

HISTORIC EASTSIDE

Root & Rebuild

Uplifting the
Dream 2021



The Eastside
Brotherhood



Eastside community leaders and United Way of Northeast Florida are proud to present the second-annual Root & Rebuild, an annual event series on Jacksonville's Historic Eastside that advocates for race equity and inspires action grounded in the dream of Dr. Martin Luther King Jr.

Through a series of community events, conversations and volunteer opportunities, we hope you will join us virtually or safely in-person "Out East" to help a Jacksonville historic neighborhood celebrate its roots and make important steps in rebuilding Northeast Florida's legacy.

LEARN MORE:
unitedwaynefl.org/rootandrebuild

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ABOUT THE EASTSIDE

Located near Downtown, the historic Eastside was once a thriving Black community. Economic activity slowed "OutEast" after unrest during the Civil Rights movement. This unrest included the destruction of shops on A. Philip Randolph Boulevard in a racially charged riot in 1969. But now, efforts to revitalize and rebuild the neighborhood into a more vibrant, prosperous community are underway.

2021 CALENDAR OF EVENTS

JANUARY & FEBRUARY
 Long-term
 Financial Vitality

- Advancing the Dream
Community Conversation**
with Eastside and Jaguars leaders 5:30 p.m., Jan. 14
- Jacksonville Gullah Geechee Nation CDC Bike Donation
to Matthew Gilbert** 11 a.m. to 1 p.m., Jan. 16
- 40th Annual Martin Luther
King Jr. Parade** 10 a.m., Jan. 18
- Eastside Black History Month Parade** 11 a.m., Feb. 27
- Melanin Market** 11 a.m., Feb. 27
- Blacknificent Taste of Soul Food Festival** . . 11 a.m., Feb. 28
- Virtual Volunteer Events.** Ongoing

MARCH & APRIL
 Cradle to Career
 Education

- College Kits Volunteer Projects** Ongoing
- Town Hall Discussion** March 25
- Eastside Rodeo Showdown** April TBD

MAY & JUNE
 Community
 Wellness

- Jazz on the Ave.** May TBD
- Music in the Park Mental Wellness Event** May TBD
- Melanin Market Juneteenth Celebration** . . . 3 p.m., June 19
- Back-to-School Collection Drive.** June - August

JULY & AUGUST
 Mixed-Income and
 High-Quality Housing

- Civil Rights Conference** Aug. 26 - Aug. 29
- Eastside Legacy Awards** August TBD
- Back-to-School Collection Drive.** June - August
- Collection Drive Distribution
Volunteer Project** August TBD

More events to be announced. For latest information, venues and more:
unitedwaynefl.org/rootandrebuilt