

70 FOR 70 END OF YEAR CAMPAIGN

OUR WHY

August 2025 marked the 70th anniversary of Emmett Till's tragic death.

In 1955, Emmett Till lost his life for whistling at a white woman at Bryant's Grocery in Money, MS. At least two white men kidnapped him from his great uncle's home in the middle of the night, took him to a barn near Drew, MS, brutally beat him to death, and dumped his body in the Tallahatchie River. His courageous mother, Mamie Till-Mobley, brought her son's body back to Chicago and held an open-casket funeral to let the world see the harsh realities of racism in America. Over 100,000 people viewed Emmett's body over three days. The funeral and the photos of Emmett's mutilated body published in Jet magazine served as a catalyst for the civil rights movement. Racial healing from this tragic event is essential for the progress and development of our community and state. The Emmett Till Interpretive Center plays a crucial role in this ongoing work. However, we cannot achieve our mission without your support. While we have made significant progress, much remains to be done.

OUR PROGRESS

We are proud to share that this year we:

- Brought our traveling exhibit to three sites, reaching over 16,000 visitors.
- Hosted 22 speaking engagements,
- Participated in eight media features, and
- Welcomed more than 1,700 visitors year-to-date at the Emmett Till Interpretive Center.

Each of these was an opportunity to share Emmett's story, celebrate progress, and remind us of the importance of not repeating the mistakes of the past.

While these are meaningful accomplishments, we recognize that our work is far from over. We are committed to continuing our efforts, forging new partnerships, and expanding our reach so that Emmett's legacy endures and inspires meaningful change.

OUR NEED

To maintain this momentum into the new year, we need your support more than ever!

In honor of Emmett's memory and the anniversary of his death, we invite our partners and supporters to consider a donation of \$70 to this year's campaign. We are seeking to raise \$50,000 to enhance our programs, expand our resources, and ensure the continued growth of our museum. Your generous contribution will play a vital role in achieving these objectives and will make you an essential partner in preserving our shared history.

Please help us keep Emmett's story alive by donating \$70 today! Thank you for helping us honor Emmett's legacy and continue the vital work of racial healing.