

THE

Campsite 4 Experience

AT THE CITY OF ST. JUDE



CITY OF ST. JUDE

Founded by Father Harold Purcell in the 1930s, the City of St. Jude included church, school, medical facilities, social center and rectory. Its mission was to provide spiritual, educational, social and health services for Montgomery's black citizens. Distinguished for its Romanesque architecture and landscaping, site was designed by architects William Callahan and Joseph Maschi. Leading the way in nondiscriminatory health care, institution helped organize county's first prenatal care program, school of practical nursing and first drug and alcohol treatment center in state. In 1953 it provided primary polio treatment. Hospital closed, 1985; church and school continue to serve community in same spirit as that of its founder.

ALABAMA HISTORICAL ASSOCIATION

1887



THE SELMA TO MONTGOMERY MARCH THEY CAMPED HERE

On March 24, 1965, over 25,000 weary marchers, seeking voting rights, rested on these grounds. Joining them were Harry Belafonte, Sammy Davis, Jr., Leonard Bernstein, Mahalia Jackson, Shelley Winters and other supporters. As no public facilities were available to them, Father Paul J. Mullaney, director, City of St. Jude, opened parish grounds to crowd where they rested under protection of St. Jude Thaddeus, patron saint of hopeless cases and champion of impossible causes. The next morning marchers continued on to the state capitol to further cause of voter registration.

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EXECUTIVE SUMMARY

The City of St. Jude continues to celebrate its ongoing mission of being a champion for human rights as well as the key role it played in the historic Selma to Montgomery Voting Rights March. After more than 75 years in operation, this living site is still carrying out its mission of helping those in need through its various programs and ministries.



When the National Parks Service, in 2008, chose another venue over The City of St. Jude for its Montgomery Interpretive Center, it created an opportunity for St. Jude's story to be told through The **CAMPSITE 4** Experience project.

The mission of the **CAMPSITE 4** Experience is to provide insight into The City of St. Jude's history as well as the role it played during the march. The goal is to provide an opportunity for reflection that will inspire visitors to become catalysts for social change.

The **CAMPSITE 4** Experience will consist of several outside exhibits and a museum that will help visitors embark on a journey in time as they reflect on the past. The outside exhibits will include a sculptural design and plaza, a memorial garden, and a replica of the stage used by entertainers who performed for the marchers. The museum will be housed in the original St. Jude Social Center. Built in 1939, tens of thousands of people came to this building seeking hope and help with meeting their basic needs. The two story building will also serve as a library and archive center.

In March of 2015, our nation will celebrate the 50th anniversary of the historic Selma to Montgomery Voting Rights March – the climatic event that shook the conscience of our nation. The objective here is to secure sufficient funding to complete the **CAMPSITE 4** project prior to the 50th anniversary.

HISTORY/BACKGROUND



Father Harold Purcell, founder of The City of St. Jude, came to Montgomery, Alabama in 1934. His dream was to create a “center for the religious, charitable, educational and industrial advancement of the Negro people.” He built a church and school structure in 1938, as well as a social center in 1939 (which will house the new **CAMPSITE 4** Experience museum). The money to build The City of St. Jude was raised entirely through small donations from people throughout the country. This support was crucial to building a new school in 1947 and hospital in 1951.

St. Jude Catholic Hospital was the first integrated hospital in the southeast and the place where Dr. Martin Luther King Jr.’s first two children were born. The hospital served tens of thousands of blacks, poor whites and other disenfranchised citizens of Alabama’s capital.

Although Father Purcell died in 1952, his vision still lives on today through St. Jude Catholic Church, St. Jude Social Services, St. Jude Apartments and Father Purcell Memorial Exceptional Children’s Center.





The **CAMPSITE 4** Experience at The City of St. Jude

The events in Selma and the attack on non-violent marchers at the foot of the Edmund Pettus Bridge made international headline news. On March 21, 1965, after several unsuccessful attempts to march from Selma to Montgomery, more than one thousand people from all over the United States left Brown Chapel African Methodist Episcopal Church in Selma and set out for Montgomery.

When the marchers arrived in Montgomery on March 24, 1965, they sought refuge on the campus of The City of St. Jude. No other organization in Montgomery, public or private, was willing to take such a bold stand. Because of St. Jude's ongoing commitment to human rights and social justice, Father Purcell's vision was exemplified for the world to see. As a result, **CAMPSITE 4** was forever etched into the annals of history.

The **CAMPSITE 4** Experience will honor the everyday people who were the backbone of the march. It will recognize the contributions of the Catholic Church and the many other denominations that made the march a success. It will also shine a light on celebrities such as Tony Bennett, Joan Baez, Peter, Paul and Mary, Harry Belafonte, Purnell Roberts, and Sammy Davis Jr., to name a few, that came out to show their support on the night of March 24, 1965 in what became known as the Stars for Freedom Rally.



Sculpture I



Front View

Sculptural Design and Plaza - The City of Montgomery is partnering with The City of St. Jude to locate a steel sculptural design on St. Jude's property that will mimic the shape of the Edmund Pettus Bridge. The sculpture will depict protesters marching with signs and will be made of material that will rust overtime, thus symbolizing the deterioration of the racial inequality that once plagued the south. The sculpture will be placed in front of what is now St. Jude Apartments, but formerly existed as St. Jude Catholic Hospital where many of the participants in the 1965 March were treated and cared for.

Memorial Garden & Stage Area



Memorial Garden



Memorial Garden - The Memorial Garden area will serve as the focal point of Father Harold Purcell's legacy, offering visitors the unique opportunity to reflect on the vision of one man. Without Father Purcell's vision, there would not have been a City of St. Jude, and thus no **CAMPSITE 4**. New landscaping and architectural features will enhance the beauty and functionality of this area which also serves as the burial site of Father Purcell.



Stars for Freedom Rally Stage



The original stage used during the Stars for Freedom Rally was made out of coffin crates and plywood. A replica of the stage will allow visitors to get a sense of what it was like as the stars came out that night. Some of the stars present included: Joan Baez, James Baldwin, Ina Balin, Harry Belafonte, Tony Bennett, Leonard Bernstein,

Sammy Davis, Jr., Billy Eckstein, Dick Gregory, Lena Horne, Mahalia Jackson, Alan King, William Marshall, Johnny Mathis, Frankie Laine, Gary Merrill, Julius “Nipsey” Russell, Pete Seeger, Nina Simone, Shelley Winters, Odetta, Purnell Roberts, and Peter, Paul and Mary.

The Museum



The museum will be housed in the original St. Jude Social Center, built in 1939. The 2nd floor of the Museum will be renovated and utilized as an archive facility and library.



The 3000 square foot Museum is designed to provide visitors with a personal insight into The City of St. Jude and the **CAMPSITE 4** Experience as they move throughout the building, thus leaving them with a true appreciation of the overall experience.





The first insight focuses on Father Harold Purcell and his vision for The City of St. Jude, which continues on today through St. Jude Catholic Church, St. Jude Social Services, St. Jude Apartments and Father Purcell Memorial Exceptional Children's Center.



The second area provides an insight into the circumstances and atmosphere surrounding the St. Jude administrators' decision to allow the marchers to rest on the grounds at the request of civil rights activist Allen Lingo. It also depicts the experiences marchers had prior to arriving at St. Jude.



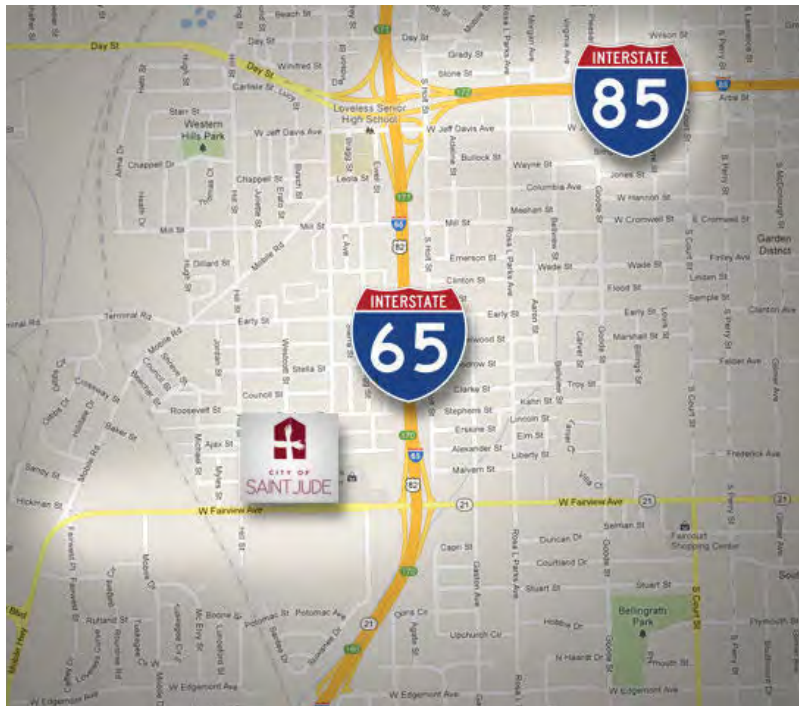
The third insight will focus on the diversity of marchers and the events that took place at **CAMPSITE 4**, including the Stars for Freedom Rally—an impromptu event that featured many stars of stage, screen and artistic achievement. Speeches of inspiration were also given to encourage the marchers to complete the final leg of their journey to the Alabama State Capitol.



The fourth and final area reflects on the aftermath of the march and the effects it had on St. Jude and the surrounding community. On the following day, March 25, over 25,000 people marched from The City of St. Jude to the state capitol and delivered their message to the governor and the nation.

It is important to note that the decision to allow the marchers to use the campus was not totally supported by everyone, including St. Jude donors. Many long time donors stopped supporting St. Jude financially and vowed to encourage others to do the same.

The **Campsite 4** Experience will be an added dimension for the already growing tourism industry in the City of Montgomery. Since it is located on the historic trail, it will help attract a diverse group of visitors, each seeking their own unique experience. We strongly believe that many businesses and organizations will benefit from the annual influx of thousands of tourists. Such an attraction will become a staple in the city and help impact the local economy.



The City of St. Jude is located less than a mile from Interstate 85 and one block off of Interstate 65 at Exit 170. Because of the location, it is convenient and easily accessible for tourists.

According to The Alabama Department of Transportation, the daily traffic count on Interstate 65 is more than 70,000 and on Interstate 85 it is more than 100,000.



In addition, nearly 12,000 motorists travel on Fairview Avenue daily.



St. Jude's campus is serene and pedestrian friendly. There is ample parking space which can accommodate buses. The campus is also located on the Montgomery Area Transit Route, allowing easy access for those who utilize public transportation.

CAPITAL BUDGET

Architects for the outside exhibits
(excluding the steel sculptural design & plaza)

- Sherlock Smith & Adams, Architects/Engineers

Designer & fabricator for the museum

- MDI Creative

Based on preliminary assessments, the estimated costs of the project is as follows:

OUTSIDE EXHIBITS

- Site Preparation 75,000
- Site Improvements 350,000

MUSEUM

- Exhibit Design, Development & Fabrication 324,000
- Acquisition of copyrights of photographs 50,000
- Building Improvements, including replacing heating & A/C units 100,000
- Advertising & Promotion 50,000

TOTAL BUDGET \$949,000

Transforming the Vision into a Reality....

We need your help and financial support to make The **CAMPSITE 4** project a reality. We need key partners that will serve as the cornerstones of its success. The result will be an exhibit and museum that we can all be proud of— a reflection, not only of the past, but of the diverse history of the city of Montgomery.

We are counting on your support!

Ways to Give to The **CAMPSITE 4** Experience Project

Cash Contribution: All contributions are tax deductible to the fullest extent of the law.

Pledge over a four (4) month period: This will allow one to spread the gift over a period of time.

Gifts of Stock, Real Estate, and other assets: These gifts are tax deductible at the appraised value on the date of transfer.

Memorial Opportunities Are Available!

Corporate Partners

- City of Montgomery
- Alabama Historical Commission
- AT&T
- Poarch Band of Creek Indians
- Sherlock, Smith & Adams Architects/Engineers

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