



*An Ode to Waldo*  
*By: Mildred N. Jeff*

How many poems has he written, how many people has he praised  
How many jobs were completed, how many children has he raised

He's given so much to the welfare of others  
A real Social Worker is he  
Always available to push and direct you  
An educator right down to a T

The work he has done is varied and stressful  
His health took a toll for the cause  
Still he continued to work and never looked back  
Or everything would have been lost

Material wants have never impressed him  
His mind is rarely on "Things"  
He is mostly concerned with the building of people  
And the strength that integrity brings

He loves all the children both others and his  
He's generous sometimes at all cost  
Nobody can tell him his children don't love him  
Without them he surely is lost

Some say he will get all the merits he earned  
But to him that's no longer the goal  
He's happy and content with what he has learned  
And to know that the Lord blessed his soul

So don't look for Waldo when its time to depart  
He won't be around taking notes  
He'll be advising St. Peter, St. Paul and the rest  
With his wisdom, his smile and his jokes.



*Place of Rest*

Tuesday, May 29, 2024  
11:00 am  
Spring Grove Cemetery  
4521 Spring Grove Avenue, Cincinnati, Ohio 45232

*Pallbearers*

Mose Cartier                      Patrick Cartier  
Robert Killens                      Jabril Cartier  
Carlos Jeff, Jr.                      Damon Lombard  
Robert Killens

*Honorary Pallbearers*

Jerome Smith                      Khalfani Jeff  
Mike Davis                      Willie Johnson  
Byron Jeff                      Robert Emelle  
Clyde Dyson                      Edwin Lombard  
Fred Johnson                      Steve Boyard  
Theodore "Teddy"  
Pierre, Jr.                      Justin LeBlanc  
Thomas Coleman                      Black Men Of Labor  
Skip Grant                      Carl Galmon  
Michael Fuller                      Robert Hall  
Anthony Barber                      Bill Madison  
Peter Matthews                      Ivan Taronji  
Jonathan Irizary

*Repast*

Following Service  
Church Of The Resurrection  
1619 California Avenue, Cincinnati, Ohio 45237

*Acknowledgements*

The family wishes to acknowledge with deep appreciation the many expressions of love, concern, prayers, and kindness shown to them during this hour of bereavement.  
May God Bless and Keep You!  
- The family of Waldo Bernard Jeff



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2625 Gilbert Avenue , Cincinnati OH 45206  
Telephone 513.251.6200 www.HerbWalker.com

*Celebrating The Life and Spirit of*



*Waldo Bernard Jeff*

May 18, 1940 - May 20, 2024



*Saturday, May 25, 2024*

Visitation: 10:00 am - Funeral Service: 11:45 am

*Church Of The Resurrection*

1619 California Avenue | Cincinnati, Ohio 45237

rev. Peter E. Matthews, Officiating

# Obituary

Waldo Bernard Jeff was born on May 18, 1940, in New Orleans, Louisiana to the late Morris F.X. Jeff Sr. and Thelma Evans Jeff. His father was a civic leader and first-ever Black Executive in New Orleans City Government as Head of the New Orleans Recreation Department Colored Division (NORD). His mother was a teacher. Waldo was a tireless advocate for diversity and inclusion, social justice, and equality who leaves behind significant contributions to U.S. Civil Rights Movement; including the development of strategies for the Congress of Racial Equality (CORE) and the Freedom Rides, participation in the historic March from Selma to Montgomery, and a staunch commitment to combating inequality and oppression throughout his career.

Raised in the Lafitte Projects, Waldo's journey of service began early. From the age of 10, his work experience began with selling peanuts and pralines at local sporting events, including the Sugar Bowl, with his older brother, Morris Jeff Jr. He attended high school at Xavier Preparatory School where he was an academically gifted student-athlete, utilizing his diverse education to empower youth and adults alike. He graduated with honors and went on to play football at Michigan State University and Trinidad Junior College where he earned an Associate Degree in Physical Education (P.E.). He would go on to earn a Bachelor's degree in P.E. at Colorado State University, and a Master's degree in Social work from Atlanta University (AU), where his accomplishment as AU's first Merrill Presidential Scholar, led him to the London School of Economics. There he earned a Certificate of Social Welfare Administration. Waldo's accomplishments spanned across the USA and internationally, demonstrating his exceptional versatility and dedication to education and service.

After graduate school, Waldo moved to New York City. There, his career was marked by significant leadership roles including Director of the Welfare Rights Organization, Director of Counseling for the Search for Education, Elevation, and Knowledge (SEEK) program at Queens College, and most notably as partner of one of the first Black-owned franchises, All-Pro Chicken. His expertise was later sought by Procter and Gamble (P&G), and in 1976 he moved his family to Cincinnati, Ohio, where he joined P&G's Human Resource team. He was a staunch advocate for all P&G employees throughout his tenure, with his final contribution aiding P&G's Gay, Ally, Bisexual, and Lesbian Employees (GABLE) which provided same-sex/partner benefits. His work was subsequently highlighted in the documentary "Out of the Shadows: Risking Their Careers in the Name of Equality." Waldo retired in 2001, yet remained a dedicated coach, mentor, and advocate to hundreds of P&G employees of all backgrounds. His contributions and impact still exist today.

Waldo's commitment to education extended beyond his professional role. He worked with the Cincinnati Public Schools Board of Education (CPS) to address academic challenges faced by student-athletes at Withrow High School.

Waldo's innovative approach, engaging math and science majors at P&G for one-on-one tutoring significantly boosted students' SAT scores through the Linking Education and Athletic Programs (LEAP). He led United Negro College Fund (UNCF) campaigns at P&G, raising substantial funds, and volunteered extensively with high school students, providing tutoring, college application assistance, and support for first-generation college students. He also chaired the Local School Decision-Making Committee (LSDMC) for Withrow High School and served as an education consultant for CPS.

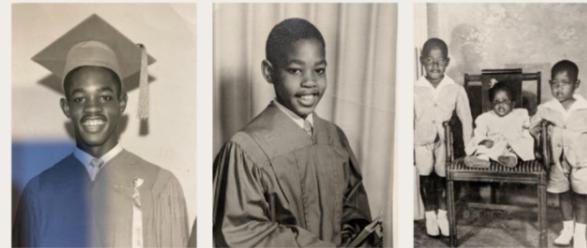
His community involvement was vast, including membership on the City of Cincinnati Planning Commission, contributions to the Beechmont Community Development Center, and Housing Opportunities Made Equal (HOME).

Finally, he was an amazing patriarch and family man. He exemplified leadership and protection for everyone, always giving 100% of who he was, no matter who was in need. His encouragement, counsel, and love will remain his biggest gift of all, and his legacy will remain in their hearts and minds forever.

Waldo was preceded in death by his parents Morris F.X. Jeff, Sr. and Thelma Evans Jeff, his brother, Morris F.X. Jeff, Jr. and two grandsons, Cameron Xavier Jeff, and Bryce Caden Jeff.

He leaves to treasure his memory: his beloved wife, Mildred Nival Jeff; his sister, Jolene M. Jeff; 5 children, Carlos Jeff, Jolaina Jeff-Cartier (Mose), Laura Fuller, Rita Negron, and Monet Davis; 14 grandchildren; and a host of great-grandchildren, extended family, and friends.

He lived by the words of Luke 12:48: "To whom much is given, much is required," a testament to his life's mission of service and justice. His profound impact on countless lives will be remembered and cherished.



# Order of Service



## Preacher

- Musical Interlude .....
- Last Viewing ..... I Shall Wear A Crown
- Opening Procession ..... I'll Fly Away
- Sign of the Cross/Greeting .....
- Sprinkling With Holy Water .....
- Placing of the Pall .....
- Opening Prayer .....
- Reading I ..... Wisdom 3: 1 – 9
- Responsorial ..... Psalm 27: 2 – 4, 13 – 14
- Reading II ..... 1 Corinthians 15: 20 – 26
- Gospel Acclamation .....
- Gospel ..... John 14: 1 – 6

Cayla Jeff  
God Is

Taste and See  
Don't Cry For Me

Just A Closer Walk