We exist to fight poverty and restore dignity through messages of faith, freedom, and personal responsibility.
Message from the President

I am sure you, like me, are rubbing your eyes in disbelief about what is happening in our country. Things seem to be unmoored.

As just one example of the state of our nation, among the avalanche of executive orders that the Biden White House has unleashed to erase the accomplishments of President Trump, one wipes out the 1776 Commission. The commission, which just issued its 1776 Report, was an important initiative by the Trump administration to get truth out about the United States, its mission and history, so that American youth can rightly understand their great country.

The 1776 Commission provides a badly needed answer to the 1619 Project, authored by a New York Times journalist, that tries to redefine the United States and its history. According to the 1619 Project, America is not about being a free nation under God. No, it is racism and slavery that define our inherently evil nation. There is only one task now — to undo the sins that define America’s bigoted founding and history. Needless to say, it is the left, now in the form of the new Biden administration, that sees itself with the mandate and vision to set this sinful nation straight. They promise to purge America of the unfairness of “white privilege” and use the government to transfer power to those who have been deprived.

What truly saddens me is not just that those with such a sick and distorted view of America and reality can be elected to power, but that vast swaths of the American people have signed on to all of this.

The greatest victims of the undermining of truth, of horrible distortions and lies about our nation, are the weakest among us. It is the weakest communities that need truth like oxygen. They need a way of escape from public schools controlled by teachers’ unions, where children from broken families and neighborhoods hear that American is a racist country and that they have no future in this world unless the government takes over their lives.

My friend, I am not giving up. Every once in a while, I wonder if I should. But then I think about my grandchildren and your grandchildren. I think of the aphorism attributed to Edmund Burke: “The only thing necessary for the triumph of evil is for good men to do nothing.” I remember that everything happens for a reason and that the Lord in heaven has given us this battle because He wants us to fight it.

Despite the difficulties that 2020 presented, we have seen CURE grow and expand this year in promising ways. My new weekly television show, Cure America with Star Parker, now has a footprint of over 115 million homes. My syndicated column shows up each week in new media around the country.

We will also publish this year our “State of Black America” report, carried out jointly with the prestigious Claremont Institute. It will be the first comprehensive picture of the state of black life in America from a conservative perspective, complete with policy prescriptions pertaining to housing, education, retirement savings, labor law and economics, family, and abortion.

Our nationwide pastor network is 500 strong, with congregations in their churches numbering some 500,000. Thanks to your support, we’re getting these pastors the information necessary to combat the lies threatening their communities.

Our nation must be saved at this critical hour. We need to tell Americans the truth about family, marriage, abortion, ownership, school choice, and limited government. CURE must shine the light of truth into the darkness, particularly to the nation’s most disenfranchised who are so vulnerable to politicians’ lies. We can’t do any of this without your support, and we humbly ask you to partner with us in the year ahead.

Your foot soldier for freedom,

Star Parker
Founder & President

Our Team

Star Parker
Founder & President

W. B. Allen
Chief Operating Officer

Robert Borens
Vice President of Research & Development

Diana Banister
Vice President of Strategic Initiatives

Marty Dannenfelser
Director of Governmental Relations

Tim Latiff
Clergy Center Director

Ariel Zimerman
Director of Media and Communications

La Shawn Barber
BCN Senior Editor

Mikael Good
Editorial and Policy Assistant

Zakiya Bomani
Office Manager

CJ Pierson
Fulfillment
Pastors pray over keynote speaker Jack Brewer

There is a reason to have great hope for the future. Throughout this year we have seen God renewing the strength of many of our clergy leaders around the country. CURE pastors are walking in the boldness and courage God has placed in them. From being featured on major news outlets to providing written commentary on our very own news outlet, Black Community News, their voice is being heard far and wide. Our pastors are soaring, and more are coming alongside them.

Several new pastors were introduced to CURE at one of our events, “Summit for Solutions,” which took place in Wilson, N.C. One of our clergy members had asked us to provide guidance and encouragement to clergy and community leaders in the eastern region of North Carolina. With the help of our pastors on the ground, our team was able to organize a one-day summit that included a community breakfast with clergy and local leaders. When we followed up with the pastors who attended, one told us, “I’m encouraged to find like-minded leaders in my community that promote conservative values and biblical principles.”

Also worth highlighting is the phenomenal success of our 2020 Clergy Policy Summit. Despite the challenges posed by the pandemic, this year’s summit was a resounding success, bringing together worship, prayer, and rich fellowship among the body of Christ with intellectually stimulating discussion about the policy issues facing black America.

This year’s speaker lineup included U.S. Surgeon General Jerome M. Adams, former NFL Player Jack Brewer, and Georgetown professor of real estate Robert Cristiano. Our presenters were impactful, and the opportunity for attendees to network with our current pastors was encouraging. We are so thankful to each of you who make it possible for us to bring hope to urban pastors nationwide. I was encouraged by the words of two of our pastors who attended the summit: “We have already been enabled to share quite a bit locally from the summit,” remarked Pastors Walt and Darleen Moss. “CURE is a real think tank for our country!”

2021 is off to an exciting start. Our team is focused, determined, and passionate about meeting more wonderful pastors. While we are committed to the overall organizational goals of CURE, ultimately, our goal as a clergy network is to encourage, equip, and engage clergy to be a voice for the voiceless. The work we do is not easy, but it is possible because of your prayers and support. Hearts are changing, minds are being reframed, and God is positioning leaders to come alongside CURE to “run this race and renew their strength.” Thank you for making that a reality.

Rev. Tim Latiff
Clergy Center Director

2020 Clergy Policy Summit

“The State of Black America” | Washington, D.C. | October 18–19, 2020

“Like the bad report of the ten spies of Numbers 13:25-33, almost every voice in today’s culture is working to convince black Americans that they need to feel like victims. Like Joshua and Caleb, however, at its 2020 Policy Summit CURE declared a message of victory in Christ through self-government, intact families, hard work, entrepreneurship, the free market, a biblical worldview, and the privilege of being sons and daughters of the Most High God by being washed in the blood of Jesus. Others may see the problems, but CURE is delivering the solutions!”

—TOM BURNTNESS
In 2020, CURE’s Media Center has expanded to produce a one-hour weekly TV show, *Cure America with Star Parker*. The show began airing online with a few thousand weekly views. We quickly made formal contracts with two recognized national TV networks, NRB and TCT, which broadcast via cable, satellite, and the internet. We also began airing on Worldview Weekend Network and IBTV Faith Network, both with online distribution. As of the end of 2020, CASP’s footprint stands at over 115 million homes throughout the United States. We expect these numbers to soon increase, as Victory Channel is currently reviewing to add our show to their channel. The feedback we get from the network has always been positive.

Toward the end of this year, we also made plans to build new, expanded studio facilities, which will be completed early in 2021. In this space, we intend to start a new series called *Necessary Noise* that will build upon *Cure America with Star Parker* and further increase CURE’s footprint. We will also have an in-house live studio setup to connect directly with news channels. This will give us the capacity to make videos for social media within minutes and place them on our website, BCN, Facebook, Twitter, YouTube, and Vimeo simultaneously. The station can also be used for live radio interviews that are now commonly conducted via Zoom.

Finally, in 2020 we signed a contract with a branding agency to rebrand CURE and develop a new website for the organization. In February 2021, we will officially transition to a professionally designed website that inspires trust and places CURE on par with very large organizations.

Ariel Zimerman
Director of Media and Communications

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**Digital Success in 2020**

CURE’s digital footprint has grown throughout 2020 due to four principal causes:

1. **A media blitz to protect the Emancipation Memorial in Washington, D.C.**
2. **The launch of CURE’s Success Sequence Billboards.**
3. **The destruction of CURE’s Success Sequence Billboards after left-wing activists forced the billboard company to remove them.**
4. **The launch of the *Cure America with Star Parker* TV show.**

Through these programs and events, CURE’s brand was exposed to a wider audience in the media than ever before. With this exposure, we expanded our subscriber base on YouTube by more than 1,000 subscribers in a short period, reaching a total of 10,000 subscribers. We increased CURE’s email list by 2,000 supporters in the same period, an accomplishment that would typically take more than two years. Crucially, we saw a dramatic increase in donor funding as a direct consequence of CURE’s increased brand exposure. This increase in funds allowed CURE to restore vital clergy outreach programs in the midst of a pandemic, including our Policy Summit for pastors in September. It also enabled us to hire a director who is dedicated to growing the clergy program.

Photos from our Emancipation Rally at Lincoln Park in July 2020

One of our Success Sequence billboards

**Tired of Poverty?**

1. Finish School.
2. Take Any Job.
4. Save & Invest.
5. Give Back to Your Neighborhood.

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Photos from our Emancipation Rally at Lincoln Park in July 2020
Black Community News (BCN) is a CURE news site launched in 2014 that offers an online news alternative targeting black conservative Christians. We feature weekly columns from syndicated writers, articles from regular contributors, and daily blog posts authored by myself. Our mission is to engage black Americans on social media to discuss timely and pressing headline and policy issues affecting their communities. The issues we cover include: race, politics, abortion, immigration, the homosexual agenda, foreign policy, health care, education, and welfare issues such as housing, food stamps, and unemployment. From the beginning, BCN has maintained a consistent focus on constitutional freedom, limited government, and personal responsibility, in line with the mission of the Center for Urban Renewal and Education.

2020 was a year of significant growth for BCN. Our page views increased by 345,096, from 526,606 in 2019 to 871,702 in 2020—a traffic increase of 66%. The website’s total unique users increased by 130%, from 72,232 in 2019 to 166,382 in 2020. The top two posts of 2020 were an article by Pastor Stephen Broden, a member of the CURE Clergy Network, and an article about Marc Little, chairman of CURE’s Board of Directors.

Pastor Broden, in his post “WARNING: The Real Power and Purpose Behind the ‘Black Lives Matter’ Movement,” explored what the movement is really all about: “liberal progressives in America under the influence of Marxism are trying to ‘infiltrate and manipulate the black community.’” Published in 2016, the post gained traction after the resurgence of BLM in the wake of George Floyd’s death in May 2020. The post about Marc Little, authored by the BCN Senior Editor in March 2020, concerned his video response to late-night talk show host Jimmy Kimmel. During a visit to the White House, Little and other black conservatives prayed over President Donald Trump and praised him for his work. When a video of the visit was released, leftists such as Jimmy Kimmel and a comedian on “Saturday Night Live” mocked the group and the president. Little created a video response with the Daily Caller Foundation highlighting President Trump’s economic and social accomplishments, daring Kimmel “to find another president who has been so committed to the cause of African Americans.”

Despite the outcome of the 2020 presidential election, BCN will continue informing the blog’s readers about policies of the Trump administration that improved the economy before the COVID-19 pandemic, and especially Trump’s efforts to protect the unborn and our First Amendment freedoms. The stakes are high for the midterm elections in 2022, and there is much work to be done in the year ahead.

La Shawn Barber
Senior Editor

“Five-Point Policy Action Plan to Fix Our Inner Cities”
(April 2020)

“African American Voting Behavior”
(January 2020)

“Defending Religious Liberty and America’s Christian Future”
(February 2020)

“Inequality: Are the Poor Poor Because the Rich are Rich?”
(March 2020)

“The Breakdown of Marriage and Family”
(August 2020)

“Factors Contributing to Increases in Median Black Household Income”
(December 2020)

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CURE grew out of the ashes of Star Parker’s small business in Los Angeles, a business destroyed in the riots following the Rodney King encounter. Star’s little journal, NFTA (“not forsaking the assembled”), reflected her response to the call to witness when she had accepted Christ as her savior. She found in that moment a call to responsibility that reached beyond ordering her own life and toward sharing with those in need.

One of the first things she did, in 1995, was to identify the need to address the policy matrix that seemed to embed in poor communities such counter-productive reactions as the riots. She took up welfare reform, founding CURE and taking her place on stage in D.C. She played an important role in building the momentum that produced the “welfare to work” reform of the mid-1990s.

CURE now finds itself at another turning point, after another season of rioting, and the return of a destructive policy matrix that cultivates dependence over responsibility. We realize this time that it will not be enough to bat down each new, bad idea that comes along in an endless game of “whack a wacky idea.”

Our mission calls for us to look toward a future in which we can make a decisive turning in the policy matrix to place faith, freedom, and responsibility on a path to long-term centrality in the political and cultural life of our nation.

To accomplish that mission CURE will look beyond the issues of the day and toward the identifiable need to frame a blueprint for comprehensive policy changes with long-term effect to follow the electoral realignments that will emerge after 2022. We commit ourselves to have in place and ready to hand a complete framework to guide the public debates in the campaign that will be waged in 2023–24 and to guide the administration of the government that will be inaugurated in January 2025.

This time we will reach beyond prescriptions for distressed zip codes and speak comprehensively to the requirements for a full recovery of American patriotism and confidence in self-government. For we realize now more than ever that there is no solution to our most difficult problems that is not founded on reviving confidence in the strength of the United States to deliver on its founding promises.

Our “Blueprint for Recovery” will stand proudly on the heritage of America’s past as the only sure guide to a future of American progress.

W. B. Allen
Chief Operating Officer, CURE

From the Desk of W. B. Allen
“Blueprint for Recovery”

In the Books

In 2020, we met challenges of staff turnover and pandemic interruptions with redoubled efforts in programs and fundraising. Dramatically, we introduced Cure America with Star Parker. We launched the “State of Black America” initiative. We held a successful Clergy Policy Summit. And we spearheaded a campaign to save the Emancipation Memorial. Finally, because of your generosity, we grew our revenues above 20%.

Thank you for your support.
CURE Leadership & Staff

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Founder of CURE

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In the Books, cont.
“Go and do likewise...”

–LUKE 10:37