

IN LOVING MEMORY
OF
William L. Broadaway



Sunrise:
December 19, 1947



Sunset:
November 4, 2025

Tuesday, November 18, 2025

Family Hour: 10:00 a.m. ~ Service: 11:00 a.m.

From the Heart Church Ministries®

4949 Allentown Road | Suitland, Maryland 20746

Bishop John A. Cherry, II - Pastor

OBITUARY

William “Bill” Louis Broadaway entered this world on December 19, 1947, in Wadesboro, North Carolina, born to the late Arlee Fulton and Naomi Broadaway Sturdivant.

Bill, the eldest of four siblings, was lovingly raised by his devoted grandparents, the late Lonnie Clarence and Maude Tyson Broadaway.

Throughout his life, he was affectionately known by different names among family and friends. To colleagues and many loved ones, he was simply “Bill.” Close relatives called him “Poppy,” a nickname gifted by his granddaughter, Sydney. Among his family in the South where he grew up, he was commonly known as “Broad.”

Bill graduated from East Polkton High School in his hometown of Wadesboro, North Carolina, and furthered his education at Johnson C. Smith University, a renowned historically Black college in Charlotte. There he earned a business administration degree in economics. In 1966, he was initiated into Kappa Alpha Psi Fraternity, Alpha Epsilon Chapter.

Bill enlisted in the United States Coast Guard in 1969, where he achieved the rank of Chief Warrant Officer. Following his military service, he continued his career with the federal government in contracts and acquisitions. Altogether, his military and civilian service spanned more than four decades.

On January 10, 1970, Bill married the love of his life, Jessie Mae Dillard, in Charlotte. Their loving partnership spanned 55 years, during which they were blessed with two children, Michael and Keisha.

In 2001, Bill and Jessie joined From the Heart Church Ministries in Maryland, where they embraced the Word of God and lived it out with devotion. Together, they faithfully served in the Missions and Usher Ministries for many years until his health began to decline.

In his leisure time, Bill found joy in driving, camping, landscaping, performing handy work, listening to Motown music, spending time with family, and lending a helping hand to those in need.

Bill’s great and genuinely kind nature touched the lives of everyone he met. He was a patient man, possessing both outstanding character and wonderful generosity. A proud and protective figure, he was a provider who worked tirelessly to ensure the well-being of those he loved. Ultimately, he will be remembered as an incredible and special individual whose enduring memory continues to inspire everyone he knew.

Bill leaves to cherish his memories, his devoted wife, Jessie; son, Michael (Arnelda) Clarence Broadaway; daughter, Keisha (Raymond Jr.) Rene’ Roach; grandchildren, Sydney Allen and Roman Roach; brothers, Arlee (Florence) “Pokey” Sturdivant and Bobby (Valencia) Sturdivant; his aunt, Ruth (John) Ballard; four more sisters-in-law; two brothers-in-law; and a host of nieces, nephews, and friends.

Bill was preceded in death by his brother, Ricky Sturdivant.

ORDER OF SERVICE

Invocation

Congregational Hymn *“O How I Love Jesus”*

Scripture Reading

Old Testament: Psalm 23

New Testament: II Timothy 4:6-8

Prayer of Comfort

Selection *Mr. Zedric Teague*

Acknowledgements

Remarks

Maryland State Delegate Marvin E. Holmes, Jr., Family Friend

Dr. Traci Birckhead, Family Friend

Ms. Makeda Richardson, CEO & Coach, Rock Steady Boxing

Mr. Percell Walker, Sr., Family Friend

Mr. Roman Roach, Grandson

Obituary (Read Silently)

Song of Preparation *FTH Psalmist*

Message of Hope *Reverend Justin K. Young*

Call to Christ

Recessional

Interment

Cheltenham Veterans Cemetery

11301 Crain Highway

Cheltenham, Maryland 20623

Wednesday, December 10, 2025

SENTIMENTS

Our Bill (Honey, Poppy)
By Geraldine Smith-Walls

There are more than a few facts that could be shared about our Bill.

Facts that many of you may already know are true.
He would labor continuously at every assigned task,
Until he successfully completed what he was assigned to do.
He had his own quiet way of getting what he wanted done.
However, at the end of the day, he had done it his way.
And the battle was already won.

His life, purpose, and ambition were defined by the life that he lived.
Thanks to two loving, nurturing, hard-working, and God-Fearing Grandparents
Who willingly stepped up, when needed, and reared him with all they had to give.
Although they knew the way would not be easy, their Faith conquered their fears
And together they guided "Our Bill" through his growth and development years.
He matured into a tall, slim, handsome, intellectually gifted, and relentless go-getter.
For him, High School was great, but College was even better!

He entered Johnson C. Smith University, a notable HBCU, in nineteen sixty-five.
He conquered the challenges of College Life and was proud of how he thrived.
Nineteen sixty-nine was a decision-making time
Basically, what to take away and what to leave behind.
Bill proudly walked away with his College Degree in Economics, everything Kappa, and of course, Jess.
Certainly, Jess, because to him, she was one of a kind.

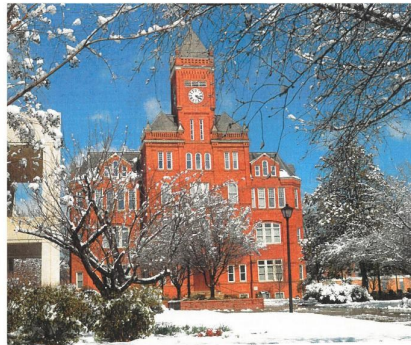
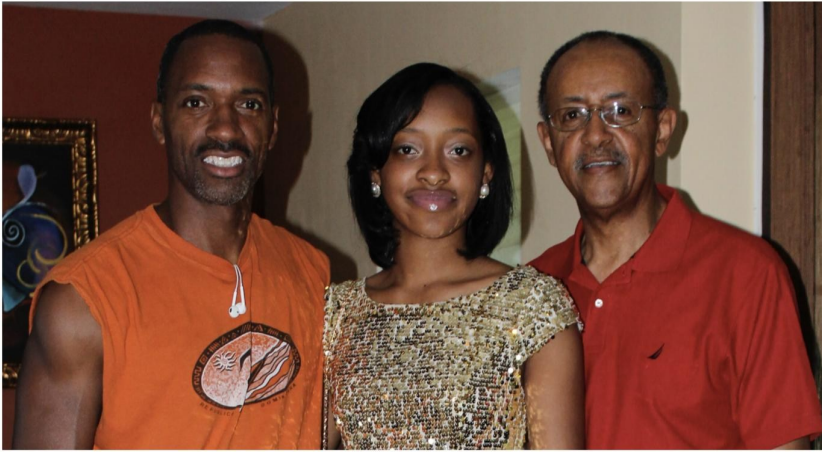
As a budding young career seeker and family man, Bill made good choices.
His career choices allowed his light to shine and his expertise to glow.
That feat alone solidified his determination
To strive and conquer until he reached his ultimate destination.
His specific goal in life was to be the best man that life afforded him to be
For his descendants, Michael and Sydney, Keisha and Roman, and his wife for life, Jessie.

His goal in life was to be the man that God created him to be.
A man who was willing to correlate his life with God's Commandments.
One who was enshrouded in the Fruit of the Spirit, which always helped him cope.
A man who knew what love meant and what love was.
A man who was gift-wrapped in Faith, Love, Integrity, Courage, Enthusiasm, and Hope.

A man who was adamant about making his "Old Ship of Zion" appointment on time.
That's "Our Bill," "Our Honey," "Our Poppy," who wore his life's suit extremely well.
Whether anyone whose life he has touched can rightfully claim the same.
We merely know that only God and time will tell!

With Love,
The Family





Biddle Hall
Johnson C. Smith University





Congregational Hymn

O HOW I LOVE JESUS

There is a Name I love to hear, I love to sing its worth;
It sounds like music in my ear, The sweetest Name on earth.

Chorus

O, how I love Jesus, O, how I love Jesus,
O, how I love Jesus, Because He first loved me!

It tells me of a Savior's love, Who died to set me free;
It tells me of His precious blood, The sinner's perfect plea.

Chorus

It tells of One whose loving heart Can feel my deepest woe,
Who in each sorrow bears a part, That none can bear below.

Chorus

Acknowledgements

The entire Broadway family sincerely thanks all of you for your prayers, comfort, love, and support. Your many acts of kindness and expression of heartfelt sympathy have been a blessing to us. May the Lord Jesus Christ bless and keep you in perfect peace!

To the Anne Arundel Medical Center nursing staff and Luminis Health & Gilchrist hospice team, Thank You for the excellent care you provided my husband and beloved father. We greatly appreciate the warmth and compassion shown to us during his stay.

To the FirstLight Home Care of Bowie staff, Thank You for all the loving care and kindness that you showed my husband, Bill. I am forever grateful to you and will cherish you forever.

In lieu of flowers, contributions to Parkinson's Foundation (www.parkinson.org/MidAtlantic) would be appreciated

Pallbearers

Family and Friends

Flower Bearers

Family and Friends

Services Entrusted To:

*Wiseman Funeral Home and Chapel
4591 Allentown Road
Suitland, MD 20762*