

**BECAUSE
OF THEM
WE CAN**

BOX

JUST FOR KIDS

BECAUSE OF MADAM C.J. WALKER

AGES 9-12

BOTWC MINI POSING AS
MADAM C.J. WALKER



MADAM C.J. “THE HAIR QUEEN” WALKER



Madam C.J. Walker single-handedly launched a haircare empire that made her the wealthiest African American **entrepreneur**, until her death in 1919.

Walker was born on December 23, 1867, as Sarah Breedlove, on the same plantation where her parents were **enslaved** before the Civil War. Although tragedy dominated her childhood, Walker began a new life in St. Louis, Missouri, with her four brothers who worked as barbers.

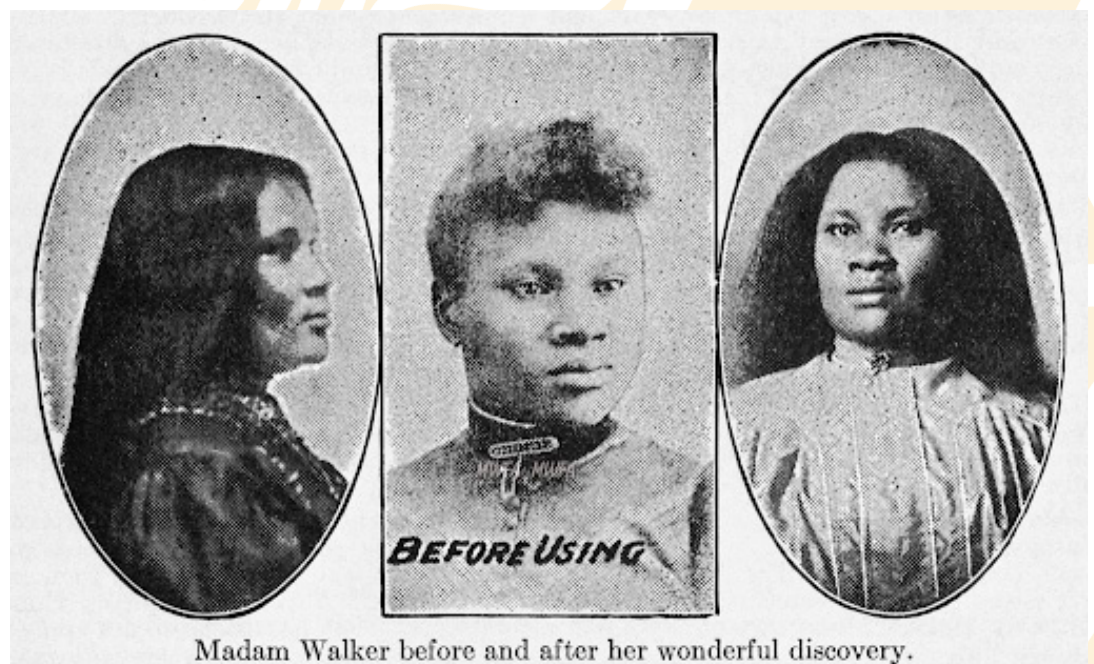
In the 1900's, Walker then in her mid-20's began to notice places on her scalp where she was losing her hair. However, many African American women, especially those that lived in areas without electricity and running water, noticed bald spots throughout their scalp. Due to a lack of running water, many African American women only washed their hair once a month. This lack of water caused their scalp to suffer, making it difficult for their hair to grow.

Interactions with women in her community inspired and encouraged her to want more, mainly because there were little to no hair products for African Americans. Walker made it her mission to use her photos on her products so African Americans could see themselves in the products when purchasing. Images during this time were of only White women and not marketed to African American women. The picture below shows a before and after photo of Madam Walker herself, used to sell her hair growth solution.

During a dream, it is said that the idea for Madam C.J. Walker's first product came to her. A scalp conditioning and healing **salve** that promotes hair growth. Madam C.J. Walker's products all contain natural oils such as beeswax, coconut oil, and olive oil. Walker's hair products were made, especially for African American women.

She began building her empire and went door to door in African American communities across the country. She saw her new business as not only a way to get hair products to African American women, but as a way to empower them **financially** as well. As Walker's business boomed, so did the amount of African American women she hired. With more than 20,000 sales agents across the country, Walker's name became timeless. Planting multiple seeds of possibilities for African American's throughout the United States, Walker then developed internationally to the Caribbean and Central America in 1913.

Besides her hair care business, Walker gave back to her community in several ways. She donated to other African



READ & RESPOND

American businesses and gave donations to Historically Black Colleges and Universities (HBCUs) around the country. Walker also promoted 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 **undeniable**. 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.

1. What caused Madam C.J. Walker to create a hair product for her hair?
Use two pieces of evidence to support your answer.

2. What is the main idea of the overall passage? List two details that tell more about that idea.



GLOSSARY



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

Enslaved: to force someone to work for no pay, to obey commands, and to lose his/her freedom.

Salve: an ointment used to soothe or promote healing of the skin/hair.

Financially: pertaining to money matters.

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

Undeniable: plainly true.

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 program



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

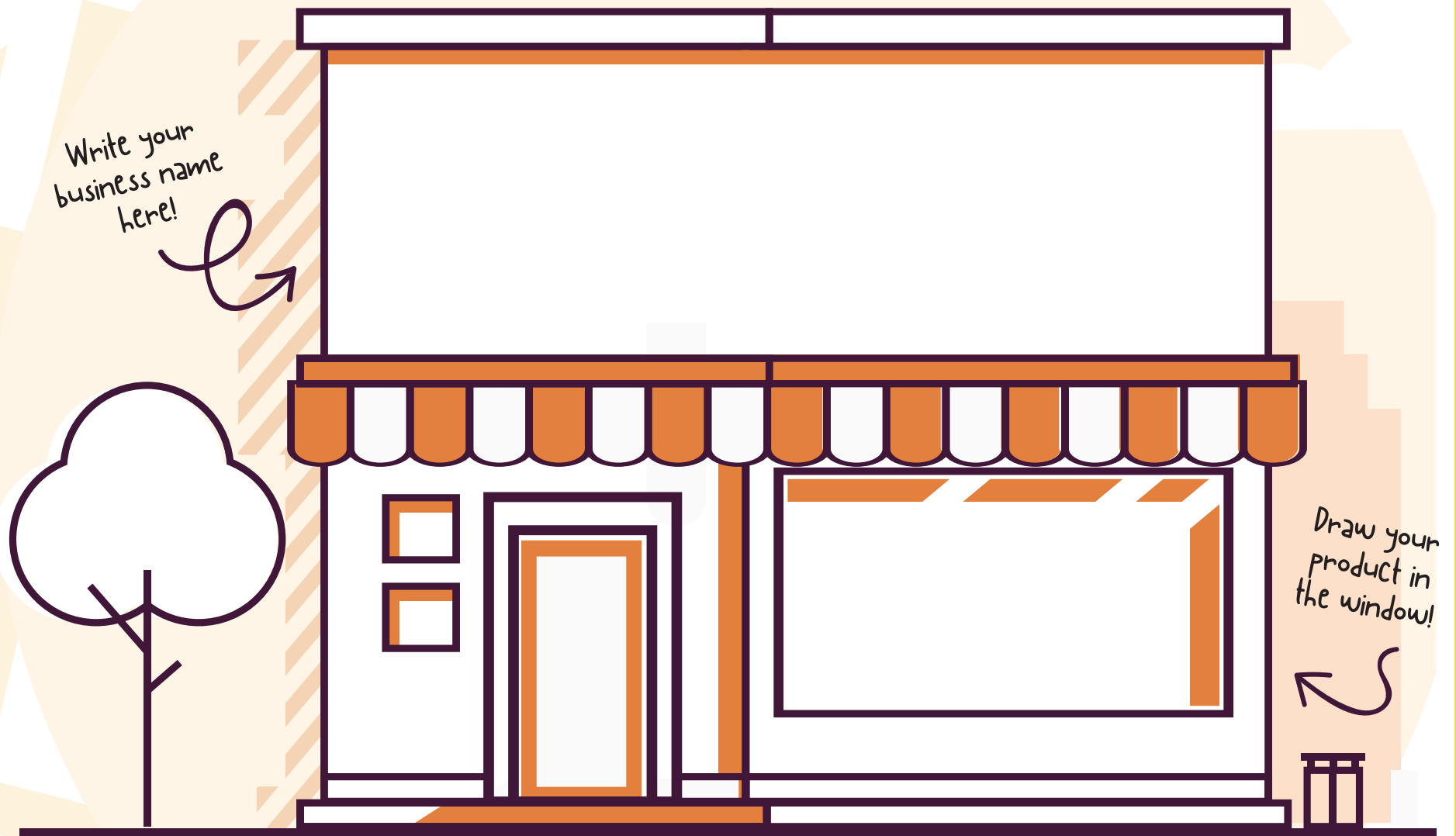
How will you carry out Madam C.J. Walker’s entrepreneurship spirit?

If you could create a plan to fix a community problem, what would it be?



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? _____

BUSINESS PROBLEMS



1. Madam C.J. Walker delivered **16 boxes** of hair masks on Saturday and on Sunday. Each box contained **8 hair masks**. How many hair masks did Madam C.J. Walker deliver (on both days)?

_____ hair masks were delivered on both Saturday and Sunday.

2. Madam C.J. Walker was a savvy businesswoman who dealt with a lot of numbers when calculating her money and products.

Write the following numbers out in standard form:

(Hint: You only write the digits.)

eight hundred fifty-two thousand, and seventy-five

twelve thousand, seven hundred twenty-six



3. Write each number in written form:

(Hint: When writing in word form, only write the words you say when you read the number in standard form. You always put a **comma** after the word **thousand**.)

a. 9,235

b. 127,035

ANSWERS: (1.) 256 containers were delivered on both Saturday and Sunday (2.) 852,075 and 12,726 (3.) a. Nine thousand, two hundred thirty - five b. One hundred twenty - seven thousand, thirty - five

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.