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Funding the Montgomery Bus Boycott: How the Atlanta Life Insurance Company Contributed

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Abstract

This research examines the Atlanta Life Insurance Company (ALIC) and its involvement in the long Civil Rights Movement. This company, which was initially started by Alonzo Herndon, is speculated to be one of the leading sources of financial support for those who organized the movement. The financial support offered by the ALIC helped facilitate the Montgomery Bus Boycott. The goal is to connect ALIC to the Montgomery Bus Boycott and identify how and to what extent the company funded the movement through examining primary and secondary documents containing information about the company's financial records and contributions. The research regarding Atlanta Life Insurance Company thus far focuses on the Herndon's family history and the social and cultural influence on the community, but not much has been written about the financial contributions of Atlanta Life during the Civil Rights Movement. The objective of this research is to investigate the degree to which the ALIC's contributions aided in the Civil Rights movement, ALIC's role in the Montgomery Bus Boycott, the extent to which they supported the Montgomery Bus Boycott, and the amount of money ALIC contributed to the Montgomery Bus Boycott.