

**BECAUSE  
OF THEM  
WE CAN**

**BOX**

**JUST FOR KIDS**

# BECAUSE OF MADAM C.J. WALKER

AGES 5-8

BOTWC MINI POSING AS  
MADAM C.J. WALKER



# MADAM C.J. “THE HAIR QUEEN” WALKER



Madam C.J. Walker created a haircare brand that made her one of the richest African American **entrepreneurs** until her death in 1919.

Madam C.J. Walker was born on December 23, 1867 on a **plantation** in Louisiana. She then moved to St. Louis, Missouri with her four brothers to get a better future.

In the 1900's, Walker noticed places on her **scalp** where she was losing her hair. But, many African American women, especially those that lived in areas without plumbing such as running water or **electricity**, noticed bald spots throughout their scalp.

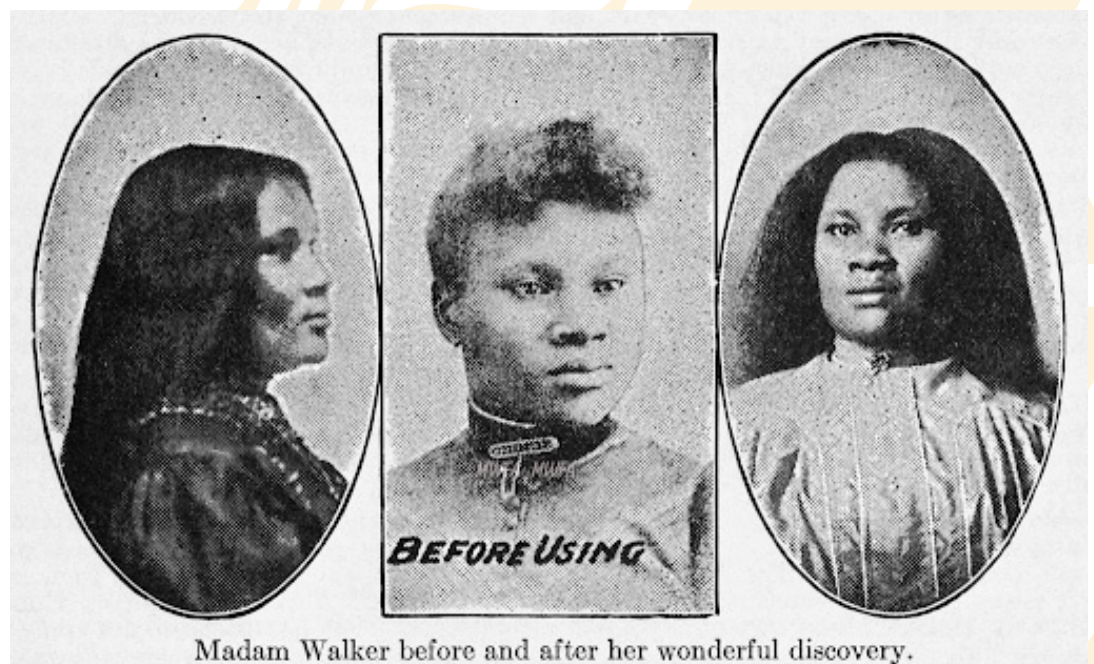
Walker felt **inspired** by women in her community. She saw there were no hair

products for African Americans. Walker wanted to use her pictures on her hair products so African Americans could see themselves in her hair products when buying them.

She began building her business and went door to door in African American communities across the country. Madam C.J. Walker hired more than 20,000 African American's to sell her hair products and her name became famous in many communities.

Besides her hair care business, Walker gave back to her community in several ways. She gave money to other African American businesses and gave donations to Historically Black Colleges and Universities (HBCUs) around the country. Walker also supported equal rights and worked with organizations that helped find African American women well-paying jobs.

Known for being the first African American Self-Made Female Millionaire, Madam C.J. Walker's **legacy** of **empowering** and educating African American women is positive. She provided jobs to her community. She promoted self-love with products that helped women love their hair. Not to mention, she opened the doors for African American hair companies to sell their products in stores today.



Madam Walker before and after her wonderful discovery.

# READ & RESPOND

WHAT DOES MADAM C.J. WALKER'S LOGO LOOK LIKE AND WHY WERE AFRICAN AMERICAN WOMEN INSPIRED TO BUY IT?

DRAW THE LOGO & RESPOND BELOW.



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**Double check your work:**

I can use capitals. a → A

I can use spaces. 

I can use a period. ◦

I can write neatly. *I can write* 



## GLOSSARY



**Entrepreneur:** a person who organizes and operates a business or businesses.

**Plantation:** a large area of land where crops are grown and harvested.

**Scalp:** the skin covering the head.

**Electricity:** is a type of energy that can build up in one place or flow from one place to another.

**Inspired:** to encourage.

**Legacy:** something received or passed down by someone from the past.

**Empowering:** having the knowledge, confidence, means, or ability to do things or make decisions for oneself.

# EXPRESS YOURSELF!

Madam C.J. Walker used pictures of herself on her hair products because she wanted other African American women to see a woman that looked like them. Walker's logo was very important to her, because she wanted other women to LOVE their hair! Madam C.J. Walker made women feel empowered.

What is one thing about your hair that you LOVE and why?

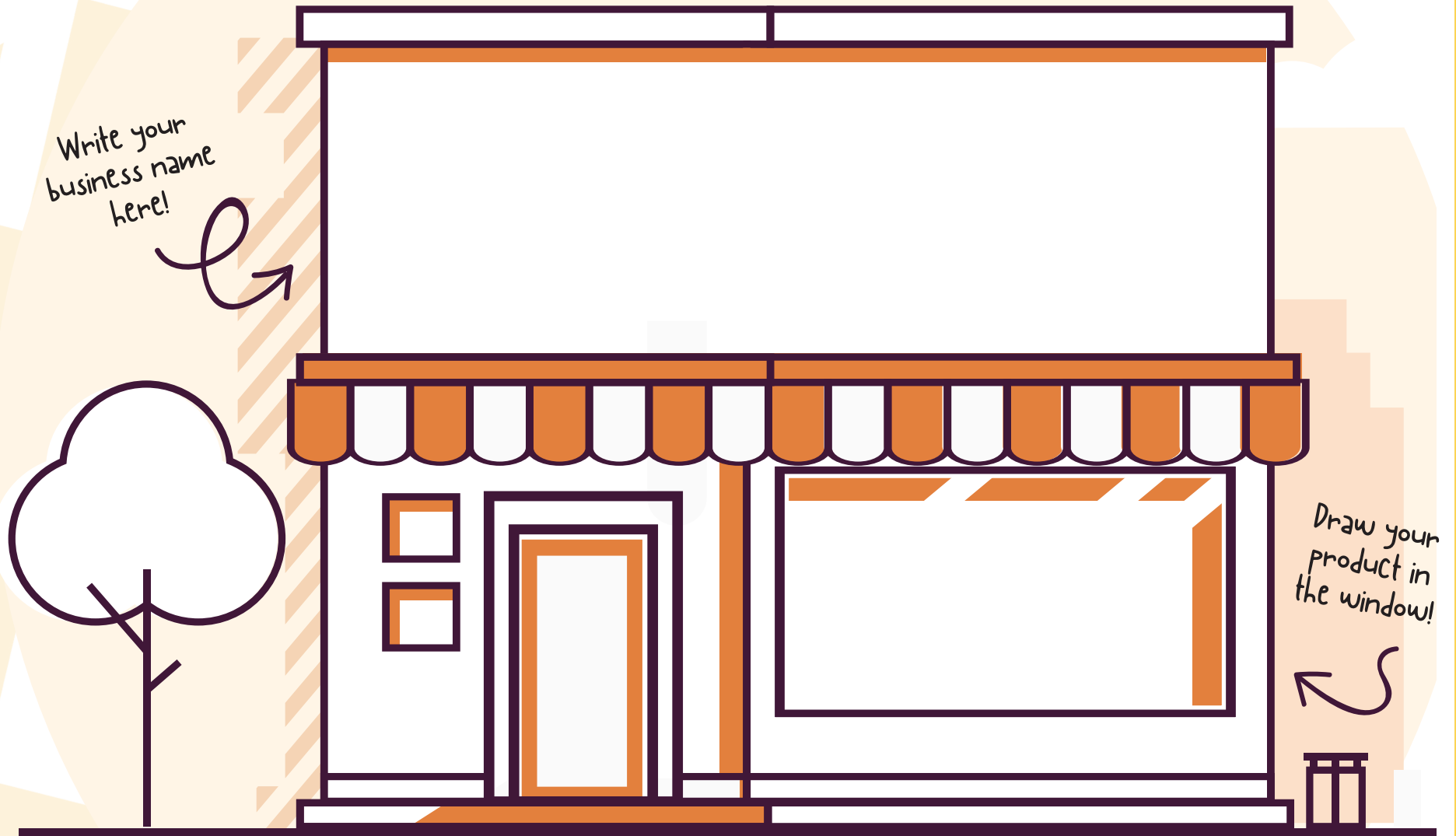
A series of horizontal lines provided for writing an answer to the question.





# BUILD YOUR BRAND

**DIRECTIONS:** Color and illustrate your future business below. Answer the following questions as you plan out your future business.



What are your ideas for a business? \_\_\_\_\_

What tools and materials will you need to get started? \_\_\_\_\_

What will you sell/produce? \_\_\_\_\_

Who will work with you? \_\_\_\_\_

# YOUNG ENTREPRENEURS



## MARSAI MARTIN, 15

- Award Winning Actress
- Youngest female Executive Producer in Hollywood
- Created her own production company "Genius Productions"
- Helped launch a National Campaign against Bullying



## NEIJAE GRAHAM-HENRIES, 8

- World's Youngest Barber
- Offers free haircuts to community members and Veterans in Philadelphia
- Attended a Barber Training Program in 2018 and was the youngest person and only girl in the programs



## JAKHIL JACKSON , 12

- Founded "Project I Am" an organization that feeds Chicago homeless
- Created "Blessing Bags," a giveaway filled with wipes, socks, hand sanitizer, granola bars, toothbrushes, toothpaste, bottled water, and more

*"I hope to show the world a positive side of Black people. Oftentimes we are shown in a negative light, and I am here to show the opposite of this. I hope to inspire other youth not to be afraid to try something new. I hope to inspire youth to be active in their community, to be leaders and to bring their ideas to life. Don't wait to be great" - Jakhil Jackson*

## TAKE THE PLEDGE

**I WILL HONOR**  
THE SACRIFICES OF  
MY ANCESTORS.

**I WILL BELIEVE**  
IN ME.

**I WILL PURSUE**  
MY DREAMS.

**I WILL HELP**  
OTHERS ALONG  
THE WAY.