



QUARTERLY NEWSLETTER

FALL 2021

LOOKING TO MAKE YOUR HOLIDAY CHARITABLE?

TURN TO PAGES 10 & 12 TO LEARN HOW YOU CAN USE AMAZON TO MAKE YOUR HOLIDAY WISH LIST & SHOPPING COMPLETE.



WHAT'S INSIDE?

VIRTUAL RACE FOR EDUCATION RECAP
PG. 1-4

LEARN ABOUT SCHOLARSHIP ENDOWMENT FUNDS (SEF)
PG. 5-8

PROGRAM HIGHLIGHTS
PG. 10

HOW TO TURN ON AMAZON SMILE FOR PIEF DONATIONS
PG. 12

\$17,000 RAISED FOR STUDENTS & SCHOLARSHIPS DURING THE 9TH ANNUAL RACE FOR EDUCATION



This September, the Pearl and Ivy Educational Foundation, Inc. held the 9th Annual Norma E. Boyd 5K Race for Education & Virtual Health and Wellness Expo, raising over \$17,000 towards scholarships for students. From September 19 to September 25, Race for Education participants were encouraged to run or walk 3.1 miles independently or in socially distant small groups at a location of their choice. Additionally, on September 18, the Health and Wellness Expo was held virtually and featured a live DJ, Zumba, yoga/meditation, mental health activities, dynamic stretching, healthy cooking demonstration, and more!
(Cont'd. on pg. 2)



SPOTLIGHT ON TEAM: PAULA'S PURPOSE FOREVER

Each year, many NEB5K participants join race teams under a common theme, cause, or memory. This year, the team with the highest number of registrants was Paula's Purpose Forever who came together and celebrated the monumental legacy of the late Member Paula R. Bruner.

Member Paula was an avid supporter of the Pearl and Ivy Educational Foundation, Inc. for many years, and its signature events like the Norma E. Boyd 5K Race for Education. Celebrating her memory in honor of scholarships during this year's event was truly special for all those involved. The Paula's Purpose Forever team represented the life of Member Paula and her impact on the lives she touched through her unwavering support of academic excellence.



Photo credit: R Dione Foto - Profile Noire



"I'm walking in loving memory and honor of my sister Paula R. Bruner 🥰 and for Paula's Purpose Forever. "



(...cont'd from pg.1...)

In its inaugural year, the virtual Health & Wellness Expo, provided a forum for this year's participants to learn and participate in health and fitness activities, led by guest instructors from various community businesses; all while supporting students & scholarships. The breakout sessions were led by:

- DJ Magic (@yagirlDJmagic) in the main event room
- Mental Health coaching with Dawn Valentine (@blossomingbodhi)
- Dynamic Stretching with Coach Zoe Rodriguez-Keeton (@bowiefitbody)
- Healthy Cooking with Chef Jabari Butler (@EatWithJB)
- Zumba with Cindy Hancock (@dance_fitness_academy)
- Yoga & Meditation with Jessica Howard Jackson (@greensanctuaryyoga)



A LOOK BACK AT THIS YEAR'S #NEB5K

NORMA E. BOYD VIRTUAL 5K RACE FOR EDUCATION AND HEALTH & WELLNESS EXPO



Cont'd on page 8...

THANK YOU TO OUR SUPPORTERS!

NORMA E. BOYD VIRTUAL 5K RACE FOR EDUCATION AND HEALTH & WELLNESS EXPO

2021 SPONSORS:

Premier Level (\$1000)

Sheila Harley Washington

Gateway Level (\$500)

Sharon A. Bennett, MD

Georgetown Running Company

Traci Y. Gray

In loving memory of Tami Trost, Esquire

New Balance Friendship Heights

Sidebarre

Partners in Pink Level (\$250)

Sharon D. Anderson

In memory of Janice Hall Coleman-Batiste

Felicia W. Carr

April Gaines-Jernigan

Jordan River Ministry

Kay Laporte

Monica Freeman Lewis

Erika Marshall

Lavdena A. Orr, MD

Puzzle Huddle

Stemmons Strategies

Mile Marker Level (\$150)

Joi O. Chaney

Nadine Eads

Angelia Rowe Garner

Edward M. Johnson & Associates, P.C.

Donna Williams Rucker

Marian Taylor Tyrance

Water Stop (\$75)

Michelle Arrington

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Cheli English

HBCU Collection

Heritage Integrity Investment Trust

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Joia Crear Perry

Phoenix Global Investments, LLC

Plots & Pans

DeVera Redmond

Lisa Michelle Simpson

Jarrai Stephens

Two Mac's Barber Shop

Sharese M. White

Valeria Wilson

2021 RACE TEAMS:

Affable August Birth Month

Amazing May Birth Month

Awesome April Birth Month

Dynamic December Birth Month

FABruary Birth Month

Good Trouble

Health is Wealth

Jazzy January Birth Month

Jordan River Ministry

Joyous July Birth Month

K3 Management

Keep Yourself Busy

Magnificent March Birth Month

Notable November Birth Month

Opalescent October Birth Month

Paula's Purpose Forever

Pearlfection June Birth Month

Pink Sunshine

Savvy September Birth Month

Sexy Chocolate and the Ladies

Team LaTeisha

Team Winnie

2021 COMMITTEE:

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Jennifer M. Coleman

Winnie W. Brinkley

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Ann Branch

Patricia Cutler

Jacquelin Draughn

Carol Tyrance-Graves

Nyia Harris

Jessica Howard Jackson

Elena M. Munday

Lavdena Orr

Lisa Simpson

Vivian Smith

Vivian English Washington

Health and Wellness Expo

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Jacquelin Draughn

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Renee Johnson

Tia Strickland

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Crystal Schanette

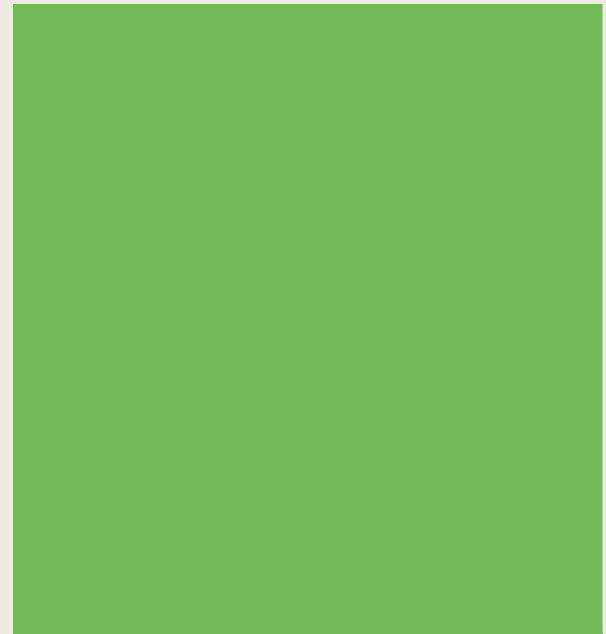
L. Inez Gaynor-Vessels

Jamilia Walker



SCHOLARSHIP ENDOWMENT FUNDS

EVERYTHING YOU NEED TO KNOW.



PROVIDING
SCHOLARSHIPS
SINCE 1988.

Establish Your Legacy Today.

INVEST IN SCHOLASTIC EXCELLENCE.

Pearl & Ivy Educational Foundation, Inc. (PIEF) plays a critical role in generating necessary resources to support high school youth in achieving their college dreams through providing scholarships to high-school seniors.

The PIEF Scholarship Endowment Funds allow for individuals to establish a lasting legacy while providing scholarships in perpetuity. Funds can be established in honor of a loved one, family member, or other individual.

Learn more about how you can start your fund today!

(Cont'd. on pg. 6)



Establishing a Harley-Kershaw PIEF Fund enabled us to support a high school student in realizing their dream of achieving a college education!

-SHEILA HARLEY-WASHINGTON

Here's how to establish a fund.

1. Visit piefdc.org/legacyfund or talk with a PIEF ambassador on establishing an unrestricted \$5,000 or restricted \$10,000.

2. PIEF forms will need to be completed, notarized, and submitted with a deposit, either \$500 or \$1,000, depending on whether the fund is unrestricted or restricted.

3. PIEF will process the paperwork internally and ensure all the scholarship criteria is properly established.

4. PIEF donations are tax deductible and will be recognized.

START YOUR LEGACY TODAY. CONTACT PIEF AT INFO@PIEFD.C.ORG TO GET STARTED.

Dear PIEF Member,

Please support the Pearl and Ivy Educational Foundation, Inc. by participating in the **100x100 Member Campaign!** The Scholarship Endowment Fund (SEF) Committee of the PIEF Board of Directors is relaunching the Member Campaign in order to raise \$10,000 by December 31, 2021. We are seeking the support of at least 100 members to make a one-time donation of \$100. PIEF in conjunction with Alpha Kappa Alpha Sorority, Incorporated®, Xi Omega Chapter will use these funds to award \$100,000 in scholarships to college-bound students from the District of Columbia in celebration of Xi Omega's Centennial Anniversary in 2023.

When you give:

1. You give in perpetuity by providing a permanent monetary donation that keeps on generating income indefinitely.
2. Your monetary donation is invested, and the interest earned is used to fund scholarships.
3. You help a larger number of students from the District of Columbia afford the high cost of college tuition.
4. Donations are 100% tax deductible!

Ways to give:

1. By mail: PIEF SEF, P.O. Box 75094, Washington, DC 20013
2. Check made payable to PIEF, Memo line: PIEF SEF 100 x 100 Member Campaign
3. Online: www.piefdc.org/LegacyFund

If you have any questions, please contact Sheila Harley-Washington, Chairman, PIEF SEF Committee at (202) 491-4914 or harleywashington@aol.com OR Winnie Brinkley at (202) 291-4626 or winniebrinkley@yahoo.com.

Thank you in advance for your support and for playing a vital role in supporting our students for a better tomorrow!

Note: If you are unable to give \$100, donations in any amount are truly appreciated.

Thank you for your support!

Sincerely,

April Gaines-Jernigan
President



100 × 100
Members Dollars

HAPPY *Birthday* TO YOU!

MEMBER

VIVIAN SMITH



PIEF Scholarship Endowment Fund (SEF) Success Story: Salute to Member Vivian L. Smith

As Member Vivian Smith celebrated her joyous 90th birthday, she encouraged her well-wishers in Alpha Kappa Alpha Sorority, Inc.®, Xi Omega Chapter and others (family, friends, and sorority members) across the country to show their love by donating to the Vivian Louise Smith Scholarship Endowment Fund. In further support of her beloved Pearl & Ivy Educational Foundation, Inc., Member Vivian Smith matched their donations resulting in additional \$2,145 to her SEF.

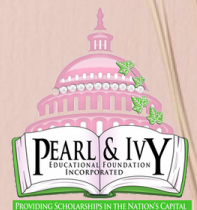
We encourage members to follow this model by celebrating your special days (birthday, anniversaries) by encouraging friends, family and colleagues to donate to your existing SEF or set up your fund. The joy you experience will last beyond your special day and will support a deserving young person to achieve their educational goals.

Kudos and special appreciation to Member Vivian Smith for her tremendous spirit of giving to others. You make a difference every day. Happy 90th!

For more information about the special salute Scholarship Endowment Fund initiative, please contact Member Jamie Sturgis, Member Sheila Harley-Washington or PIEF Executive Director Monica Lewis.

Join us as we...

...celebrate 90 fabulous years!



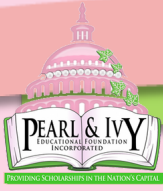


THANK YOU FOR SUPPORTING
OUR 2021 CAMPAIGN FOR:
GIVING
TUESDAY

2021 TOTAL FUNDS RAISED:
Over **\$8,000** for scholarships!



MAKE YOUR DONATION TODAY BY VISITING PIEFD.C.ORG/DONATE.



MESSAGE FROM THE BOARD OF DIRECTORS:

RAVEN HILL, VICE-PRESIDENT

HBCU Impact Day: Party with a Purpose

PIEF partied with a purpose to support historically Black colleges and universities in collaboration with Alpha Kappa Alpha Sorority, Inc.®, Xi Omega Chapter at our annual Club HBCU-ish fundraiser. This pink and green spinoff of DJ D-Nice's Club Quarantine featured a mix of old school and new school tunes by DJ Blinks, raising \$2,035 for the AKA Educational Advancement Foundation's HBCU Endowment Fund. Now in its third year, Club HBCU-ish is the signature event for HBCU Impact Day in September.



Pink Table Talk: Managing the Emotional Side of Breast Cancer

The 3rd Annual Pink Table Talk explored the ins and outs of breast cancer with noted breast surgeon Dr. Ryland Gore and Dr. Teletia Taylor from the Howard University Cancer Support Center. Moderated by Diane Johnson, the discussion focused on helping women work through the uncertainties of a breast cancer diagnosis, providing resources for self-care and counseling while dispelling myths about the disease. The virtual event drew a crowd of hundreds of viewers on Facebook Live and Zoom.



Looking for a charitable holiday gift idea?

Have nothing on your wish list this year? Create a virtual fundraiser on Facebook (now Meta) so your family and friends can give the gift of education to PIEF.



How do I create a nonprofit fundraiser on Facebook?

- On your computer, login to **Facebook**.
- On the left, click **Fundraisers**.
 - **Tip:** If you don't see **Fundraisers** on the left, then click **See more**.
- On the left, click **Raise money**.
- Click **Nonprofit**.
- You can either:
 - Scroll to find the nonprofit you want to raise money for
 - Type into the search bar to find the nonprofit you're raising money for
- Select **Pearl and Ivy Educational Foundation, Inc.**
- On the left, enter:
 - The goal amount of money you want to raise & currency you want the funds to be in
- Click **Create**.
- You'll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your news feed, or donate to the fundraiser yourself. If you're not ready to do any of those things, click **Not now**.



facebook



(Source: www.facebook.com/help/990087377765844/?helpref=uf_share)





Thank You.

to the outgoing Pearl and Ivy Educational Foundation, Inc. President April C. Gaines-Jernigan and Executive Director Monica Freeman-Lewis, and to the entire 2021 Board of Directors for your work and dedication to PIEF.

Jennifer Marie Coleman
Nadine Lynell Eads
Shelia Harley-Washington
Raven L. Hill
Edith G. Johnson
Renee Reed Newton
Anitra Reed
Donna Williams-Rucker
Jamie G. Sturgis
Kelly D. Taylor



Support PIEF With Every Amazon Purchase

You can support PIEF each time you shop on Amazon. Simply designate the Pearl and Ivy Educational Foundation, Inc. as your charitable organization of choice, and the AmazonSmile Foundation will donate .5% of your eligible purchases to PIEF.

amazonsmile
You shop. Amazon gives.

How to Set up Amazon Smile/PIEF Donations:

1. Visit smile.amazon.com
2. Sign in with your Amazon.com credentials. (If you don't have an Amazon account, create a new one.)
3. Click on AmazonSmile.
4. Select us as your charity: Pearl & Ivy Educational Foundation, Inc.
5. Start shopping!

Helpful Tip: After step 5, bookmark smile.amazon.com for quick & easy reference. After setting up PIEF, every time you use the Amazon Smile link, donations will then go to PIEF, only when using this link!

Enabling AmazonSmile in the Amazon mobile app

1. Follow the steps above.
2. Download the Amazon mobile app from the iOS or Android app store.
3. Open the app and find "Settings" in the main menu (☰)
4. Tap on "AmazonSmile" and follow the on-screen instructions to turn on AmazonSmile.



Pearl & Ivy Educational Foundation, Inc.

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Instagram: @PIEFDC

Facebook: @PearlIvyEducationalFoundation

DONATE AT

Piefdc.org/donate

CONTACT US

www.PIEFDC.org

Email: info@piefdc.org

P.O. Box 75094

Washington, DC 20013

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