



**BENJAMIN & EDITH SPAULDING DESCENDANTS ASSOCIATION,
INCORPORATED (BEDSA, Inc.)**

and

**BENJAMIN & EDITH SPAULDING DESCENDANTS FOUNDATION,
INCORPORATED (BEDSF, Inc.)**

**NATIONAL FAMILY LETTER
Making Strides:
Accomplishments and Pending Initiatives**

July 16, 2012

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Dear Family Members,

It is a pleasure to take this opportunity to share some information on the state of the family in terms of the activities of the family for-profit association, established in 2003, and the family non-profit foundation, established in 1997. The activities and initiatives of the family association and foundation are managed by a combined Board of Directors. A copy of meeting minutes are archived on the family website. Federal and state income taxes are filed on a regular basis at the end of our Fiscal Year (FY), which is September 30th. Also, on an annual basis at the end of our FY, we file a Business Corporation NC Annual Report. I am very pleased to report as President and Chief Operating Officer of the family for-profit organization and non-profit organization that all of our federal and state taxes and state of NC business corporation reports are duly and correctly filed and we have no delinquencies or outstanding debts. Some of the significant activities and initiatives of the family association and foundation that I would like to bring to your attention include the following:

Family Association Initiatives:

Family Health Network. Established a relationship with Duke University that has resulted in the conducting of three very productive health fairs at the 2002, 2006, and 2010 family reunions as a part of our Family Health Network. This initiative has also resulted in updating our family pedigree to over 5,000 family descendants. This brings us up to 13 generations of family members, in some cases, since we have been documenting Benjamin and Edith Spaulding descendants, 1773-1862. The family health network initiative is intended to assist in addressing family health problems.

Family Directory. Developed a family directory that contains over 1200 family units which has been automated to facilitate contacting family members by e-mail in addition to postal mail delivery. During 2010 the data collected was expanded to include demographic information, such as education level, occupation, employment, etc. Our objective in collecting additional information about family members is to attract corporate sponsors for association and foundation events. Thereby reducing costs to participate in association and foundation activities. Everyone is encouraged to go to the address update section of the family website www.spauldingfamily.com and provide the additional information requested.

Regional Organizations. Established a regional organization structure during 2006 for implementing family goals and objectives headed by a Regional Director with a structure that parallels the national organizational structure. Regional organizations are located in the following parts of the country: North Atlantic; Mid-Atlantic; DC Metro Area; South Atlantic; Southern, Mid-West; South West (Arizona); and West Coast. The family regional organizations are beginning to develop into successful mechanisms for improving communications and outreach to family members via the use of e-mail, facebook, regional

meetings, locally planned activities, and fellowship. The regional organizations have also assumed responsibility for locally managing the conducting of national family reunions occurring within their respective regions. Additional information regarding regional organizations is contained on the family website.

Family Reunion Planning. Since 2002, the family reunion permanent committee, which has now become the family association, has centrally managed the conducting of family reunions so that lessons learned and residual monies are passed on from reunion to reunion. Our family reunions have reached convention size and require a lot of experience in negotiating favorable hotel contracts, crafting informative correspondence that covers all necessary information about attending a family reunion and establishing a budget and living within the budget, so that our 30-year reputation of conducting successful family reunions and paying our bills on time will not be marred, etc. Due to the length of time required to negotiate hotel contracts, the family association has implemented a plan of action where we have started to negotiate hotel contracts 4 years in advance of a family reunion. For your information, the 2014 reunion will be held in Asheville, NC at the Crown Plaza Tennis & Golf Resort.

Family Awards Program. Established a family awards program where family members are officially recognized for their contributions to the family. Because we must totally rely upon volunteers to conduct any and all business associated with the family, the only way we can presently recognize the contributions of family members is through the presenting of awards. Family association activities are open to all family members who are interested in assisting in the achievement of family goals and objectives. The dream of the national family association is to one day be able to employ a full-time staff to manage the day to day operations of the family association and foundation.

Educational Scholarships. Implemented the giving of scholarships to family members after transferring \$21,000 from funds donated following the Chicago Family Reunion. The funds were transferred to pay for family member scholarships on October 14, 2006. We offered the first six scholarships at the 2006 Family Reunion. We again offered six scholarships at the 2008 and 2010 Family Reunions for a total of 18 family members. Although we committed to a total of \$36,000.00 to the 18 recipients, we only paid \$31,000.00 because some recipients failed to make the minimum grade point requirements and their individual scholarship payment was withheld. In one instance, the recipient graduated after the first year and did not receive the second year of the approved scholarship. In conclusion regarding family scholarships, appreciations is expressed to the family association treasurer/CFO, Dallas Smith, for the foregoing accounting of family scholarship donations.

Promotional Video and Family Oral History Project. The services of Ms. Kate Tsubata, a professional journalist, and the LightSmith Production Team were retained by the family association for subject project. Essentially, they produced a promotional video, fully edited with an authored menu, which can be presented to potential corporate sponsors and others regarding the family. Additionally, they conducted oral interviews with over 40 family members and produced oral family history DVDs for family use. Copies of the DVDs can be ordered by use of the family website.

Media Press Kit. The family association contacted to have a media press toolkit prepared to provide instructions on how to work well with the media. The press kit contains instructions on how to deal effectively with the media and several pre-written press releases on topics such as: the history of the family, the impact of Spaulding family reunions upon the local economy, the value of family traditions, etc. The objective of this initiative is to lay the groundwork for generating interest in the activities and accomplishments of the family and to attach outside funding.

Family Website. Established a family website, www.spauldingfamily.com that contains information regarding family activities, history, programs, etc. The website has been in existence since 2002 and has had over 28,000 hits, as of 2009, when it was revised. Sincere appreciation is expressed to Cousin Henry Horne who maintained the family website up until the services of LightSmithProductions were retained to redesign and maintain our family website. Additional information regarding the revised family website is provided below.

Family Foundation Initiatives:

Charitable Gifting Program. The BESD Foundation Incorporated established a relationship with the North Carolina Mutual Life Insurance (NCMLI) Company and executed a contract for implementing subject program within the family and the general public at-large. The program is designed to build and improve the financial strength of families with life insurance products, services, and programs as well as spread the word about financial literacy. The program is designed to create life insurance endowment funds for organizations and institutions through life insurance. Thus far our family foundation has policies under the North Carolina Mutual Charitable Gifting Program for a total face amount over \$300,000. We are in hopes during the 2012 family reunion that we will be able to get additional family members to participate in the program, thereby increasing the number of policies where BESDF, Inc. is the beneficiary. Our contact with the company is Mr. Avie Lester, (800) 647-2114, ext. 226, and Dr. Kimberly Williams Moore, Head of Public Affairs and External Relations, ext. 294. The family foundation has recruited and approved Cousin Thurston Spaulding (703) 549-7331 to serve as our General Agent.

Self-Reliance and Entrepreneurship Education Project. This is an education program that focuses on building self sufficiency and the skills involved in entrepreneurship. This project involves producing DVDs, printed materials and lesson plans that share tried-and-true methods for human development. The materials are equally valuable to teach African-American and Native American history, as they include many previously untold stories of people of color who became pioneers in fields ranging from agriculture to insurance, from military to higher education. We have currently embarked upon an initiative to promote knowledge of family member George Henry White (GHW). See below for information on his life. We are using examples of GHW's courage and leadership in our education project to promote the importance of education, self-reliance, lifelong learning, and service to others. Currently, we are having a DVD developed on GHW's life and legacy. Additionally, at the 2012 reunion we are conducting an Entrepreneur Business Expo. The expo features vendors, educational seminars and self-reliance workshops. The project is intended to help youth and adults gain valuable awareness of their own possibilities and each person's power to effect change. The value of a strong sense of family, family members staying close to each other, helping successive generations thrive from the multiple strengths of their extended family will also be advocated. The family foundation website contains additional information regarding this initiative.

The George Henry White Pioneer Award. In honor of the political role played by family member George Henry White at the turn of the 20th Century and to establish a permanent tribute, the BESD Foundation, Incorporated, has established The George Henry White Pioneer Award. The award is intended to honor outstanding persons who demonstrate qualities of servant leadership, social entrepreneurship, visionary action, and family cohesiveness. George Henry White was born in Bladen County, NC in 1852. He served in the U.S. Congress from 1897 to 1901, when North Carolina's legislature instituted racially discriminatory electoral rulings. Himself a target of vehement attacks and slurs, he foresaw the need for economic self-sufficiency and access to higher education for those of color. He organized the establishment of the town of Whitesboro, New Jersey where people could own farms and businesses, where children could receive excellent education, and where through diligence and interdependence, each person could achieve personal and professional goals. President Obama was dominated by the BESDF BODs as the first person to receive this award during the 2010 reunion for his visionary leadership. Miss Oprah Winfrey has been nominated to receive the GHW award for 2012 for her contributions to human development. For now, the award will be presented at the Biennial Spaulding family reunions. Additionally, during the 2012 reunion, there will be a GHW wreath laying ceremony at the Eden Cemetery and there will be a special GHW exhibit at the African American Museum Philadelphia (AAMP) where a DVD produced by the foundation on the life of GHW will be shown.

Educational Scholarship Program. A criterion has been developed for giving scholarships under the family foundation to individuals who meet the criteria. These scholarships are available to members of the general public who are interested and meet the criteria. Funds donated to the foundation scholarship program are tax deductible. Additional information, including how to apply, is posted on the BESDF, Inc website.

Family Website. As many of you know, we have a family website, located at www.spauldingfamily.com. As of 2009, the family website has been completely revised. Our new website has been divided into a separate portion for the family foundation business and a separate portion for the family association business. Both portions of the website offer interactive user functionality, videos, a family store, and many other features designed to keep everyone better informed about family and foundation activities. The revised website has also been designed to allow on-line reunion registration and the purchase items by use of Pay Pal. The family association portion of the website contains a menu item entitled "Links" that allows family members to include links to their business, informational, etc websites for networking purposes. The website also contains family oral history DVDs, video tapes of prior family reunions converted DVDs for sale, various pictures of family activities all across the United States. Follow the instructions provided with on the website for having information and announcements installed onto the website.

In closing, the Board of Directors of our family association and foundation, which is a combined board covering both organizations, has been working very hard to maintain and build upon the unity of our family. As is highlighted above, we have put in place an infrastructure to facilitate maintaining communications with family members; have continued for the past 30 years to conduct bi-annual family reunions which have reached business convention size; have established a for-profit and a non-profit family organization which are duly registered with applicable federal and state organizations; have implemented regional family organizations across the united states; hold a national family business meeting in between family reunions; have a family website; family directory; established a relationship with NCMLI company which was begun by family members, and are building an endowment fund through our participation with their charitable gifting program, etc. So, it can be truly said that as a family we are doing things. It is time for the members of our generation to create our own legacy that builds upon the heritage of our ancestors. If you are interested in working to achieve some of the goals identified in our family strategic business plan or have ideas or concerns about the future of the family, attending the family business meeting at the 2012 reunion is your opportunity to have input in the crafting of a plan of action. Or please feel free to contact me by e-mail or phone call to discuss your recommendations or indicate your willingness to assist.

I have had the unique pleasure of serving as the President/COO of the family association since 2003 and President of the Permanent Reunion Planning Committee since it was established in 2000. I have also served as the President/COO of the family foundation since 2006. My present term of office expires July 2013, during the national family business meeting. It is with a sincere sense of honor and appreciation for the opportunity to serve, that I announce that I will be stepping down as the President/COO of both organizations at the end of my term of office. I am interested in continuing to serve on the BOD's. However, it is time for new and younger leadership to lead the family from this point on. Over my tenure of office, working with my various BOD's, we have created an infrastructure to facilitate maintaining family unity and building upon the heritage that makes our family unique.

I hope that everyone will have a great time and that this reunion will be filled with the special joy and togetherness that only family can provide. If I may assist you in any way, please let me know.

Cc:BESDA, Inc./BESDF, Inc. BODs
Avie Lester, NCMLI Co.

Sincerely,
Vincent M. Spaulding
Vincent Spaulding, R.A.
President/COO,
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