



ANNUAL REPORT

2015 - 2016



"All over America Negro Boys and Girls are growing into stunted maturity desperately trying to find a place to stand. And the wonder is not that so many are ruined, but that so many survive."

-James Baldwin, 1955

African American Registry® is the most comprehensive on-line resource for education of African American heritage, culture and history. Our Mission is: Inspiring the Young Minds of our Future. We successfully support education and the community in three areas:

- + Subscription service: E-12 Staff teacher preparation through our Teacher's Forum to reach students better.
- + Media: Access to HD video narratives that enhance our articles and preserve our stories. The media assists teachers to inspire students and communities to value themselves and education.
- + Youth Programs that are research, interactive and intergenerational based.

African American Registry is certified by the Charities Review Council

REFLECTIONS FROM OUR FOUNDER AND EXECUTIVE DIRECTOR

In 2015, African American Registry continued operating with our unapologetic agenda to challenge American racism through education. Armed with our classroom services and youth programs we began shifting from co-dependency on foundation grant applications. We choose to investigate how we could help this devil of intolerance through public policy.

During our 2016 Board of Directors summer retreat in North Minneapolis we continued bonding to reflect, direct and fine-tune our mission. It was here that we began the transition from of our previous mission statement to, '**Inspiring the Young Minds of our Future.**' We planned our first ever fundraiser in late September in the Gathering Room of Park Avenue United Methodist Church (where our office is located).



Our Founder listening to Supportive Citizens

We also began building political relationships with the state legislature and executive branch. We crafted a bill to use a preexisting education initiative as a collaboration. It was a small program that focused on potential teacher candidates in four private universities. We knew we were up against some tough odds because we were new to the state office and senate building representatives. We also knew that it was a bonding session which traditionally meant there isn't a lot of extra money for anything. Subsequently our bill did not make it out of committee.

This effort was just a beginning to work with law makers on improving educational opportunities for the state. Relationship building establishes credibility and respect. Our curriculum reform service is structured for the mid and long-term benefits for African American influence on all citizens through education. The environment of public policy pays most attention to ideas that have a plan with tangible outcomes. We established African American Registry a relevant classroom diagram with both democrats and republicans. Our patience and persistence for state support will be needed going forward.

Our other two agendas in 2015 were to strengthen our two Street Team programs and plan for a improved website. This required better community building locally and nationally and 'friend raising' to

OUR PRIMARY FOCUS,
YOUTH AND THE
STRENGTHENING DIVERSE
CURRICULUM AND
PROGRAMMING



IN 2015, THE REGISTRY COMMISSIONED 12 QR CODE LINKS THROUGHOUT THIS 2015 PLAYGROUND AT MARTIN LUTHER KING PARK, MINNEAPOLIS. THE CODES ALLOW FAMILIES TO USE THEIR PHONES TO CONNECT TO OUR WEBSITE AND LEARN ABOUT THE 20TH CENTURY CIVIL RIGHTS MOVEMENT

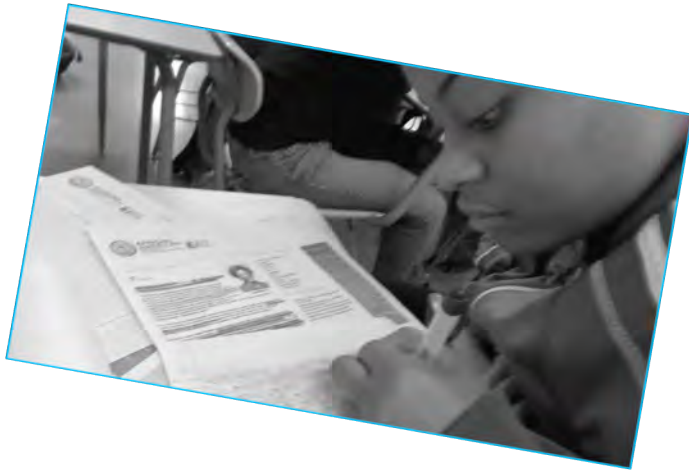
African American Registry tries to be honest about intersectionality within our community to educate without losing the importance of difference. To do this our articles and video narratives include Asian, Native, and Latino, Indian and European episodes, locations and people. What's factually unique is how they index with African America from before the first slave ship left west Africa for the new world to the present.

Our Teacher's Forum subscription service can help any teacher become more proficient. Subscribers can instruct their students with articles or media of episodes, people and from locations in all basic subjects more effectively. The result is reaching students and teaching more effectively.

I recall being asked this year to present our Teacher's Forum as part a staff meeting at an urban high school. The facilitator was a well-intended white middle years program administrator. We made eye contact as attendees were almost finished entering the room. She said apologetically "I'm glad you're here my staff is so afraid of doing something wrong."

I mention this exchange because there has been a substantial amount of conversation about how important it is to focus more on the self-esteem of black, brown and red students. True enough it is equally important to not forget about the self-esteem of the teacher as well. Most teachers where we worked in 2015 are white and the classrooms a becoming browner by the week. The more they are prepared with diverse content the better they feel about themselves, their work being more effective and their students receiving quality service. We believe deeply that straightforward content is healthy against the horrors of American racism in E12 and higher education classrooms.





OUR STREET TEAM

PROGRAMS INTERACT WITH

YOUTH AND GIVE THEM A

GUIDED VOICE.

During Black History Month, our Street Team HD in HD youth program collaborated with the Minnesota Historical Society. Students at North and Johnson (above) High Schools discovered Minnesota locations, episodes and people for the entire month. They created their own questions and recorded them on camera. The finished products were streamed on the MHS website every day in February. It was a rewarding experience for everyone.



In the summer of 2015 our Street Team HD in HD collaborated with Hope Academy. We engaged students from the 9-county metro area at Winona State University. We sent them their homework assignment a week earlier to use our birthday link as a guide.

They researched an episodes, location or person that matched with their special day. Ollie (above) and others wrote a question about what they found. Together with us they read on camera their own narratives which were shared on their preferred social media page of choice. This was a great experience for all involved.

FUNDRAISER 2015

In September, 2015 We had our first ever fundraiser which was quite successful. The event took place at Park Avenue United Methodist Church. Ramsey County Judge George Stephenson (pictured right) was our Keynote speaker.

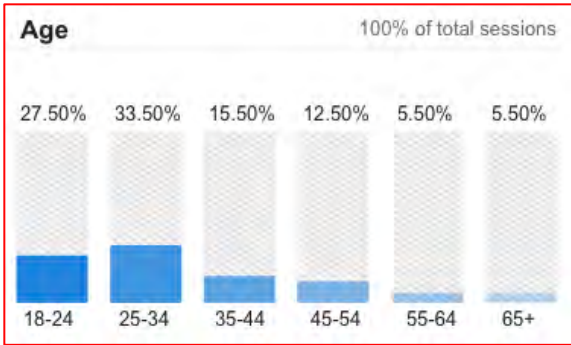


JUNETEENTH AWARD 2015

Our Juneteenth Award is quite special. It is based with a heavy amount of emphasis on one's moral compass. We feel emancipation and education are linked to become truly free. Jim Grunnet (pictured left) was the 2015 recipient.



OUR DEC. 2016 GLOBAL COMMUNITY

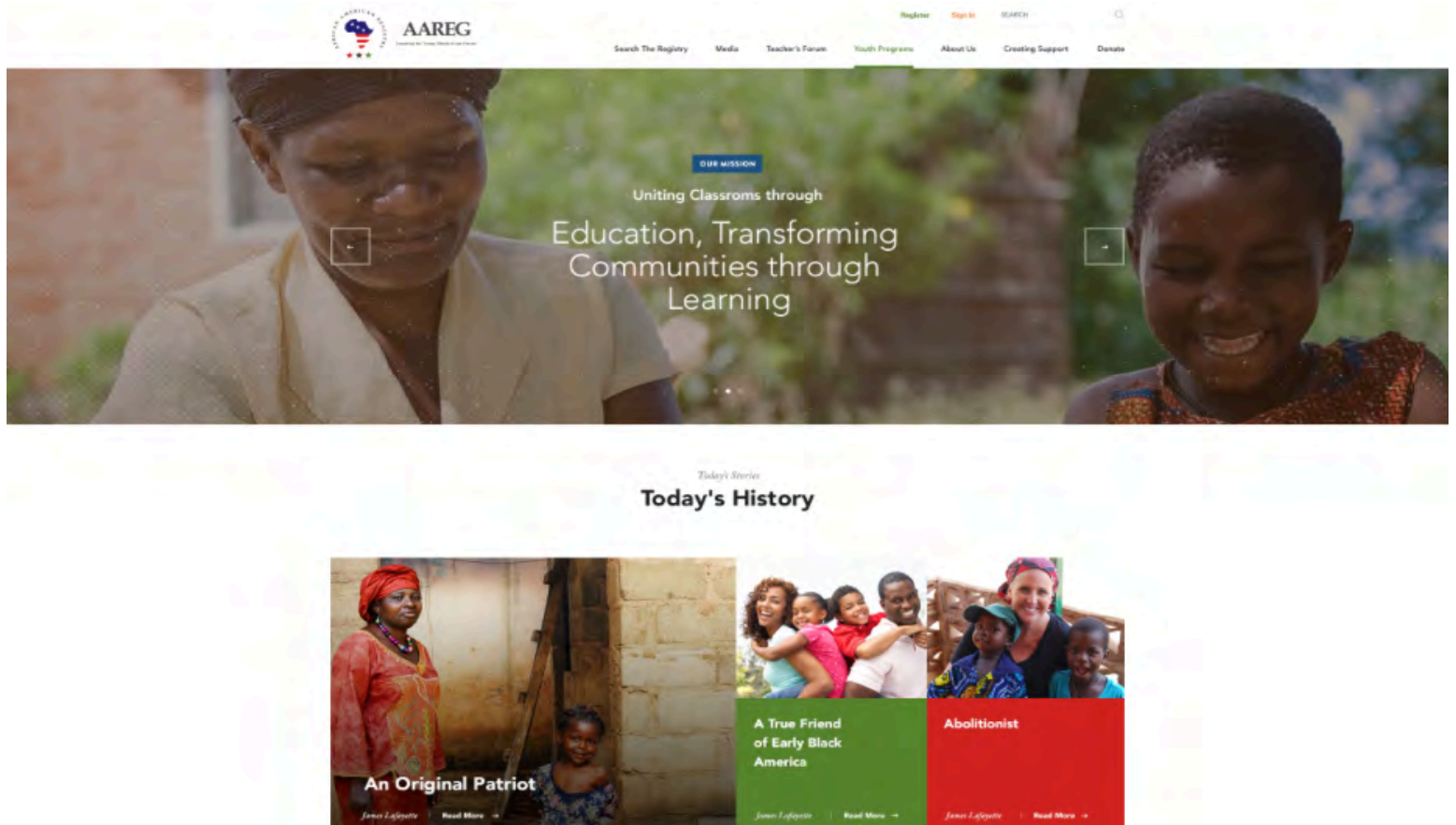


OUR GLOBAL OUTREACH, TECHNOLOGIES ALLIES

	169,935 % of Total: 100.00% (169,935)	85.01% Avg for View: 85.00% (0.02%)	144,469 % of Total: 100.02% (144,443)	86.82% Avg for View: 86.82% (0.00%)	1.29 Avg for View: 1.29 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)
1. United States	146,550 (86.24%)	84.67%	124,085 (85.89%)	87.71%	1.30	00:00:57
2. United Kingdom	4,636 (2.73%)	87.42%	4,053 (2.81%)	91.24%	1.15	00:00:36
3. Canada	3,272 (1.93%)	89.03%	2,913 (2.02%)	90.98%	1.15	00:00:38
4. Russia	2,576 (1.52%)	82.84%	2,134 (1.48%)	3.84%	2.06	00:01:50
5. Australia	890 (0.52%)	91.46%	814 (0.56%)	94.61%	1.09	00:00:23
6. India	854 (0.50%)	87.24%	745 (0.52%)	87.24%	1.26	00:00:39
7. (not set)	678 (0.40%)	85.55%	580 (0.40%)	86.58%	1.30	00:00:40
8. Germany	599 (0.35%)	87.81%	526 (0.36%)	87.48%	1.23	00:00:39
9. France	568 (0.33%)	84.68%	481 (0.33%)	88.38%	1.19	00:00:29
10. Kenya	479 (0.28%)	85.39%	409 (0.28%)	91.02%	1.15	00:00:40



OUR REDESIGNED WEBSITE WILL BE COMING NEXT YEAR!



We began a project to build a totally improved website for our visitors. The goal will be to:

1. Have it be responsive, so it will look and operated the same on all devices.
2. Create a platform to strengthen our global brand to the world.



OUR DONORS

Adrienne Mason

Annette Smith

Art Serotoff

Benevity

Cheryl Laurent

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THANK YOU

