

# TakeCharge

Life. Family. Community.

Kendall Qualls



## OPINION EXCHANGE

To fulfill King's dream, focus on fundamentals:

Three crippling trends in our country must be addressed to minimize the cycle of poverty and despair.

*By Kendall Qualls*

*JANUARY 18, 2021*

- In our lifetime, the decline of the black family from 80% two-parent to 80% fatherless homes.
- Lack of enthusiasm in the black community towards education.
- Content of character, not color of skin conflicts with the message of Critical Race Theory.

# TakeCharge

Life. Family. Community.

- Complete rejection of Critical Race Theory
- Education is the pathway out of poverty
- Restore two-parent families in the black community
- Free market capitalism is the quickest route from poverty to prosperity.
- Public safety is the first priority of elected officials.



Why Me?

## My Father, 25-year U.S. Army Career, Field Artillery



## A Turn for the Worst

Parents divorce after he returned from Vietnam in 1968



Fort Campbell, KY  
Home of the 101<sup>st</sup> Airborne



Bus to Harlem



Grandparents Apt then later our  
own Apartment



# A Turn for the Worst

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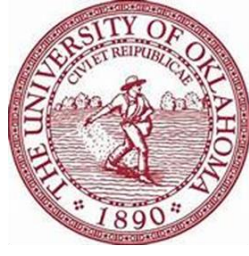


Relocated to live in  
Oklahoma--1971  
Father was stationed  
at Fort Sill, OK





Cameron University, B.S.  
Political Science, 1985



University of Oklahoma, M.A.  
Communications, 1988



Oklahoma City University, M.A.  
Economics, 1990



University of Michigan, MBA  
Strategy, 2010

## I Wanted a Different Life Education was Key

## Professional Career

U.S. Army and then 25-years in the Healthcare Industry



Pinning Ceremony, 1983  
19 years old, 2<sup>nd</sup> Lieutenant

U.S. Army Reserves  
Junior in College



Fellow Lieutenants , 1986  
Fort Sill, Oklahoma

Active Duty, Field Artillery



Battalion Fire Support Officer, 1989  
DMZ, South Korea

Active Duty, Field Artillery



10-Years, Marketing & Sales Group Director,  
Marketing BioPharma



Startup  
Funded by  
Boston VCs

2-years, VP Marketing  
Healthcare Analytics



5-years, RVP Sales  
BioPharma



Medtronic

6-years, VP Global Marketing  
Med Tech



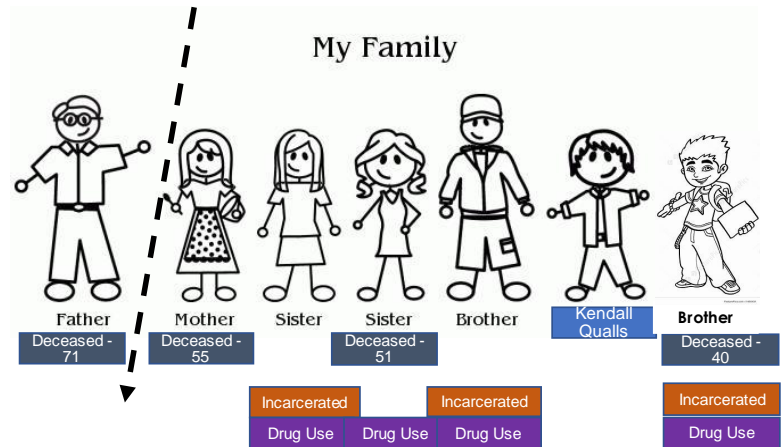
## Why me?

My family was collateral damage and I'm the only one who survived.

-Kendall Qualls

## Tragic Impact to my Family

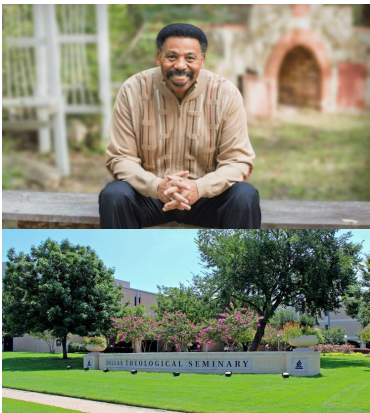
### Inner City Culture and Broken Families



## I Wanted a Different Life

An Unintended Gift and Education in the Christian Faith

Three Pastors, Educators and Authors of the Christian Faith  
We were members of their churches at one point throughout my career



Tony Evans  
Dallas



Max Lucado  
San Antonio



Joe Stowell  
Chicago

A long journey  
to get here...



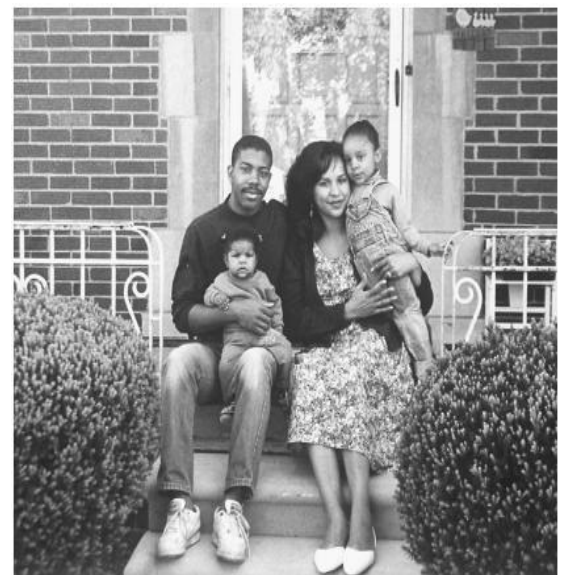
I started *TakeCharge* to help  
restore the American black family,  
so this picture doesn't remain the  
exception, but the norm - again.





# Historical Perspective

Faith, Family, and  
Education are the  
Cultural Roots of the  
Black Community.





# What Happened to the Black Family?

The last of the Civil Rights Laws passed after MLK Assassinated.

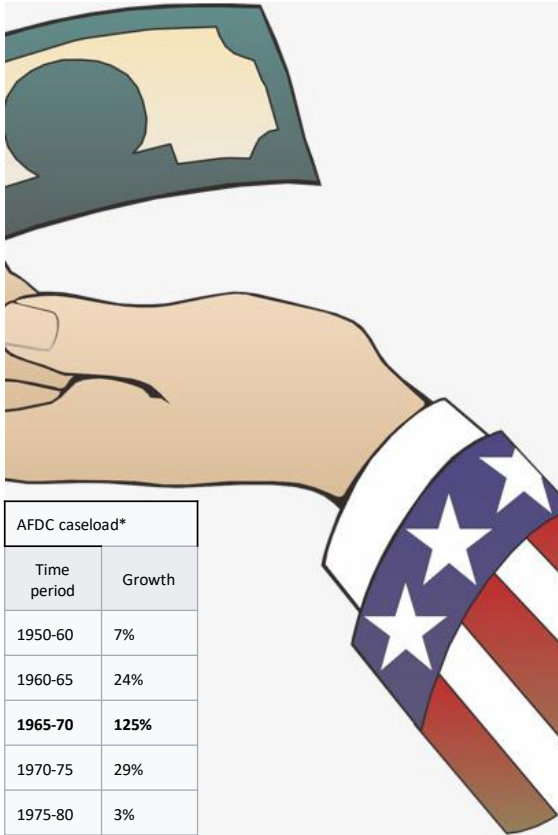
New Civil Rights Laws passed after MLK Assassinated



Two-Parent Families in the Black Community – 76%

President LBJ launches War on Poverty Social Programs

New Federal Social Programs Creates New Type of Leaders: Communities Organizers and Political Activists



\*Murray, Charles (4 August 2008). Losing Ground: American Social Policy, 1950-1980, 10th Anniversary Edition. Basic Books. ISBN 9780786723775. Retrieved 4 May 2018.

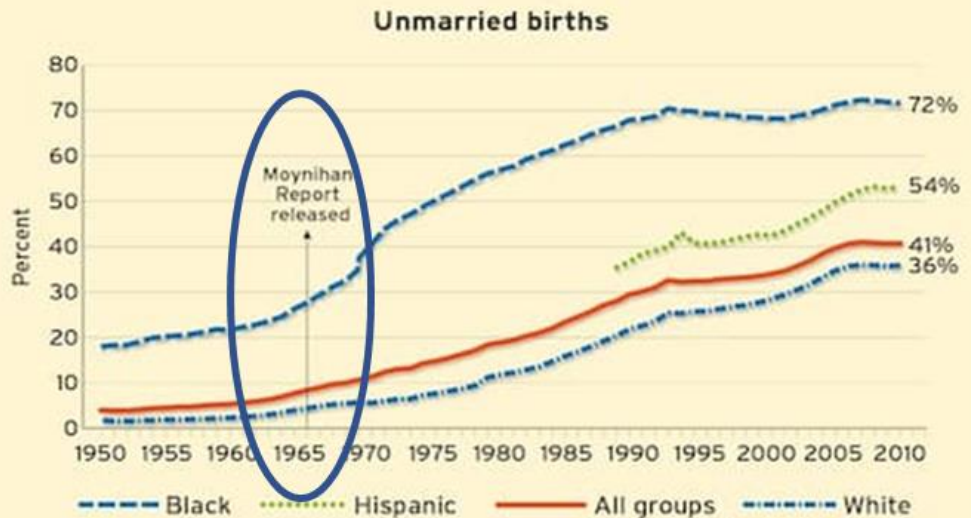


First time in American history the federal government financially incentivized unmarried women to have children and remain unmarried (AFDC).

Social welfare programs, targeted to the black community, produced changes in human behavior that impacted the culture for decades.

## Upward Trend (Figure 2)

The percentage of births to mothers who are unmarried is twice as high for blacks as for whites, and across all groups the rate has increased dramatically over the last 50 years.



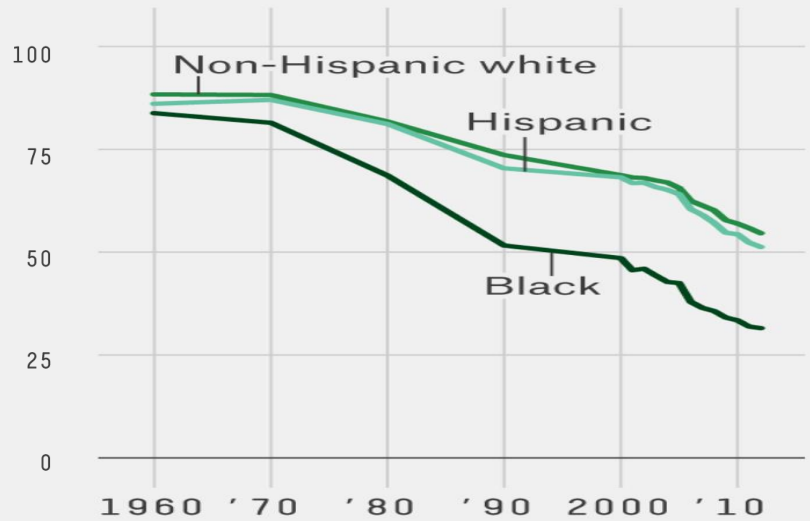
NOTES: Prior to 1969, Black denotes all nonwhites, including Asians and Native Americans; beginning in 1969, these data include blacks only. Respondents who indicated more than one race are not included in these data. Respondents of Hispanic origin are included in both racial categories and are identified separately beginning in 1989.



With payments  
incentivizing unwed  
births...

*Marriage Declined  
significantly in the  
Black community*

Marriage Rates by Race  
Ages 25 to 34



FIVETHIRTYEIGHT

BASED ON CENSUS BUREAU DATA

The Beginning of  
Disparity

Communities filled with  
fatherless homes  
changed cultural norms.

In N. Minneapolis,  
the percentage of  
fatherless homes is  
closer to...

90%

Then

80% Two-parent Families



Now

80% Fatherless Homes



As a result, the  
black community  
is #1 in all the  
wrong categories!





# Non-Hispanic black<sup>1</sup>, Male, by Age Group

CDC.gov; DHHS Publication No. 2019–1120 • CS304200

Rank <sup>2</sup>	Age Group <sup>3</sup>					
	1-19 years	20-44 years	45-64 years	65-84 years	85+ years	All ages
1	Homicide 35.3%	Homicide 27.6%	Heart disease 26.8%	Cancer 26.6%	Heart disease 27.5%	Heart disease 23.7%
2	Unintentional injuries 25.5%	Unintentional injuries 24.3%	Cancer 21.7%	Heart disease 26.2%	Cancer 16.6%	Cancer 20.2%
3	Suicide 7.1%	Heart disease 11.8%	Unintentional injuries 9.4%	Stroke 6.0%	Stroke 6.9%	Unintentional injuries 7.9%
4	Cancer 4.3%	Suicide 6.5%	Diabetes 4.9%	Diabetes 5.0%	Alzheimer's disease 5.9%	Homicide 5.0%
5	Birth defects 3.5%	Cancer 5.1%	Stroke 4.7%	Chronic lower respiratory diseases 4.5%	Chronic lower respiratory diseases 4.6%	Stroke 4.9%
6	Heart disease 3.3%	Diabetes 2.5%	Kidney disease 2.5%	Kidney disease 3.3%	Diabetes 3.5%	Diabetes 4.3%
7	Chronic lower respiratory diseases 2.5%	HIV disease 2.4%	Chronic lower respiratory diseases 2.3%	Unintentional injuries 2.6%	Kidney disease 3.5%	Chronic lower respiratory diseases 3.2%
8	Stroke	Stroke	Chronic liver disease	Septicemia	(tie rank)	Kidney disease

Prevalence of diabetes, among adults aged 18 years or older, U.S. 2013–2016

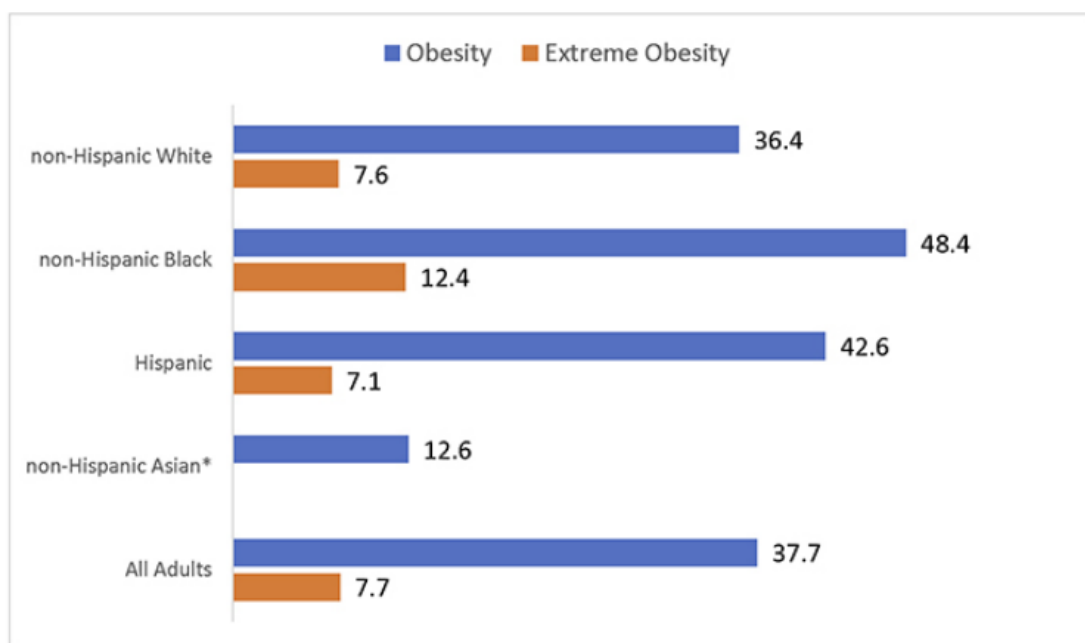
Notes: CI = confidence interval. Diagnosed diabetes was based on self-report. Undiagnosed diabetes was based on fasting plasma glucose and A1C levels among people self-reporting no diabetes. Numbers for subgroups may not add up to the total because of rounding. Age-adjusted estimates are presented in Appendix Table 1.

Data source: 2013–2016 National Health and Nutrition Examination Survey.

Characteristic	Diagnosed diabetes Percentage (95% CI)	Undiagnosed diabetes Percentage (95% CI)	Total diabetes Percentage (95% CI)
<b>Total</b>	<b>10.2 (9.3–11.2)</b>	<b>2.8 (2.4–3.3)</b>	<b>13.0 (12.0–14.1)</b>
Age in years			
18–44	3.0 (2.6–3.6)	1.1 (0.7–1.8)	4.2 (3.4–5.0)
45–64	13.8 (12.2–15.6)	3.6 (2.8–4.8)	17.5 (15.7–19.4)
≥65	21.4 (18.7–24.2)	5.4 (4.1–7.1)	26.8 (23.7–30.1)
Sex			
Men	11.0 (9.7–12.4)	3.1 (2.3–4.2)	14.0 (12.3–15.5)
Women	9.5 (8.5–10.6)	2.5 (2.0–3.2)	12.0 (11.0–13.2)
Race/ethnicity			
White, non-Hispanic	9.4 (8.4–10.5)	2.5 (1.9–3.3)	11.9 (10.9–13.0)
<b>Black, non-Hispanic</b>	<b>13.3 (11.9–14.9)</b>	<b>3.0 (2.0–4.5)</b>	<b>16.4 (14.7–18.2)</b>
Asian, non-Hispanic	11.2 (9.5–13.3)	4.6 (2.8–7.2)	14.9 (12.0–18.2)
Hispanic	10.3 (8.1–13.1)	3.5 (2.5–4.8)	14.7 (12.5–17.3)

Source:  
National  
Institute of  
Diabetes and  
Digestive and  
Kidney Diseases  
(NIDDK),

**Estimated (Age-Adjusted) Percentage of US Adults with Obesity by Race/Ethnicity, 2013–2014**  
NHANES Data

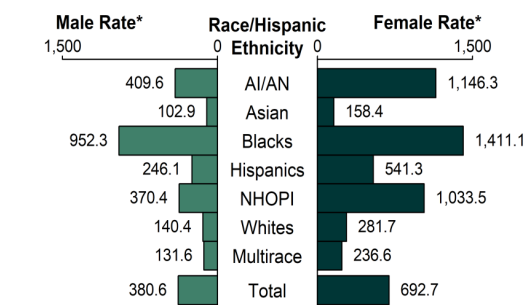


\*data for extreme obesity in Asians were not reported since the numbers are close to zero

# Sexually Transmitted Diseases

Black Americans #1 in new cases

**Figure S. Chlamydia — Rates of Reported Cases by Race/Hispanic Ethnicity and Sex, United States, 2018**

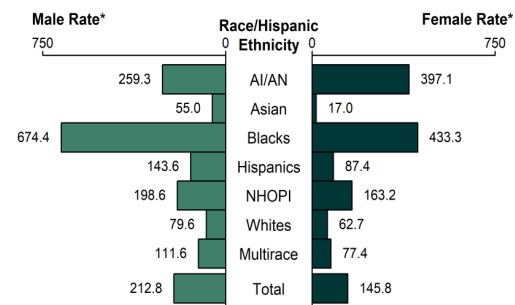


\* Per 100,000.

**NOTE:** See Section A1.5 in the Appendix for information on race/Hispanic ethnicity in STD case reporting.

**ACRONYMS:** AI/AN = American Indians/Alaska Natives; NHOPI = Native Hawaiians/Other Pacific Islanders.

**Figure U. Gonorrhea — Rates of Reported Cases by Race/Hispanic Ethnicity and Sex, United States, 2018**



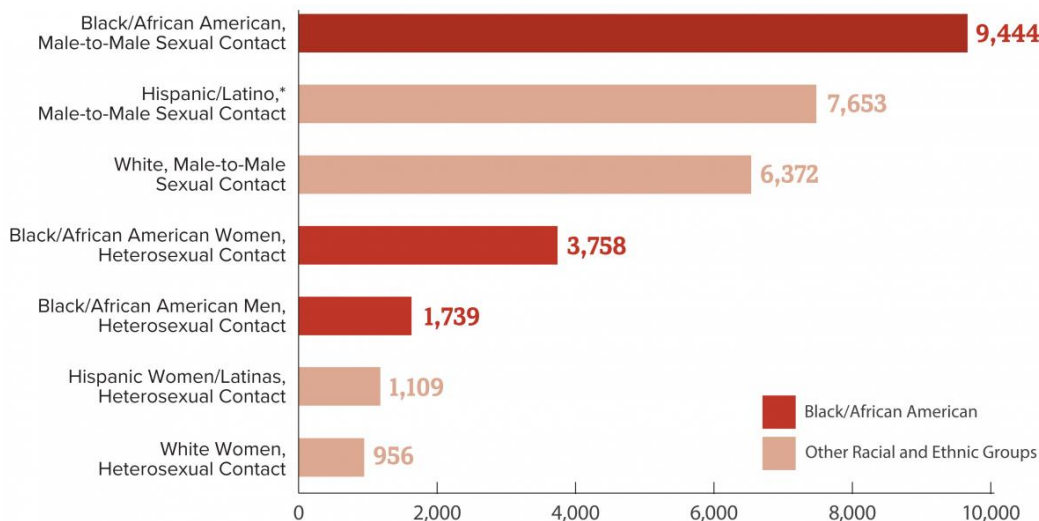
\* Per 100,000.

**NOTE:** See Section A1.5 in the Appendix for information on race/Hispanic ethnicity in STD case reporting.

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# Black Americans #1 in new Cases of HIV Same Sex and Heterosexual Community



In the Twin Cities  
nearly 90% of black  
children live in  
fatherless homes.

90% of homeless and runaway children

85% of all youths in prison

71% of all high school dropouts

120% at greater risk to become a subject of child abuse

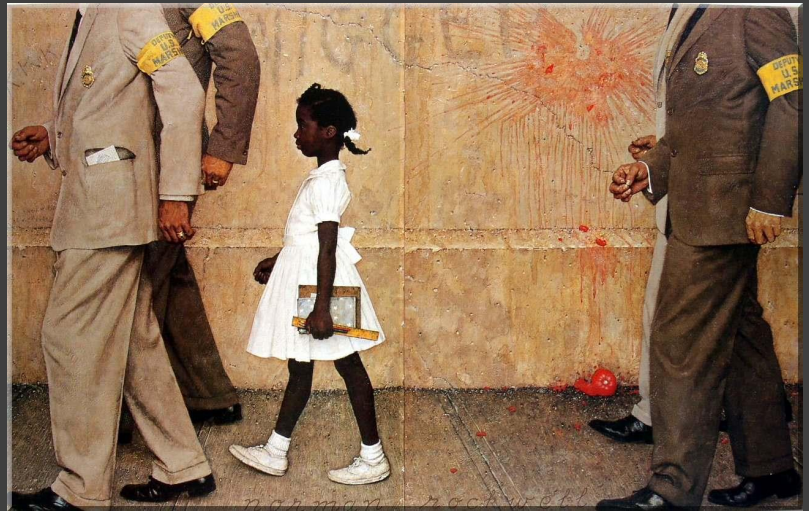
85% of children with behavior disorders

63% of youth suicides

x7 times more likely to become pregnant as a teen

## Education

...and last place in a category that *was* critically important in Black community.



Children from MPS scored the lowest in all demographics four consecutive years!

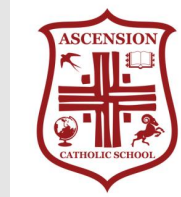
### Mathematics MCA-III Grades 3-8 and 11 Percent Meets and Exceeds by Race/Ethnicity

- Scores include MCA-III tests from 2014-17.
- Adaptive testing was added in 2012 (grades 3-8) and 2016 (grade 11) per legislation.
- Off-grade testing was added in 2016 per legislation.
- Race/Ethnic codes changed to the seven federal race codes in 2016 and for the previous two years.

Race/ Ethnicity	2014	2015	2016	2017
All Students	61%	60%	59%	59%
Hispanic/Latino	38%	37%	36%	35%
American Indian/Alaska Native	33%	32%	31%	30%
Asian	59%	58%	57%	57%
Black/African American	32%	30%	29%	28%
Native Hawaiian/Pacific Islander	45%	45%	44%	46%
White	69%	68%	68%	68%
Two or more races	55%	54%	53%	52%



However, black children from the same Minneapolis neighborhoods that attend faith-based schools, achieve above the national average on exams.



Skin color is not the consistent variable for low performance...

...it is family structure and low expectations of public school leaders.



## Ascension Catholic Schools

	overall 8th grade		African American		Latino		Free/reduced lunch	
	Math	Reading	Math	Reading	Math	Reading	Math	Reading
<b>Ascension</b>	<b>71.4</b>	<b>53.6</b>	<b>71.4</b>	<b>53.6</b>	<b>83.3</b>	<b>50</b>	<b>80</b>	<b>55</b>
MSP Overall	40.8	45.2	14.3	21.1	32.1	30.3	24	28.8
Statewide	58	58.7	27.1	32.2	35	37.4	35.9	38.7
Sojourner Truth	7.1	26.4	7.1	21.4	9.1	36.4	7.7	23.1
Franklin Middle	5.4	14.3	1.7	13.2	18.2	16.7	4.5	13.6
Best Academy	34.5	44.4	35.8	44.2	n/a	n/a	27.3	39.5

## Classroom Chaos in the Name of Racial Equity Is a Bad Lesson Plan

Going easy on bad behavior makes life difficult for those students who are in school to get an education.

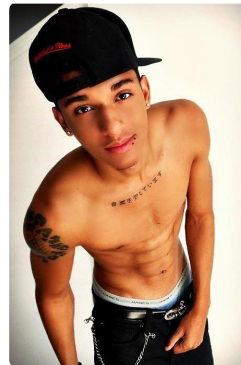
"The unwillingness of these critics even to consider nonracial explanations for group differences in school discipline rates is also troubling.

In a 2019 report by the Institute for Family Studies, sociologists Nicholas Zill and W. Bradford Wilcox found that *black students living with both married parents* had suspension rates that not only were less than half as large as those for other blacks, but also less than the suspension rate for white students from families that weren't intact.

Statistical disparities can't automatically be equated with discrimination and pretending otherwise can lead to bad policies that harm the very people you want to help."

May 12, 2012, Jason Riley

[https://www.wsj.com/articles/classroom-chaos-in-the-name-of-racial-equity-is-a-bad-lesson-plan-11620771445?st=0roayv6aspslzgg&reflink=article\\_email\\_share](https://www.wsj.com/articles/classroom-chaos-in-the-name-of-racial-equity-is-a-bad-lesson-plan-11620771445?st=0roayv6aspslzgg&reflink=article_email_share)



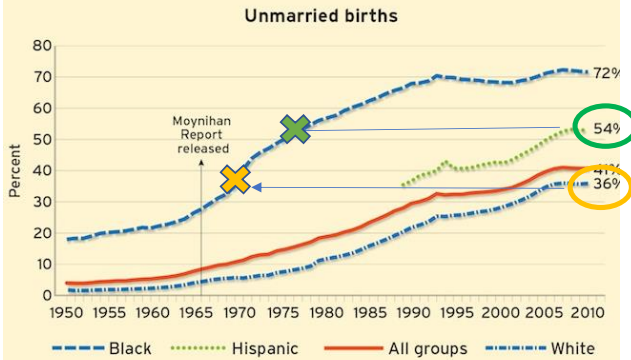
The disparity is spreading Hispanic and White communities.

It is prominent in the Black community because the 50-year head start.



### Upward Trend (Figure 2)

The percentage of births to mothers who are unmarried is twice as high for blacks as for whites, and across all groups the rate has increased dramatically over the last 50 years.



NOTES: Prior to 1969, Black denotes all nonwhites, including Asians and Native Americans; beginning in 1969, these data include blacks only. Respondents who indicated more than one race are not included in these data. Respondents of Hispanic origin are included in both racial categories and are identified separately beginning in 1989.

SOURCE: National Center for Health Statistics; National Vital Statistics System

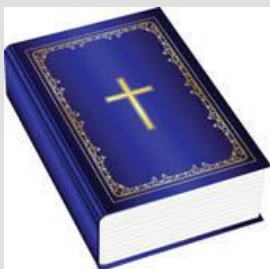
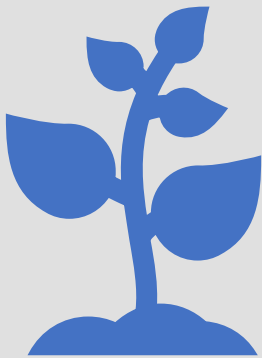
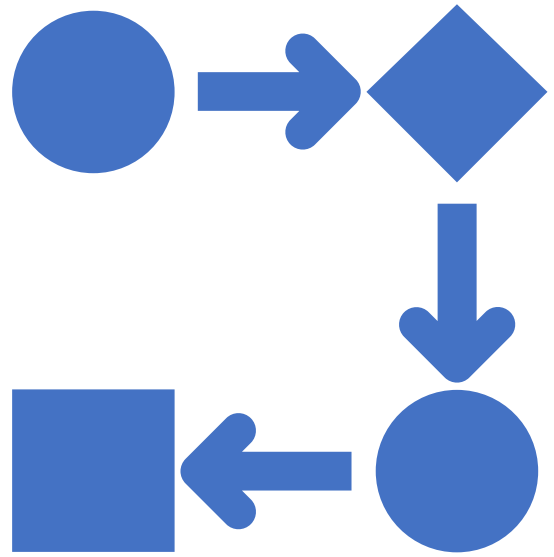
For the first time in American history, 50% of all births are to unwed mothers under 30.

Does CRT have an Anti-Nuclear Family Agenda?





How do we change the trend?



## Returning to Cultural Roots

### Faith, Family and Education

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Who's leading  
the charge?



Moms!  
Are a catalyst for change.

"Boots on the Ground"

## Boots on the Ground

Mothers from the Black Community



**Kendall:** Recruit 10 cohorts of Ambassadors ( 4-6 moms per cohort).

**Ambassadors:** Educate community and recruit three moms to joins them.

In the next 12-months, 75-100 mothers educating and encouraging a return to faith, family and education with marriage as the standard for relationships between men and women.



And a few good men...



# The Mom's will have help with "Air Support"

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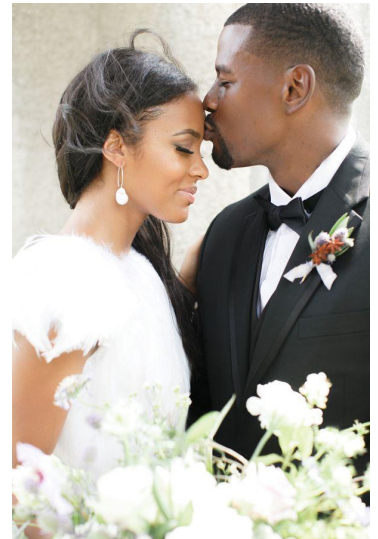
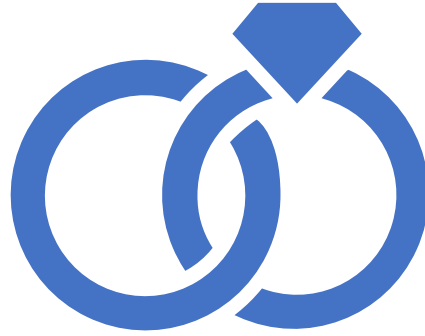
## "Air Support"

Video Production

### Media Platform

3-4 minute videos that include:

- **Mom's Call to Action...**
  - A return to faith, family and education
  - Reviving marriage
- **Married Men**
  - Men from the black community of the Twin Cities
  - Elevating the stature of the married family man
- **Profiles of Success**
  - Alumni from Hope Academy, Ascension, and Cristo Rey.
  - Reinforcing hard work, education, and family.



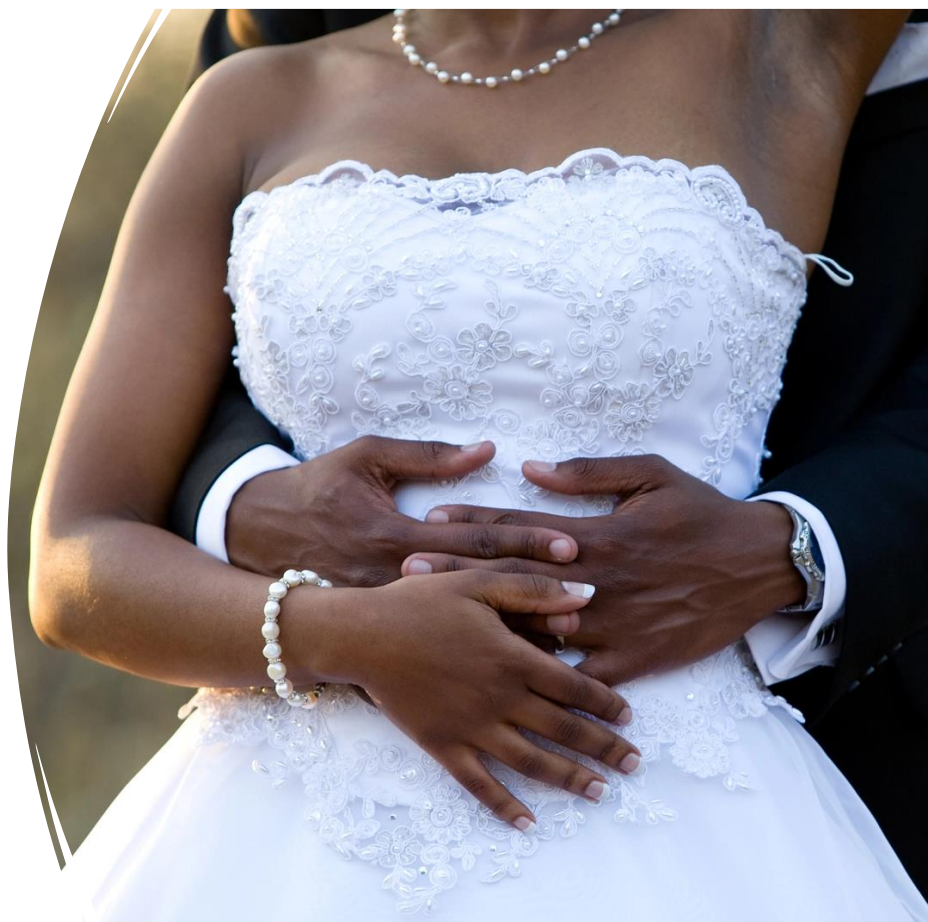
What difference does marriage make...?

## Benefits of Marriage

**Safety Benefits:** Marriage is the safest relationship for women.

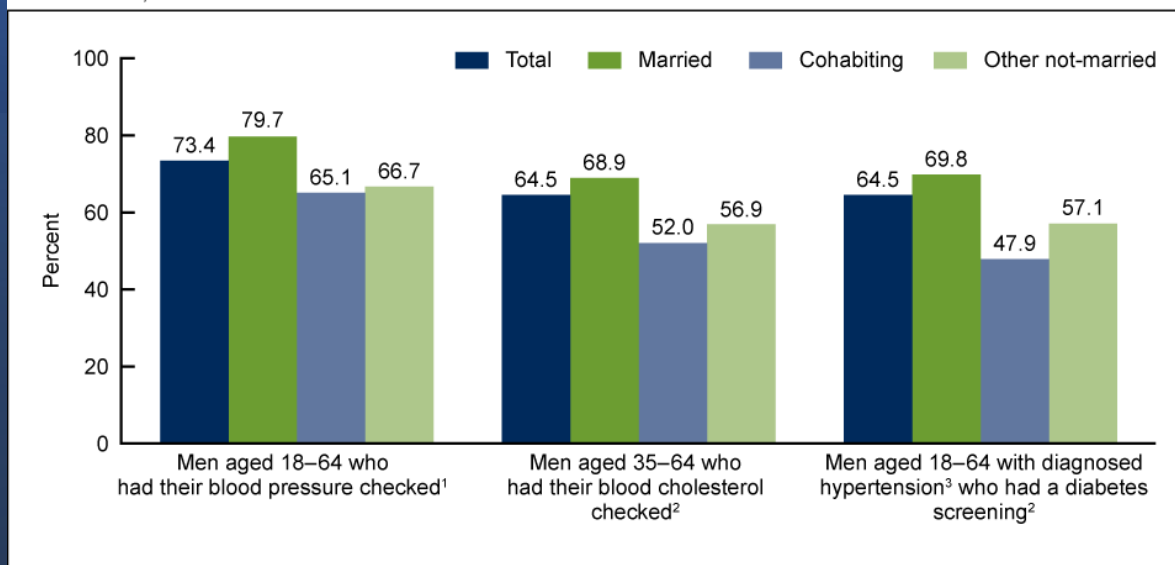
**Department of Justice:**

- report found that married women had the lowest rates of violent abuse.
- while divorced and separated women had the highest rates of violence by their spouse, ex-spouse, or boyfriend.



Married Men monitor key health metrics more than unmarried men.

Figure 4. Percentage of men who received selected clinical preventive services in past 12 months, by marital status: United States, 2011–2012



<sup>1</sup>Estimates for married men were significantly different from estimates for the other two groups.

<sup>2</sup>Estimates for the three groups of men were significantly different from each other.

<sup>3</sup>Defined as having been told they had hypertension by a doctor or other health professional on two or more visits.

SOURCE: CDC/NCHS, National Health Interview Survey, 2011–2012.



## Benefits of Marriage

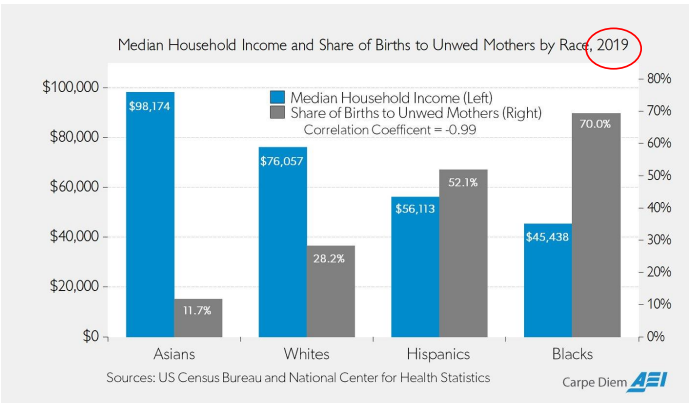
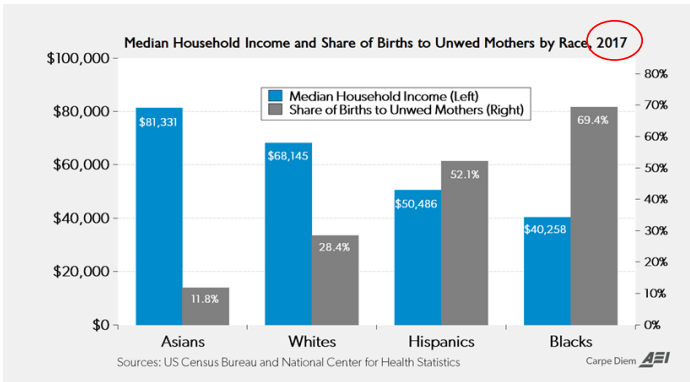
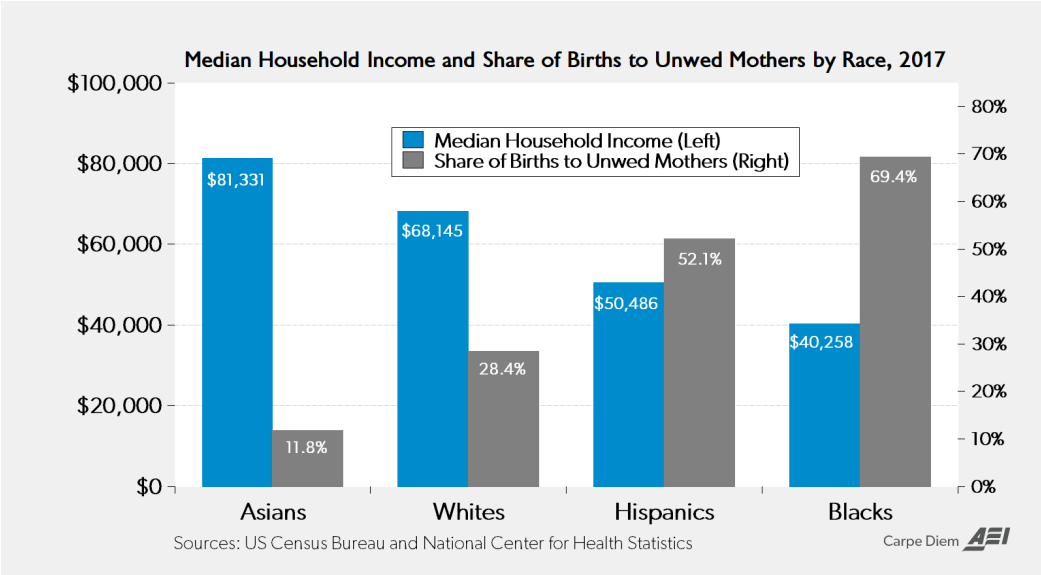
### Less Poverty, More Wealth:

Married-parent families are less likely to live in poverty than single-parent families.



# The Fallacy of Critical Race Theory

*It's the values of the traditional nuclear family, not White Privilege that generates most income disparities.*



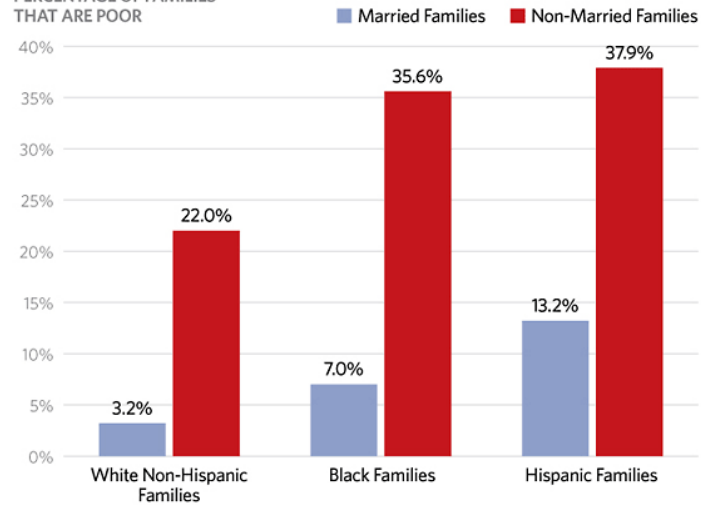
What difference does *marriage* make...?

A BIG difference!

CHART 11

**Marriage Reduces Poverty for Whites, Blacks, and Hispanics**


PERCENTAGE OF FAMILIES THAT ARE POOR



**Source:** Author's calculations based on data from the U.S. Census Bureau, American Community Survey, 2007-2009 data, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_09\\_3YR\\_S1702&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_09_3YR_S1702&prodType=table) (accessed August 8, 2012).

There is an  
Anti-Nuclear  
Family Agenda





While we are rebuilding families through marriage, education is the quickest pathway out of poverty for children.

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## Academic Achievement



Parents have a right to send their children to a school that...

- is free from physical harm from other students.
- educates and prepares them for trade school, tech certification, or college.



If not, parents should receive a voucher from the state for alternative schools.



A quality education that prepares a child for a successful life is a **CIVIL RIGHT**.





My messages to  
the moms...

*You can make the  
difference.*

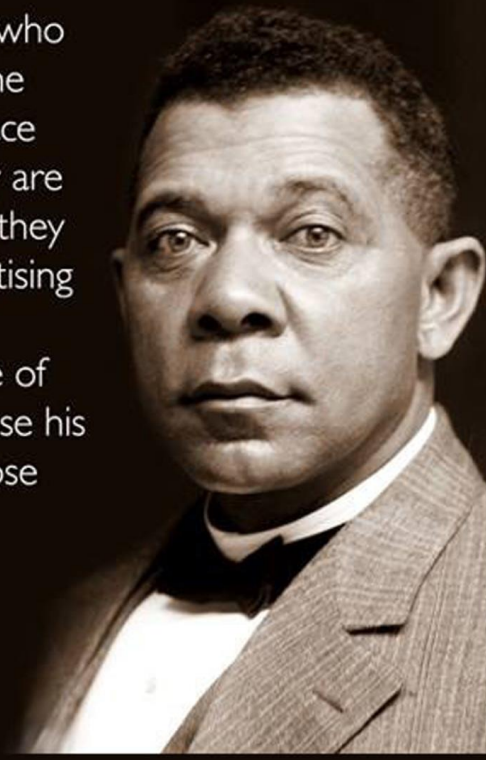
TakeCharge can not only transform the Black community in the Twin Cities but be the spark that resurrects the two-parent family and academic standards across the country.

Concluding...

“There is another class of coloured people who make a business of keeping the troubles, the wrongs, and the hardships of the Negro race before the public. Having learned that they are able to make a living out of their troubles, they have grown into the settled habit of advertising their wrongs — partly because they want sympathy and partly because it pays. Some of these people do not want the Negro to lose his grievances, because they do not want to lose their jobs.”

*Booker T. Washington (1856 – 1915)*

Founder Tuskegee Institute (University); Educator; Best Selling Author; Advisor to American Presidents; former slave.



## Prayer and Fasting

prayer & fasting



**Saturday, April 3, 2021**

- Prayer and fasting -- returning to God center lives with marriage as relational standard.
- On Easter Sunday, as we celebrate the resurrection of Jesus Christ, we also pray that in 2021, God begins the resurrection of the American Black family.



Minneapolis  
Could be  
remembered  
for this...



TakeCharge  
LIFE | FAMILY | COMMUNITY

or  
remembered  
for this...



The City where it all started...  
the Restoration of the  
American Black Family.



Minneapolis





# TakeCharge

LIFE | FAMILY | COMMUNITY

<https://takechargemn.com/>  
13570 Grove Drive, Suite 374  
Maple Grove, MN 55311

Questions?