A ROCHESTER, NEW YORK PREMIERE EVENT



KEY INFORMATION BOOKLET

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FREDERICK DOUGLASS HECU FOOTBALL WEEKEND OF HOPE

BALDWIN RICHARDSON FOODS

Baldwin Richardson Foods is the title sponsor of the Frederick Douglass HBCU Football Classic. It is a Black family-owned, women-led food and beverage manufacturing company with two locations in the Rochester area and facilities across the US in Illinois, New Jersey, and California. They make delicious products for some of the top global quick-service restaurants, foodservice organizations, and grocery store brands that you enjoy every day. And they also manufacture their own brands, Mrs. Richardson's Dessert Toppings and Nance's Mustard, which are on your local grocery store shelves.

"Baldwin Richardson Foods is deeply rooted in the Rochester community and has a rich legacy of supporting excellence and entrepreneurship," said Erin Tolefree, President & CEO, Baldwin Richardson Foods. "We are excited about honoring the achievements of HBCUs and bringing our community together in a spirit of unity and celebration."

"We are dedicated to making an impact by creating pathways that empower individuals to achieve their full potential," said Cara J. Hughes, Chief Customer and Community Impact Officer, Baldwin Richardson Foods. "This sponsorship aligns with our commitment to providing youth with access to valuable opportunities and educational programs.

Both Erin and Cara, proud graduates of Spelman College, view this sponsorship as a way to give back to the institutions that shaped their lives and to support the educational and career aspirations of Rochester's youth. Through this partnership, Baldwin Richardson Foods aims to provide scholarships and expose young people to the transformative experience of HBCUs.

BRF President & CEO, Erin Tolefree pictured with City of Rochester Mayor Malik Evans and RPD Deputy Chief Keith Stith, announced the BRF's involvement during a Classic press conference at the Rochester Community Sports Complex.



TITLE PARTNER

Erin Tolefree, President & CEO
Cara Hughes, Vice President of Customer & Community
Eric Johnson, Chairman of the Board
Baldwin Richardson Foods Company

HONORARY PARTNER

Kenneth B. Morris, Jr.

Co-Founder & President, Frederick Douglass Family Initiatives

COMMUNITY CONNECTION PARTNERS

Patrick Cunningham

Deputy Mayor, City of Rochester, New York, Retired

Bob Duffy

President & CEO, Greater Rochester Chamber of Commerce

Randy Henderson

President & Founder, The Henderson Foundation

Cynthia Herriott-Sullivan

Deputy Executive Director, Rochester Housing Authority

Andre Langston

President & Owner, WDKX

Morrie Silver II

Director of Innovation, Rochester Red Wings

Simeon Banister

President & CEO, Rochester Area Community Foundation

Patricia Nilsen

President & CEO, NYSEG & Rochester Gas & Electric

COMMUNITY PARTNERS





FREDERICK DOUGLASS FAMILY INITIATIVES



























COMMUNITY PARTNERS



































Dear Rochester Community Members,

It is my great privilege to extend heartfelt greetings and introduce you to an initiative that fosters deep connections and opportunities for youth within our beloved Rochester community: the first annual **Frederick Douglass HBCU Football Classic** between Central State and Albany State Universities. Scheduled for Saturday, September 21, 2024, this event honors the legacy of my great ancestor, Frederick Douglass, while celebrating sportsmanship, cultural richness, and educational excellence, marking a significant milestone in our community's commitment to our youth.

The Frederick Douglass HBCU Football Classic represents a pioneering mission to nurture community engagement and bolster public safety in Rochester. Inspired by the timeless wisdom of Frederick Douglass, whose words, "It's easier to build strong children than to repair broken men," resonate deeply, the football classic and weekend activities underscore the paramount importance of investing in youth education and empowerment.

As the first African American U.S. Marshal, appointed by President Rutherford B. Hayes in 1877, Frederick Douglass's extraordinary journey from enslavement to becoming an abolitionist, statesman, and champion of human rights embodies unwavering perseverance in the pursuit of freedom, justice, and equality for all. Given his impactful role in education and law enforcement and his towering legacy in Rochester, it is a fitting tribute that the Rochester Police Department named this event in his honor.

Recognizing the importance of investing in our inner-city youth, the football classic and weekend programming will offer opportunities for education and personal growth and contribute to a brighter future for our young people. A critical initiative that will emerge from this event is the establishment of an HBCU Internship Pipeline in collaboration with Central State University. Inspired by the Police Executive Research Forum's HBCU Summer Internship Program, this six-week paid internship will afford students invaluable insights into police operations, providing a platform for their perspectives on enhancing police-community relations.

We are committed to exposing young people to the opportunities available at Historically Black Colleges and Universities. These institutions cultivate an inclusive and vibrant learning environment that celebrates the richness of the Black cultural experience. Through initiatives like the Frederick Douglass HBCU Football Classic, our goal is to ignite enthusiasm within our community, guide youth toward pathways to college and career readiness, and inspire them to explore the transformative educational opportunities offered by HBCUs.

As we embark on this journey of community engagement and empowerment, I invite you to join us in making the first annual Frederick Douglass HBCU Football Classic an outstanding success. Together, we can build strong children and forge a brighter future for all community members.

With deepest gratitude for your support and enthusiasm,

In Freedom,

Kenneth R Marris Ir

Kapato B. Mari L.

Co-founder & President, Frederick Douglass Family Initiatives

Great-great-great-grandson of Frederick and Anna Murray Douglass

MISSION, PARADIGM SHIFT, & IMPACT AREAS

Mission Statement

To encourage investment in inner-city youth while giving them opportunities to help and grow in meaningful, future-focus skills.

Paradigm Shift

As an organizational paradigm shift, the Rochester Police Department is investing in programs tailored to advance the healthy development of our community through intentional engagement while balancing prevention, intervention, and re-entry as public safety strategies.

HBCU Football Classic

With a focus on strengthening police-community relations, RPD will use the Frederick Douglass Historically Black College & University Football Classic as a vehicle to excite our community, promote cultural competence amongst police and community, expose our youth to college and career readiness opportunities, and connect our citizens to community resources.

Historically Black College and University (HBCU) Football Classics are more than just a football game. Unlike bowl games, the HBCU Classics take place during the regular football season and festivities include concerts, tailgates, battle of the bands, parades, and other social events, all while embracing the culture and history of HBCUs.

Impact Areas

Strengthening Police-Community Relationships

The Rochester Police Department is committed to increasing innovation and creativity to strengthen the relationship between police and community.

Building Cultural Competence

Understanding differing cultural needs, beliefs, and motivations allows police officers to be more effective and better prepared to engage with the communities they serve.

Establish an HBCU Internship Pipeline

Inspired by the Police Executive Research Forum's (PERF), HBCU Summer Internship Program, RPD is looking to establish a 6-week paid summer internship with Central State University. Students will learn about police operations and offer insights on how policing and diverse communities such as Rochester can be improved.

Expose Youth to HBCUs

RPD is interested in exposing our young adults to the opportunities provided by Historical Black Colleges and Universities. HBCUs provide students with a diverse and inclusive community of scholarship that celebrates the richness of the entire American experience.

Create scholarships for students to attend HBCUs

The Classic will be used as a vehicle to create five, \$5,000 scholarships for students to attend Historically Black Colleges and Universities.





FREDERICK DOUGLASS

HBCU FOOTBALL



10 AM - 1 PM, THURSDAY, SEPTEMBER 19



THE HBCU EXPERIENCE MY BROTHER'S KEEPER HEALTH FAIR

High School Juniors and Seniors:

- Talk to HBCU & local college admission departments,
 - Learn about careers in the trades industry,
 - Meet local HBCU alumni, the teams, and more!

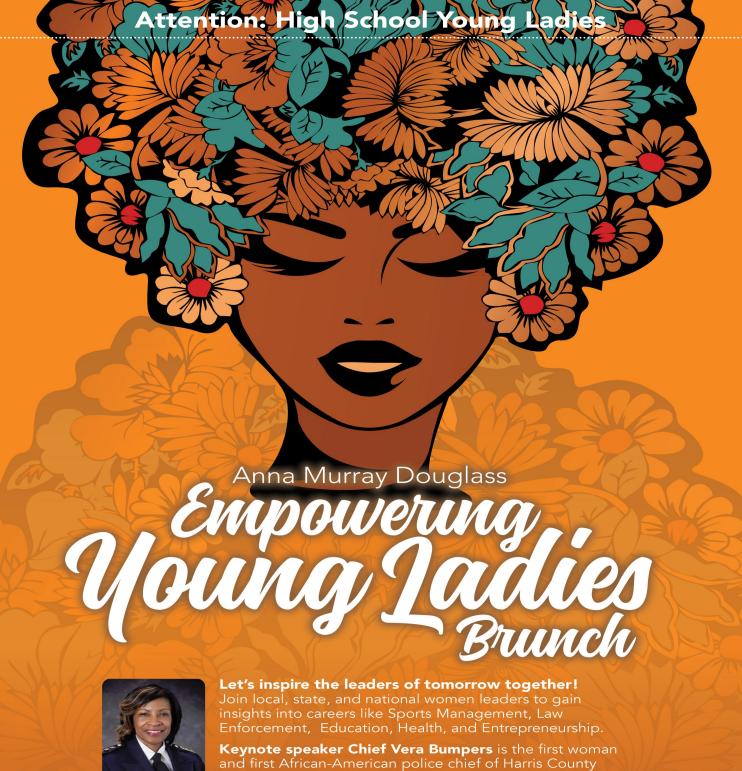
JOS. A. FLOREANO ROCHESTER RIVERSIDE CONVENTION CENTER ⊕ 123 E. MAIN ST.

CITYOFHOCHESTER GOV/HBCUCLASSIC

SPONSORED BY Wegmans



Malik D. Evans, Mayor City of Rochester, NY • Rochester City Council





Metro Transit Authority Police Department in Houston, Texas.

When: 10 a.m. - 1 p.m. • Friday, September 20 Where: Genesee Valley Club 421 East Ave., Rochester, NY















FREDERICK DOUGLASS
HECUFOOTBALL









ALBANYSTATE



ROCHESTER COMMUNITY SPORTS COMPLEX 🕪 460 OAK ST. ROCHESTER, NY



TAILGATE PARTY: 9 AM-12:30 PM
HBCU CLASSIC GAME: 1 PM
BATTLE OF THE BANDS: 5TH QUARTER
FOR INFO: CITYOFROCHESTER.GOV/HBCUGO







HBCU CLASSIC WEEKEND

COMMUNITY WORSHIP SERVICE

SUNDAY, SEPTEMBER 22, 2024

AENON MISSIONARY BAPTIST CHURCH



175 Genesee Street | 10:30 AM | Rochester, NY 14611

CLOSED & PUBLIC EVENTS

Thursday, September 19, 2024		
HBCU Experience/MBK Health Fair (Closed Event)	Audience: High School Seniors High School Juniors HBCU Alumni Trades Industry Divine 9 My Brother's Keeper	
Mayor Malik Evans' Welcome to Rochester Block Party (Closed Event)	Audience: Central State University & Albany State University Sponsors	
Friday, September 20, 2024		
Anna Murray Douglass Empowering Young Ladies Luncheon (Closed Event)	Audience: Women in Leadership High School Girls	
HBCU Alumni & Friends Mixer (Public Event) \$10	Audience: Everyone	
Taste of Rochester (Public Event)	Audience: Everyone	
Saturday, September 21, 2024		
Tailgate Party HBCU Football Classic Battle of the Bands (Public Event) \$25	Audience: Everyone	
Sunday, September 22, 2024		
Community Worship Service (Public Event)	Audience: Everyone	



For online ticket sales

go to EVENTBRITE

and search for

Frederick Douglass HBCU

Football Classic - Weekend of Hope

EVENTBRITE OR CODE



For printed ticket sales, Email: frederickdouglassclassic@gmail.com

or Call: (585) 520-6383

A ROCHESTER, NEW YORK PREMIERE EVENT



JOIN US FOR THIS INAUGURAL HBCU EXPERIENCE IN WESTERN, NEW YORK