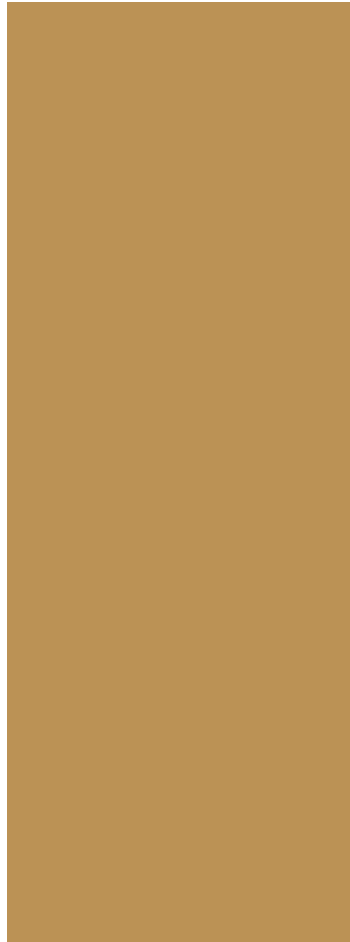
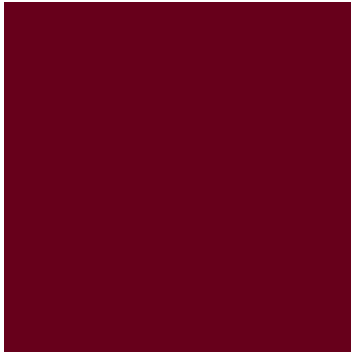


# 2023

## ANNUAL REPORT



THE CAMPAIGN TO CREATE  
THE JULIUS ROSENWALD  
& ROSENWALD SCHOOLS



**NATIONAL  
HISTORICAL PARK**

[ROSENWALDPARK.ORG](http://ROSENWALDPARK.ORG)



*“Every child deserves a chance to dream  
and achieve their full potential.”*

JULIUS ROSENWALD

# The Legacy of Julius Rosenwald

The son of German Jewish immigrants, Julius Rosenwald made the astute decision in 1895 to buy into the struggling mail order company Sears, Roebuck. His managerial acumen combined with Richard Sears's marketing genius made Sears the retailing powerhouse of the twentieth century. Using the enormous wealth thus acquired, Rosenwald became an innovative philanthropist determined to advance educational opportunity for African Americans in the segregated South and increase their entrance into mainstream professions.



Rosenwald partnered first with Booker T. Washington and then with nearly 5,000 African American communities across the South to construct 4,977 Rosenwald Schools between 1912 and 1932, which educated more than 600,000 African American children in 15 states during the Jim Crow era. Famous Rosenwald School graduates include the late Congressman John Lewis, poet Maya Angelou and activist Medgar Evers

In 1917, Rosenwald created the Julius Rosenwald Fund to administer his philanthropy. Between 1928 and 1948 it awarded fellowships to nearly 900 talented individuals, two thirds of whom were African American. Recipients went on to positions of influence in academia, government, and the arts. Many also worked

to advance Civil Rights for African Americans. The Fund supported early NAACP legal cases, which led to the Brown v. Board of Education lawsuit before the Supreme Court, contributed

to Historically Black Colleges and Universities and supported programs to improve health and medical services for African Americans.

Rosenwald supported many causes in Chicago - he helped create the Jewish United Fund of Metropolitan Chicago and was its first president,

served on the Board of Jane Addams' Hull House for 20 years, donated to the University of Chicago and served on its Board of Trustees and was the founding donor of the Museum of Science and Industry.

In both his business career and philanthropic activities, Rosenwald believed in the value of partnerships for success. The story of Julius Rosenwald and the Rosenwald Schools is an important example of the kind of cooperation and generosity that has made - and will continue to make - America great.

The Julius Rosenwald & Rosenwald Schools National Historical Park will serve as an important landmark in the struggle for educational equality and civil rights. Moreover, the Park will reinforce the importance of unity and understanding among communities.

# President's Letter



First and foremost, I would like to thank all the donors, supporters and volunteers who have enabled the Campaign to make so much progress this year. You are truly making a difference.

The Campaign gained meaningful momentum in 2023. It held in person and online programs that reached broad audiences. Its newly completed film, *Rosenwald: Toward A More Perfect Union*, was shown at a number of film festivals and programs about Rosenwald Schools.

Campaign Board member Stephanie Deutsch continued her visits to Rosenwald Schools throughout the South, giving presentations and participating in related activities including the *Lantern Walk Weekend* at Mobile County Training School in Alabama in November. Stephanie has visited over 30 Rosenwald Schools and interacts regularly with school support groups.

Since its inception in 2016, the Campaign has worked closely with the National Parks Conservation Association (NPCA). We were gratified that the cover story of the Summer 2023 issue of *National Parks* was *Remembering Rosenwald*. The magazine reaches over 650,000 NPCA supporters.

At the end of 2023, the number of non-profit organizations that had submitted letters of support to the Campaign for establishing the National Historical Park had increased to 206, and the Campaign's newsletter had 1,250 subscribers.

The Campaign is continuing to work closely with NPCA and the National Trust for Historic Preservation to increase support for creating the Park in Congress and the Executive Branch. In 2023 we also interacted with the National Park Trust, the Chicago office of the Trust for Public Land, and the National Religious Partnership for the Environment.

In late 2023 the Campaign began activities to encourage President Biden to proclaim in 2024 the Julius Rosenwald And Rosenwald Schools National Monument

through his authority under the Antiquities Act. It also began developing draft legislation for establishing the National Historical Park. Of the many types of National Parks, only National Monuments can be designated by the President. All others must be created through Congressional legislation. The Grand Canyon was initially a National Monument but soon became a National Park after Congress passed legislation. The Campaign plans to follow that route for the Rosenwald and Rosenwald Schools sites.

“I do not see how America can go ahead if part of its people are left behind.”

Julius Rosenwald

The activities included initial meetings with staff of Members of Congress requesting a letter to the President urging him to proclaim the National Monument.

The Campaign increased its presence in the Chicago area through a program in Highland Park, IL, a tour of the former Sears, Roebuck merchandising facility in the North Lawndale section of Chicago and related meetings.

Sandra Wilcox Conway of Chapel Hill, NC, joined the Campaign Board and Steve Sarowitz of Highland Park, IL, joined the Campaign Advisory Council in September. We are grateful for their contributions to the Campaign.

***In 2024, the Campaign plans to undertake these activities:***

- Obtain letters to President Biden from Members of Congress, the Governors of Maryland and Illinois, other government officials, non-profit organizations, support groups for Rosenwald Schools and key individuals requesting he proclaim National Monument
- Develop draft legislation to establish the National Historical Park for possible introduction by a Member of Congress

- Rent office space in the 14-story Nichols Tower, the only remaining part of the huge Sears merchandising plant, in North Lawndale
- Collect information on support groups for Rosenwald Schools to establish an informal network of Rosenwald Schools
- Expand the Campaign's report on notable Julius Rosenwald Fund Fellows, develop and give programs on the important contributions of Rosenwald Fund Fellows to the *Brown v. Board of Education* case and other fields of endeavor and begin plans for a traveling interactive museum exhibition on Rosenwald Fund Fellows
- Expand the Campaign's presence on social media to regularly share the inspiring stories of Rosenwald School alumni and Rosenwald Fund Fellows
- Expand the Campaign's collection of memorabilia for donation to the future visitor center of the National Historical Park

The Campaign has made so much progress since its inception in 2016, something we could not have done without your support.

Our sincere thanks to all of you.



*“Education is the key that unlocks the golden door to freedom.”*

George Washington Carver

# Campaign Accomplishments

2016		Campaign established
2017		State Historic Preservation officers in 14 states recommended 55 Rosenwald Schools and one teacher home for possible inclusion in planned Park
2018-19		Campaign representatives visited 34 of 56 facilities
2018		Campaign issued historic context study report on Rosenwald and Rosenwald Schools
2019	JUN	<i>The Julius Rosenwald And Rosenwald Schools Act</i> introduced in both Houses of Congress
2019	AUG	Campaign approved as 501(c) (3) corporation
2020		Campaign issued report on sites in Chicago associated with Julius Rosenwald; collection of memorabilia begun
2020 -21	DEC -JAN	<i>The Julius Rosenwald And Rosenwald Schools Act of 2020</i> passed both Houses of Congress, signed into Law (Publ. Law 116-336)
2021		Issued a comprehensive report on 55 Rosenwald Schools and one teacher home
2021		Ongoing interaction with National Park Service (NPS) staff, continued collection of memorabilia, nonprofit supporters grew to 109
2022	APR -JUL	NPS started special resource study of sites associated with Julius Rosenwald and Rosenwald Schools, held two public meetings, received nearly 2,000 comments
2022	NOV	Campaign began development of an introductory film on Campaign
2022		Multiple programs on Rosenwald and Rosenwald Schools, continuing articles in news media, ongoing interactions with NPS, nonprofit supporters grew to 180, subscribers to Campaign newsletter exceeded 1,000, further collection of memorabilia
2023	APR	Resolution from Tennessee House of Representatives recognizing contributions of Julius Rosenwald and Rosenwald School communities to TN, events associated with resolution
		Issued report on notable Rosenwald Fund Fellows containing brief profiles of 87 Fellows
2023	APR -DEC	Campaign completed 10-minute introductory film; it won awards at five film festivals, was shown at multiple Campaign programs and those of other organizations
2023	NOV -DEC	Tour by seven Board members of former Sears, Roebuck & Co merchandising facility in Chicago, decision to pursue rental of first floor office space
2023		Work began on proposed National Monument proclamation by President Biden
		Continuing interactions with NPS, National Parks Conservation Association and National Park Trust
		Expanded collection of memorabilia
		Nonprofit supporters grew to 206, subscribers to newsletter reach 1700, cover article <i>Remembering Rosenwald</i> in Summer 2023 National Parks magazine

# The Award Winning Rosenwald Film

In April 2023 the Campaign completed its 10-minute film entitled *Rosenwald: Toward A More Perfect Union*. The film, which was directed and produced by the accomplished Charles Poe, cofounder of the Parks Channel, includes interviews with six people, two of whom attended Rosenwald Schools. It was the winner for best short documentary at four



film festivals – the Peoples Film Festival in Harlem, NY; the Carolina Film Festival in Matthews, NC; the Indigo Moon Film Festival in Fayetteville, NC; and the North Carolina Film Festival in New Bern, NC – and for best story at the Toronto Documentary Feature and Short Film Festival. It will be screened at additional film festivals in 2024.

The film was shown in conjunction with programs sponsored by several organizations. On October 14 it was screened continuously at the Rosenwald Courts Apartments as part of the annual Open House Chicago celebration. Three hundred people attended. Completed in 1929, the complex was built by Julius Rosenwald as affordable housing for middle class African Americans in the Bronzeville

section. It underwent an award-winning restoration several years ago.

The film was also shown to visiting school groups at New Orleans' Museum of the Southern Jewish Experience with the exhibition of photographs from Andrew Feiler's impressive book *A Better Life for Their Children: Julius Rosenwald, Booker T. Washington and the 4,978 Schools That Changed America*.

The Campaign also sponsored a number of events featuring the film and panel discussions on Julius Rosenwald's life and legacy and the remarkable impact of Rosenwald Schools. They included a program at Temple Emanu-El in Closter, New Jersey, and at the Wayfarer Theaters in Highland Park, Illinois, where it shared billing with Martin Scorsese's film *"Killers of the Flower Moon."* Following the film screening there was a panel discussion among representatives of the Campaign moderated by Rabbi Steven Lowenstein of Am Shalom synagogue in Glencoe, IL.

And the film was also shown at a three-day celebration of Africatown and the Mobile County Training School in Mobile, Alabama. Stephanie Deutsch represented the Campaign and gave several presentations.

These events have helped share the amazing story of Julius Rosenwald and the Rosenwald Schools and increased support for creating the National Historical Park – sooner rather than later!

# Tennessee Salutes Julius Rosenwald and Its Rosenwald Schools



*Tennessee State Representative Greg Vital presents Tennessee resolution to Campaign President Dorothy Canter*

In early 2023 Tennessee State Representative Greg Vital introduced a resolution in the Tennessee House of Representatives to “honor and recognize the contributions of Julius Rosenwald and the Rosenwald School communities to the State of Tennessee and salute their legacies.” Three hundred seventy-three schools, teacher homes and shop buildings were built in Tennessee that educated nearly 45,000 schoolchildren. A number of these buildings still exist and have been preserved through the efforts of alumni, local communities and other organizations.

The resolution was passed by the House and signed by Governor Bill Lee on April 10. Representative Vital, who is also a member of the Campaign Board, presented the signed resolution to Dorothy Canter, Campaign President, at a reception on April 13 at the Tennessee State Museum. Attendees included five Campaign Board members and a member of the Campaign’s Advisory Council, representatives from several Rosenwald Schools in Tennessee and state legislators. Following the reception attendees toured the Museum’s exhibition of Andrew Feiler’s photographs from his book, *A Better Life for Their Children: Julius Rosenwald, Booker T. Washington and the 4,978 Schools that Changed America*.

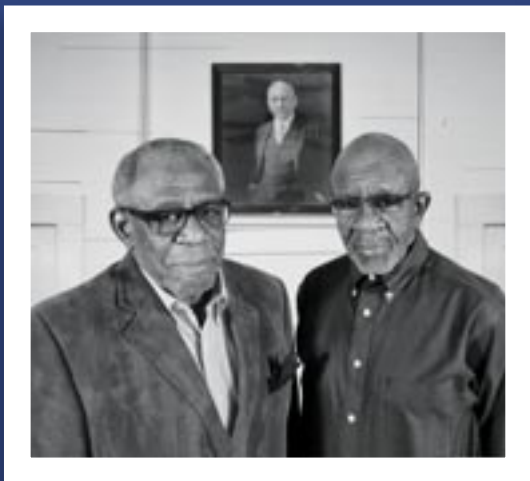


*Representative Vital introduces Tennessee State Representative Johnnie Shaw to Campaign Board member Stephanie Deutsch*

The next morning Campaign representatives visited the John Hope and Aurelia Elizabeth Franklin Library of Fisk University to meet with curators and to view materials relevant to specific Rosenwald Schools and Fellows, as well as photographs of Julius Rosenwald, in the Julius Rosenwald Fund archives. Written on the back of one of the photographs by the head of the Rosenwald Fund office in Nashville, Samuel L Smith, was the following quote of Rosenwald.

*"I had rather be a beggar and spend money like a king than be a king and spend money like a beggar."*

That afternoon three Campaign Board members and Tennessee State Museum Executive Director Ashley Howell visited the



*Frank Brinkley and Charles Brinkley, Sr. in Cairo Rosenwald School, Courtesy of Andrew Feiler*



Cairo Rosenwald School in Sumner County, Tennessee, and met with representatives of the support group for the school, including the Brinkley brothers Frank and Charles, Sr, who attended the school and are featured in one of the photographs in Andrew Feiler's book. The Cairo School was one of five Rosenwald Schools recommended to the Campaign by Tennessee in 2017 for possible inclusion in the planned National Historical Park and one of ten Rosenwald Schools listed in *The Julius Rosenwald And Rosenwald Schools Act of 2020*, which mandated that the Department of the Interior conduct a special resource study of Rosenwald and the Rosenwald Schools.



*From top, left to right:  
John Hope Franklin, Marian Anderson,  
WEB DuBois, Jacob Lawrence, James  
Baldwin, Kenneth & Mamie Phipps Clark,  
Langston Hughes, Gordon Parks,  
Ralph Bunche, Katherine Dunham*

# Notable Rosenwald Fund Fellows

In 1917, Julius Rosenwald created the Julius Rosenwald Fund, defining its purpose as “for the well-being of mankind.” Between then and 1948 when, in accordance with Rosenwald’s directions, the Fund closed its doors, it was a powerful force for expanding opportunities for African Americans.

In 1928, Rosenwald hired Edwin Embree, who had been a Vice President of the Rockefeller Foundation, to lead the Fund. With Rosenwald’s approval, Embree added two new programs to the ongoing school building program – one focused on health and medical services, the other a program of fellowships for talented individuals. Just as Rosenwald had invested in hundreds of thousands of African American children by partnering with their communities to provide them with schoolhouses, the Fund invested in nearly 900 men and women of talent and merit as they pursued excellence in a wide range of fields. Two-thirds of them were African American.

In 2023 the Campaign prepared a report on notable Rosenwald Fellows that contains brief bios on 96 Fellows. Among the notable Fellows were Ralph Bunche, Marian Anderson, W.E.B. DuBois, Langston Hughes, John Hope Franklin, Kenneth and Mamie Phipps Clark, James Baldwin, Katherine Dunham and Jacob Lawrence, to name but a few.

Fellowships were awarded for study in 44 disciplines from dance and painting to economics, anthropology, hospital administration, medicine, mathematics, physics, religion, social work and library science.

Rosenwald fellows pursued their studies at more than 100 institutions in the US. The universities most frequently attended were the University of Chicago, Columbia and Harvard. The fellowship program also helped 77 individuals travel to foreign countries to study.

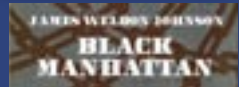
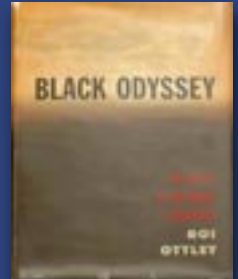
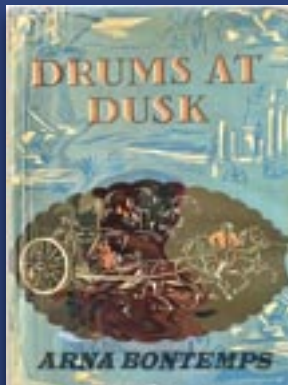
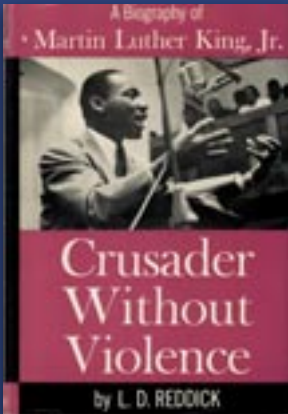
Generally providing financial support for mainly one, but sometimes two or three years, the fellowships enabled recipients to pursue higher education, devote themselves to artistic work, travel, and undertake valuable projects. Many dedicated their work to America’s ongoing quest for racial equality.

Rosenwald Fellows were proof that African Americans could and did achieve at high levels and made significant and lasting contributions to this nation in practically every field of endeavor. Their achievements made it possible for African Americans to enter and excel in professions from which they had been previously excluded. This investment in talented people paid—and indeed is still paying—enormous dividends.

The Campaign plans to develop an exhibition on Rosenwald Fellows in the future.



Our Grocery Building.  
A photograph of one of our greatest stores. Sears, Roebuck and Co., Chicago.



Entry Department. Sears, Roebuck and Co., Chicago.



Representative artifacts acquired in 2023 for the Campaign's collection of memorabilia.

# Enhancing the Campaign's Collection of Memorabilia

In 2023 the Campaign accelerated its collecting of artifacts relating to Julius Rosenwald and the Rosenwald Schools that will ultimately be donated to the visitor center of the planned National Historical Park.

Thanks to Campaign Board member Kate Stevenson, the Campaign acquired the 1918 memoir entitled *Booker T. Washington: Builder of A Civilization* by Emmet J Scott and Lyman Beecher Stowe. Scott was Washington's chief aide, and Stowe the grandson of Harriet Beecher Stowe. What makes the volume so meaningful is the book plate on the first page stating, "Compliments of Julius Rosenwald, Chicago."

The Campaign also purchased first editions of several books by Rosenwald Fund Fellows. An important example is *Black Manhattan* by James Weldon Johnson whose Fund Fellowship in 1929 enabled him to write the book. A writer and civil rights activist, Johnson wrote the lyrics for *Lift Every Voice and Sing*, which later became known as the Black National Anthem.

Other first edition books by Rosenwald Fellows included *Drums at Dusk* by Arna Bontemps, *Strange Fruit* by Lillian Smith, *Black Odyssey* by Roi Ottley and *Crusader Without Violence*, the first biography of Martin Luther King, Jr., by Lawrence D. Reddick. On a lighter note, the Campaign acquired *The Calypso Song Book* by William Attaway, which contains the Banana Boat Loader's Song made famous by Harry Belafonte.

The Campaign purchased a copy of the January 7, 1932, edition of *The Detroit News*, which reported on its front page the death of Julius Rosenwald the previous day. The others are the *New York Times*, *Chicago Daily Tribune* and *The Times-Picayune*. The articles attest to his importance both as a business leader and inspiring philanthropist during his lifetime.

The Campaign purchased more vintage post-cards pertaining to the Sears, Roebuck merchandising facility. An especially interesting one was of the WLS (World's Largest Store) radio station that Sears, Roebuck owned for several years in the early days of radio.

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*The greatest thing about Julius Rosenwald is not his business but himself, not what he has but what he is, his character, his personality, his sincerity, his honesty, his democracy, his thoughtfulness, his charity of heart, his catholicity of sympathy, his consuming desire to help the less fortunate of his fellow creatures."* B.C FORBES

# Campaign Leadership

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## 2023 Financial Statement

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Founded in 2016, the Rosenwald Park Campaign is a 501(c)(3) corporation; its EIN is 83-2283395. During 2023 the Campaign had total revenue of \$162,502, of which \$150,848 was from contributions from individuals and foundations. Investment income totaled \$11,472.

Expenses in 2023 were \$60,784. The Campaign's largest expenses were for consultants - for IT services, communications/development and design. During the year, the Campaign added to its collection of artifacts related to Julius Rosenwald, Sears, Roebuck & Co. and the Rosenwald Fellows. The Campaign also paid for editing and finalizing its 10-minute film *Rosenwald: Toward A More Perfect Union* and entering it in multiple film festivals across the nation.

The total assets of the Campaign, as of December 31, 2023, were \$365,265, including funds maintained in money market and checking accounts. Liabilities of \$2,455 were for accounts payable and other accrued expenses. Net assets were \$362,810, an increase of \$103,923 during 2023.

The Campaign expects to increase revenue and expenses during 2024 as it enhances its communications activities, conducts a strategic planning process, rents a small office in the Nichols Tower in the North Lawndale section of Chicago, starts planning an interactive exhibit on notable Rosenwald Fund Fellows, initiates work on developing an informal network of Rosenwald Schools, enhances its collection of memorabilia and holds friend- and fundraising events in key cities.



Rosenwald Schools recommended for possible inclusion in planned National Historical Park  
(L-R) Top row: Russell School, NC; interior of Ridgeley School, MD; Shady Grove School, VA.  
Bottom row: interior of Shady Grove School, VA; Shiloh Rosenwald School, AL; San Domingo School, MD

**THE JULIUS ROSEWALD FUND** | **5357 BUILDINGS**  
**SCHOOLHOUSE CONSTRUCTION MAP** | **JULY 1, 1932**



Adapted from National Park Service map of Rosenwald Schools



# TWO MEN, ONE DREAM

Through his innovative philanthropy and partnerships with Booker T. Washington and others, Julius Rosenwald pioneered programs that addressed the lack of educational opportunity facing African Americans in the early 20th century.

The Rosenwald Park Campaign is committed to preserving this little-known story and its enduring lessons in a new National Historical Park.

THE CAMPAIGN TO CREATE  
THE JULIUS ROSENWALD  
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