

2023 Annual Report



**“Celebrating our Black Warriors, Our
Heroes and Sheroes”**



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Membership And Titles

Board of Directors

Doreen Wade, President
Joshua Gerloff, Treasurer
René Marchando, Secretary

Membership

Giovanni Alabiso
Eluid Alcala, Tech
Terrell Greene
Celeste Hamilton
Robyn Harding
Andre Hollywood
George Jennings
Judith Reilly
Annette Kim Singletary
Anna Whitted
Frank Wilkins

Liaison

John Burke, Salem Police Dept. Rep
Gina Flynn, Eastern Bank
Joy Charles Kay
Susan Russo, National Parks Service

Message From The President



Celebrating Negro Election Day as a full state holiday was astonishing. We were excited at the amount of people who attended this day-long event. I want to thank everyone for your ongoing support for this monumental history. Every year we disclosure more and more about the accounts of Negro Election Day and its evolution from what many called Black Picnic through its origin.

With the support of Salem United's membership, contributors, donators and supporters, we were successful in our mission to preserve, protect, unite and build. This is the beginning of turning this wonderful tradition into a lasting legacy.

But there is always an ugly side to preservation of black history and it is in the lack of respect for other people's culture and to be able to tell their own stories. Salem United was forced to experience cultural censorship and endure selective exclusion throughout the year. But we sustained and moved forward.

We know we have a hard road to climb, especially when an attempt to limit our funding was forced on us, but we learn from the lessons our ancestors, and the teaching we are learning through the history of Negro Election Day. We must keep our voices strong; we must use our right to vote and me must see the good within ourselves and our ability to thrive and succeed and live free.

We look forward to everyone's continued support as we begin to prepare for our 283rd Negro Election Day State Holiday celebration, on the 3rd Saturday July 2024.

Doreen Wade

WHO IS SALEM UNITED!

Salem United was established in 2015 to preserve a true African American history celebration called Negro Election Day

In June 2020 Salem United, Inc became an established business with a 501c3 charitable organization status.Salem United, Inc.'s mission statement.

The Board came together, to preserve and protect the Black Picnic Day formally Negro Election Day, joining individuals, organizations and companies in bettering our communities.

When Salem United speaks of "Black" it is a term used to show unity amongst those that identify with their African roots.

When we say "Black" it's not "anti-" any specific race.

SALEM UNITED PROGRAMS

Program 1: Negro Election Day State Holiday
Black Heritage Excellence Award

Program 2: Educational and Civic Workshops and Seminars

Program 3: Exhibition Program and Black Heritage Center and Museum
Historical Preservation & Tours

Program 4: Events, Gala's & Special Events

Program 5: Youth Board

MISSION AND PURPOSE

Salem United was established in 2015 due to a legacy that 3 women, Lorraine and Doreen Wade, and Su Almeida wanted to bring back to life. It was a festival that many of us were proud of and we wanted to make sure it was a legacy future generations would be able to be proud of.

MISSION AND GOALS

Salem United, Inc. mission is to Preserve Cultural History, Protect Ethnic Traditions, And Build Through Community Engagement and Social Awareness.

PURPOSE STATEMENT

Salem United Inc.'s purpose is unifying Individuals, Organizations and Companies in bettering our communities.

Our most significant goals are to:

- Increase participation and education of Voter Registration and U.S. Census through our historical significance of the origin of “Negro Election Day”, The First Black Voting System.
- Changing the Narrative of Inclusivity of Black History beyond the month of February.
- Build mentorships and collaboration.
- Cultural Access Building
- Cultivate social and community events

“If they don’t give you a seat at the table, bring a folding chair”

- Shirley Chisholm Former United States Representative

PRESERVATION HISTORY



Negro Election Day's history is a powerful story of turning tragedy into triumph. These men climbed out of slavery to accomplish something, a democracy, not practiced in this country as it was under the British rule. It shows that Negro Election Day was practiced years before the declaration of independence was signed.

These men who were portrayed in many cases as less than animals, not human, void of education. Unable to do anything the white man could do.

Even as enslaved men, they found a way to contribute to American history by fighting in every way.

These enslaved African's called it Negro Election Day after the land they were stolen from; Negroland, many from West Africa, Ghana.

This aspect of this history is what is being preserved and honored during the in 2023 into 2024

WHAT SALEM UNITED ATTAINED IN 2023

Based on Salem United's mission, goals and purpose

- Increase participation in Voter Registration and U.S. Census through education and historical significance of the origin of "Negro Election Day", The First Black Voting System.
- Provide history for Black America
- Build mentorships and collaboration.
- Provide education.
- Cultivate social and community events

we worked to continue to build growth and obtain more collaborations.

Breakdown Summary – Salem MA

- Friday, July 14, 2023
 - Reilly Plaza: Flag Raising
 - Salem Black History Tour – African American Tour
 - Auditorium was donated
- Saturday, July 15, 2023
 - Flag Raising of the Black American Heritage Flag of 1967
 - Festival
 - Entertainment
 - Vendor Area
 - Work with League of Women Voters, Common Cause of Massachusetts and Urban League of Eastern Massachusetts to bring in Voter registration.
 - Parade
 - Speeches and Awards

- *Simone Amaral - Student at New Liberty School, Salem MA*
 - *Frances Martinez - North Shore Latino Business Association, Lynn MA*
- Sports Area/Kids Corner
 - **NBC has joined to stream parade live**
- **Black History Month (February)**
 - **Events**
 - Black History Scavenger Hunt
 - Flag Raising
 - Display of Black Diaspora Flags
 - Unmasking of Negro Election Day Exhibition and the Black Vote
 - Food For The Soul
 - Speeches
 - Entertainment
 - Host students at Monseratt School of Art/New Liberty Innovation High/Salem Schools
 - Exhibit from Northshore Juneteenth
 - Game Night was a disappointment.
 - Library Day
 - Business marketplace pop up
 - Voter Registration Month
 - **Committees**
 - Salem Untied, Inc. joined numerous committees and boards around the Northshore, Alzheimer's Association and American Heart. Worked with State organizations to build a statue for a local park
 - **Workshops and Seminars**
 - Salem United was invited to speak at workshops and seminars, telling the story of Negro Election Day. Salem United invited to attend zoom lectures at schools in Salem MA
 - Salem United was extended a number of invitations to table as a vendor at Museums, Organizations and more around the Northshore areas.
 - **Readings and Lectures**
 - Did Readings for organizations around the Northshore and Middlesex County

- **Events**

Salem United, Inc. participated in community engagement with the evolution of Danvers MA parade of Trees. We donated and decorated a Kwanzaa tree to raise money for the Danvers Historical Society.

Although Salem United Inc. has many successes, it also had failures

1. The Government Day was cancelled because of the weather in the month of February.
2. The Mayor of the city of Salem stating that they would not allow Salem United to raise funds or collect money from their vendors in order to use Salem Willows Park.
3. Low turnout from Government officials for the black community.
4. Program 5: Youth Board was not able to come together because many young people were kept from being involved.
5. The City of Salem began to stop the growth of the exhibit when they decided to censor the exhibit due to the real life pictures and because of the noose.

CONTRIBUTORS AND DONORS

2023 LIST

- African American Tour Group – Salem Historical tours
- Baystate Banner Newspaper
- City of Salem
- Eastern Bank
- Essex County Sheriff Office
- Hawthorne Hotel
- League of Women Voters
- NBC Universes
- Salem Access TV
- Salem Maritime National Historical Site (National Parks Service)
- Senator Joan Lovely

FINANCIAL REPORTS 2023

STATEMENT of ACTIVITIES

Revenues

Grants, Gifts & Contributions \$10,648.04

Total Revenues \$10,648.04

Expenses

Total Expense \$9,468.67

Total Expenses \$9,468.67

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Change in Net Assets \$1,179.37

Statistics

Events Attendance

35% Increase - Annual Year – 2022 from 2019

65% increase - Annual Year – 2023 from 2022

Volunteers

Voter Registration – Up 45%
Events

Annual Event – 25%

During the Year – 65%

Marketing Trends

Newspaper – Up 35%

Television – Up 45%

Radio – Up 17%

Literature Distribution

2022 Annual Year

Salem United Brochures – 2,000

2023 Annual Year

Salem United Brochures – 5,000

Plans For The Future



Salem United, Inc. 2024 goals:

- a. Build the annual festival
- b. Participate in more community events
- c. Protect the safety of Negro Election Day and its names usage
- d. Greater educational opportunities
- e. Collaborate more on voter education
- f. Continuance of Black history Month
- g. More student and youth involvement

“I freed a thousand slaves I could have freed a thousand more if only they knew they were slaves.”

— Harriet Tubman, African-American abolitionist and humanitarian.”

Roots & Wings



INC
SALEM UNITED

Preserve, Protect & Build

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SALEM UNITED INC IS A 501(C)3 EXEMPT PUBLIC CHARITY