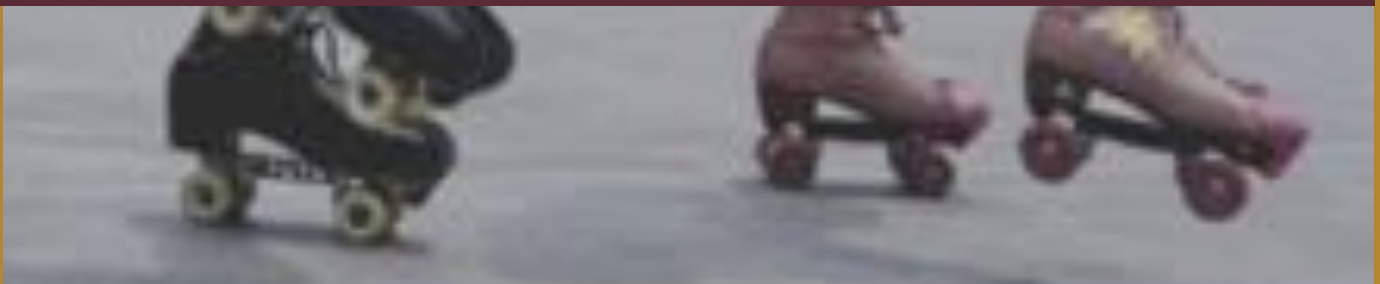




JUNETEENTH WEEK IMPACT REPORT



THANK YOU TO OUR JUNETEENTH SPONSORS



Impact Summary



8

PROGRAMS

EVENT DATES:

JUNE 12TH, 15TH, 18TH, 19TH, AND 20TH



9

SPONSORS

20

EVENT PARTNERS

30

VENDORS

LOCAL BLACK OWNED BUSINESSES &
COMMUNITY ORGANIZATIONS



13

BLACK AUTHORS FEATURED
FOR NAAM'S KIP BOOK GIVEAWAY

1,000

BOOKS DISTRIBUTED FOR
NAAM'S KIP BOOK GIVEAWAY

60,680

AUDIENCE REACHED VIRTUALLY AND AT NAAM'S
IN-PERSON COMMUNITY ACTIVATIONS

Events Overview



JUNETEENTH INTERACTIVE STORY TIME JUNE 12

Juneteenth kicked off with Interactive Story Time in partnership with the Rave Foundation and Sounders FC. Check out the interactive story reading of *All Different Now* by Angela Johnson with host Steve Zakuani from the Sounders FC. The program featured an interactive art activity with local artist, Jeremy Bell.

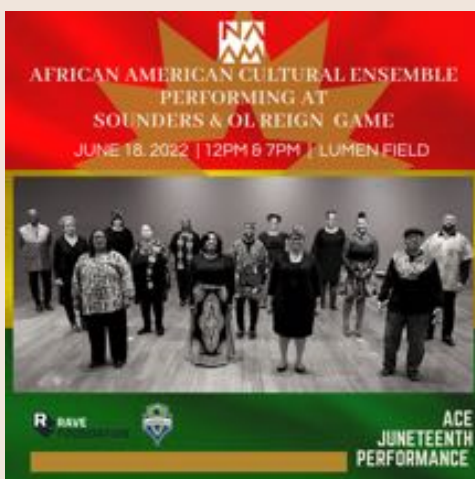
BOOKS & BALLS YOUTH NIGHT JUNE 15

In partnership with the Rave Foundation & Sounders FC, NAAM distributed youth books to kids and families who attended the groundbreaking of the NewHolly soccer field.



NAAM & SOUNDERS FC PRESENT JUNETEENTH YOUTH NIGHT WITH THE SOUNDERS

IN PARTNERSHIP WITH RAVE
FOUNDATION AND SEATTLE
HOUSING AUTHORITY
JUNE 15, 2022 | 3:30PM
AT NEWHOLLY PARK IN OTHELLO



AFRICAN AMERICAN CULTURAL ENSEMBLE SOUNDERS & OL REIGN GAMES JUNE 18

NAAM's African American Cultural Ensemble sang the Black National Anthem and National Anthem at the Juneteenth OL Reign & Sounders FC Games.

Events Overview

ONE SEATTLE X KIP GIVEAWAY JUNE 19

ONE SEATTLE presented an historic musical event to recognize the inaugural federal celebration of the Juneteenth holiday and NAAM joined to host a Knowledge is Power Book Giveaway.



BLACK FREEDOM COLLECTIVE X WE THE PEOPLE JUNE 19

The Blk Freedom Collective presented a national virtual Juneteenth program entitled "We the People". NAAM joined forces with 11 Black museums nationwide to create an educational and inspiring program based on the United States Constitution's Preamble.

JUNETEENTH SKATE PARTY JUNE 19

Sponsored by Amazon, Public Health-Seattle King County, Boeing, Starbucks, T-Mobile Foundation, University of Washington Department of Athletics, and 4Culture with Roll Around Seatown as a community partner, NAAM hosted a Skate Party with complimentary skate rental, a DJ, KIP reading circle, local Black-owned vendors and food trucks, family friendly activities, music and so much more.



Juneteenth Day Celebration Impact

THANKS TO OUR SPONSORS WE WERE ABLE TO BRING AN INCLUSIVE JUNETEENTH DAY EXPERIENCE TO THE COMMUNITY!

1,000

NEW AFRICAN AMERICAN CHILDREN'S BOOKS WERE FREELY DISTRIBUTED

500+

FAMILIES WERE FED WITH COMPLIMENTARY JUNETEENTH FOOD

200+

FREE SKATE RENTALS WERE PROVIDED

30

PEOPLE WERE VACCINATED OR BOOSTED

15

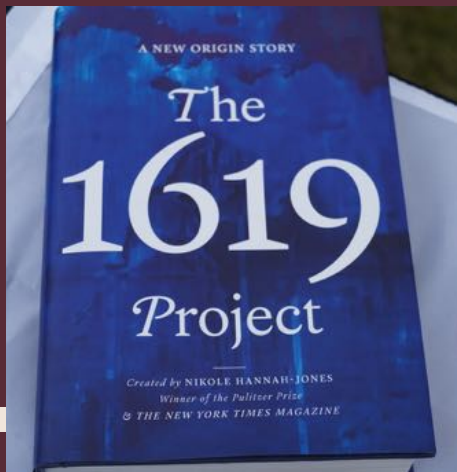
TEENS WERE REGISTERED TO JOIN ZETA ARCHONETTE COLLEGE PREPARATORY YOUTH GROUP

10

PEOPLE REGISTERED TO VOTE AT THE SKATE PARTY



JUNETEENTH SKATE PARTY



JUNETEENTH SKATE PARTY



JUNETEENTH SKATE PARTY



JUNETEENTH SKATE PARTY



NAAM'S ACE CHOIR JUNETEENTH PERFORMANCES



YOUTH NIGHT AT NEWHOLLY FIELD



ART SUPPLIES DISTRIBUTION AT NAAM

JUNETEENTH PRESS

King 5 - Facing Race
Seattle choir aims to inspire hope, healing on
Juneteenth

KING 5
Northwest African-American Museum organizes week
of Juneteenth celebrations

KUOW
Embracing Juneteenth. A time for reflection,
education, celebration, and action

JACK SEATTLE IHEART
NAAM's LaNesha DeBardelaben on Juneteenth:
Celebrating Freedom

THE SEATTLE TIMES
Seattle's history of Black language: African American
English, code-switching and why it matters today

1150 KKNW
The week long Celebration of the Juneteenth Holiday

TESTIMONIALS



After an incredible Juneteenth WEEK, we hope the NAAM team is able to take today to relax and reflect on the amazing week and events that you activated so seamlessly.

We are grateful for our partnership and to collaborate to make such a powerful impact in our community. We're excited for the future and to continue to build our partnership.

It was a blast and I enjoyed watching those skaters

ACE was truly phenomenal and Tommie is incredible. They looked fantastic in their new unity/honoring Black excellence scarves!



SOCIAL MEDIA ENGAGEMENT

181+

NAAM REACHED 181% MORE
ACCOUNTS DURING
JUNETEENTH WEEK

5,679

NAAM REACHED 5,679 NEW
ACCOUNTS DURING
JUNETEENTH WEEK

142+

NAAM'S ACCOUNT
ENGAGEMENT INCREASED
BY 142% ACROSS
PLATFORMS

128

NAAM CURATED OVER 128
SOCIAL MEDIA POSTS
ACROSS INSTAGRAM,
LINKEDIN, FACEBOOK AND
TWITTER



METROPOLITAN KING COUNTY COUNCIL JUNETEENTH PROCLAMATION



Metropolitan King County Council PROCLAMATION

WHEREAS, Juneteenth commemorates the traditional observance of the day that slavery was abolished in the United States;

WHEREAS, on January 1, 1863, President Lincoln issued the Emancipation Proclamation, which declared that "all slaves within any State or designated part of a State, the people whereof at that time were in rebellion against the lawful authority of the United States, shall be then, hence forward and forever free"; and

WHEREAS, more than two years would pass before the news reached the state of Texas and Union Major General Gordon Granger and his regiment arrived in Galveston, Texas, on June 19, 1865, to inform the enslaved people that slavery had been abolished and they were "free"; and

WHEREAS, Juneteenth is currently the most popular day of commemoration for the state of Texas, and there were other available options, including January 31, the date the 13th Amendment was ratified that year); and

WHEREAS, on June 19, 1865, one year after Major Granger's arrival in Galveston, Texas, the state of Texas held the first official "Juneteenth" celebration, and Juneteenth has been celebrated throughout the years; and

WHEREAS, the state of Texas became the first state in our nation to recognize Juneteenth as a state holiday;

WHEREAS, the King County Council adopted Ordinance 19209 on June 19, 2012, recognizing Juneteenth as a day of observance for King County employees, leading the State of Washington as the first state to do so;

WHEREAS, 2022 will be the first year Juneteenth will be observed as a paid day off for King County employees;



WHEREAS, Juneteenth is an important opportunity to honor the principles of the Declaration of Independence and to celebrate the achievements of the African American people;

NOW, THEREFORE, I, [Name], Executive Director of NAAM, do hereby proclaim and invite all to observe the day of Juneteenth as a day of observance in honor of Martin Luther King, Jr.

DATED this [Date] day of [Month], 2022.



Dow Constantine
Dow Constantine
Paul Gossett
Paul Gossett
Sarah Perry
Sarah Perry
David Upthegrove
David Upthegrove
Joe McWhorter
Joe McWhorter

Joe McWhorter, District Eight

Regan Jones, District Nine

Thank you King County Councilmembers, King County Executive Dow Constantine, Former Councilmember Larry Gossett, and the Urban League of Metropolitan Seattle for being such great partners to NAAM on this Juneteenth Proclamation.



THANK
YOU!