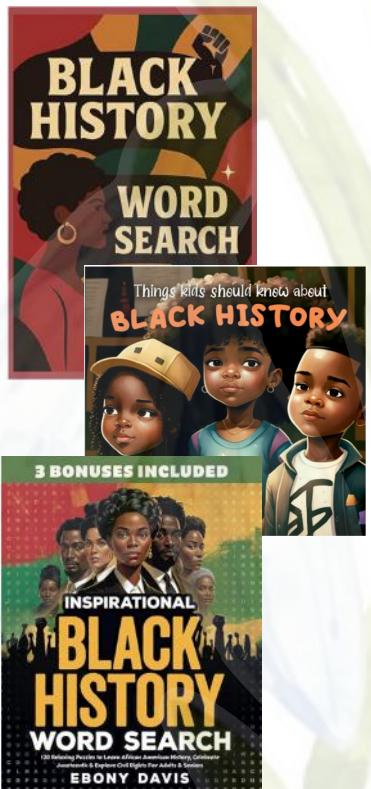




Vol.122025 December- February

# Winter Edition



Hope Health of  
Florence, SC

**Timothy C.  
Waters:**  
Helps Feed the  
Community



**Black History:  
Learn your history  
and have fun!**

**February-National  
Eye Care Month**

## In This Issue

**Book Feature:** Black Culture Puzzle Books

**Educator Feature:** Hope Health Educates Community

**Entrepreneur Feature:** Time Waters Feeds Community

**Nonprofit Spotlight:** Reading is Fundamental ...and moe!

**What is a Disability?**



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# Letter from the Creator



Hello! I'm LJ Thomas and I am the editor-in-chief of PATE Magazine. PATE is a digital publication focusing attention on positive authors, books, teachers, educators, & entrepreneurs. PATE is a part of the Purely Positive Network family.

The focus of PATE is on positive impact through actions, conversations, products and communications. Anyone can look around and see the negativity we are constantly bombarded with on a daily basis. We need good news. We need positive impacts. We need good things.

PATE is determined to spotlight authors who are combating negativity through books, no matter the genre or format. What matters is that the subject is upbuilding and it brings about

positive feelings, interactions, or change.

Teachers and educators deal with a multitude of challenging classroom situations on a daily basis. These educators are remarkable blessings and when they enter our lives when we are children, they have the opportunity to mold us and create a foundation of who we will soon become. I remember my favorite teacher and the little things she did that made a huge impact in my life. It was that teacher who implanted the idea of becoming an author into my head. We should never underestimate our teachers and educators. Most of them do this work for the love of teaching, not the money or recognition. This makes them even more precious.

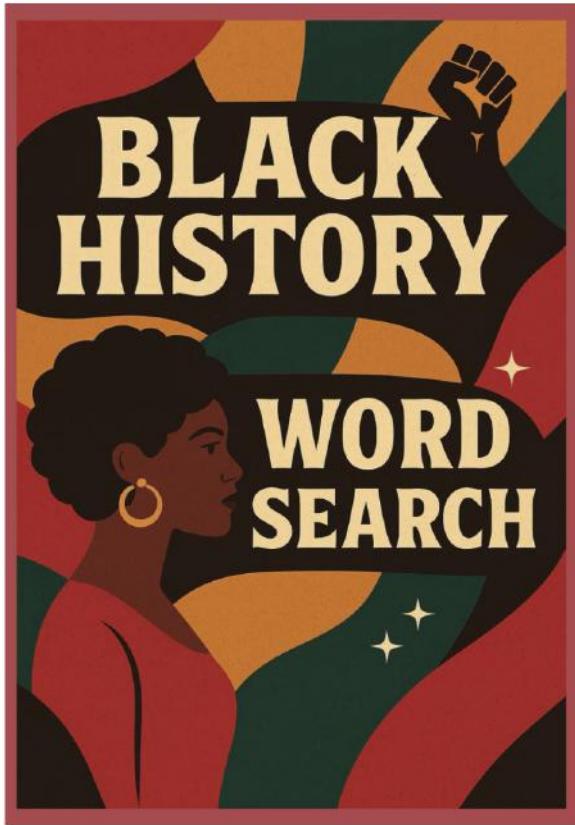
PATE is also drawing attention to those persons with an entrepreneurial spirit. Large companies have publicity departments and campaigns but smaller, growing businesses may need help in this area. PATE is here for them. We want the world to know about your service or product, whether you are just starting or have been in business for years.

Our team is happy to shine a light on these authors, teachers and entrepreneurs.

## Welcome to POSITIVITY and VISIBILITY!

Truly,  
*LJ Thomas*

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Celebrate Black excellence through fun and meaningful word search puzzles.

**Black History Word Search Puzzle Book** highlights the achievements, resilience, and impact of Black leaders, artists, inventors, and changemakers throughout history.

Inside, you'll find **55 engaging puzzles** featuring influential figures and events from civil rights movements, science, literature, music, sports, and more. From iconic milestones to lesser-known heroes, each puzzle offers a unique and educational journey through Black history.

Perfect for **students, educators, families, and lifelong learners**, this book is designed to both inspire and inform. Whether used in the classroom, during family time, or for personal reflection, it's a powerful way to honor a legacy of strength, culture, and progress.

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Puzzle #2

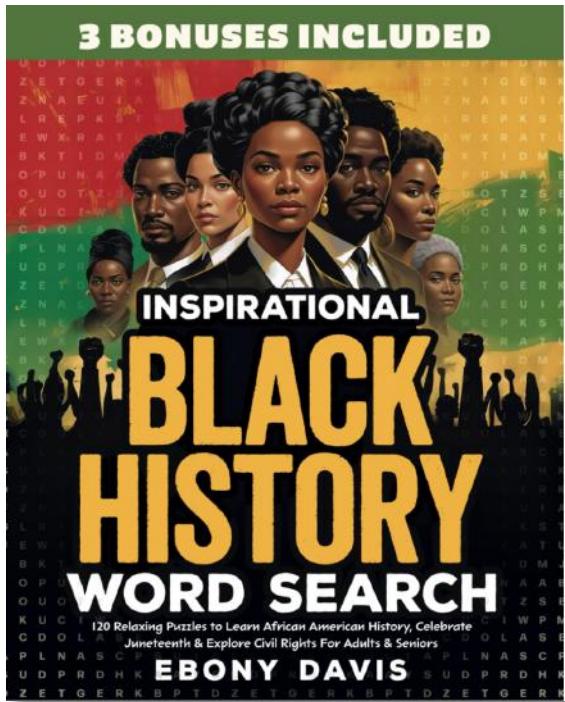
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ROSA  
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BUS

BOYCOTT  
MONTGOMERY  
SEAT

PROTEST  
QUIET  
CHANGE

Sample word search. This is what you can look forward to in this book.



👉 Discover 120 Inspirational & Relaxing Puzzles To Learn African American History, Celebrate Juneteenth, And Explore Civil Rights — While Boosting Your Brain Power



❤️ NEW!! 2026 Edition Just Released + 3 Exclusive Bonuses To Explore Black History & Heritage ❤️

🧠 Keep Your Mind Active & Sharp While Learning Black History & Discovering The Achievements Of Black Leaders, Artists & Innovators 🧠

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📚 Each Puzzle Comes With Fascinating Facts That Turn Relaxation Into Education 📚

👉 Explore The Struggles & Triumphs Of Civil Rights While Strengthening Historical Awareness 🤝

👀 Large-Print Format For Easy Reading — Perfect For Adults & Seniors 👀

### Here's An Example Of What's Inside...

- ✓ 120 Relaxing, Brain-Stimulating, Themed Word Search Puzzles.
- ✓ 120 Fun Facts Woven Into Every Puzzle, Turning Every Solve Into A Moment Of Relaxation, Pride, And Deeper Connection To Black History.
- ✓ 2,400 Unique Words Highlighting Leaders, Juneteenth, Civil Rights, History, And More!
- ✓ Large-Print Format For Stress-Free Reading!
- ✓ A Fun Way To Strengthen Memory, Focus & Cognitive Health.

### Exactly How This Book Will Benefit You...

- ✓ Nostalgic Puzzle Fun That Sparks Conversation, Memory Sharing, And Storytelling Across The Dinner Table.
- ✓ Educational Yet Entertaining Content, Great For Lifelong Learners.
- ✓ Perfect Activities For Adults, Seniors, Caregivers & Family Gatherings!
- ✓ Hours Of Stress Relief & Mindfulness In Every Puzzle.
- ✓ Handcrafted & Purposefully Designed Puzzles With Clean Layouts, Balanced Difficulty, Making Every Page A Joy To Solve.

⌚ 120 Handcrafted Puzzles With 120 Historical Facts — Every page enriches both knowledge and perspective.

⌚ Purposefully Designed For Adults & Seniors — Easy to read, clean layouts & balanced difficulty.

⌚ More Than A Puzzle Book — A historical journey that uplifts, inspires & connects across generations.



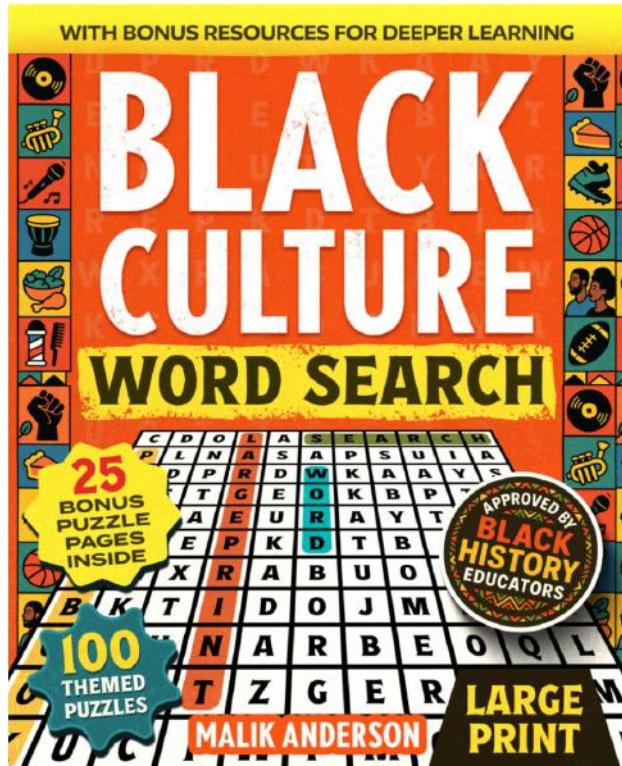
**Black History Month** is a time to celebrate and recognize the contributions and achievements of African Americans throughout history. It is an opportunity to learn about and appreciate the diverse history and culture of African Americans, and to work towards a more inclusive and just society for all.

Help kids learn about History month and the lives of important Black heroes, the moments that made them who they are, and how they made their mark on the world.

♥ **More Than Just a Puzzle Book**—A Celebration of Black History, Icons, and Culture

🎁 **Makes the Perfect Gift** Thoughtful, educational, and fun—a meaningful way to celebrate Black culture while giving hours of screen-free entertainment.

✨ **The Story Behind the Book:**  
Why settle for just another puzzle book? I wanted something that sparks curiosity while celebrating the richness of Black culture. So I paired engaging word searches with bonus content that brings the words to life—music, icons, history, and movements. The result? A puzzle book that's fun to solve *and* meaningful to explore.





Stephanie Gregg  
Photographer + Owner

 [www.smileandreflect.com](http://www.smileandreflect.com)

 [stephanie@smileandreflect.com](mailto:stephanie@smileandreflect.com)

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## At Your Service Media

Photographer | Cinematographer | Editor | Visual Artist |

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adjust your focus."

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According to Google, exposure is a broad term that can refer to a state of being open to something, such as physical contact with a chemical or the weather, or the amount of light that reaches a camera's sensor. **This is the part that is relevant to this article:** It can also mean being subjected to something or making something known, like public attention or a secret being revealed. Traditional media like newspapers and television broadcasts are considered one-way media.

The fact that public awareness is a form of exposure is a good thing for an entrepreneur seeking to be recognized for a product or service. This can come in the form of the media recognizing said product or service in the newspaper, on the radio, or even television. Oh and don't forget about social media as apart of new media.

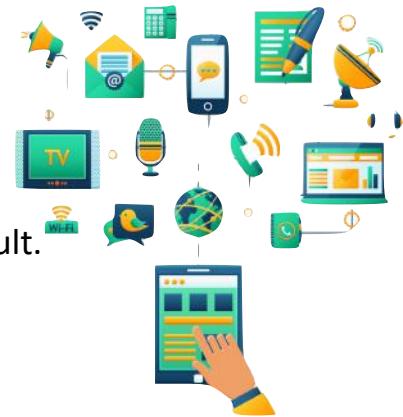
**What is the new media?** This is internet-based and digital communications allowing interactive, user-generated, or on-demand content. As mentioned this includes digital and/or internet based publications, social media, streaming services, mobile apps, blogs, online forums, and podcasts. New media allows for two-way communication and the user can consume or create content.

## Entrepreneurial Tips: New Media

Here are a few examples of new media:

- Online games and interactive entertainment:** video games and other digital interactive entertainment
- Virtual and augmented reality:** Digital experiences that immerse the user
- Streaming services:** Amazon Prime, Netflix, Spotify, Hulu, and more
- Websites/News sites:** Yahoo, Google or forum platforms
- Mobile apps:** Applications or software used on smartphones and tablets
- Podcasts and blogs:** This is content that is in the form of digital audio and written content
- Social media platforms:** Facebook, Instagram, TikTok, and more
- Email and instant messaging:** self explanatory

We now live in a society where watching a TV show, for example, broadcasted at a specific day and time is difficult. This is known as traditional media which has scheduled delivery and is less interactive.



However, being able to watch the exact same content at your convenience or on-demand is a hallmark of new media. It can also allow for real-time updates.

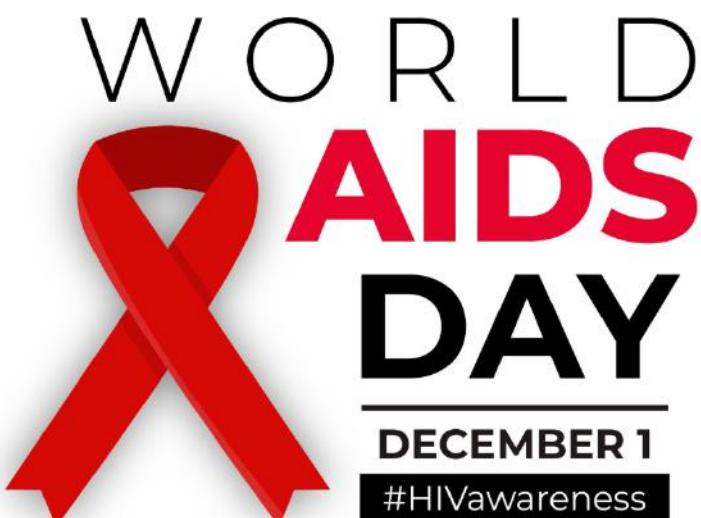
**Media in General:** Google defines media as "...the institutions or organizations that produce and distribute information or entertainment to the public. Some examples of media are newspapers, magazines, books, radio, television, cinema, internet, social media, mobile phones, etc."

The exposure you receive for your product or service via the media can be vast, depending on whether you want traditional or new media. Either way, the exposure will be well worth it. Especially if you are using more than one form of media at a time to maximize your presence. Entrepreneurs help yourself succeed by using new media exposure.



Many years ago, back in the 1990's I remember talking to "Momma Kay" about doing things for the community as apart of an HIV/AIDS support group. I remember discussing problems related to healthcare access, medications, providers and so much more.

I am extremely proud that my friend was on the ground floor of such an important initiative in the area. As I look around thirty years later at the growth of Hope Health and what it has accomplished, I am astounded. **What is Hope Health today?** Take a look: According to the website [www.hope-health.org](http://www.hope-health.org) HopeHealth educates their patients on the importance of having a health care home. As a patient-centered medical home, HopeHealth's medical team works to prevent and detect illness and the early onset of disease, provide routine physical examinations, and promote overall healthy lifestyles. Our health care providers offer access to basic health care services and integrate a range of health resources to provide the very best in patient care, prevention, and support services.



### Our Mission

HopeHealth is committed to excellence through service that exemplifies love for people and passion for their well-being.

### Our Vision

**Serving Others, Giving Hope Changing Lives**

HopeHealth provides a health care home to nearly 85,000 patients and, through our Compassionate Care Fund, we are able to provide specialty care and support to many of those patients with complicated finan

[Hope-Health.org](http://Hope-Health.org) says: HopeHealth provides **integrated health services** for nearly 85,000 patients **in areas** surrounding Aiken, Clarendon, Florence, Orangeburg, and Williamsburg counties. It was founded in 1991 as a grassroots **HIV/AIDS support** organization, and was designated as a **Federally Qualified Health Center** in 2007 to expand its services to include **primary** and **pediatric care**. HopeHealth now has over 100 providers covering **primary care**, **dental care**, **chiropractic care**, **pharmacy services**, **rheumatology**, **endocrinology**, **behavioral health** and **psychiatry**, **pain management**, **substance use treatment**, and **women's health services**.

#### **Working beyond the call of duty.**

Health care services is at the heart of our staff. Many are veterans, guard or reserve members, and volunteers who dedicate hours of care beyond office hours.

#### **Going the extra mile.**

HopeHealth empowers its patients to achieve their health goals by determining underlying causes of poor health and addressing barriers to care.

### Our Values

As an organization, we have defined what we value. We value compassion, integrity, accountability, innovation, and excellence. As employees of HopeHealth and leaders in the community, we are committed to promoting those values.

#### Our Culture

Corporate culture is not who we say we are, it's what we do every day. A culture of excellence is built on a foundation of each person being accountable to the organizational values.

#### Accountability

Our word is our bond: we will do what we say we will do. Under no circumstance will we blame others for our shortcomings. We will acknowledge our mistakes and work to correct them.

#### Integrity

We hold ourselves to the highest ethical and moral standards. We are transparent in our interactions with employees, patients, family members and business partners.

#### Excellence

We commit to offering the best of our time and talent in thorough preparation and execution of the HopeHealth mission.

#### Compassion

We demonstrate through our words and actions a deep empathy for those in need and a strong desire to help alleviate their suffering.

#### Innovation

We commit ourselves to seeking new ways to advance and improve our practice and expand on our successes.

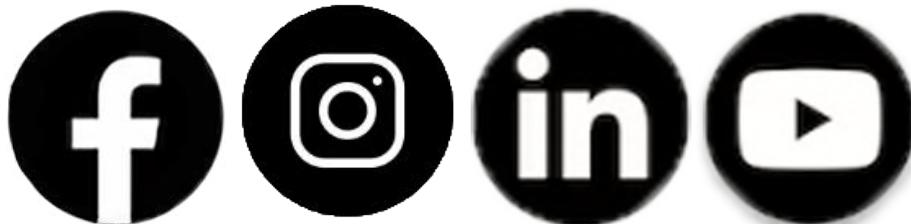
**We take what we do seriously, but we don't take ourselves too seriously.**

Personal and professional development is encouraged. HopeHealth provides our employees education and motivation opportunities throughout the year. Many of our staff members are involved in a variety of outside organizations and activities that promote a lifetime of learning both personally and professionally.

**Because you deserve to get back to being you again.**

Our broad range of services and programs offers patients of all ages ways to connect with community resources and partners with a single goal in mind: improved health. A team of multi-disciplinary providers customizes individual plans for each patient to best achieve his or her health and wellness goals: mind, body, and spirit.

## Educator Feature-Hope Health Educates Community



[www.hope-health.org](http://www.hope-health.org)

**COMING WINTER 2026!**

**Still Free:**

# **Wilson's Legacy Continues**

The documentary telling the history of Wilson school and later Wilson high School. This educational institution was started by the Freeman's Bureau at the beginning of Reconstruction.



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- Monthly reports

**Mission:** To build lifelong readers who will grow into lifelong learners who can educate themselves out of poverty. We are determined to help decrease the illiteracy rate in the state, one child at a time, through reading, writing, mentoring and educational programs focused on winning this war against children. We are starting with the battle for better reading and writing.



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# What is a Disability?

A disability is a physical or mental condition that limits a person's movements, senses, or activities. A Disability is also a disadvantage or handicap, especially one imposed or recognized by the law.

There are three dimensions of disability, which include; impairment, activity limitation, and participation restrictions. Impairment is a loss or abnormality in a body structure or function. However, there are four types of disability: physical, sensory, intellectual/developmental, and mental health/behavioral.



## Breakdown of Disability Types

**Physical disability**: This type affects a person's physical capacity and mobility, which can be temporary or permanent. Examples include cerebral palsy, muscular dystrophy, and spinal cord injuries.

**Sensory disability**: These disabilities affect one or more of the senses, such as sight or hearing. Examples include visual impairment, hearing impairment, and deaf-blindness.

**Intellectual/developmental disability**: This category involves difficulties in areas like learning, communicating, and retaining information. Examples include intellectual disability, autism, and learning disabilities.

**Mental health/behavioral disability**: These disabilities impact a person's thinking, emotional state, and behaviors. Examples include conditions like anxiety, mood disorders, and schizophrenia.

There are 14 disability categories according to **The Individuals with Disabilities Education Act**: (1) autism, (2) deaf-blindness, (3) deafness, (4) emotional disturbance, (5) hearing impairment, (6) intellectual disability, (7) multiple disabilities, (8) orthopedic impairment, (9) other health impairment, (10) specific learning disability, (11) speech or language impairment, (12) traumatic brain injury, (13) visual impairment, and (14) developmental delay.



According to the World Health Organization, [International Day of Persons with Disabilities](#) (IDPD) is a UN day that is celebrated every year on 3 December.

The day is about promoting the rights and well-being of persons with disabilities at every level of society and development, and to raise awareness of the situation of persons with disabilities in all aspects of political, social, economic, and cultural life. WHO joins the UN in observing this day each year, reinforcing the importance of securing the rights of people with disabilities, so they can participate fully, equally and effectively in society with others, and face no barriers in all aspects of their lives.

At its headquarters in Geneva, WHO organizes an annual IDPD event to educate the public, raise awareness, advocate for political will and resources, and celebrate WHO's achievements. In 2022, the WHO launched the Global Report on health equity for persons with disabilities. This report sets forth the approaches and actions that countries can take to address the health inequities that persons with disabilities experience.

There are several ways to recognize disability in a positive way:

-Disability awareness training

1. **Improve Customer Service:** Employees who recognize different conditions will better serve your customers, who may have such disorders.
2. **Learn the Legal Requirements:** Reduce the risk of legal implications or unfair treatment by learning about the [Equality Act 2010](#).
3. **Encourage Open Communication:** Disabled people live with their conditions every day, so training can supply wellbeing support through open communication.
4. **Transform Perceptions:** Reduce unconscious bias and misinformation through an informative training session, which informs your able-bodied staff.
5. **Validate Disabled Staff:** A training session shows disabled employees that their feelings, experiences, and struggles are valid.

Source: [iansyst](#)

- Improve Accessibility & Inclusion
- Recognize Neurodiversity
- Make a Pledge

# February-National Eye Care Month

Care of our body is always important. Since February is National Eye Care month, let's look at why this is something we should take seriously.

National Eye Care Month is observed annually in January. It is a time to raise awareness about the importance of eye health and encourage people to get regular eye exams.

According to Google, during National Eye Care Month, organizations and healthcare providers promote:

[Eye health screenings](#): Encourage individuals to get comprehensive eye exams to detect potential eye diseases early on.

[Glaucoma awareness](#): Glaucoma is a leading cause of blindness, and National Eye Care Month emphasizes the importance of early detection and treatment.

[Healthy eye habits](#): Promote tips for maintaining good eye health, such as wearing sunglasses, taking breaks from screens, and eating a healthy diet.

[Access to eye care](#): Highlight resources and programs available to individuals who may not have access to affordable eye care.

**We are admonished to avoid specific vision problems. These include near or farsightedness, astigmatism, cataracts, macular degeneration, glaucoma, and diabetic retinopathy. There is help available for these issues:**

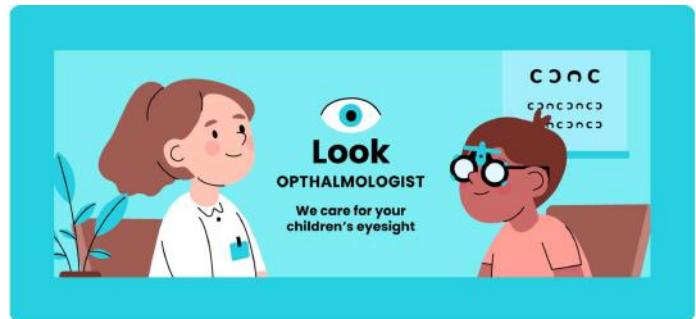
[Diabetic Retinopathy](#)-keep up with habitat support balanced blood sugars, lasers, injections, or surgery are effective. Remember, these things can only work before we have lost vision.

[Glaucoma](#)-We can use medicines, lasers, r surgery to help slow the disease's progressions.

[Cataracts](#)-Consider using a magnifying glass instead of reading glasses. You may also tink about replacing your lightbulbs with brighter one. If the cataract is left to grow, you will eventually need eye surgery to correct the vision.

[Macular degeneration](#)- There ar proven treatment sot slow the progressions of vision loss. Prepare by getting regular eye exams. If there is a family history of macular degeneration, then you should have your eyes examined by the age of forty. In addition, beside to get healthy doses of vitamins C & E, zinc and nutrients like lutein.

[Refractive errors](#): Help is available in the form of glasses, laser surgery, or contact lenses depending on the issue.



[National Eye Care Month](#) is a reminder to prioritize our eye health and take steps to preserve our vision.

There are many things we want to see in life, by putting our eye health first, we can ensure we will be able to enjoy these sights and commit them to memory. Vision loss is a major disability and something many Americans are afraid of. What will you do to make your eye health a priority? Here are a few ideas:

## MAKE YOUR EYES A PRIORITY

**Cornea:** Sight begins here: Light bounces off whatever you're looking at and enters this transparent tissue on the orb's surface, and the cornea bends the light to make the image clearer.

**Iris:** The colored part of the eye (surrounded by the bright white sclera) doesn't just look beautiful—it's in charge of changing the size of the pupil.

**Pupil:** This opening in the iris's center widens to welcome light when it's dark and narrows to restrict light when there's too much, letting us see objects both in daytime and at dusk.

**Lens:** The light bends even more once it hits the lens, which is situated behind the iris. This structure controls focus, letting us take in, say, a field of flowers from far away or a single blossom up close.

**Vitreous humor:** Taking up most of the space between the back of the lens and the retina, this clear gel helps keep the eye rounded and nourished.

**Retina:** The light that comes in via the cornea and through the lens winds up at this tissue in the back. Here, photoreceptor cells (including rods and cones) transform light into electrical pulses. The tiny area in the center of the retina called the macula is responsible for our central vision, giving us the ability to see what's directly in front of us.

**Optic nerve:** The electrical signals travel through the million-plus fibers of this nerve to

### Eye Care Priority Checklist

-**If you're a smoker.** Stop.

-**Cleanliness:** Keep your eyes clean to avoid bacterial infections.

-**Cover your eyes:** Use sunglasses with ultraviolet protection from the sun's harmful rays.

-**Decrease electronic viewing:** This includes electronic devices; computers (desktop, laptops, and tablets), phones, TV's and more.

We are born with one pair of eyes, so it is important to care for them. They are a wonderful feature of our human body that allows us to enjoy many beautiful things. Though we can live without seeing, why risk that when we can do things to prevent being sightless? With the information given in this article, there is no reason for us not to put some of these things into practice. Then we can use our beautiful eyes for as long as possible.



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## Featured Entrepreneur: Tim Waters-Community Grocery



The Community Grocery Store in Florence SC, is a food consortium that includes community members, [Black farmers](#), Churches, SNAP recipients, and a co-op supermarket with shareholders. This store emerged as a “survival mechanism” to address the problem of food deserts created by historical disinvestment and redlining. It provides fresh produce and belongs to the local community, primarily composed of African Americans.

The Community Grocery Store embodies a [holistic](#) approach to [community empowerment](#) by creating meaningful employment opportunities, boosting community development, and addressing systemic food access challenges.

Community members themselves own, manage, and govern the food co-op. “They’re about the collective buying power, the collective political power, and especially the collective people power. Due to historic, systemic disparities in economic resources, Black communities often experience barriers to food sovereignty. Food sovereignty is the right thing for people to define their own food and agriculture systems, and this is inherently bound up with racial injustice.

[Racialized land disenfranchisement](#) is one obstacle to participating in the food system. “We think back into the 1920s when there were nearly 1 million Black farmers in the United States, and now we’re less than one percent of farmers. The Black community experiences limited control within the food system as producers, ripple effects are felt by consumers who face a lack of food access. A study by the [Center of American Progress](#) reports that for over two decades, Black households have been twice as likely to experience food insecurity than white households.

## Featured Entrepreneur: Tim Waters-Community Grocery

In 2023, 34.9 percent of Black households and 7.1 percent of white households experienced [food insecurity](#).

Racial inequalities within land and food access that hinder food sovereignty are built into the mainstream food system. “The conditions which led to a lack of access to food are connected to larger issues,” Darnell Adams, Consultant and Leadership Coach at [Firebrand Cooperative](#), tells Food Tank.

These inextricably linked problems gave rise to The Community Grocery in Florence SC. The market sits in the middle of Downtown Florence, SC within a mile of 27,987 low-income persons.



YOUTUBE.COM

**Black-Owned Community Grocery Store Pushes “In the Community, For the Community” Mission**

Timothy Waters, owner of Community Grocery, a co-op store in Florence, SC. Timothy's mission is to offer a store that showcases brands of products and foods created and cultivated by black vendors. Learn more about his mission and find out how you can be as part of this community co-op

## Featured Entrepreneur: Tim Waters-Community Grocery

Tim gives flowers and offers help on Nov. 8, 2025

<https://www.facebook.com/waters602/videos/1124998179661048>

### JOIN THE MOVEMENT

We believe that when the African American dollar stays in the African American company, communities grow stronger, healthier, and more self-reliant.

That's why we're launching a movement to reach **1 million people** who can each give just \$1 — to keep our store alive, expand our shelf space for Black-owned vendors, and fund the creation of "The Black Amazon" — a national e-commerce platform made for us, by us.



## Featured Entrepreneur: Tim Waters-Community Grocery

Timothy Waters opened a grocery store at 310 N Dargan St, Florence, SC 29506 in 2021. The area where the store is located has been considered a food desert. This means the area has limited access to healthy affordable food. This happens where there is no presence of grocery stores or any other large food retailers.



There are many variables which contribute to limited access for residents, which include things like geographic distance from supermarkets, poverty mobility, low income and more. This is a serious problem because there are impacts that we may not think of according to Google, such as:

- **Health risks:** Diets lacking fresh, nutritious foods can increase the risk of health problems such as obesity, diabetes, and cardiovascular disease.
- **Financial strain:** Limited options can lead to higher costs for the available food.
- **Nutrient deficiencies:** A diet high in processed foods may lack essential nutrients like iron, vitamin A, and iodine.

In order to launch the business, Mr. Waters received [grants](#) and [public funding](#), including incentives from the city. When announcing the offering in early October, the operator declared, “By becoming a co-owner you’ll not only have a say in the store’s decisions, but you’ll also be supporting a business that is committed to addressing environmental, social and economic concerns.”

Mr. Waters has made “the community” his mission. He is making sure residents have access to food by eliminating a food desert and food insecurities with. His business location. Stop by Community Grocery 310 N. Dargan St., Florence, SC 29506 to shop. **You’ll help yourself and the community.**

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# Dictionary vs *Thesaurus*

January 18th is national Thesaurus Day. **What is a thesaurus?** Simply stated, a thesaurus is a list of similar words (Synonyms) and words with opposite (Antonyms) to help find alternative word usage and avoid repetition of the same term.

**What is a dictionary?** This is a list of words in alphabetical order, often with pronunciation and grammatical type. The word is defined so that it can be used correctly.

Dictionary	<i>Thesaurus</i>
Dictionary supplies the meaning, definition, pronunciation, The accepted way of spelling words as it relates to linguistics, and the origin of a word and how it has changed over time.	Thesaurus contains synonyms and antonyms of words or terms regularly used.
Dictionary follows an alphabetical order.	Thesaurus follows an alphabetical order.
The goal of a dictionary is to deliver orthography, pronunciation and the processes and signs that relate to the meaning in language of words in a particular dialect.	The objective of the Thesaurus is to help the writer find and use more suitable terms and avoid the repetition of words.

So, when you're writing your bestselling story and you need to find another way to say "crying" reach for the Thesaurus. It will give you writing more depth and the reader will enjoy it more.

## Nonprofit spotlight- Reading is Fundamental

### What We Do and Who We Serve

We bring nonprofits, employers, and employees from all sectors together to bring about collective social good. From nonprofit organizations to Fortune 500 enterprises and international corporations, nearly 100 charities and more than 200 private and public sector employers use America's Charities services and solutions for workplace giving, Employee Assistance Funds, volunteer campaigns, charitable funds management and distribution, and scholarship award program management.



As a trusted advisor, intermediary and implementing partner for these stakeholders of social change, America's Charities has raised and distributed more than \$900 million for more than 25,000 nonprofits globally and managed more than \$50 million in grants designated to help employees impacted by disasters and other emergencies that create financial hardship.

Each year, America's Charities applies on behalf of its nonprofit members to secure their participation in the Combined Federal Campaign (CFC), state and local campaigns, and private sector campaigns across the country, expanding their access to more potential donors while also providing donor and financial management services designed to lower nonprofit administrative and fundraising costs. The workplace giving, matching gift, and volunteer programs we manage each year for corporate, federal, state, and local government employers, provide a critical source of unrestricted, sustainable funding and volunteer resources that nonprofits rely on each year to keep their doors open and address a wide range of causes including education, environmental protection, human and civil rights, hunger, poverty, research and health services, animal welfare, veteran assistance, and disaster relief. Our Employee Assistance Fund programs and services provide employers increased flexibility around the types of hardships their funds can cover, lower their administrative burdens, and help employees afford unexpected costs incurred as a result of events like medical emergencies, natural disasters, and many other difficult situations.

## Nonprofit spotlight- Reading is Fundamental

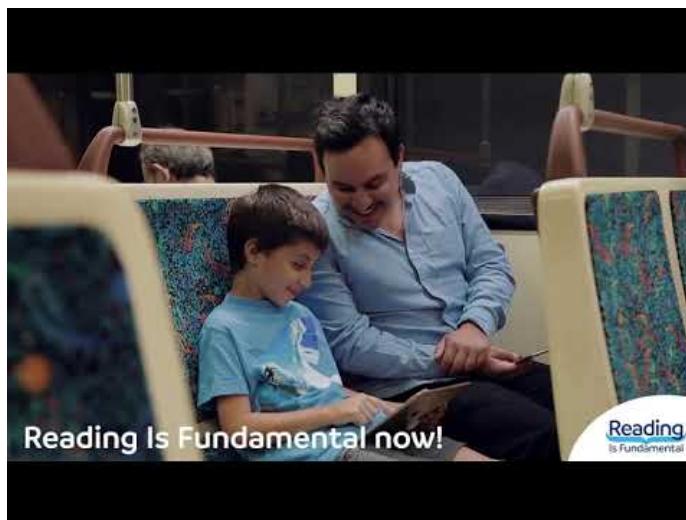
### Impacts

- Since its founding, RIF has reached over 163 million children.
- In Fiscal Year 2022, RIF provided 5.8 Million books and reading resources to children across the country.
- RIF serves children in all 50 states, DC, and U.S. territories.

### Get Involved Through Cause Funds

Designed to empower donors and employers to support America's Charities nonprofit members through workplace giving or as a stand-alone donation option, each fund focuses on a specific cause and features a selection of vetted America's Charities members working directly to address that cause.

Each donation to a fund is distributed equally between the America's Charities nonprofit members featured in the fund. By supporting one or more of these funds, individuals and corporations alike can make a direct, meaningful difference.



Reading Is Fundamental is a [501\(c\)\(3\) tax-exempt](#) public charity dedicated to creating an literate America. This is done through inspiring children to develop a passion for reading. Quality content which makes an impact as well as involving the community in the process to make sure children have the crucial foundational skills for success.

### How Your Workplace Donations & Matching Gifts Make a Difference:



**\$100 - \$250**

#### Total Annual Pledge

(\$5 - \$10 per pay period)

\$250 can help 60 children read.



**\$250 - \$650**

#### Total Annual Pledge

(\$15 - \$25 per pay period)

RIF can provide 100 books for \$400.



**\$780 - \$1300**

#### Total Annual Pledge

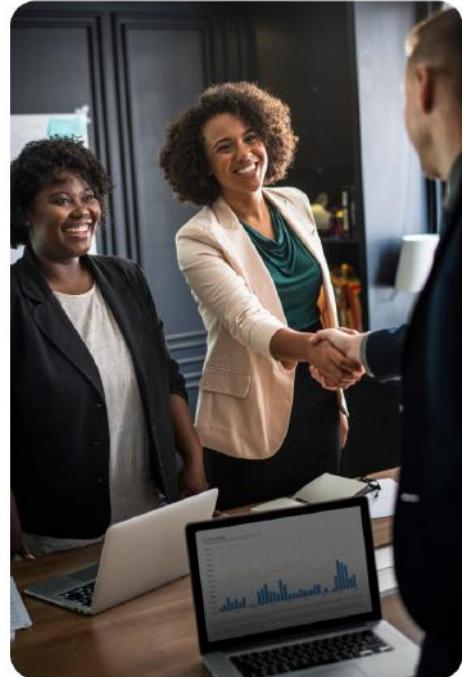
(\$30 - \$50 per pay period)

RIF can provide 250 books for \$1,000.

# Business Advice: The Ebbs and Flows of Business

As a businesswoman, I have experienced every side of ups and downs; ebbs and flows. At times I was unsure how to maneuver and move on. There were a lot of business lessons that I had to learn. My goal here is to share with you some of my learning lessons in an effort to help someone to avoid some of the hard lessons that I had to learn because of the "not knowing."

My name is Marva Brown-Thomas, owner and creator of a national magazine publication, Black Link Magazine. We are a hub for other businesses to advertise with us on a national level and be seen across the U. S. We also offer interviews and features for the everyday citizen to celebrity status individuals. Finally we believe in knowledge sharing. Here are a few points I would like to share.



## **Navigating the Inevitable: Understanding the Ebbs and Flows of Business**

The world of business, much like the ocean's tide or the changing seasons, is a cycle of **ebbs and flows**—periods of bustling expansion followed by necessary contraction and recovery. These fluctuations are an inherent part of the economic landscape, influenced by everything from consumer sentiment to global events. Accepting and planning for these cycles, rather than fearing them as "feast or famine," is crucial for ensuring sustainable, long-term success.

### **Here are 4 Phases of the Business Cycle we deem Important:**

At a macroeconomic level, the economy generally moves through four distinct phases, which individual businesses also experience in their own operations:

- **Growth and expanding:** A period of growth where economic activity is on the rise. Businesses hire more, consumers spend more, and profits increase.
- **Moving beyond your Peak:** The point of maximum growth. Production and prices have often reached their limit, and the market can become saturated, signaling a potential shift.
- **Contraction (Recession):** Following a peak, activity slows. Businesses may reduce production, lay off workers, and consumer spending falls. A prolonged and severe downturn is considered a recession.

- **Managing Trough:** The lowest point of the cycle. Economic activity bottoms out before beginning to stabilize and eventually recover.

While these cycles vary in duration, they all emphasize the importance of resilience and adaptability.

### Strategies for Smooth Sailing

Rather than being caught off guard by the downturns, proactive management can help businesses weather the storms and maximize the high-tide moments.

- **Budget and cash reserve:** During periods of high revenue, it is essential to build an emergency fund or secure a line of credit to cover expenses during slower months.
- **Consistently marketing your business:** A common mistake is to only market during an "ebb". Consistently allocating time to business development activities, even during busy "flows," helps maintain a steady pipeline of prospective clients.
- **Be a diverse entity:** Relying on a single source of income can leave a business vulnerable. Exploring new products, services, or market segments can create stability and reduce dependency.
- **Do not waste your down time:** Quiet periods offer a valuable opportunity to work *on* your business rather than just *in* it. Use this time for strategic planning, staff training, website updates, or process optimization.
- **Monitor Key Performance Indicators (KPIs):** Tracking metrics like revenue, costs, and customer retention can help you anticipate shifts in the cycle and adjust strategies accordingly.
- **Always be willing to learn from others:** An informal or formal board of advisors can provide an outside perspective and offer support during both good and challenging times.

The ebbs and flows of business are a natural rhythm of growth and rest. By understanding these dynamics and planning ahead, entrepreneurs can transform potential instability into an opportunity for growth, innovation, and long-term resilience.

Contact us today

Marva Brown-Thomas

CEO/Founder

Black Link Magazine, LLC

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## About PATE Magazine

**Issue Schedule:** every March, June, September, and December on the 1st of the month

**Mission:** Our mission is to open the eyes of the world to the positive authors, teachers and entrepreneurs via articles, advertising and interviews.

**Vision:** We envision a shift in society to embrace the positive aspects of these professions.

**Summary:** PATE is a quarterly digital magazine dedicated to the visibility of positive authors, teachers/educators, and entrepreneurs. While things are happening around us everyday, we are not always presented with something that is positive. PATE Magazine will chance this. Each issue will only feature positive this is intentional.

This means authors, books, brands, businesses, educators, entrepreneurs, organizations, products, services, and teachers are featured within our pages. In addition, we have advertising and sponsorship opportunities. We offer classified ads all the way up to 2-page spreads. As a digital publication, audio, hashtags, links and video are included within the articles.

Our distribution is global via social media, websites and more. We also offer opportunities for translation into other languages (French, Spanish and potentially Swahili).

A perk of being published in the magazine is the opportunity for an interview on one of our other promotion platforms distributed via Amazon Fire TV (Roku and additional outlets coming soon).

PATE Magazine is a member of the Purely Positive Network media company. While there are a number of publications geared to these target groups, this is the only publication which also gives the person the option of interviews on podcasts, in other magazines and radio as an added benefit to their feature article. Pate is unique in the way we bring visibility. As such, our expertise in this arena is sought after and this is the reason the magazine was started.

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## What's Going On? December-February

**December:** Well this is the last month of the year and there is much to look forward to in December.

[National Safe Toy and Gifts Month](#)

[National Sharps Injury Prevention Month](#)

[Seasonal Depression Awareness Month](#)

**1st** [World AIDS Day](#)

**2nd** International Day for the Abolition of Slavery

**3rd** [International Day of Persons with Disabilities](#)

**4th** Wildlife Conservation Day

**5th** [International Volunteer Day](#)

**7th** National Letter Writing Day

**8th** [Green Monday](#)

**9th** International Anti-corruption Day

**10th** [Human Rights Day](#) [Nobel Prize Day](#)

**11th** International Mountain Day

**12th** International Universal Health Coverage Day

**13th** [National Day of the Horse](#)

**14th** Worldwide Candle Lighting Day

**15th** [Bill of Rights Day](#)

**16th** National Chocolate Covered Anything Day

**17th** Wright Brothers Day

**18th** National Twin Day

**19th** [National Ugly Sweater Day](#)

**20th** International Human Solidarity Day

**21st** [National Crossword Puzzle Day](#)

**22nd** National Short Person Day

**23rd** National Roots Day

**24th** The Feast of the Seven Fishes

**25th** [Christmas Day](#)

**26th** [Kwanzaa](#)

**27th** [National Fruitcake Day](#)

**28th** National Call a Friend Day

**29th** Still Need To Do Day

**30th** [National Bacon Day](#)

**31st** National Make Up Your Mind Day



## What's Going On? December-February

**January:** the the first month of the year. The first month with thirty-one days and so much more.

Click the links to discover something new.

[National Glaucoma Awareness Month](#)

[Cervical Cancer Awareness Month](#)

[Career & Technical Education Month](#)

[National Eye Care Month](#)

[National Mentoring Month](#)

**1st** [Emancipation Proclamation Anniversary](#)

**2nd** [World Introvert Day](#)

**3th** [International Mind-Body Wellness Day](#)

**4th** [World Braille Day](#)

**5th** [National Bird Day](#)

**6th** [National Cuddle Up Day](#)

**8th** [National Bubble Bath Day](#)

**9th** [Law Enforcement Appreciation Day](#)

**11th** [National Human Trafficking Prevention Month](#)

**12th** [National Pharmacist Day](#)

**13th** [Korean American Day](#)

**14th** [World Logic Day](#)

**15th** Martin Luther King's Birthday

**16th** [National Nothing Day](#)

**17th** [Prohibition Begins](#)

**18th** [National Thesaurus Day](#)

**19th** [National Popcorn Day](#)

**20th** [Martin Luther King Day Civil Rights Day](#)

**21st** [National Hugging Day](#)

**23rd** International Integrative Health Day

**24th** International Day of Education

**25th** [National Irish Coffee Day](#)

**26th** [National Spouses Day](#)

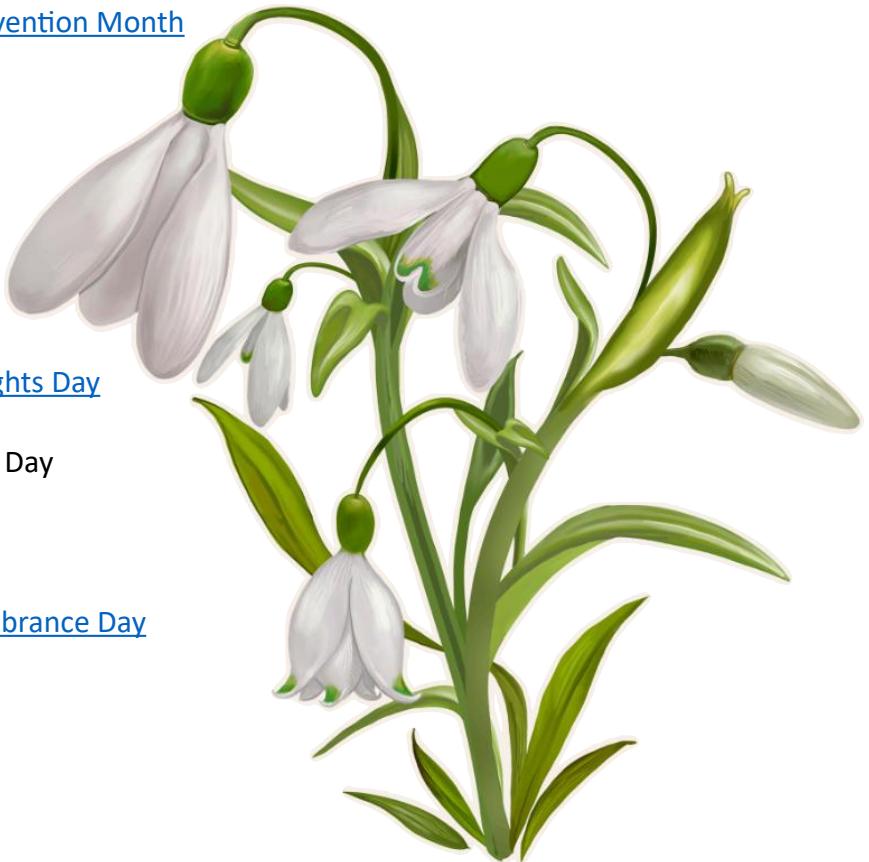
**27th** [International Holocaust Remembrance Day](#)

**28th** National Lego Day

**29th** [National Puzzle Day](#)

**30th** National Croissant Day

**31st** National Hot Chocolate Day



## What's Going On? December-February

**February:** is the shortest month of the year, but it is packed with days we should be aware of. Take a look.

[Teen Dating Violence Awareness Month](#)

[American Heart Month](#)

[Black History Month](#)

[Library Lovers Month](#)

**1st** National Freedom Day [Black History Month](#)

**2nd** Groundhog Day 2025

**3rd** National Women Physicians Day

**4th.** [World Cancer Day](#) [Rosa Parks Day](#)

**5th** National Signing Day

**6th.** [Women's Voices Now](#)

**7th.** [Safer Internet Day USA](#)

**8th.** [Art Sphere Inc.](#)

**9th.** National Pizza Day

**10th.** [International Epilepsy Day.](#)

**11th** [International Day of Women and Girls in Science.](#)

**12th** Hug Day

**13th.** Galentine's Day

**14th.** [International Book Giving Day.](#)

**15th.** [International Childhood Cancer Day](#)

**16th.** National Almond Day.

**17th** Random Acts of Kindness Day

**18th** [Pluto Day.](#)

**19th.** International Tug of War Day

**20th** [World Day of Social Justice](#)

**21st** International Mother Language Day

**22nd** [World Thinking Day](#)

**23rd.** National Banana Bread Day

**25th.** National Clam Chowder Day

**26th.** [National Letter to an Elder Day](#)

**27th** World Non-governmental Organization Day

**28th.** [Rare Disease Day](#)



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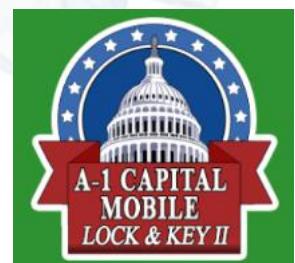


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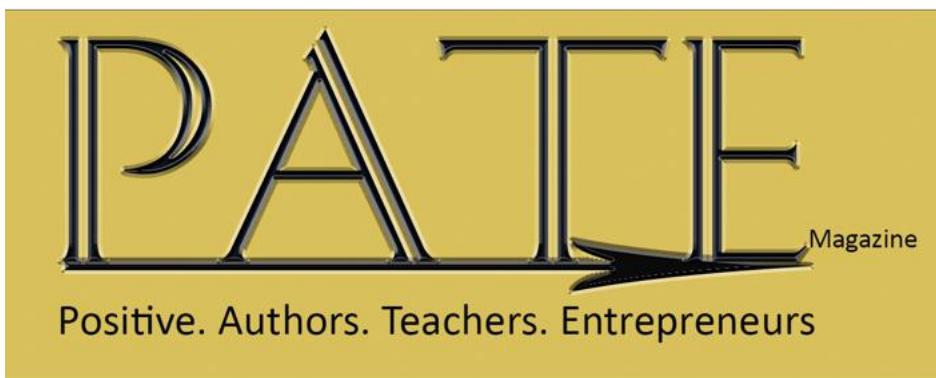
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# Winter Edition

of PATE Magazine

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