



Presents



Benefitting



**Celebrating
An Icon of Southern Hospitality**



Arrelia Callins
2020 Focused & Fabulous Honoree
Famed Diggly Wiggly Crestline Personality

Thursday, August 20, 2020
11:30 a.m.
A Virtual Event - Abroms Hall
Birmingham, Alabama



Thanks to Our Sponsors!



Mallie Ireland



*Betsy & Jason
Bailey*



Greetings from the Chair



Welcome to *Focused and Fabulous 2020* in support of Maranathan Academy, Honoring Mrs. Arrelia Callins!! I know there are many other things you could be doing right now, so on behalf of our students, faculty, and our entire board of directors, I want to thank you from the bottom of my heart for being here to learn more about our students AND to see what I promise will be a fabulous fashion show!

In addition to having a great time today, we plan to raise a significant part of our funds for student expenses for the forthcoming school year. We have so many Sponsors who have already committed to our goal, and I would like to extend our appreciation to them! Please acknowledge the Sponsor Page in our program and when you have an opportunity, remind them how important their support is to us!!

I would also like to thank EVERY Table Captain who has taken so much of their time preparing to host friends and family to join us! Without your commitment, today would not be possible!! Please notice our Table Captain Gallery in the program.

I really must applaud our boutique owners who so graciously agreed to participate in dressing our models today: Iyishia of Ishi Boutiques, Lacey Woodruff of Basic, Debbie Bearden of Bearden Design, and the team at Billy Reid! If you look further in today's program you will see very generous discounts offered for shopping online or in the store for our Focused & Fabulous 2020 guests and supporters! These Boutiques are the best!

Thank you again for joining us today, for your interest in Maranathan Academy, and believing in our mission.

Enjoy!

Valerie Thomas

Event Chair

Founder's Message

Maranathan Academy is many things to many people — a safe haven, a second chance, a family, a mission. Students enter Maranathan wounded and looking for a place to belong. They emerge equipped to excel. **The primary goal of Maranathan Academy is to break the cycle of government dependency that has plagued the families of critically at-risk youth for generations.** Rather than focusing on a student's past, Maranathan prepares them for the future. I feel privileged to offer Maranathan students a vibrant, self esteem boosting, spiritually enriching program which yields great results — academic excellence and success. Because of your support, the lives of critically at-risk youth and adults are being saved.

The 2019 – 2020 academic year was interesting to say the least!! Due to the COVID – 19 pandemic, Maranathan stopped on site classes on March 9, 2020. Yet, with the help of God, the utilization of remote learning, video conferencing platforms and much prayer, our classes continued. Success was attained due to angels like Susan Simon coordinating our food distribution program, the dedication of our instructors like Dr. Alfred Wahnish, Teresa Thorne... and the patience of instructors like Leslie Kelly teaching Reading & Vocabulary to students with spotty internet, Lisa O'Neal teaching Art to students who had to take care of their newborn babies or siblings while trying to attend class. I continue to be inspired by the determination of our students to learn and become productive, contributing members of society. It's such a blessing to witness the joy shown by a young man receiving his diploma after he'd been written off as a lost cause, or a young lady proudly wearing her Maranathan mask while standing on a college campus to register for classes... or our grads checking in to share news of job promotions. All prove that the cycle of government dependency can be broken.

There are no words to express my gratitude for your virtual presence today!! Although the phrase is woefully inadequate to convey my appreciation for your support, on behalf of the Board of Directors, Faculty, Staff and yours truly, — "Thank you!"

Donna Dukes
Founder and Executive Director





The entire Maranathan Academy community is sincerely grateful to our Fabulous local boutiques that so graciously participated in this year's event. Without their talents, creativity and generosity, today's event would not be possible!!

To extend their generosity even further, each of our Boutiques are offering special promotions to you for a limited time for supporting Maranathan Academy through Focused & Fabulous 2020.

Be sure to take advantage and make that stunning garment you saw today becomes yours!!!!

basic.

30% off of a purchase (sales items and rosa parks 7053 tee excluded).

Discount **Code FASHIONFORGOOD**. Enter at checkout or reference in the store. One use per customer. Good through August 31st



Bearden Design et Boutique

beardendesignetboutique.com

20% off any online purchase and

50% off any garment included in the Fashion Show

through Saturday, August 22nd

Discount Code Fab20

BILLY REID

billyreid.com

25% off of all Clearance Styles

No code needed



ishi-boutiques.myshopify.com

20% off any online or in store purchase through Sunday, August 23rd

Use Code Maranathan



Congress of the United States
House of Representatives

TERRI A. SEWELL
7TH DISTRICT, ALABAMA

August 17, 2020



To Mrs. Arrelia Callins:

As U.S. Representative of Alabama's 7th Congressional District, I am honored to congratulate you on being selected by Maranathan Academy as their honoree of Focused and Fabulous 2020. Throughout your many years of service to the greater Birmingham community you have demonstrated an unparalleled work ethic, dedicating nearly five decades of service as a cashier, and a deep love for your community as an active parent and volunteer coordinator for the Birmingham City School System.

Your faith in God has given you a strong foundation from which you have lived a life of virtue, touching all those who know you. I hope that you spend this day celebrating with friends and families and reflecting fondly upon the many fruits of your labors. You deserve to be celebrated!

Enjoy this day, knowing that there is no person more deserving of this wonderful honor.

Sincerely,

TERRI A. SEWELL
Member of Congress

The Amazing Arrelia

Commendations

Special thanks to Mayor Stewart Welch for taking time out of a packed schedule to personally deliver a Proclamation to Arrelia!! Here are some of the highlights...



July 14, 2020

WHEREAS, Arrelia in 30 years has never missed a day of work for other than illness and most importantly, every day when she comes to work she has a smile and brings out the best in everyone; and

WHEREAS, Arrelia Callins was chosen by Maranathan Academy alternative school specializing in critically at-risk youth and adults, to be Honoree of Focused & Fabulous 2020 Fashion Show for a multitude of reasons;

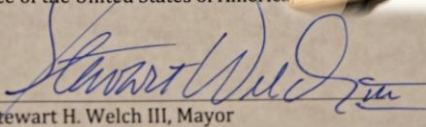
WHEREAS, Arrelia Callins is the living embodiment of all of the traits that Maranathan strives to instill in its' students - faith in God, desire to live an integrity filled life, love for mankind, a strong work ethic and to treat all people kindly and with respect; and

WHEREAS, Arrelia Callins has encountered, befriended and loved many generations and all walks of life in and beyond the Mountain Brook community during her 30+ year career at the Crestline Piggly Wiggly store. Each individual considers themselves to be one of Ms. Arrelia's favorites; and it is known to be true for all who hold it. Her friendship is everlasting and has made the greater Mountain Brook community a better place because she has brought joy to all. Ms. Arrelia is loved by us all and we know her love in return.

NOW, THEREFORE, I, Stewart Welch III, the Mayor of the City of Mountain Brook, along with the City Councilors, on behalf of the residents of the City of Mountain Brook hereby proclaim the City's appreciation for the great work and positive impact Arrelia Callins has provided to the residents, along with our sincere appreciation and best wishes for many more happy, and productive years.

IN WITNESS WHEREOF, I have hereunto set my hand and caused this Proclamation to be affixed with the Seal of the City of Mountain Brook on the 5th day of August of the year 2020, the 177th day of the Independence of the United States of America.




Stewart H. Welch III, Mayor



CITY OF BIRMINGHAM

MAYOR RANDALL L. WOODFIN

PUTTING PEOPLE FIRST

August 19, 2020

Mrs. Arrelia Callins
Birmingham, Alabama

Dear Mrs. Arrelia Callins,

On behalf of the City of Birmingham, it's my pleasure to congratulate you on being selected as Maranathan Academy's Focused & Fabulous 2020 Honoree. You are the living embodiment of all of the character traits that Maranathan strives to instill in its students: faith in God, determination to live an integrity-filled life, love for mankind, a strong work ethic and the ability to treat all people kindly and with respect. I know that Maranathan Academy is honored to celebrate you, and I'm honored to salute you for this accomplishment.

But you have not just impacted the academy. You've left your mark on so many others through life's journey. From your children and friends to the people you come in contact with at Piggly Wiggly and Birmingham City Schools, your presence has been priceless. The ways you make people feel good about themselves and feel valued are to be commended. We should all be so lucky to have a Mrs. Arrelia Callins in our lives.

Again, it is an honor to congratulate you. You embody what greatness is. May you continue to spread love and wisdom through your love of connecting and protecting others.

Sincerely,

A handwritten signature in black ink that reads "R. L. Woodfin".

Randall L. Woodfin
Mayor



Table Captain Gallery

It takes a special person to share talent and sacrifice time away from their family and friends to host an event table. This year we have been blessed with an amazing cadre of individuals!! Their commitment to saving the lives of critically at-risk youth has made Focused and Fabulous 2020 a success. Please take notice of their beautiful visages in our Table Captain Gallery.



ICON

Mallie Ireland ~ ~ **Coco Chanel**





MUSE

Lisa O'Neal ~~~~~ **Alexander Wang**





DOYENNE & STYLIST



Debbie Burks *Ann Lowe*



Eleanor Estes *Badgley Mischka
Tech Providers*



Leslie Kelly *Stella McCartney*



Laura Pitts *Loro Piano
Dinkey, Inc.*



DOYENNE & STYLIST



Valentino



Valerie Thomas
The VAL Group

Tracy Reese

MAISON de COUTURE



Dam Moore

Carolina Herrera



Tina Simpson

Ann Lowe



BOUTIQUE



Audrey Atkins
Vivienne Westwood



Betsy Bailey
Vera Wang



Pat Clotfelter
Dolce & Gabana



Kathryn Corey
Crosby by Molly Burch



Gowey Goodin & Co.
Trina Turk



Kathryn Lemak
Cartier



BOUTIQUE

Lauren Shine
Cedella Marley

ATELIER



Monica Drake
Kate Spade



Donna Dukes
Diane von Furstenberg



Gina Sian
Monique Marley



Rosalyn Spivey
Ishi



Linda Tilly
Eileen Fischer



On a sunny morning reminiscent of her wonderful smile, Arrelia Callins blessed me with the privilege of conversing with her about her extraordinary life. What transpired was nothing short of amazing. Here are some excerpts from the true gems of wisdom, chronicled in...

“A Conversation with Arrelia”

Donna Dukes (DD): What was the most important advice your mother, Mrs. Matilda Turner, gave you?
Arrelia Callins (AC): Love God. Always put God first. Always treat people the way you would want to be treated. Love people first, then yourself.

DD: What would people be surprised to know about you?

AC: When my grandchildren were young, I always took a week's vacation the first week of school, so that I could ride to school with them in the morning and have a hot meal waiting for them when they got out of school.

DD: What would you consider your greatest accomplishment in life?

AC: One of the biggest is being so blessed to find a community to work in like Crestline; also to be able to give my children the opportunity to receive an education, and to be able to try to instill in them what my mother instilled in me -- about church, how to treat people and to love God.

DD: What is your favorite thing to cook?

AC: Now? Nothing, except for the holidays. Everyday food is a job. Holiday food is a joy.

DD: How important is church to you?

AC: Church has first place. It is very important.

DD: What would you advise young women who want a fulfilled life?

AC: Nothing fulfills like Christ. You must have a purpose. Have a goal. You need something to work toward. Don't just exist. I tell my grandkids this all the time.

“A Conversation with Arrelia”

- Continued

“When I leave home for work, I pray and ask God to help me to be a blessing to someone's life...”

– Arrelia Callins



DD: What are some surprising facts about you?

AC: 1) That at my age, I Google.

2) One of my customers brings me a cream cheese pound cake for my birthday every year.

3) I am one of nine children. There are only three of us left out of four sisters and five brothers. Everyone is gone but my baby sister, me, and my baby brother, and we talk everyday.

DD: To what do you attribute you being so beloved?

AC: It's just God's favor on my life. It couldn't be this way if God wasn't in my heart.

DD: What do you do that makes you so special, legendary at the Pig? (I can feel and hear her blushing through the phone.)

AC: Nothing Donna, I'm just me.

DD: I realize you're just being you, but could you tell me some of the things you do?

AC: I listen to what my customers have to say.

I have the chance to talk to them about the Lord.

If they don't have a smile, I have the chance to give them one.

If I haven't 't seen them in a while, I get them a card and send it saying that "I miss you."

DD: Wow, Sis. Callins -- that's amazing!! You have touched so many lives!! You really make a difference in the world. How?

AC: I smile. It's easy to smile. I touch their hands and say, "I'm praying for you." People always look to do big things when they want to do things for the Lord. But, start with the little things and the Lord will magnify them. Always treat people the way you'd like to be treated.

DD: What are some of your favorite parts of your job?

AC: The children have such a place in my heart!! My customers, I love my customers!!

It's really one of the best things that has ever happened to me in my life, being a part of Crestline, the community. They love each other. They care about each other. They care about each other's children. If one has a problem, all of them have a problem.



“A Conversation with Arrelia”

- Continued

“People always look to do big things when they want to do things for the Lord.

But, start with the little things and the Lord will magnify them...”

– Arrelia Callins

And I'm sure that there are so many communities that are the same way, but I've experienced Crestline and I'm so grateful to God for it.

I tell the new cashiers. If you can't make it being a cashier in Crestline, you can just give it up.

I've had customers call from out of town and wish me happy birthday.

God has brought me through some really hard times and blessed me to still come out smiling.

DD: You have such an incredible love for education. What are some things you've done regarding education that people would be surprised to learn?

AC: Your mother got me involved with the school system.

I would go to Fairview Elementary School and volunteer to read.

I put in 140 volunteer hours or more each year.

I would go to meetings at Lane Teacher Center, get information and bring my report back to the school.

I would make the volunteer schedules for parents to be teacher's helpers.

I have painted the classroom.

I helped coordinate the school picnic.

Sometimes I'd go the high school where Jacquelyn taught and grade papers, whatever she needed me to do.

She didn't know it but there are so many occasions that I reference her to people. She was such a blessing to me in my life!

I always say Jacquelyn Dukes, I call her whole name.

DD: Sis. Callins, you are such a great parent!! What are some of your fondest memories of parenting Rachel and David?

AC: I was Room Mother at Fairview Elementary School.

I worked with the Boy Scout troop when my son was little. I didn't want him missing out on anything.

So, I went camping. I know how to make a Hobo Meal.

I can dig a hole in the ground and smoke a fish. I truly enjoyed being a Boy Scout with my Boy Scout.

AC: At Ensley High, Rachel was on the Dance Team. So, another parent and I made the costumes for the girls who weren't able to buy their costumes. I'd make the patterns and sew their costumes.



“A Conversation with Arrelia”

- Continued

“It’s really one of the best things that has ever happened to me in my life, being a part of Crestline, the community...”

– Arrelia Callins

DD: Sis. Callins, what made you willing to be so involved?

AC: When you have children, you have to be involved so that the teachers know that you are interested. It's all about the children.

DD: You lead such an exemplary life. How do you do it and do you have any regrets?

AC: I don't know. It's just something when you put God first in your life; He just gives you favor. Out of all the things that have happened to me in my life, I wouldn't want to go through it again without knowing what would happen, but I would still choose my children, my job and my church.

DD: Your customers love you and you love them, but you also love your job. Why?

AC: It's just a pleasure to give someone a smile and they smile back. Sometimes they tell me, "I know you didn't know that I was going through something, but your smile just helped me."

I just love Crestline so much that, even though my body is saying "Mrs. Arrelia, it's time," I'm sad to think about retiring....

DD: What advice would you give or what things would you like to share with folks who will be reading this?

AC: When you give not expecting anything in return, God always blesses.

Help people and thank God that you were able to do it.

Smile and thank God you were able to smile.

Touch their hand and thank God that you were able to touch their hand.

Note: And so it continued, gem after gem of wisdom; recollections both poignant and hilarious, so many that I'm convinced they must be compiled into a book. Stay tuned...

DD: This has been so amazing!! Thank you Sis. Callins for letting me interview you and thanks again for agreeing to be our Honoree. I know you don't like attention, and you only agreed to let us honor you because you want to help Maranathan raise money, and get more kids enrolled.

AC: That's right!! If it wasn't for you and for Jacquelyn, I wouldn't do this. But I remember when she started the school with you.

DD: I know -- you were right there!! I love you, Sis. Callins!!

AC: And, I love you!!

DD: Thanks so much, again!! I can hardly wait for Focused & Fabulous 2020!!

AC: You are welcome!! I'm so honored!!



AT A *Glance*

28

The number of years Maranathan Academy has saved the lives of critically at – risk youth & adults.

ENJOY THIS QUICK SNAPSHOT OF MARANATHAN ACADEMY BY THE NUMBERS.

1,500



The number of critically at – risk youth & adults Maranathan Academy has impacted over 27 years.

CRITICALLY AT RISK TEEN *Statistics*

AT MARANATHAN ACADEMY



100%
live below poverty level.



100%
qualify for free or reduced lunches.



100% live in households dependent on food stamps.



90%
live in single parent homes.



Only **25%** of parents are gainfully employed.

THERE IS *Hope*

AT MARANATHAN ACADEMY



85% of students complete high school and earn diplomas.



53% of graduates enter college.



47% of graduates enter the military or become certified in a trade and gainfully employed.

THE *Need* IS GREAT...



42 students are waiting for admission to the academy.

WHY BECOME *Involved? Because*...

Maranathan stops teens from wearing these.



Makes it possible for teens to wear these!





Program

Introduction

Art Franklin, Emcee
Morning News Anchor, CBS 42

Welcome

Valerie Thomas, Chair
Vice-President Maranathan Academy Board

Blessing of Victuals

Pam Moore
President, Moore Syndication

Monika F. Singletary
Director of Congregational Engagement
Temple Emanu-El

Mission Moment

Donna Dukes
Founder and Executive Director
Maranathan Academy

Maranathan's Cinematic Moment

Appeal of Maranathan Academy

Valerie Thomas

Honoring Arrelia: The Introduction

Art Franklin

Honoring the Angel Known as Arrelia

Donna Dukes
David Callins
Dr. Vickie Stokes
David Talley, IV

Encountering Fashion

Art Franklin
Morning News Anchor, CBS 42

Focused & Fabulous 2020 - The Fashion Experience

Basic  **Bearden Design**  **Billy Reid**  **ISHI Luxe**

C'est Finis

Art Franklin

THE AMAZING ARRELIA ANECDOTES & REFLECTIONS



Here are a few examples of the anecdotes, photos and little known facts contained in the commemorative book created for Arrelia.



“Here’s what I love about Mrs. Arrelia. I think that Mrs. Arrelia is the embodiment of the Golden Rule – ‘Love your neighbor as yourself.’ I think there has been a trickle down at this store and throughout the Crestline Community and beyond, because of the way she treats you when you come to her counter, everyday. I love her and she loves me and it’s on going!”

-- Kathryn Corey
F & F 2020
Table Captain



My memories of Arrelia go back to 1968. I was a newlywed. She has always been such a source of joy, wisdom and comfort. It’s hard to believe that it’s been almost fifty – two years of knowing each other. I love her!! She’s just wonderful!!

-- Linda Sue Neil
Maranathan Academy
Sewing Instructor

THE AMAZING ARRELIA

ANECDOTES & REFLECTIONS

Here are a few examples of the anecdotes contained in the commemorative book created for Arrelia.

“Arrelia’s heart...so pure...the complete manifestation of JESUS on the physical earth...Her smile, her kindness, her graciousness...I do truly love Arrelia and I’m so, so thrilled that she is being honored...Love Love to you Arrelia...’

” 15+ years after not going to the Pig and seeing Arrelia, she remembered me immediately...She will always have an excessively long line as long as she’s at the register!”

”We've known each other since I was an infant... she was at my Bar Mitzvah and wedding...”

”I love how she can guess what I’m making...”

“Arrelia you are such a gracious and beautiful woman and I cannot imagine not knowing and loving you all these many years...”

”Arrelia is a local treasure and should be a national treasure...”

”Sweet Ms. Arrelia used to let me scan our groceries when I was little...her patience... and kindness...really made me feel special & I won’t ever forget it...”

“I’ve known this beautiful woman for over 50 years and she may be the Best Person I’ve ever known!”

”Arrelia is a special friend...she even sat with our family when our daughters married...”

”She remembers our names and our kid’s names and...”



Acknowledgement



The Maranathan Academy Board of Directors, Founder and Executive Director, Board President Emeritus, Faculty, Staff and Students extend heartfelt thanks for your presence today, and for your support of the work and mission of Maranathan Academy.

Production Company

More Than Me, LLC

Commentator

Tinnika Blackmon

Models

Ronnel Blackmon

Brad Fink

Finn Jasele

Nicky Kautter Corinne

Polo

Monica Polo

JJ Ranson

Becca Tate

Tyrell Ware

Erika White

Emcee

Art Franklin – CBS 42 Anchor

Florist

Dorothy McDaniel Flower Mart

Videography

M-Tech Live

Undercover Entertainment

Photography

Beau Gustafson

Venues

The Gardens of Cathedral Church of the Advent

Birmingham, Alabama

&

Abroms Banquet Hall of Temple Emanu - El

Birmingham, Alabama

**Save the Date: Focused & Fabulous
August 19, 2021**