, having just retired after 57 years of service with the Southern Christian Leadership Conference Birmingham Metro Chapter where he served as President since 2006 and 1st Vice President of the National SCLC.



Legacy THROUGH PROGRESS

SOLIDIFYING LEADERSHIP

The BCRI Board of Directors made DeJuana Thompson's leadership permanent a year after she was appointed Interim President & CEO.

The Institute also welcomed new staff leadership. Dr. Samantha Elliott Briggs was named Vice President of Education, Katina Smith as the Institute's Executive Assistant to the President, and Carrie Patterson as Office Manager.



BOARD OF DIRECTORS RECEIVED NEW APPOINTEES

- Natalie Kelly, Director of Corporate Responsibility at Brasfield & Gorrie
- Arian Simone, Co-founder, President & CEO at the Fearless Fund
- Mashonda Taylor, Executive Director of Woodlawn United
- Deontee Gordon, President and CEO of Tech Birmingham
- Nick Willis, Greater Alabama Regional President at PNC
- Alice Bowsher, Author and Advocate
- Dr. Anthony C. Hood, Executive Vice President & Chief Diversity, Equity and Inclusion Officer at First Horizon Bank



Legacy THROUGH RELATIONSHIP

The Birmingham Civil Rights Institute fills a unique space to connect many through the information we hold in our historic galleries. In 2022, we welcomed many dignitaries, leaders, entertainers, and more who sought to learn more about our stories. Visitors included:

- United States Secretary of the Interior- Deb Haaland
- Consul General at German Consulate General in Atlanta-Melanie Moltmann
- Consul General at Consulate General of Israel in Atlanta-Anat Sultan-Dadon
- United States Secretary of Housing and Urban Development-Marcia Fudge
- Consulate General of Nigeria- Ambassador Lot Peter Egopija
- Consul General at Consulate General of the Federal Republic of Nigeria- Amb. Dr Amina Smaila
- New Orleans Breakers Linebacker - Vontae Diggs
- New Orleans Breakers Linebacker- Jerod Fernandez
- U.S. Secretary of Transportation (DOT)- Pete Buttigieg





"We will not be satisfied until 'justice rolls down like water and righteousness like a mighty stream.'"

Martin Luther King Jr.

92 30 22

ANNIVERSARY

THIRTY YEARS OF
WORTH



30TH ANNIVERSARY

In November of 2022, BCRI commemorated 30 years with a collection of memorable experiences.

We started the week of events providing a space for families to learn and discuss feelings/emotions involving societal injustice and violence with the return of our Community of Readers series. The event featured poetry reading, singing and art activities featuring *A Wreath for Emmett Till* by Marilyn Nelson.

We continued the commemoration with "Anne and Emmett", a one-act play depicting an imaginary conversation between Anne Frank and Emmett Till staged in partnership with the Birmingham Jewish Federation and the Alabama Holocaust Education Center at The Birmingham Museum of Art.

We opened our doors to the community for a free day to visit and explore our historic galleries. Then followed with an unveiling of "Emmett Till and Mamie Till-Mobley: Let the World See." The national touring exhibit was created by The Emmett Till & Mamie Till-Mobley Institute, the Emmett Till Interpretive Center, the Till family, and The Children's Museum of Indianapolis to share the tragic story of American racism—past and present—and the story of communities committed to racial healing.

We completed the week with a night of celebration and awards. Founding President Odessa Woolfolk and Mayor Richard Arrington, Birmingham's first Black mayor, recounted the birth of the Institute and reflected on its triumphs.



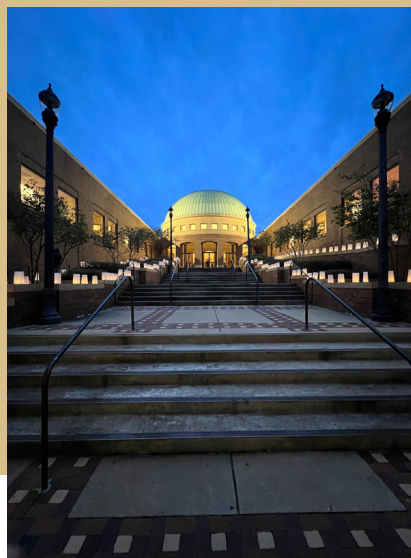
We celebrated those who have upheld the banner of social justice with laurels like Champions of Change, Courageous Communicators, and The Enduring Legacy of Freedom - given to The Student Nonviolent Coordinating Committee (SNCC).

The highlight of our event was Civil rights activist and journalist Mrs. Myrlie Evers-Williams will be honored as she received BCRI's most distinguished honor, the 2022 Rev. Fred L. Shuttlesworth Human Rights Award.

The Shuttlesworth Award is bestowed upon a person who has made an enduring and lasting impact in the field of social justice and human rights. Honorees embody the spirit of Rev. Shuttlesworth with an unrelenting pursuit of justice and a moral arc bent toward freedom.

"Mrs. Myrlie Evers-Williams' legacy has been inarguably established as she has held prominent roles in the public and private sector. Her commitment to human rights has been beautifully demonstrated by her advocacy and aptitude for linking business, government, and social issues to foster equality. She is richly deserving of this award in the spirit of Rev. Shuttlesworth,"

Isaac M. Cooper, BCRI Board Chairman



Legacy THROUGH EXPOSURE

RACE TO FREEDOM

In conjunction with the World Games, BCRI opened the Race To Freedom exhibit. Visitors were immersed in a narrative and full-sensory experience that encouraged them to consider the harrowing intersection of racism in sports and sports as a conduit for progress. The Race to Freedom exhibit also included weekly giveaways, a Gee's Bend Quilt, interactive features, unique photo opportunities with celebrities, sports archives, and memorabilia all coming together to create a memorable experience.

The Race To Freedom exhibit was done in partnership with The Alabama Sports Hall of Fame, NASCAR, Honda, Southern Custom Exhibits, Microsoft, and The Southern Center for Broadening Participation in STEM the Jesse Owens Museum, and the private art collections of Mrs. Billye Aaron and Judge Brenda Cole.



STEAM SATURDAYS

Alongside the new exhibit, BCRI's World Games activities included STEAM Sporting Saturdays, which featured activities geared towards elementary, middle, and high school students with the aim to increase STEM literacy, enabling them to learn more deeply and think critically in science, mathematics, engineering, and technology (STEM).

Visitors were able to participate in several activities, including:

- 3D Printing
- Button Making
- Xbox Gaming Lounge
- Hip Hop 101
- Building & Designing Skateboards
- Metaverse Esports
- Brown Toy Box
- Virtual Reality Lounge
- Xbox Gaming lounge





EMMETT TILL & MAMIE TILL-MOBLEY: LET THE WORLD SEE

The Emmett Till & Mamie Till-Mobley: Let the World See is a touring exhibit created in collaboration with the Emmett Till and Mamie Till-Mobley Institute, the Emmett Till Interpretive Center, the Till family, and The Children's Museum of Indianapolis. It tells the story of Emmett Till and his mother, Mamie Till-Mobley, challenging visitors to make a ripple for justice in their own communities. Its goal is to educate, inspire, and build a new generation that will reject past hatred and commit to racial healing and social justice in their communities.

The exhibit was housed at the Institute from November 18th to January 16th before moving on to its next destination. During that time, countless families came to experience the exhibit and reflect on the impact Emmett Till & Mamie Till-Mobley had on the civil rights movement.





Legacy

**THROUGH EDUCATION &
LOOKING AHEAD**

Legacy THROUGH EDUCATION

LEGACY YOUTH LEADERSHIP PROGRAM

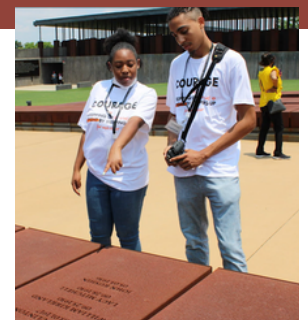
The Legacy Youth Leadership Program (LYLP) utilizes BCRI's mission, collections, programs, and partnerships to engage area high school students in a series of training experiences and internship opportunities that will help them develop into lifelong learners, productive citizens, and community leaders.

Legacy students are enrolled in high schools throughout the Birmingham Metro area including Birmingham City Schools, Jefferson County Schools, Hoover City Schools, Shelby County Schools, Mountain Brook Schools, and more.

In 2022, the students led over 60 tours of the Institute, visited Sloss Furnaces to learn Birmingham history, and worked as peer leaders with the young ladies from Grace House Ministries who spent a week at BCRI. The highlight of the year for Legacy students was the Morgan Project field trip.

The Morgan Project field trip was an all-day excursion that brought the students through two cities to learn about their history: Montgomery and Selma. While in Montgomery, the students visited the Legacy Museum, the National Memorial for Peace and Justice, and the Civil Rights Memorial Center, where they held a ceremony to remember the sacrifices made by those during the struggle for Civil Rights. Also, while in Montgomery, the students visited the Montgomery Slave Market Marker and learned about the confederate dollar- Dixie. The students then traveled to Selma, where they visited the historic Tabernacle Baptist Church and learned about the foot soldiers and the violence they faced when walking across the Edmund Pettus Bridge. A recap video of this memorable trip can be found on our website.

The Legacy Youth Leadership Program capped off an amazing year by graduating 15 students!





BIRMINGHAM CULTURAL ALLIANCE PARTNERSHIP (BCAP)

BCRI's award-winning afterschool initiative is a collaboration of the city's major museums and public library. Together they provide after-school enrichment opportunities designed to enhance the cultural literacy and academic achievement of students and their families. BCAP worked directly with over 300 students across two schools: Bertram A. Hudson K-8 School and Oxmoor Valley Elementary School. BCAP also provided summer enrichment activities to mitigate the learning loss due to COVID.

HERITAGE ALIVE!

Heritage Alive! is a series of free 45-minute programs designed by BCRI that engage young learners with weekly interactive activities. The program features one book each month with new activities presented each week.

In 2022, the Heritage Alive program hosted eight events to teach children and their parents the importance of reading. The program also provided opportunities for homeschooled families to come out, obtain books, and socialize with other kids and families.

COMMUNITY OF READERS

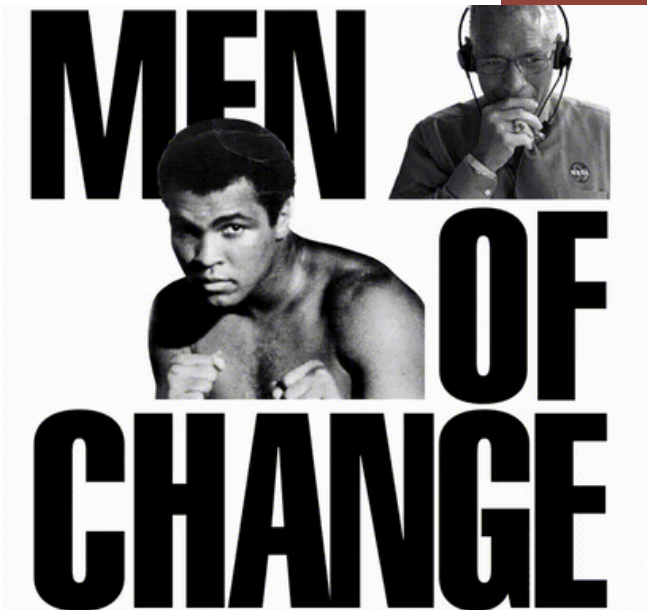
The Community of Readers program at BCRI aims to bridge the gap between literacy and parental involvement by instructing families about better reading habits, promoting local parents' belief in their own capabilities as educational mentors, and using books to enhance the time that families spend together.

The annual Kwanzaa celebration saw the Rotunda packed with people enjoying activities that included drummers and dancers, a presentation from Legacy students highlighting the history of Kwanzaa, a paint & sip activity, and a Family Feast, which included traditional African foods and drinks! The Community Of Readers program also hosted events for Christmas and Hanukkah.

Legacy

LOOKING AHEAD

A LOOK AT THE PROGRAMS AND EXHIBITIONS COMING TO THE INSTITUTE SOON.

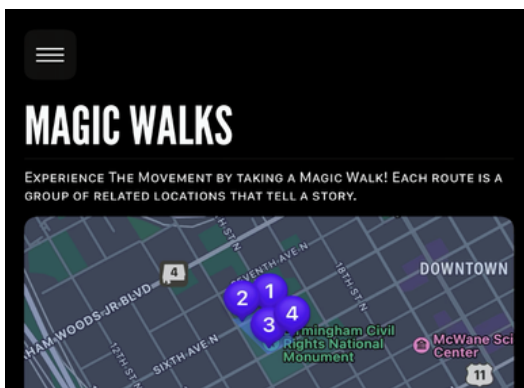


MEN OF CHANGE: POWER. TRIUMPH. TRUTH. EXHIBITION

In 2023, BCRI will feature the Smithsonian Men of Change: Power. Triumph. Truth. exhibit. The exhibit consists of bold contemporary art, photographs, quotes and literary excerpts, and essential stories. Men of Change weaves history into the moment; learn about the impact of these men and their roots in rich community traditions, coming Fall 2023.

THE MOVEMENT APP

Through our partnership with Apple and Ed Farm, we will soon launch a virtual opportunity for anyone to explore the museum. Together we'll offer an immersive digital learning experience that will leverage augmented reality (AR) and bring the story of Birmingham's modern Civil and Human Rights Movement



LIVING HISTORY

In collaboration with the Birmingham Foot Soldiers, this exhibition represents a unique opportunity to have captured the images and stories of remaining members of a group of civil rights activists whose numbers are diminishing.



WVA CITY

*“My first words were,
‘My baby! My Baby’*

—MAXINE McNAIR



Legacy

THROUGH STEWARDSHIP

Legacy THROUGH STEWARDSHIP

Engagement is at the forefront of our priority objectives, along with providing historical education, being a community gathering place, training tomorrow's leaders, engaging on racial justice, diversity, equity, and inclusion issues confronting our community, and updating the Institute's infrastructure to ensure a solid footing for years to come. We shall press on with our mission of preserving and telling the Birmingham civil rights story.

TOTAL REVENUE: \$2,061,247.92

\$472,231.44

REVENUE FROM
TICKET SALES

\$128,530.28

REVENUE FROM
GIFTSTORE

\$7,393.00

REVENUE FROM
MEMBERSHIPS

\$750,000

CITY OF
BIRMINGHAM

\$289,702.57

STATE OF
ALABAMA

\$2,000

CITY OF
VESTAVIA HILLS

\$71,921.00

IMLS GRANT

\$141,600

GRANTS



Legacy

THROUGH SUPPORT

Legacy

THROUGH SUPPORT

BECOME A MEMBER

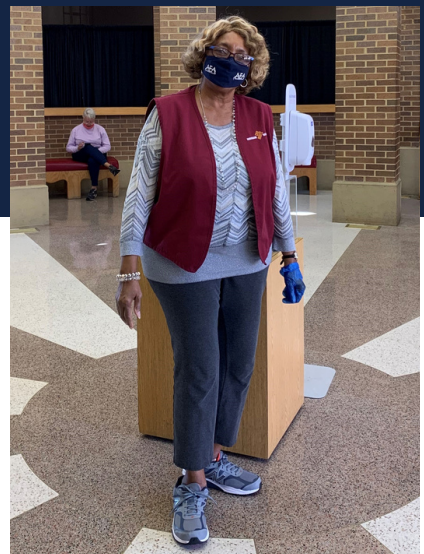
Join today or share your love of BCRI by giving a gift membership. Members are the foundation of BCRI's community of support. Thanks to the generosity of members, BCRI can continue to produce exciting new exhibitions and exceptional programming to meet its mission for preservation, inspiration and education.

DONATE

Thank you for joining with us through your generous donation. As a private non-profit 501(c)3 organization, BCRI relies on proceeds from admissions and gift store sales as well as support from the community and sponsors to fund its general operations.

VOLUNTEER

Help tell the Birmingham Civil Rights story. As a BCRI volunteer, you show an investment in the future of the Institute and the community. Volunteers are an essential part of our daily operations. We offer flexible volunteer schedules. Even if you are short on time, you can still get involved in a meaningful way.





KEEP THE

Legacy

ALIVE

CONTACT US

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FOLLOW US

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