Connections between the Niagara Movement, the N.A.A.C.P., and Alonzo Herndon’s Atlanta Life Insurance Company for The Purpose of The Long Civil Rights Movement

By:
Andrea DeSantis
Stephanie Cross
Ashley McLaren
Kristen Jones

Honors College
Georgia State University

Mentor: Dr. Sarah Cook

Atlanta, GA 2017
Abstract:

While several historians have studied Alonzo Herndon and the legacy he built through his Atlanta Life Insurance Company, this paper will unpack the contributions the Herndons made towards the Long Civil Rights Movement through their business. In order to answer the broader research question, “What role did the Atlanta Life Insurance Company play in the Long Civil Rights Movement?,” this paper will answer 5 more specific research questions, which are the following:

1. When did Niagara Movement become the NAACP?
2. What was the Herndons’ initial involvement in Niagara Movement, and how did they become involved?
3. How were NAACP and Atlanta Life Insurance Company connected?
4. How did the Atlanta Life Insurance Company use the NAACP to fund the Civil Rights Movement?
5. How did the significant people and businesses within the black community connect for the purpose of civil rights?

Moreover, the overall goal of our research is to discover how the Atlanta Life Insurance Company contributed to the N.A.A.C.P. and to the larger Civil Rights Movement. In meeting the research goals and answering the research questions, this paper will explain the origin of the Niagara Movement and how it transitioned into the N.A.A.C.P.; the roles specific individuals played within the N.A.A.C.P. and the Herndons’ Atlanta Life Insurance company; how these specific individuals connected
with one another; and how the Herndons’ used their business to contribute towards the Long Civil Rights Movement through the N.A.A.C.P. and other civil rights efforts.
Key Words: Civil Rights Movement, Alonzo Herndon, NAACP, Niagara Movement, Atlanta Mutual Life Insurance Company, contribution,