



2023
Greenwood Seneca
Foundation
ANNUAL
REPORT



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From our Founders

We are a family - three people working to do good and leave good for those coming behind us. Greenwood Seneca, an expression of our family's values, works to curate untold stories of Black history through a lens of honor and joy. We do this because connecting to our history is hard and painful and through the systems we learn it - largely incomplete. Those in the public history, tourism and storytelling spaces need to realize that while it is necessary for America as a collective to include fuller accounts of Black history for broad consumption - there is just as great, arguably greater need, for Black people to connect to that full history first and in ways not currently offered. Sometimes we need our own relationship to history - so we can revise our collective relationship with each other.

We stand on the shoulders of all those who came before us and raised the people who raised us.

We thank those who have invested time, energy and resources to helping us honor the stories that shape our past, present and future.

BOARD OF DIRECTORS



Board
Chair
Kym Hunt



Treasurer &
Secretary
Taurean Gordon



Legacy Lead
Camden Gordon

With kind regards,

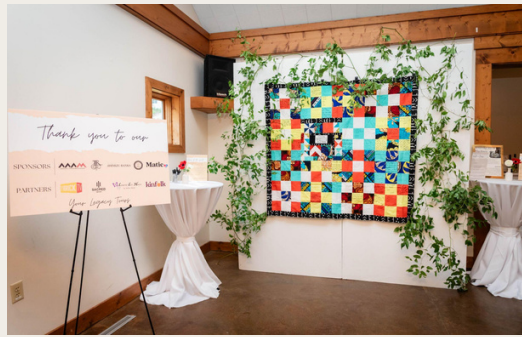
The Gordons

Tamyra & Taurean Gordon
Co-Founders & Cam's Parents



ORGANIZATIONAL OBJECTIVES

1. Highlight lesser-known historical sites that focus on the experiences of Black Americans
2. Honor our collective past and focus on the Black experience through a sense of place
3. Build a case of necessity to expand historic site programming to include those focused on the Black visitor
4. Encourage Black visitors to continue to visit sites of Black history
5. Build ecosystem of Black and local businesses to support programs



KEY OBJECTIVES

Greenwood Seneca Foundation's initiatives included the following priorities:

- **Priority 1:** Add capacity and cultural context to a historic site team
- **Priority 2:** Amplify site's ongoing work of preserving lives of enslaved
- **Priority 3:** Attract & sustain pipeline of visitors with meaningful connection to legacy of site
- **Priority 4:** Document experience to expand opportunities for nuanced programming approach



2023 PROGRAM OVERVIEW

Greenwood Seneca Foundation is grateful for the partnership and support of our partners and sponsors to reclaim joy and honor in the Black visitor's experience of their history.

Our partnership has enabled us to take action towards this ambitious vision and expand our programs and resources offered to holistically support the Black visitor experience in spaces of history tied to enslavement.

Over a dozen flagship partners joined Greenwood Seneca Foundation to host their first ever, Your Legacy Tours on July 25, for AAAM Conference attendees where they worked with staff and guests to reclaim joy and honor in how the Black visitor experienced their history in spaces related to enslavement.

IMPACT TO DATE / BY THE NUMBERS



75

ATTENDEES SERVED THROUGH
INAUGURAL PROGRAMS

105K

5 LOCAL BLACK ORGANIZATIONS
CREATED REACH & VISIBILITY TO
THEIR MEMBERS

90%

PROGRAM DOLLARS INVESTED
BACK INTO LOCAL BLACK OWNED
BUSINESSES AS VENDORS

66%

OF ATTENDEES WERE **FIRST TIME**
PLANTATION VISITORS



YOUR LEGACY TOURS PILOT

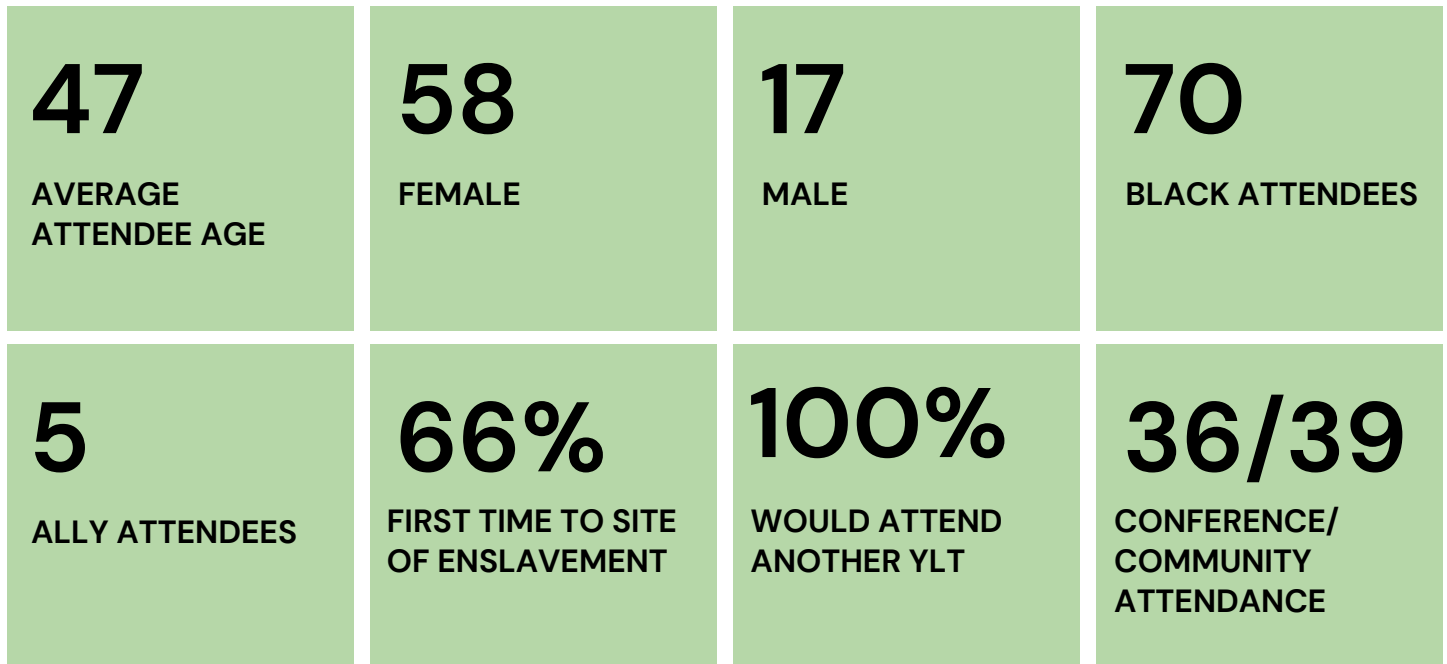
YOUR LEGACY TOURS

Program Overview

Your Legacy Tours Is a container that is meant to be added on to existing museum experiences. It is a WAY of experiencing historic sites that centers the needs of the Black visitor. It is a custom and curated experience for the Black visitor that centers their Blackness, cultural practices, community, ancestral connection and artifacts.

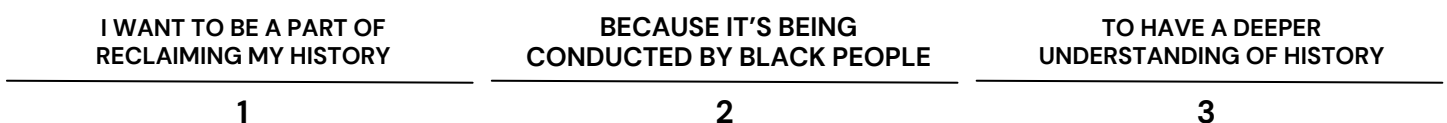
Your Legacy Tours at Travellers Rest Historic House & Museum hosted 75 visitors to the site on July 25th - conducting THREE tour groups, a communal welcoming ceremony, curated debrief and landscape activations that encouraged Black visitors to engage with the space beyond the tour.

Attendee Statistics



*data collected from pre and post surveys of attendees

Top Reasons for Participation





Kinfolk Tech | Restoration Areas



Refreshments | Coffee



75 attendees | 3 tour groups



MEDIA

1. [URBAANITE](#)

2. [Matic Cares Blog](#)

3. [BROWN BEAR MAMA PODCAST](#)

IG Lives @yourlegacytours

Katie O'Bryan, Historic Travellers Rest

Gina Paige, African Ancestry

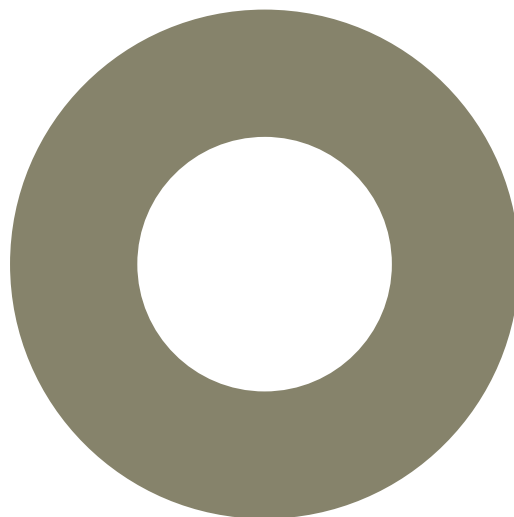
PARTNERS & SPONSORS

Financial Snapshot

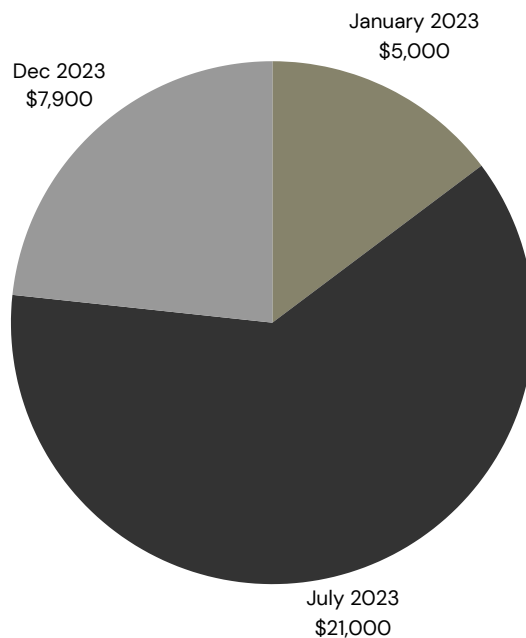
FY 2023

January 2023



Cash Assets-2022
\$0

December 2023

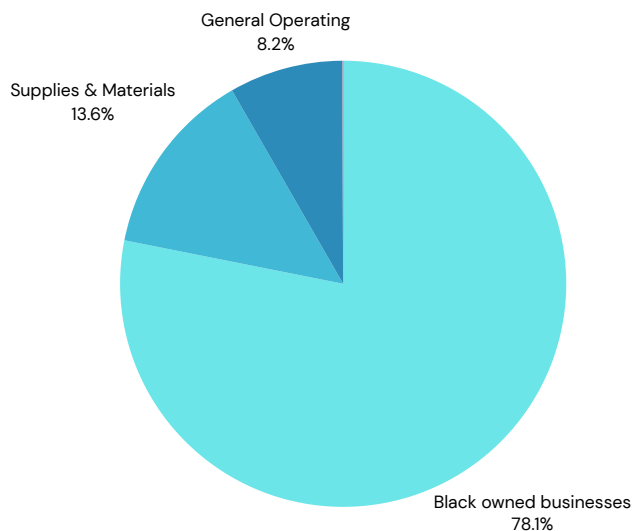


2023 IN REVIEW

2023 Expenses

Partnerships & sponsors has allowed us to provide:

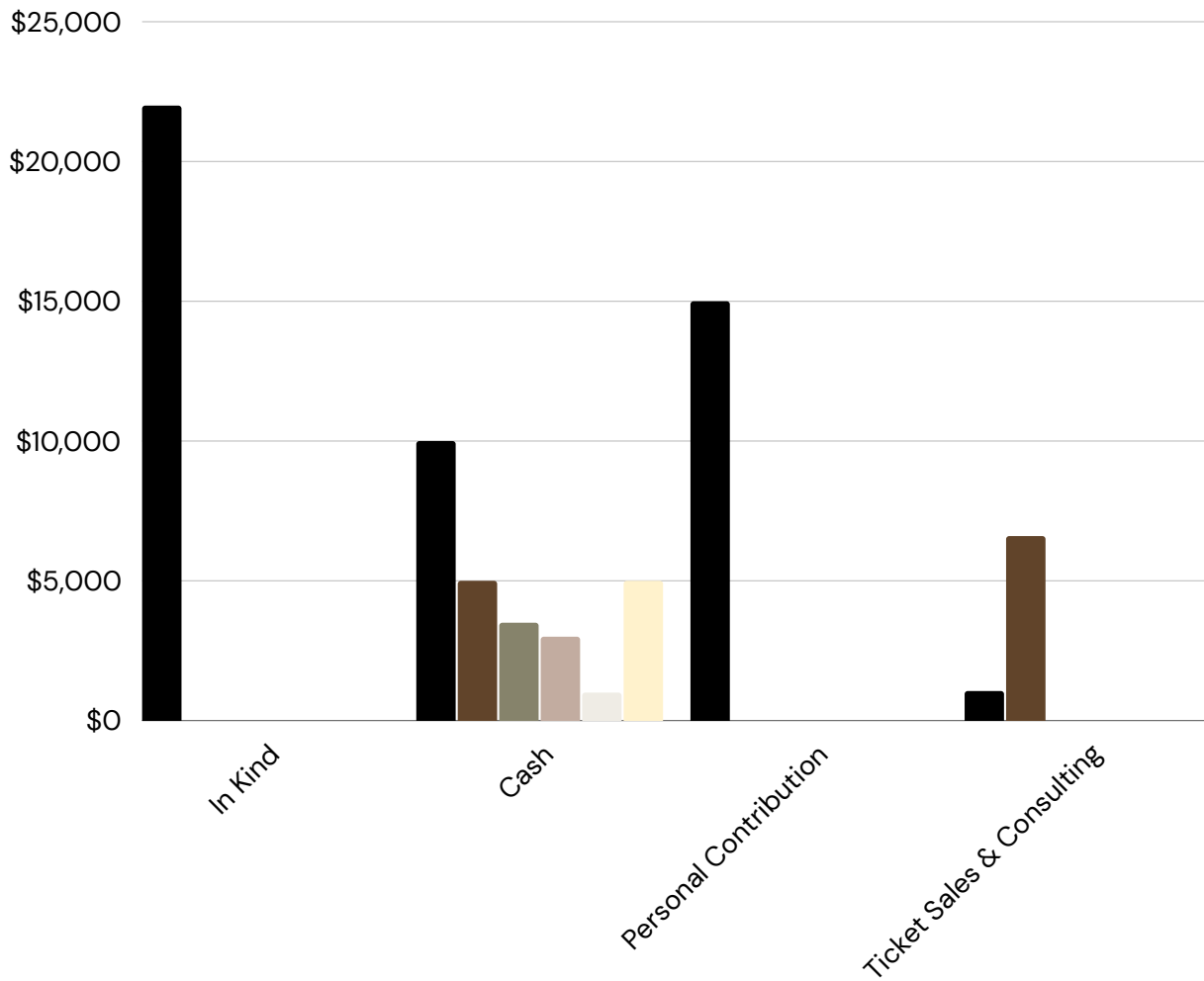
- Private curated tour for visitors normally excluded from historic site tours
- Capacity support to historic site team to enable meaningful programming
- Relationship cultivation with local Black led organizations
- Hire Black-owned (majority Black women owned) businesses as vendors
- Invite museum professionals for peer feedback and testimonial
- **Secure 2024 site based residency**
- **Expand program offerings to include educational programs for families**
- Support capacity and scalability for small history focused business
- Build AR technology application for long term incorporation at historic site



no salaries were taken for 2023, all Greenwood Seneca staff were volunteers



DONATIONS



Total Contributions: \$80,556.40

We received a substantial amount of in-kind donations from Travellers Rest for our pilot program.



AS A RESULT OF OUR WORK TOGETHER



AFRICAN ANCESTRY GUEST SPEAKER AND DNA KIT ACCESS...

This collaboration helps connect the dots from plantation to the continent helping visitors bridge their roots, lineage and ancestry beyond an origin of slavery. It is an educational resource that is necessary at each tour to keep generations connected to the fullness of their history as Black Americans.



AMERICA SHIMIZU BANKS FLAGSHIP SPONSORSHIP...

Afforded us the opportunity to create deep and meaningful relationships in Nashville, TN including Fisk University, Travellers Rest, Urbaanite, BLK Nashville, Brown Mama Bears, Historical Society of Nashville, Preservation Society of Nashville, Community Foundation of Middle TN and Black Business Boom - leading to a 2024 Your Legacy Tours residency.



ASSOCIATION OF AFRICAN AMERICAN MUSEUMS EVENT PARTNERSHIP...

This partnership created visibility and opportunity for qualitative and quantitative data from museum professionals who attended our inaugural event. The success of this pilot partnership has led to an annual commitment to host Your Legacy Tours alongside AAAM annual conference broadening the view and reach of how visitors and museum professionals experience sacred spaces of Black history.



KINFOLK MARKERS & SELF-GUIDED WALKING MAP...

This collaboration created a blueprint for how public programming and tech based non profits can support community engagement with Black history. The beta approach using 2D images has now been embedded into the site's daily program offerings with their February and Juneteenth programming being exclusively built around the Kinfolk markers and Your Legacy Tours approach.



MATIC CARES ROUTE 66 2023 BLOG AND EMPLOYEE ROAD TRIP...

Grant recipient from [Route 66 Black Experiences Project](#) to steer a project titled *Honoring Black Experiences Along Route 66: Bridging History and Community Engagement* whose objective is to shine a light on the journeys of those who traveled along Route 66, especially individuals who had survived enslavement and sought refuge and opportunity along this iconic route. The project aims to act as a bridge between historical storytelling, research, public history, and community engagement in Black history along Route 66.



MOSS ADAMS RESTORATION AREAS AT YOUR LEGACY TOURS...

This partnership created a staple component of our programs, Restoration Areas, a unique and integral part of the Your Legacy Tours program allowing visitors to experience the space and their emotions in a sage and restorative way.



PRESERVATION SOCIETY OF NASHVILLE COMMUNITY DIALOGUE...

This partnership created visibility for small local businesses like Oye Coffee and The Grazing Table to nourish visitors as they prepare for and then process their experience on sacred grounds. This is a key component of our flagship program and part of our preservation, recirculation, and community building approach to Your Legacy Tours programming.

IMPACT & LOOKING AHEAD 2024

In 2023, Greenwood Seneca made significant strides in fulfilling its mission to support, protect, and preserve Black lives. From its roots in uplifting Black businesses, the organization expanded to include a government contracting business, a media production company, and a foundation dedicated to public programs on Black history. The central goal of reclaiming joy and honor in the Black experience remained steadfast.

As a family from NJ now residing in Southern California, our unique worldschooling approach has evolved over a decade, shaping the organization's distinctive philosophy. This melding of public education, homeschooling, and global travel enriches our understanding of Blackness in the context of joy and honor.

Your Legacy Tours – A Transformative Success

In 2023, Your Legacy Tours launched in Nashville, recentering the Black story at Travellers Rest. With attendees ranging from ages 5 to 78, the program successfully engaged over 75 participants, with over 60% experiencing a site of enslavement for the first time.

2024 Anticipations – Expanding Impact

Looking ahead to 2024, we plan to build on the success of Your Legacy Tours. Our residency at Travellers Rest will continue, offering more intimate tours and extending the program to Black homeschool groups. Additionally, we're excited to participate in the AAAM annual conference in Baltimore, further broadening our reach and impact.

Empowering Through Education – New Initiatives

In the upcoming year, Greenwood Seneca will introduce on-demand homeschooling programs, providing flexibility and focused explorations of specific regions of Black history. This initiative represents a key step in tailoring our educational offerings to diverse learners, enriching their experience.

2024 PROGRAM CALENDAR

subject to change

JAN 24th - 27th	Black Homeschool Conference Exhibitor	Atlanta, GA
MARCH 22nd - 23rd	Homeschool Our Way Your Legacy Tours program	Dallas, TX
MAY 18th	Homeschool Our Way Your Legacy Tours program	Dallas, TX
JUNE 19th 28th	Travellers Rest Programming Homeschool Our Way Your Legacy Tours program	Nashville, TN Dallas, TX
JULY	Route 66 Project	Historic Westside Las Vegas, NV
AUG 15th - 17th 23rd - 24th	Your Legacy Tours (Travellers Rest) Your Legacy Tours (AAAM)	Nashville, TN Baltimore, MD
SEPT		
OCT 17th - 19th	Your Legacy Tours (Travellers Rest)	Nashville, TN
NOV	Route 66 Project	Historic Westside Las Vegas, NV

INVITATION TO FUTURE PARTNERS AND SUPPORTERS

As we reflect on the achievements of 2023, we extend an invitation to future partners, sponsors, and supporters to join us in shaping narratives, inspiring understanding, and fostering a deep appreciation for the richness of Black stories. Together, we can contribute to a legacy of joy, honor, and empowerment in the years to come. Your support will be instrumental in propelling Greenwood Seneca into a future of continued impact and positive change.



A NEW APPROACH TO HISTORIC TOURS

Greenwood Seneca Foundation is a 501(c)(3) organization (EIN# 85-2026770). Your donation is tax-deductible. Your donation will be used to propel the success of our key initiatives for Black history reclamation.

Thank you again for your commitment to Greenwood Seneca Foundation.

Your support will help shift how generations of Black people reconnect to their history.

[DONATE HERE](#)



Black Business List



BUSINESS

Create Something Amazing

Oye Coffee

The Grazing Table

Ezra Coffee

Twisted Sistah Wine

Noelles Florals

Sacred Smoke Incense

Laurie Lei Haze Apparel

Kinfolk Tech

African Ancestry

The MediaTrician

The Brick TV

Justin Humphrey

Urbaanite

Brown Mama Bears

The Picturesque

INDUSTRY

Event Design

Coffee

Charcuterie

Coffee

Wine

Florist

Luxury Scent

Apparel

AR

DNA

Social Media

Media Production

Videography

Journalist

Podcast

Photography