

APPENDIX V – 217



Photo by Timothy Greenfield-Sanders

UNCF IS FIGHTING FOR A GOOD EDUCATION FOR ALL AMERICANS PLEASE JOIN US

Thank you for your interest in investing in UNCF to help students go to and through college.

As you have seen, we do a lot—every year 55,000 students attend our member HBCUs, and we award more than 10,000 scholarships. But many more qualified young men and women need a college education—if only we had more scholarships to award.

That's where you come in.

Students look to UNCF for the help they need. And UNCF looks to you.

Please contact one of our many local offices across the country and work with us to make a difference in the lives of deserving students. Or, go to UNCF.org, and click on the DONATE button to invest in Better Futures.®

Our students are the return on your investment. They are your dividends.

Michael L. Lomax, Ph.D.
President and CEO, UNCF

UNCF OFFICES

Atlanta	404.302.8623
Birmingham	205.322.8623
Boston	617.227.0937
Charlotte	704.377.8625
Chicago	312.845.2200
Cleveland	216.781.8623
Columbus	614.221.5309
Dallas	972.234.1007
Detroit	313.873.1500
Ft. Lauderdale	954.527.3315
Houston	713.942.8623
Indianapolis	317.283.3920
Institute for Capacity Building	404.302.8607
Los Angeles	213.639.3800
Minneapolis	612.338.5742
New Orleans	504.581.3794
New York	212.820.0140
Newark	973.642.1955
Orlando	407.896.6940
Philadelphia	215.925.9044
Richmond	804.359.1581
San Francisco	415.956.1018
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INVEST IN BETTER FUTURES®

UNCF: A VISION WORTH INVESTING IN

terrible thing to waste". For decades, this principle has remained at the heart of the UNCF. Now, more than ever, a mind is also "A wonderful investment in."

PROMISE

When you invest in UNCF, you're investing in the 60,000 students who attend college each year and graduate with the tools they need for their success, and that we need them to advance our nation's progress.

Research and cultural outcomes point to a multi-generational impact felt throughout the recipient's life and in the lives of their children and descendants. UNCF doesn't just help to change one life, but they "pay it forward" by having a positive impact on the lives of generations to come.

RECORD OF STUDENT OUTCOMES

Investing in UNCF isn't a leap of faith. Recipients of UNCF scholarship awards consistently reward their investors with high returns.

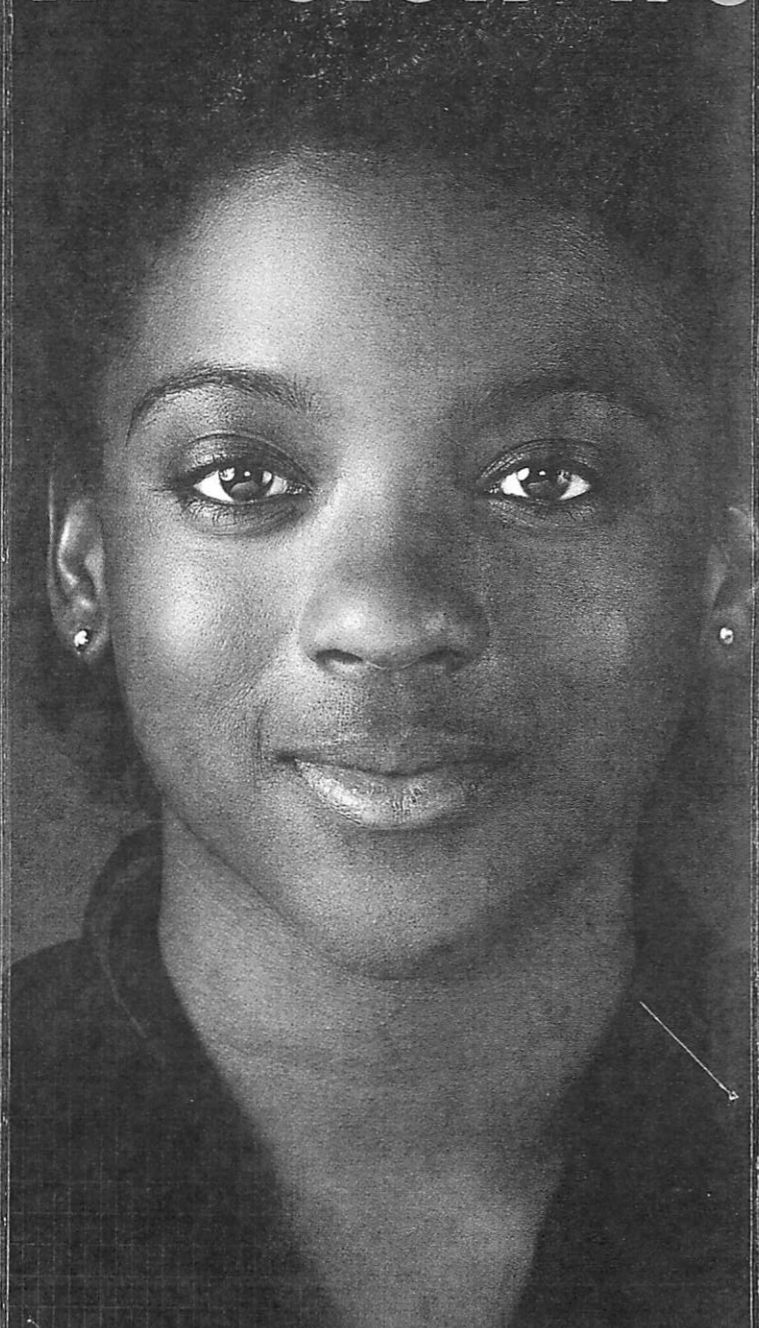
African American scholarship recipients have a 70 percent graduation rate, 11 percentage points higher than the national average and 31 percentage points higher than the average for all African Americans.

For every \$10,000 scholarship that UNCF gives an African American freshman, that student's likelihood of graduating increases by nearly eight percentage points.

87 percent of African American freshmen who received UNCF scholarship in 2006 returned for their sophomore year, compared to 78 percent for all students.

AGENT OF SOCIAL CHANGE

For over 70 years, UNCF has evolved into the largest scholarship provider to minority group members in the United States. UNCF currently awards more than \$100 million a year to more than 10,000 students at more than 1,100 schools across the country, including our prestigious 77 member HBCUs.



WHO WE ARE

2X MORE

\$100 MILLION
IN SCHOLARSHIPS

African American freshmen who receive a \$5,000 UNCF award are almost eight percentage points more likely to graduate. Scaled nationally, that would increase the number of African Americans earning college degrees overall by 15,876 annually.

In more than 70 years, UNCF has had a profoundly positive impact on the lives of millions of minority students, helping more than double the number of minorities attending college.

Annually, UNCF awards more than \$100 million in scholarships, supporting more than 10,000 students at more than 1,100 schools across the country.

WHY YOU SHOULD INVEST

For every **\$10** you invest with UNCF.

...the social return and impact on earnings, crime, poverty and health savings are:

\$102

The ratio of applicants to available scholarships is **10-to-1**

As a direct result of their investment in a child's future, donors' social return on investment is paid in the form of positive social change.

For every one scholarship awarded, there are nine other students who do not receive funding. The need is ongoing. We need investors like you who believe education is for everyone.

OUR ACCOMPLISHMENTS

UNCF GRADUATE

HIGHER EARNINGS
BETTER HEALTH
ECONOMICALLY INDEPENDENT
LESS CRIMINAL JUSTICE CONTACT

2X MORE

NON-UNCF RECIPIENT VS. **UNCF RECIPIENT**

UNCF students who finish college have higher earnings, are healthier, are more economically independent and are less likely to be involved in the criminal justice system.

The graduation rate for students who received UNCF scholarships in 2006 was almost double that of African American college students nationwide.

INVESTMENT OPPORTUNITIES

Help move more African American students to and through college and into Better Futures®

- Invest in scholarships for students of color who need financial assistance to stay in college and graduate
- Invest in the work of HBCUs through our Institute for Capacity Building that aims to drive transformational change in minority higher education by helping UNCF-member institutions increase the efficacy of their institutional enterprise and enable more talented minority students to enroll in and graduate from college
- Invest in our advocacy strategy platform to help build public will and demand in the African American community, both nationally and in targeted local communities, for better K-12 educational options and outcomes
- Invest in our national messaging platforms, e.g., PSA campaign and **UNCF An Evening of Stars®**, that promote a college-going culture and position UNCF as part of the solution to getting more students to and through college
- Invest in UNCF's college access public policy agenda to help shape important federal education policies that affect HBCUs and its students
- Invest in UNCF's Frederick D. Patterson Research Institute, a go-to source of information on the African American educational experience, HBCUs and their value proposition

