

LONG BEACH BRANCH NAACP



**CIVIL RIGHTS
EQUALITY
JUSTICE**



1940-2015



NAACP LONG BEACH BRANCH 75TH ANNIVERSARY



On behalf of the officers and member of the Long Beach Branch National Association for the Advancement of Colored People (NAACP), I extend sincere greetings to you for joining us this evening to celebrate the 75th Anniversary of Long Beach Branch NAACP. This year we celebrate Long Beach Branch NAACP providing 75 years of service to the community and our struggles and successes in the area of civil rights.

I am honored to serve as the President of Long Beach Branch NAACP. The NAACP is the nation's most respected organization of Civil Rights in America. The principle objectives of the NAACP are to ensure the political, social, education and economic quality of all citizens and to eradicate prejudice in all forms. The NAACP represents the conscience of our nation, guiding America towards fulfilling its promise of liberty, quality, and justice for all. This sentiment is echoed in the very soul of our organization's mission and purpose. Injustice in any form must not be tolerated. Your attendance shows you support our mission, and agree we must ardently pursue equality on all levels of society. Keep in mind we still have much work to do to ensure equality.

Respectfully,

Naomi Rainey

Naomi Rainey, President
Long Beach Branch NAACP

**NAACP
Long Beach
Branch**

**"Making a
Difference
In The
Long Beach
Community"**

Long Beach Branch NAACP
200 Nieto Avenue Suite #210
Long Beach, CA 90803

General Membership Meeting
3rd Sunday of each month
@ 3:00 PM

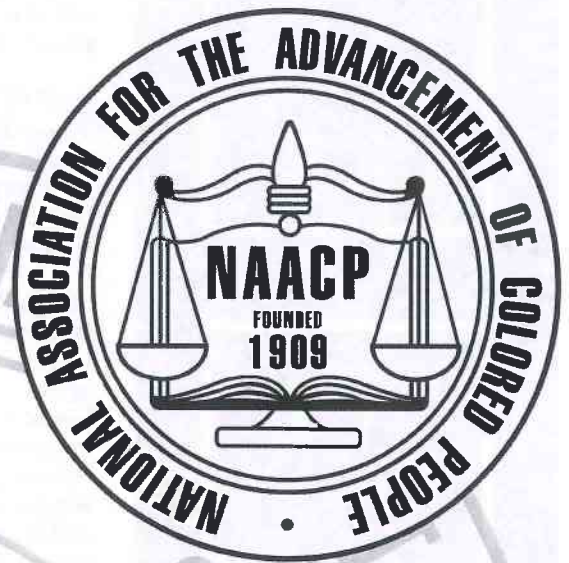
Ernest McBride Sr. Park
1550 Martin Luther King Jr. Ave.
Long Beach, Ca 90813

NAACP Long Beach Branch
P.O. Box 1594
Long Beach, CA 90801

562-856-7586
www.lbcanaacp.org

HISTORY OF THE LONG BEACH BRANCH

The national association for the advancement of colored people NAACP was formed in 1909 by a group of black and white citizens. In response to injustice that many Americans confronted solely because of race. The NAACP remains the oldest and largest civil rights organization in the world, and continues to focus on major efforts to increase voter empowerment, educational excellence, and individual responsibility, thus creating an infrastructure for economic and social development and new effective ways to develop young leaders. The strength of the NAACP is its membership, which are organized into more than 1700 adult branches, 500 youth and college units, and 38 state and area conferences serving all 50 states, the District of Columbia. Services also provided in Korea, Japan, and Europe.



HISTORY OF THE LONG BEACH BRANCH

Long Beach Branch of the National Association for the Advancement of the Colored People was founded in 1940 by Ernest McBride and three other community activists. The NAACP launched efforts for hire African American police officers and to end discrimination in employment and housing. In 1948, Paul Robeson, the star athlete, actor and opera singer who was on the cutting edge of the infant civil rights movement attended a NAACP fundraiser in long beach. Ernest McBride the resident historian of long beach's African-American community is still active in the NAACP.

Since the Long Beach branch was chartered, many policies and practices have been changed, in addition to a multitude of issues and cases have been and won. African-Americans were effectively barred from the Long Beach area's post war housing boom by discriminatory sales practices and deed restrictions on new homes in Lakewood, Los Altos, and Bixby Knolls. Defense workers and veterans with GI Bill benefit were drawn to the West side of Long Beach, which featured many homes that had deed restrictions. The NAACP worked to get housing deed restrictions removed. Another major effort of the LB NAACP was to get African Americans hired on the Long Beach police force. This became a reality in 1950, when several black males were hired. Two well known from the group are Benny Roan, who was assigned to a downtown beat, and Charles B. Ussery, who in 1979 became the first African American Police Chief in the city of Long Beach. The branch is instrumental in causing change in the areas of education, economic development, and labor industry. On a daily basis civil rights violations are investigated and resolved.

The Long Beach NAACP's taskforce report regarding the use of force training in Long Beach Police Department had caused significant changes. Many recommendations from the task force were accepted and fully implemented. The branch continues to monitor and review the city's Diversity Compliance, and Equal Opportunity Project guidelines. These guidelines include hiring, training, and awarding contracts to women, people of color, and people with disabilities.

The Long Beach Branch NAACP has developed many education and youth programs. The branch's award winning Community Impact Program promotes academic excellence, social responsibility, leadership, and community service.

NAACP Long Beach Branch Founders



Ernest McBride Sr.
1909-2007

Ernest McBride, Sr. was born on November 12, 1909 in Carrollton, Mississippi. He was one of nine children from a large farming family. He came to California seeking a better life after completing his early education in the segregated schools in Arkansas.

In 1940, Mr. McBride chartered and became the first field secretary of the Long Beach Branch NAACP. He and his activist wife, Lillian, along with other supporters addressed discrimination through organized action. As an NAACP activist, Mr. McBride successfully integrated the Long Beach Police Department, Naval Shipyard, Coles Market and the General Telephone Company. Under his leadership many discriminatory practices and policies were changed.

Mr. McBride successfully challenged the Long Beach Unified School District to prevent their annual black-faced minstrel shows. Mr. McBride also fought police brutality and housing discrimination. The FBI compiled an extensive file on his activities and planted agents at his meetings. The FBI records show that surveillance officially ended in 1964. His home was the meeting place and he remained focused on the cause even though the threat of danger was always present. As a pastime, Mr. McBride played catcher for the colored Giants, competing against the great Jackie Robinson. To raise funds for the Long Beach Branch, he hosted events with special guests, such as Paul Robertson, Roy Wilkins and Ralph Bunche. He was renowned and recognized for his civil rights work on a local, state and national level. The McBride home on Lemon Avenue has been designated as a historic site by the city of Long Beach.



Lillie Grigsby
1911-2006

Ms. Lillie Grigsby was born in Lawton, Oklahoma and came to Long Beach in 1937. She was a member of the St. John Baptist Church where she taught Sunday school and was the Senior Choir Director. She was charter member of the Benevolent Club and the Long Beach Branch NAACP. Lillie Grigsby was very active and strongly supported the mission and goals of the NAACP. She served as membership chair and organized many youth programs.

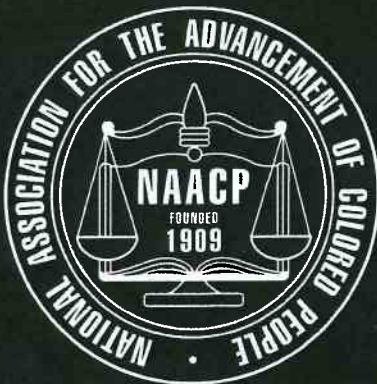
Ms. Grigsby studied ceramics at the Long Beach City College. She was one of the first African American businesswomen in the City of Long Beach. She and her business partner, Ms. Zelma Lipscomb, established a successful gift shop named Lillie & Zeli Gift Shop. Ms. Lillie Grigsby was a strong woman advocate who promoted equality in the areas of employment, education, business and housing.



Zelma Lipscomb
1911-2006

Ms. Zelma Lipscomb was born in Lawton, Oklahoma. She was a chartered member of the Long Beach Branch NAACP and the first woman president. She also served as the Long Beach Branch Freedom Fund Chairperson and Youth Leader. She was selected to represent the Long Beach Branch NAACP at the funeral of Dr. Martin Luther King Jr.

Mrs. Lipscomb was sales representative for A.W. Curtis Laboratories. This company produced George Washington Carver products. She was employed for 12 years in the Arts department of the Long Beach Public Library and strongly believed that reading opened the doors to many worlds. She studied ceramics at Long Beach City College. A partnership was formed with her good friend Lillie Grigsby to open the Lillie and Zeli Gift Shop in Long Beach. In 1946, she founded the Benevolent Club of Long Beach where she served as president. Ms Lipscomb was a faithful member of the Grant Chapel AME Church in Long Beach.



LONG BEACH BRANCH NAACP

NAACP Officers

Naomi Rainey - President
Davian Freeman - 1st Vice President
Jesse Johnson - 2nd Vice President
Marie Treadwell - Secretary
Dr. Howard Wray - Treasurer

Executive Committee

Dr. Charles D. Smith
Coreen Correa, RN PHN
Mary Carhee
Dr. Linda Timmons
Dr. Kevin A. Johnson
Kim Evans
Janet Hund
William Ward
Maiya Meeks
Gloria Thomas, RN
Yulandria Pearson
Emily Pearson
Dr. Dorothy Reed
Dr. Rachel Plotkins, RN PHN

Special Committees

Bryan Gless, Esq. - Law Day
Ivy Goalsby - Win

Long Beach Branch NAACP Youth Council

Maiya Meeks, President

LBCC NAACP Student Club & Young Adults

Giulia Triassi & Emily Pearson

CSULB NAACP Student Club

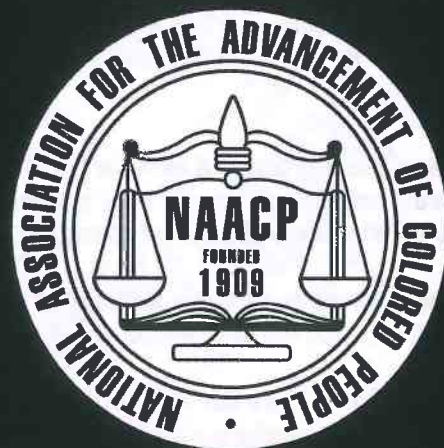
Mimi Pride

2014-2015 Long Beach Branch NAACP Interns

Kyndria McDaniel, California State University, Long Beach, Senior, Social Work & Social
Giulia Triassi, Long Beach City College, Sophomore, Public Relations
Shirley Valverde, Long Beach City College, Sophomore, Psychology
Mimi Pride, CSULB, Senior, Social Work
Matthew Marek, CSULB, Political Science
Amethyst Roberts, CSULB Graduate/LSAT



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LONG BEACH BRANCH NAACP

YOUTH PROGRAMS

The Long Beach Branch NAACP has been serving the needs of our youth for more than 60 years. A major Branch focus is educational programs and activities for youth. Another goal is to improve cultural pride, reduction of human violence, and to promote racial harmony. Programs have been developed that embrace students, parents, businesses, and the community at large. The major objectives are to promote academic excellence, social responsibility, professional development, and community service.

THE COMMUNITY IMPACT PROGRAMS INCLUDES

- NAACP Scholars and Scholar Dollars: Scholar funds and dollars provide financial support for high-achieving high school and college students from low income and disadvantaged backgrounds. The selection criteria are based on academic performance and community service performed in Long Beach.
- Youth Wealth Empowerment: Early Personal and Educational Financial Planning.
- Stay in School: Elementary to High School student retention program to encourage high attendance, good grades, and discipline in the classroom.
- Leadership Academy and Development: Learning leadership skills applicable in all areas of professional and personal life
- ACT-SO Program: Olympics of the mind competition in the areas of sciences, humanities, performing arts, visual arts, and business.
- Conflict Resolution Training: Teach conflict resolution with communication and nonviolence.
- Fitness and Focus: Promote life-long fitness and health
- Camps: Golf, Sailing, and Tennis. Introducing life-long fitness and sports.
- Discovery of the Arts: An introduction to the fine and performing arts via field trips and guest artists.
- Talent Search and Development: Scholarships to assist in the purchase of musical instruments, and lessons, showcases of talent, and field trips and interaction with established artists.
- Careers and Mentorship: Shadowing professional in law, medicine, government, business and education. Career education classes to understand the job search process and life-long career management.
- Young Entrepreneurs: The Young Entrepreneurs Program teaches middle and high school students the entrepreneurial process; guest speakers, mentors, as well as field trips are designed to provide real world business experiences. The program is a comprehensive, hands-on, practical program that takes participants through the entire process of starting a small business.
- Get Aboard the Technology Train: Youth teach other youth and senior citizens the basic functions of technological devices such as computers, cell phones, and televisions.
- Math and Science Collaborative: In conjunction with California State University's MESA (mathematics, engineering, science, and achievement) for high school and college students.

These services are not limited and they will be provided to any low to moderate income, disadvantaged and underserved Long Beach youth. Our programs provide positive alternatives to truancy, drugs, gangs, and other negative elements that are destroying young lives.

Unfortunately, there have been a number of talented and deserving youth indentified be the Long Beach Branch NAACP, who will be not be able to participate in our youth programs due to lack of funds.

How can you help? Make a tax-deductible contribution of \$100, \$200, \$500, \$1000 or more to enable a student participate. You can make a significant impact on the lives of these young people by supporting the Long Beach Branch NAACP's CIP Program. With your help, we can reach our goal of producing economically successful young adults that will not only benefit themselves, but the entire Long Beach Community.



DON'T TALK ABOUT IT... BE ABOUT IT

MEMBERSHIP APPLICATION

Please Print

This is an invitation to join the NAACP. This is the right time to help the NAACP make out society inclusive for everyone.

Date _____

Mr./Mrs./Ms. _____ Telephone No. () _____

Street Address _____

City _____ State _____ Zip _____

Branch Affiliation _____

Date of Birth _____ Renewal Membership No. _____

- Regular Membership:**
- Regular Adult..... \$30.00
 - Youth with Crisis..... \$15.00
 - Youth without Crisis.... \$10.00
 - Annual Corporate..... \$5,000.00

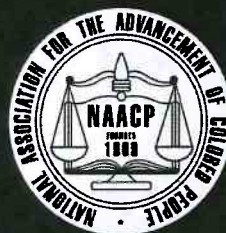
- Lifetime Membership:**
- Youth Life..... \$100.00*
 - Bronze Life..... \$400.00
 - Silver Life..... \$750.00
 - Gold Life..... \$1,500.00
 - Diamond Life..... \$2,500.00



Please make checks payable to: Long Beach Branch of the NAACP
 Mail application and check to:
NAACP-Long Beach • P.O. Box 1594 • Long Beach, CA 90801

Thank You For
 "Joining The Fight For Freedom"
 Membership Campaign





LONG BEACH BRANCH NAACP CELEBRATING SEVENTY-FIVE YEARS FIGHTING FOR EQUALITY AND JUSTICE 1940-2015

The founders of the Long Beach Branch NAACP organized the branch 75 years ago in order to break down the barriers of discrimination and inequality. Discouraged because of so much discrimination in Long Beach, the NAACP established the immediate goals of eliminating education, housing, and employment discrimination. In addition, the founders were interested in combating police brutality, illicit forms of discrimination, and to insist on the inclusion and accurate accounting of the history of African Americans.

In order to advance these challenges, the Long Beach Branch had the benefit of wise, brave, and determined leaders. The Long Beach Branch was led by Ernest McBride, Sr., who garnered the support of many dedicated members. Helping Ernest McBride, Sr. were Lillie Grigsby, Zelma Lipscomb, Roscoe Hayes, Williye White, and L.J. Jones. Nathan Holly served as President; Lillian McBride served as Secretary, and Ernest McBride, Sr. the Field Secretary and Treasurer. Ms. White contributed her political savviness and she headed the Rowland Hayes Black Women's Republican Study Club. Reverend Louis Lomax of Christ Second Baptist Church helped Ernest McBride, Sr. secure enough members to become a chartered branch of the NAACP, and shortly after receiving its charter in 1940, the Branch elected Charles Watkins to be its first elected President.

One of the biggest challenges to any organization is generating funds to advance its cause. The early leaders of the Branch were fortunate to have dedicated supporters. Early funds were secured with the help of special performances and receptions. For example, famous actor and opera singer Paul Robeson supported the Branch with both a special performance at Morgan Hall and a reception for his wife Ms. Eslande Goode Robeson. In addition, Margarita Belafonte, the wife of famous actor and singer Harry Belafonte, helped the branch. While these events were private, many fundraising events were held in the home of the McBride's (now a historic landmark on Lemon Ave.) because many African Americans were afraid to go other places.

Since its founding, the Long Beach Branch has led the way to changing many discriminatory policies and practices. For example, the Branch worked tirelessly to get housing deed restrictions removed when African Americans were effectively barred by discriminatory sales practice and deed restrictions on new homes in Lakewood, Los Altos, and Bixby Knolls. When deed restrictions prevented defense workers and GI Bill beneficiaries from purchasing homes on the west side of Long Beach, the NAACP worked to remove those restrictions.

The Branch also worked to get African Americans hired on the Long Beach Police Force. In 1950, the Branch's efforts were successful when several black males were hired. Two of the most well known officers in that group were Benny Roan and Charles B. Ussery. Officer Roan was assigned to a downtown division, and in 1979, Officer Ussery became Chief Ussery when he was hired as the first African American Police Chief in the City of Long Beach.

The Branch's work toward remedying housing and hiring discrimination are just two of the examples of the many efforts of the Branch to improve the lives of underrepresented people in the Long Beach community. The Branch's efforts continue to be instrumental in causing changes in areas of education, economic development, and the labor industry, while also working tirelessly to investigate and resolve civil rights violations. For example, the Long Beach NAACP's taskforce issued a report regarding use of force training in the Long Beach Police Department, and many of those recommendations were accepted and fully implemented by the Long Beach Police Department.

The Long Beach Branch NAACP works for just and equitable policies and practices in the City of Long Beach. The Branch continues to monitor and review the City's Diversity, Compliance, and Equal Opportunity Project guidelines. These guidelines include hiring, training, and awarding contracts to women, people of color, and people with disabilities.

Today the award winning, highly respected Long Beach Branch celebrates its 75th Anniversary under the leadership of Naomi Rainey-Pierson, who has served as president for fifteen years. We also celebrate both our accomplishments and our cherished community of supporters that have contributed to the Branches success. We celebrate our 75th Anniversary, the hard earned respect, and the many awards that our Branch has won. We also use this opportunity as a moment to not only reflect, but to acknowledge our strengths as we move forward in the continued struggle for equal opportunities for all children in Long Beach, for protecting the civil rights of all citizens regardless of race, color, creed, country of origin, gender, and/or religion.

In acknowledging the progress over the past 75 years, we wish to accomplish more in the next 75 years. What will our 150th Anniversary celebration look like? We hope by working with our civic institutions, local organizations, and elected officials, that we will see a more just and equitable Long Beach. We hope that programs like our Community Impact program will thrive beyond our imaginations so that Long Beach is the hallmark of academic excellence, social responsibility, leadership, and community service. We cannot do this alone. The NAACP is built on the collective courage of thousands of people of all races, nationalities, and faiths, united by one fundamental premise—that all people are created equal. The branch has proactively addressed critical issues of social justice. From the ballot box to the boardroom, Long Beach Branch NAACP has courageously and persistently led the historic fight for civil rights.