



Washington Grove Elementary, Montgomery County MD – Founding Chapter

FOUNDED SEPTEMBER. 2017

Malcolm D. Alexander

Founder/Dad

NAACP Inspired

Good day, and thank you for recognizing that our children matter. "It's time for us to do something about it, not just talk about it."
Our Colors Count Diversity Group Organization (OCCDGO)

MISSION:

"We Don't Talk About It, We Do Something About It"

We address needs, implement change & uplift minority children's educational journey & their future.

OCCDGO Mission & Structure

You should be receiving this correspondence following your inquiry into the OCCDGO (**O**ur **C**olors **C**ount **D**iversity **G**roup **O**rganization) which has been inspired by the **NAACP "Parents Council"**. I am a new member of the Parent Council and having been an entrepreneur my entire life I decided to go a step further. Although I have been blessed with some success in the business and entertainment arenas, my life's greatest accomplishment is being a **"stay at home dad"** of four boys. My flexible accessibility, visibility and participation in my children's everyday life and school activities is a big part of the reason that I was approached by *Washington Grove Elementary School* to become the NAACP Parent Council Representative in Montgomery County Maryland. After some thoughtful consideration and conversation with

the NAACP and the school, plus some due-diligence regarding this honor it became clear that although this concept and similar position is not new, there was much more that could be done. I decided that if I was going to partake that I would do my best to make a major impact, do it big and create positive change for our children, the parents, the school and beyond. Keeping in line with my company of almost 30 years “**Above and Beyond The Call Enterprises**” where we buy, sell and build companies. We would become a much needed advocate for children, our parents and the communities. That we would assist in the educational journey and the future of our children and their families. The first order of business I was directed to create when I became a NAACP Parent Council Member was to launch a Parent Council Group within my assigned school. That this group would advocate for the children and parents in conjunction with the NAACP philosophies and ideas. Noticing that although there were many such groups or individuals attempting to facilitate this idea, it often lacked in organization, structure and/or the person with the time to really put into motion a viable entity to accomplish what was being proposed. Knowing that power brings change, and power is created with numbers I decided to go one step further and launch the **OCCDG Organization** that would take on a franchise type or cookie cutter concept. This would allow many others to quickly launch a similar group without the same financial burden, time outlay or having to create everything from scratch that I found myself faced with in the launching of my own group. This cookie cutter type concept I felt would really have the type of impact that is needed to create numbers and the true power to really implement positive change, creative projects and help many more a lot faster. We would position people to quickly launch chapters around the globe. With that in mind the “**Our Colors Count Diversity Group at Washington Grove Elementary School (Founding Chapter)**” was created with myself as the appointed first Chairman and the “Our Colors Count Diversity Group Organization” (www.occdiversitygroup.org) was created with myself as the Founder. Within one day, three different schools and states had showed an interest.

Many people asked this question, and many people think it but do not ask it, so let me address it upfront. Our goal at the OCCDGO is for the betterment of all people. We do not hide the fact that we are here today due to the incredible work and goals of the NAACP. Some of which you might or might not agree with or even understand. Yet that is the case with generally anything in life. Although we here at the OCCDGO support the ideas and principles of the NAACP we want you to know that we are here for all people, especially minorities. It is morally understandable that if someone or a group of people lacks the knowledge or access necessary to get ahead, then someone (someone's) capable should work on their behalf without being looked at as bias. It is a fact that still in this country the color of our skin or that people with a different culture can sometimes not be granted the same opportunities or information. If we recognize that, then someone has to help fight that battle for them and should not be classified as for them and against others. These individuals or organizations should be looked at as a necessary spoke in our system, to level the playing field. Nothing more, or nothing less. This is something that our organization must work to accomplish in the areas of our children, families, education and beyond from many different angles.

With that being said, we are new, we are fresh, we must think outside the box while working together, and most importantly we must take action. That is where you come in.

3 Options to Help:

When we connected you probably saw we had three options. **1)** Those that believe in being a part of the solution and will make a commitment with some form of consistency to JOIN US (*a particular group or chapter or the overall organization*) to make a difference. **2)** Those that may not have the capabilities for the consistency at this time but are willing to

volunteer at times their knowledge, resources, time and or skills to add to our mission. This group wants to be kept in the loop and given the opportunity to help us make change. **3)** Then there are those that are willing to donate. Whether it be through monetary contributions, purchase of our products or services that will go back to help us with our bottom line or even those that will provide us with a product or service for free that we would normally incur a cost. (i.e. web design, printing, advertising, social media presence marketing, etc.)

In either case unless you request differently we hope it is OK to keep you in the loop and informed on what we are doing.

Option 1) As a participant that chooses to JOIN US, listed below are a few of the basic commitments needed from you.

- 1) We plan to have some type of monthly meeting with your group/chapter and eventually with the OCCDG Organization. We will discuss ideas, implement projects, work to be an advocate for the parents and children and anything else as we grow and develop.
- 2) We will of course need some type of operating positions i.e. Chairman, Treasurer, Secretary, Parent Advocate Rep, Children Advocate Rep., etc. Also we shall need those to work on our projects and assist in our missions.
- 3) Different project managers as we develop projects. Not only in house but as we expand our reach to the community and help to oversee & develop other OCCDG Organization Chapters.
- 4) Someone(s) also that works to be the liaison between our founding chapter and the other chapters that we develop.
- 5) This is an option and not necessarily a necessity for all of those that join a OCCDG. A couple of us should become a NAACP Parent Council Members as well as your schools PTA Member (in my case a Washington Grove PTA Member). You would not be required to take on all the responsibilities that I have as the Parent Council Member chosen by the school and required by the NAACP to start a Group/Chapter within the school which is now the OCCDG. I was asked to join both

The NAACP and the PTA organizations, which I did. I was also asked to join the PTA Executive Board. So it would help if a few of us were members of these 3rd party groups and could rotate these responsibilities on how they connect to the OCCDG. Of course anyone is able to join the NAACP and parents the PTA's at the individual schools.

Option 2) As a participant that chooses to Volunteer with us. We ask that you initially let us know the extent that you would like to volunteer and inform us of any extra special skills or resources that you can lend to our organization. Please make a commitment to follow us regularly and stay up on what we are doing so that when there is something that you can contribute, you can effectively and in a timely manner let us know and assist.

Option 3) As someone willing to support and donate to our cause and mission. We ask that you follow us and provide any assistance that you can at any point in time that you can.

SUMMARY:

I hope this did not come off as too lengthy or overwhelming. After all I had to think about it and write it up. Not to mention create all this from scratch. Yet as a parent I want to make a difference, and I hope that you do too. Any assistance would be appreciated and most of our monthly meetings will have an open door policy for any and all to attend. Of course our chapters will generally discuss what is pertinent to their chapter only, unless as we grow there are some overlapping communication or decisions needed. **The first meeting for the Founding Chapter of Washington Grove will be held @ Washington Grove Elementary School on Thursday October 19, 2017 at 6:30 PM in the Media Center (room 153).**

* **URGENT NOTE:** *Please make sure to contact us if you are interested in starting a Group/Chapter in a school/community center/church etc. near you our have other ideas for expanding our cause. Make sure to help us raise funds by utilizing our Discounted Travel Site when you travel at www.ourcolorscountravel.com and continue to follow us and review our site for updates at www.occdiversitygroup.org*

PLEASE RESPOND TO US as quickly as possible so we know if we can count on you as a 1) Member to Join Us, a 2) Volunteer in what capacity, 3) as a Supporter.

Sincerely

Malcolm D. Alexander

Malcolm D. Alexander

Chairman of OCCDG – WGES Founding Chapter

Founder/Dad of the OCCDG Organization

202-723-2223

cell: 202-498-0739

www.occdiversitygroup.org

"The OCCDG of Washington Grove Elementary (Founding Chapter) is a separate Group/Chapter that falls under the umbrella of the "Our Colors Count Diversity Group Organization" founded Sept. of 2017 by Malcolm D. Alexander"

We Don't Talk About It, We Do Something About It"

We address needs imnplement change & unlift minority children's educational journey & their future