

# **AFRICAN AMERICAN HOLIDAY ASSOCIATION (AAHA)**

*Perpetuates and preserves culture through traditional and non-traditional holidays, celebration & rituals*

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## **African American Holiday Association (AAHA)**

### **ANNUAL REPORT for 2002-03-04**

#### **SUMMARY:**

Since 2002 -2004, the African American Holiday Association (AAHA) has been in a reorganization phase in the 2001, then 2002 aftermath of its headquarter office inappropriately displaced due to a landlord tenant dispute and secondly, gentrification. Records, equipment and momentum was lost, however, the organization persevered and regrouped in the new home office of 1855 3<sup>rd</sup> Street and reinstated its corporate paperwork

#### **2004 ACCOMPLISHMENTS**

##### **SOCIAL CHANGE/COMMUNITY EMPOWERMENT**

Public Relations Advocacy and Cultural Awareness Campaigns on "Keeping Kwanzaa and Christmas Sacred from the Corporate Takeover". Interviews on:

- a. California Black Radio Station
- b. PR on the Web to 15,000 Black/Cultural media outlets
- c. WPFW-FM
- d. Lib Radio Internet Broadcast
- e. Channel 5 News Kwanzaa Presentation
- f. Morgan Radio
- g. WOL – AM
- h. Heaven 1580
- i. WPGC
- j. Black College Network Internet

##### **DEMONSTRATIONS & PROGRAMS FOR SOCIAL CHANGE/COMMUNITY EMPOWERMENT/CULTURAL AWARENESS**

- k. 21<sup>ST</sup> Annual African American Holiday Association – MarketPlace Festival expanded market to Next Generation
- l. Co-coordinated Juneteenth/Father's Day 04, Rally and Working Group Against Homicide & Violence in collaboration with ROOTS (Reaching Out to Others Together)
- m. Co-coordinated Town Meeting for MMM/MWM Anniversary Rally in collaboration with Children's Hospitality House and MMM/MWM Alumnae Assoc.
- n. Co-coordinated Tribute to Dr. James Forman – Civil Rights Activists
- o. Co-coordinated NCOBRA (National Coalition for Blacks for Reparations in America) Conference for Juneteenth Celebration
- p. Presentation at Black Marriage Day, March 2004
- q. 11<sup>th</sup> Black Love Day, 2004, coordinated West African Benin Public Apology from the Ambassador of Benin, Cyrille Oguin regarding Benin 's duplicity in the Trans Atlantic Slave Trade
- r. Unity in Diversity Day Internet educational awareness campaign

##### **YOUTH CULTURAL ENRICHMENT THROUGH YOUTH ENTREPRENEURSHIP (YEP)**

- a. Developed YEP cultural enrichment concept paper for next development of Youth Entrepreneur Project
- b. Hosted Youth Anti-Violence Summit at the 21st Annual African American Holiday Expo

- c. Expanded Youth Entrepreneur participation in African American Holiday Expo – training workshop expanded to 3 training sessions, serving 35 youths and 10 adult coordinators
- d. Youth Entrepreneur Project (YEP) supported 25 youth entrepreneurs in learning and earning project stipends, and subsidized and 10 YouthPreneur Booths
- e. Joined D. C. Alliance for Change to participate in anti-violence youth coalition

**EDUCATIONAL DEPARTMENT** – Sliding fee scales charged to community-based organizations and community individuals:

- s. 15<sup>th</sup> Richmond Kwanzaa Capital City Celebration – Presentation of Mama Ayo “Kwanzaa is a Holiday”
- t. Howard University Day Care Center – Black History Presentation
- u. April 16<sup>th</sup> D. C. Emancipation Day Parade – Enslaved Re-enactment
- v. Benjamin Banneker Day – Hero/Shero Recognition Presentation

## **.TECHNICAL ASSISTANCE**

Public Relations TA for Martin Luther King Program – collaborating with BVFP

United States Post Office – consulted on Kwanzaa Room Set – up

Salono Magazine – Supplied Kwanzaa Photo

Cultural Preservation Consultation for Friends of Howard Theater Conceptualization

Cultural Festival planned in conjunction with Howard Theater Consultation

Black Native American March on the Mall – Logistical Consultation and Support

## **2003 ACCOMPLISHMENTS**

### **SOCIAL CHANGE/COMMUNITY EMPOWERMENT/CULTURAL AWARENESS**

20<sup>th</sup> Anniversary Year of the African American Holiday Expo – Received Proclamation by the Mayor of the District of Columbia and City Council for African American Holiday Expo Week

Re-organized event for the largest Expo in the event's history

Increased public relations, locally, nationally

- a. Presentations on Channel 9
  - b. WJZY
  - c. WPGC
  - d. Metro Voice
  - e. Washington Post
  - f. Afro American
  - g. Washington Informer
  - h. Making Impressions
  - i. Morgan State Radio
  - j. WPFM FM
2. Expanded Kwanzaa City Celebration for largest, in this event's history
  3. Collaborated as co-coordinators with 3<sup>rd</sup> World Conference Against Racism by organizing conference and cultural presentation evening affair in honor of Unity in Diversity Day (UIDD)
  4. Collaborated as co-coordinators for 40<sup>th</sup> Anniversary March on Washington

5. Initiated St. Louis, Missouri 1<sup>st</sup> Annual Black Love Day Ceremony for Progressive Emporium Educational Kollektive (PEEK)
6. Submitted testimony for Councilmember Phil Mendelson on Subcommittee on Public Interest for "Sense of the Council Juneteenth National Freedom Day Resolution of 2003\_" for D. C. Juneteenth Recognition

### **YOUTH CULTURAL ENRICHMENT THROUGH YOUTH ENTREPRENEURSHIP (YEP)**

1. Expanded youth entrepreneur concept for African American Holiday Expo – training workshop expanded to 3 training sessions, serving 25 youths and 5 adult coordinators
2. Youth Entrepreneur Project (YEP) supported 15 youth entrepreneurs in learning and earning project stipends, and subsidized and 10 YouthPreneur Booths
3. Cultural presentations at several day care centers

### **TECHNICAL ASSISTANCE**

1. Provided Technical Assistance to 40<sup>th</sup> Anniversary March on Washington
2. Served as Fiscal Sponsor for the Black Luv Festival
3. Assisted in promo of D. C. Juneteenth Freedom Day Activities

### **2002 ACCOMPLISHMENTS**

Coordinated 19<sup>th</sup> Annual African American Holiday Expo

Moved address to Prince Georges County Maryland Attended by approximately 500; free to the public

Coordinated Washington D. C. Healing and Gratitude Affair- Cada Vez D.C in collaboration with WPFW.

Youth Entrepreneur Project (YEP) supported 15 youth entrepreneurs in learning and earning project stipends, and subsidized 5 YouthPreneur Booths

Started D. C. T.V. " A Show of Unity" for cultural educational television, sponsored by AAHA.

Produced first "How a Family Celebrates Kwanzaa" Video

Completed 2<sup>nd</sup> Edition, "Black Love Book" , 2002

Re-organized AAHA Website

Re-organized AAHA Membership concept and Brochure

# AFRICAN AMERICAN HOLIDAY ASSOCIATION - EXPENSES 2003

## Holiday Expo Budget

### LOGISTICS

Facility	700.00
Vendor Table Rentals - 60 @ \$6.00	360.00
Chairs @ .90 x 150 chairs for vendors/prog	135.00
Masking Tape for vendor space partitioning	20.00
Poster Bd. For signage	8.00
Arts & Crafts Supplies for Activity	50.00
ID Badges for vendors/staff/volunteers	12.00
Entertainment – Headliners	1500.00
Sound System	700.00
Stage rental	720.00
Postage	50.00
Telephone	134.93 134.93
Bank Statements	18.00
<b>TOTAL</b>	<b>\$4542.86</b>

### PROGRAM PERSONNEL

Housekeepers 2YEP stipend \$5 x 8 hrs X 2 youth (10 a.m-7p.m)	160.00
YEP Stipend for Expo Assistants Stage hands %5 x 6 hrs.	60.00
Youthpreneur Tabletop - \$100 x 10 tables	1000.00
Expo Coordinator -	2500.00
Co-Coordinator	1000.00
Entertainment Coordinator	250.00
Internal Security @ \$125 per day of event	250.00

Bookkeeper @ \$50.00 per week x 6 weeks	360.00
Internet Designer to upload vendor appl & Press info	100.00
Outreach Coordinator - emails to orgs., networks at events	360.00
<b>TOTAL</b>	<b>5,580.00</b>

**PROMOTION**

Heaven 1580	1000.00
Adv. Wol Radio	1000.00
City Paper –share with Shaw Collaborative	300.00
D.C. North, Hill Rag, East of the River	600.00
Making Impressions	150.00
Informer- Media Sponsor	150.00
WPFW - Media Sponsor	0
Afro- American	250.00
Handbills – 50,000	500.00
Flyers – 11 x 17	100.00
DCTV – PSA, Show & tapes	300.00
Join PG Cable Membership	30.00
Press Release – Printing Folder	20.00
P.R. Campaign	600.00
Street Promotion – YEP stipend \$5 x 6 hours x 5 youth Expo Assistant, YEP stipend – For youth 9-14	150.00
Promotional Material Designer	300

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<b>TOTAL</b>	<b>4,450.00</b>
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**VENDING COSTS**

Day of event sales table 4 youth @ \$3 per hr x 7 hrs Plus commission on each sale	84.00
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<b>MISC,</b>	300.00
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<b>TOTAL PROGRAM EXPENSES</b>	<b>\$13,956.86</b>
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**REVENUE For Expo 2003**

Youth vendors (max number 10) \$65.00 per day..... \$650.00  
Two days..... \$1300.00

Adult Tables (60 adult vendors) \$150.00 per day..... \$9,000.00  
Two days.....\$18,000.00

Adult Tables (60) Sunday 1/2 discount.....\$4,500.00  
Two day with discount.....\$11,500.00

Adult Booth (max number10)\$225.00 per day.....\$2,250.00  
Two days.....\$4500.00  
Two day with Sunday discount.....\$3,375.00

Food Court\$325.00.00 per day .....\$650.00  
Two days.....\$1300.00

Ala Carte\$175.00.....\$350.00

Total two days.....\$25,450.00

**\*With 1/2 day discount.....\$17,825.00**

**ANC Donation \$2100.00**

**D.C. Lottery Board 1000.00**

**Public Door Donations 300.00**

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**20,225.00**

**NET PROFIT FROM PROJECT**

**\$ 7, 268.17**

**Profit Split to OCU  
Non-profit for Project  
Collaboration**

**\$3634.85**

### **2003 Administrative Service Payments**

Telephone @75.00 x 12 months	\$900.00
Office Rent Donated by John Davies	
P.O. Box – 6 month x \$50	\$100.00
Postage Stamps	\$ 25.00
Web Management	\$100.00
AAHA Director	\$3,000.00

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**\$4,125.00**

### **2003 Revenue from Other AAHA Projects**

Cultural Education Dept.	600.00
Consultations	900.00

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**1500.00**

### **Carry-over Revenue for 2004**

**\$1,009.85**