



YESTERDAY AND TODAY
GIVE BACK. GIVE BLACK.

Un erased
Black Women Speak

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BACKGROUND

The tradition of Black philanthropy predates the Civil War. Black men and women joined with White abolitionists in the spirit of giving time, money and activism. Philanthropy has never been a solo pursuit. And in this season of thanks and giving, we honor the historical and contemporary warriors who – most unknown and unnamed – committed through the centuries to give back, give Black and enhance humanity.

In partnership,

Team Unerased | Black Women Speak

TOOLKIT PURPOSE

Spread the Word!

This toolkit celebrates **Black philanthropy** during the season of thanks and serves as a valuable resource for organizations and individuals to amplify stories of giving, resilience, and impact within Black communities. You'll find ready-to-use assets—such as **social media templates**, **infographics and key messages**—to share powerful narratives that honor Black philanthropists and inspire broader support. This toolkit makes it easy for supporters to share and celebrate contributions of the Black communities, and in particular, the Black women, that have enriched lives and strengthened our communities, yesterday and today.

Thank you for amplifying Black contributions and narratives this season of thanks!



GIVING BLACK

Social Media Posts



Madam C.J. Walker didn't just build a beauty empire—she used her success to empower her community! As the first self-made Black woman millionaire, she funded scholarships, donated to civil rights causes, and supported Black institutions across the country. Her legacy is about lifting as you climb and creating opportunities for others.

#GiveBackGiveBlack

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LaTosha Brown is a voice for democracy and equality, co-founding the Black Voters Matter Fund to build Black political power in the South. Brown also launched the Southern Black Girls and Women's Consortium, an initiative dedicated to filling unanswered needs in a region historically ignored.

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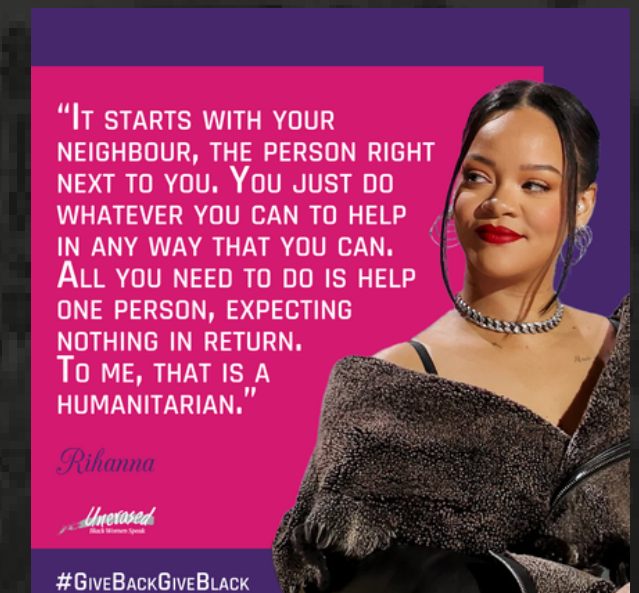
A humble washerwoman from Mississippi, Oseola McCarty lived quietly and frugally saving her modest earnings. Upon retirement, she donated her life savings—\$150,000—to the University of Southern Mississippi, creating a scholarship fund for Black students.

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From advocating for global education to supporting disaster relief, Rihanna's philanthropy proves she's more than just a music icon—she's a force for change! Through her Clara Lionel Foundation, she's funded emergency response programs, scholarships, and health initiatives around the world. Here's to using influence for impact.

#GiveBackGiveBlack

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GIVING BLACK

Social Media Posts



Susan Burton transformed her personal journey through the revolving door of incarceration into a source of hope for others. After struggling with addiction and incarceration, Burton founded A New Way of Life (ANWOL) in Los Angeles to help formerly incarcerated women re-enter society.

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Did you know that Black households donate 25% more of their income annually than white households? That's \$11 billion a year towards change and progress. Here's to a legacy of philanthropy that uplifts us all.

#GiveBackGiveBlack
#UnerasedBWS

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From Harriet Tubman to Aretha Franklin, Black women have long combined activism with generosity. This legacy continues today through countless women creating change. Let's honor them and continue their work.

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INFOGRAPHIC

Philanthropy encompasses a wide span of giving - time, talent, ideas, resources, money, and cherished desire to benefit humanity. Add this infographic to your website as a downloadable resource for others to showcase facts about Black philanthropy.

[Download](#)



E-NEWSLETTER INCLUSION

This season of giving, let's give back and give Black! Join us in celebrating the powerful legacy and impact of Black philanthropists, yesterday and today, and find inspiration to make your own mark. Giving isn't just about money—it's time, talent, skills, and heart. Now more than ever, we must continue to uplift our communities together.

Choose One Resource to Link to:

- [Download Infographic](#)
- [Download Black Philanthropy Resource List](#)
- [Celebrating Our Philanthropy: Black Women's Giving Legacy](#)
- [Tradition of Giving: Celebrating Our Philanthropy](#)
- [A Legacy of Giving: A'Lelia Bundles on Madam C.J. Walker's Giving Spirit](#)

[Download Graphic](#)



SAMPLE EMAIL TO PARTNERS

Subject: Share the Legacy: Celebrate Black Philanthropy with Our Toolkit

Dear [Advocate/Partner],

As we enter a season of gratitude and giving, we invite you to use the digital resources in this toolkit that celebrates the powerful legacy of Black philanthropy – a tradition that began long before the Civil War, rooted in the spirit of giving, activism and unity.

Black men and women have historically dedicated time, resources, and voices to create a better world for Black communities. Philanthropy has always been a collective endeavor, carried forth by communities who give back, and give Black.

This toolkit provides digital communication assets to honor the warriors of Black philanthropy yesterday and today. The package includes:

- Social media posts
- Video and infographic
- E-newsletter content
- Additional reading and resources

Our approach is non-proprietary and we invite you to co-own this content. Insert your logo and tags or slogans to brand the content. Thank you for your partnership in recognizing this impactful tradition and honoring those who have helped shape our communities.

In partnership,

[Your Name, Title]
[Your Organization]

[**Send Email**](#)





RESOURCES

- [Give Back Give Black Resource List](#)
- [Look@Books: Giving Black Edition](#)

ADDITIONAL READING

- [Celebrating Our Philanthropy: Black Women's Giving Legacy](#)
- [Tradition of Giving: Celebrating Our Philanthropy](#)
- [A Legacy of Giving: A'Lelia Bundles on Madam C.J. Walker's Giving Spirit](#)

WATCH MORE

- [Susan Burton: A New Way of Life](#)
- [LaTosha Brown: Southern Black Girls & Women's Consortium](#)



GIVE BACK. GIVE BLACK.
CELEBRATING BLACK PHILANTHROPY

[Watch Full Video with Sound](#)