



Although it may be possible to chronicle the challenging and harrowing legacy of the NAACP, the real story of the nation's most significant civil rights organization lies in the hearts and minds of the people who would not stand still while the rights of some of America's darker citizens were denied.

From bold investigations of mob brutality; protests of mass murders, segregation and discrimination; to testimony before congressional committees on the vicious tactics used to bar African Americans from the ballot box, it was the talent and tenacity of NAACP members that saved lives and changed many negative aspects of American society.

From the ballot box to the classroom, dedicated workers, organizers and leaders forged this great organization and maintain its status as a champion of social justice. The legacy of pioneers such as W.E.B. DuBois, Thurgood Marshall and Roy Wilkins and the hundreds of thousands of nameless faces who worked tirelessly can not – and must not – be forgotten.

While significant progress has been made, there is still much work ahead of us. Today our fight for equality and justice for all includes health care, legal counsel, education and economic and voter empowerment.

The principal objectives of the National Association for the Advancement of Colored People:

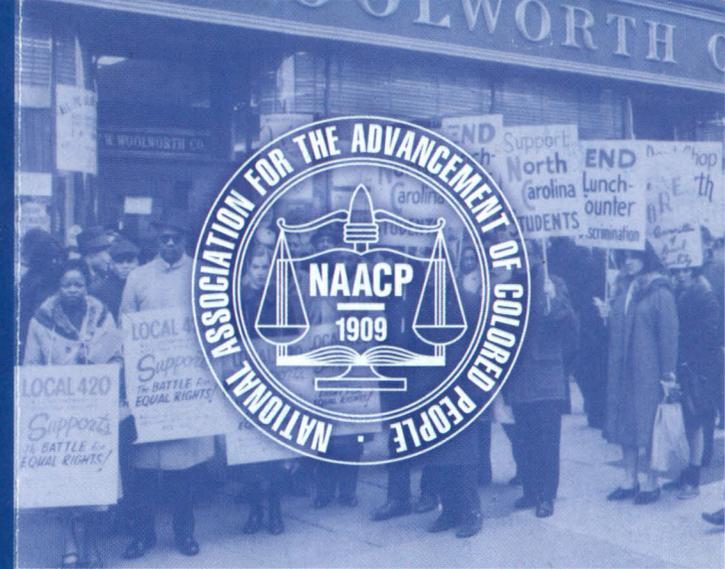
- To ensure the political, educational, social and economic equality of all citizens
- To achieve equality of rights and eliminate race prejudice among the citizens of the United States
- To remove all barriers of racial discrimination through democratic processes
- To seek enactment and enforcement of federal, state and local laws securing civil rights
- To inform the public of the adverse effects of racial discrimination and to seek its elimination

To educate persons as to their constitutional rights and to take all lawful action to secure the exercise thereof, and to take any other lawful action in furtherance of these objectives, consistent with the NAACP's Articles of Incorporation and this Constitution.

NAACP

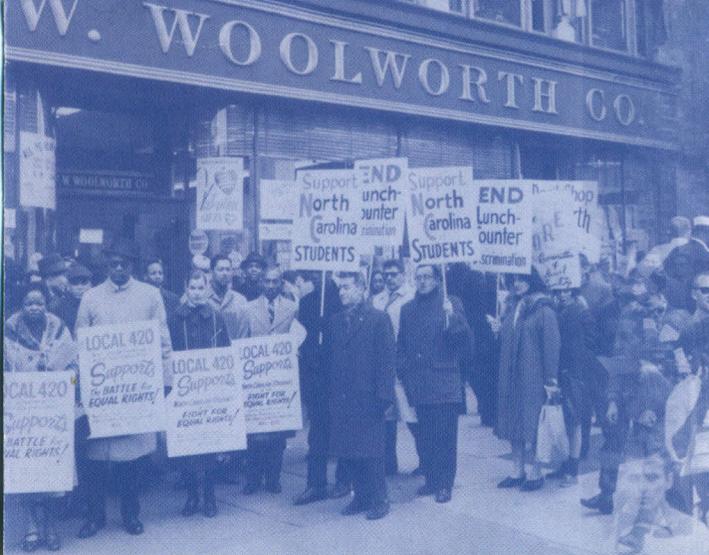
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THE NAACP AT WORK

*Since its inception
in 1909, the National
Association for the
Advancement of
Colored People (NAACP)
was poised for a long,
tumultuous and
rewarding history...*



THE NAACP AT WORK

HEALTH CARE

Long before it became a broad-based public concern, efforts were underway to ensure that economic and social barriers would not lead to increasingly severe health crises in the minority community. In the early 1930's a national Health Committee was organized under the leadership of Dr. Montague Cobb. Today, the NAACP's Health Division has been leading the effort to inform and educate the community about health care costs; quality and access; disease prevention; health care professions and training; and youth and elderly health issues.

LEGAL COUNSEL

The mission of the NAACP Legal Affairs Division is to focus on class actions and other cases of broad significance and impact. The department develops and maintains research, pleadings, briefs and other legal resources for the use of NAACP affiliates and a network of cooperating attorneys who assist with litigation on matters such as education, redistricting and voting rights, fair housing and criminal and environmental justice. Additionally, we sponsor a continuing legal education program for NAACP cooperating attorneys and other civil rights advocates each year at the national convention.

EDUCATION

The fundamental goal of the NAACP's education advocacy agenda is to provide all students access to quality education. We seek to accomplish this goal through policy development, training, collaboration, negotiation, legislation, litigation and agitation. The NAACP Education Department's resources are strategically focused on three major objectives:

- Preventing Racial Discrimination in Educational Programs and Services
- Advancing Educational Excellence
- Promoting an Equal Opportunity Education Agenda

ECONOMIC EMPOWERMENT

With support waning for social and economic programs for the disadvantaged, a new strategy is necessary.

In 1981, the NAACP launched the NAACP Fair Share Program to ensure the reinvestment of African-American consumer dollars back into the community in the form of jobs and business opportunities. The NAACP Economic Reciprocity Initiative (ERI) was launched in 1996 as a measuring tool of corporate America's commitment to diversity and equal opportunity.

The overall objectives of these initiatives are:

- Create opportunities for African Americans in five key areas: employment, vendor development, investment/franchising, advertising/marketing and philanthropy
- Leverage the economic impact of the African-American dollar on an entire industry
- Develop an effective method of evaluating and grading corporate reciprocity through publication of consumer guides and report cards

VOTER EMPOWERMENT

The non-partisan NAACP Voter Empowerment Program is an aggressive campaign designed to empower the African-American community by increasing awareness and participation in the full political process in local, state and federal elections. The Program encompasses several components designed to educate and empower African Americans to vote, placing special emphasis on southern and southern border states. In effort to achieve its objectives the Voter Empowerment Program provides support and expert services to state and local NAACP units to galvanize and increase voter participation in their communities.