



UNCF

A mind is a terrible
thing to waste®

United in the Promise of Black Higher Education

December 2021

**Black colleges
and universities**



**Black and other
marginalized students**



Black and other marginalized students

Aside from the federal government itself, UNCF is the largest provider of college scholarships, supporting close to 10,000 students annually with over \$100 million.

Over the decades, UNCF has helped more than 430,000 college students, not just attend college, but thrive, graduate and become leaders, showcasing excellence across myriad fields and professions.

UNCF also works with school districts and nonprofit partners to support [high school student graduation](#) and [professional development](#) before, during and after college.



AT THE
HEART
OF UNCF

Black and other marginalized students

Our success and the important of our work has attracted investments from like-minded corporate and civic leaders, such as:

- **Best Buy Scholarship Fund**
In partnership with UNCF, Best Buy provides 24+ HBCU students with up to \$20,000 per year for four years while preparing them for tech-reliant careers.
- **Panda Cares UNCF Scholars Program**
Corporation behind Panda Express supports the academic excellence of outstanding students with significant financial need with year-round professional development coaching.

UNCF VITAL ROLES

Fundraiser

Advocate

Storyteller

Innovator

Champion

Overview

UNCF was founded in 1944 to fundraise for all HBCUs and propel Black social mobility through higher education.

Today, UNCF provides resources to 37 private HBCUs, deploying the fundraising heft of 23 regional offices across the country and carrying on the 300+ year tradition of self-improvement and mutual aid.

Recent Wins

Strategic Impact Investment Fund

In 2020, donors invested \$170 million in the UNCF Annual Campaign and \$80 million in our Strategic Impact Investment Fund—an unprecedented effort to support HBCUs and their students. Supporters include Patty Quillin and Reed Hastings, the Lilly Endowment, Martha & Bruce Karsh, Arthur Rock, Credit Suisse, Deloitte and the NBA.

Google Diversity Commitment

Tech giant's largest investment in HBCUs (50 million in total, unrestricted grants of \$5 million each to 10 institutions) to help fortify technological infrastructure, curriculum and career support programs.

Mayor's Masked Ball

UNCF's premier social event hosted by each city's luminaries raise millions each year for Black college student scholarships.

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Overview

We are committed to protecting better futures for Black and other students of color, as well as the colleges and universities they attend.

Which is why we work relentlessly at the federal level to ensure Black students in K-12 and higher education systems, HBCUs and minority-serving institutions remain at the top of the agenda whenever education priorities and investment strategies are set.

Recent Wins

The CARES Act

Passed in 2020, the Coronavirus Aid, Relief, and Economic Security Act provided \$1 billion to HBCUs and MSIs. HBCUs recorded the largest number of applications for these funds to help their students pay off education debt.

HBCU Capital Financing Loan Forgiveness

With bipartisan support already in place for debt relief to an initial group of eight HBCUs, UNCF's advocacy is now focused on an unprecedented \$1.6 billion in Federal Loan Forgiveness for another 45 HBCUs.

The FUTURE Act

Our "Protecting Our FUTURE" digital campaign led to a groundswell of public support, More than 62,000 sent letters and another 3,00 called Congress members to pass H.R. 5363, the FUTURE Act that permanently extends \$255 million in mandatory funding for HBCUs and other MSIs.

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In 1972 UNCF convinced America that **“A mind is a terrible thing to waste.”** In 2013, we followed this memorable line with **“...but a wonderful thing to invest in”** to spur on more giving and support.

As America’s most effective minority education organization, UNCF continues to extend our messaging to new audiences, while producing the research to tell the compelling story of UNCF and HBCU historic fight for racial educational equality.

Recent Wins

The HBCU Effect®

The goal of this research series is to understand, validate and promote the success of HBCUs—all to develop a more just narrative that fully illustrates the value and competitiveness of our institutions. Findings showcase how HBCUs equip Black students with purpose and the skills to improve futures for generations to come.

Prolific Voice for HBCUs

UNCF is the go-to for media seeking people who can speak on behalf of HBCUs. We are a trusted representation of our integral partners because we share a steadfast commitment to educational equity.

We also create media opportunities for HBCUs, such as the “HBCUs: The Path to Prosperity” event made possible through a partnership with Bloomberg Live and “The Story of HBCUs” symposium organized with the Harvard Kennedy School of Government.

UNCF VITAL ROLES

Innovator

Champion

Fundraiser

Advocate

Storyteller

Overview

We've formed a new network of Black colleges and universities committed to disrupting generational poverty.

Together, we're **discovering and building promising and scalable institutional practices** to strengthen academic, operational, and financial performance.

Resulting innovations from powerful cross campus collaborations are shared to all HBCUs, PBIs and MSIs.

Recent Wins

HBCU Transformation Networks

With a \$50 million investment from Lilly Endowment and more from Ascendium, J.P. Morgan Chase and the Bill and Melinda Gates Foundation, UNCF invited 32 HBCUs and PBIs to collaborate on intensive efforts focused on institutional resiliency.

Shared Online Learning Platform

Funds from Bruce and Martha Karsh, Lilly Endowment, Bank of America, Citi Foundation, the Bill and Melinda Gates Foundation and Deloitte are accelerating the development of a shared online platform for community lifelong learning that nurtures Black excellence, honors HBCU history, and invests in our better futures.

HBCU-Focused Communities of Practice

These include the Executive Leadership Institute (Kresge Foundation), a Strategic Finance Institute for CFOs (Walmart Foundation) and Leveraging Big Data to Achieve Equity for researchers (Bill and Melinda Gates Foundation).

WHAT POLITICAL LEADERS SAY:



[HBCUs must] remain the beacons that they've been for more than a century and a half:

Crucibles of learning where students discover their full potential and forge the character required to realize it;

Catalysts of change where young people put their hands on the arc of history and move this nation closer to the ideals of its founding; and the

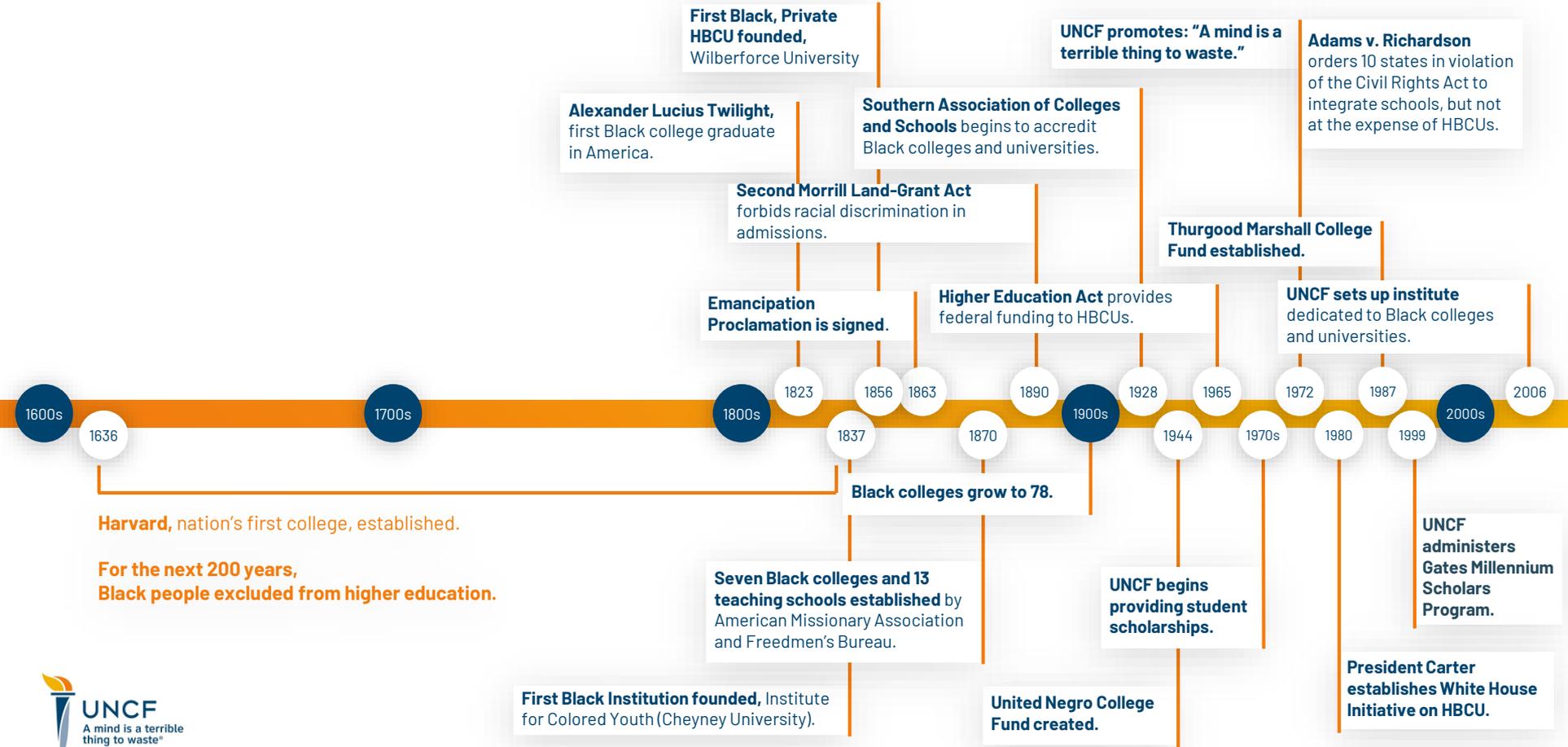
Cradles of opportunity where each generation inherits the American Dream—and keeps it alive for the next.

President Barack Obama



The American History of Black Colleges and Universities 1600s-2000s:

From forced segregation to powering racial equity, social justice and invaluable achievement and excellence across all fields and professions.



From the Office of the President:
Dr. Michael L. Lomax

The work we
do is rooted
in the soil of
this nation.

Lincoln University of Missouri
was founded by the 62nd and
65th US Colored Troops in
January 1865 for the special
benefit of formerly enslaved
people.



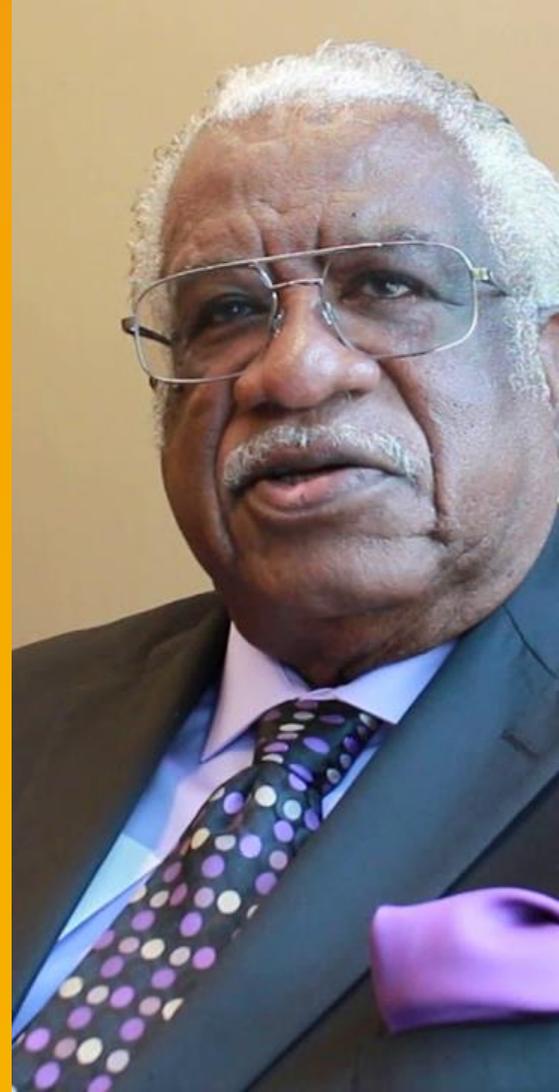
WHAT SUPPORTERS SAY:

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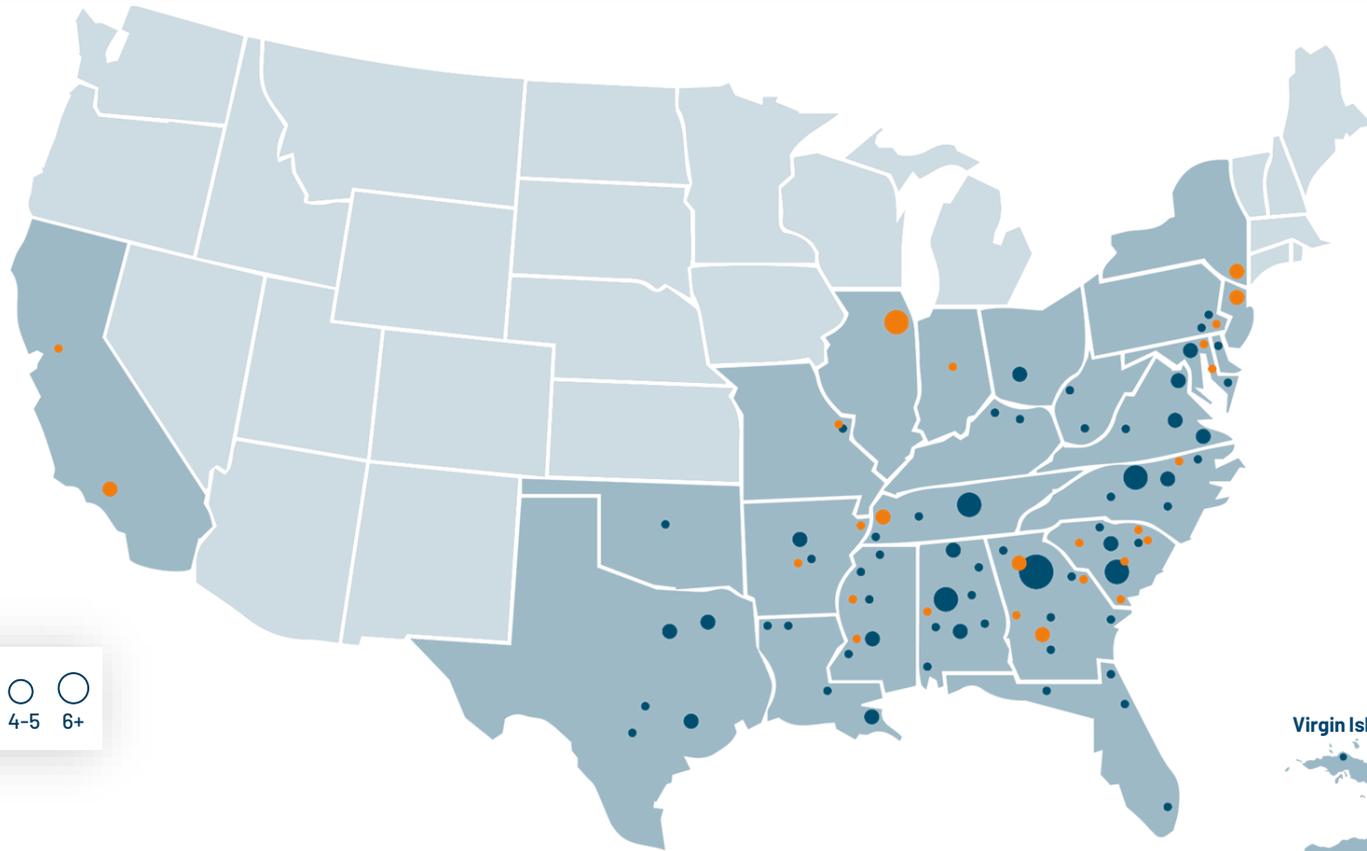
Unlike white institutions, HBCUs have built their colleges and universities while struggling for the right to exist. A dual focus that can be exhausting.

Yet, remarkably, HBCUs have shown naysayers for generations just how to propel Black students to become the leaders our nation needs. Imagine what can result when we center HBCUs to achieve educational equity once and for all.

Dr. Haywood Strickland, Former President of Wiley College

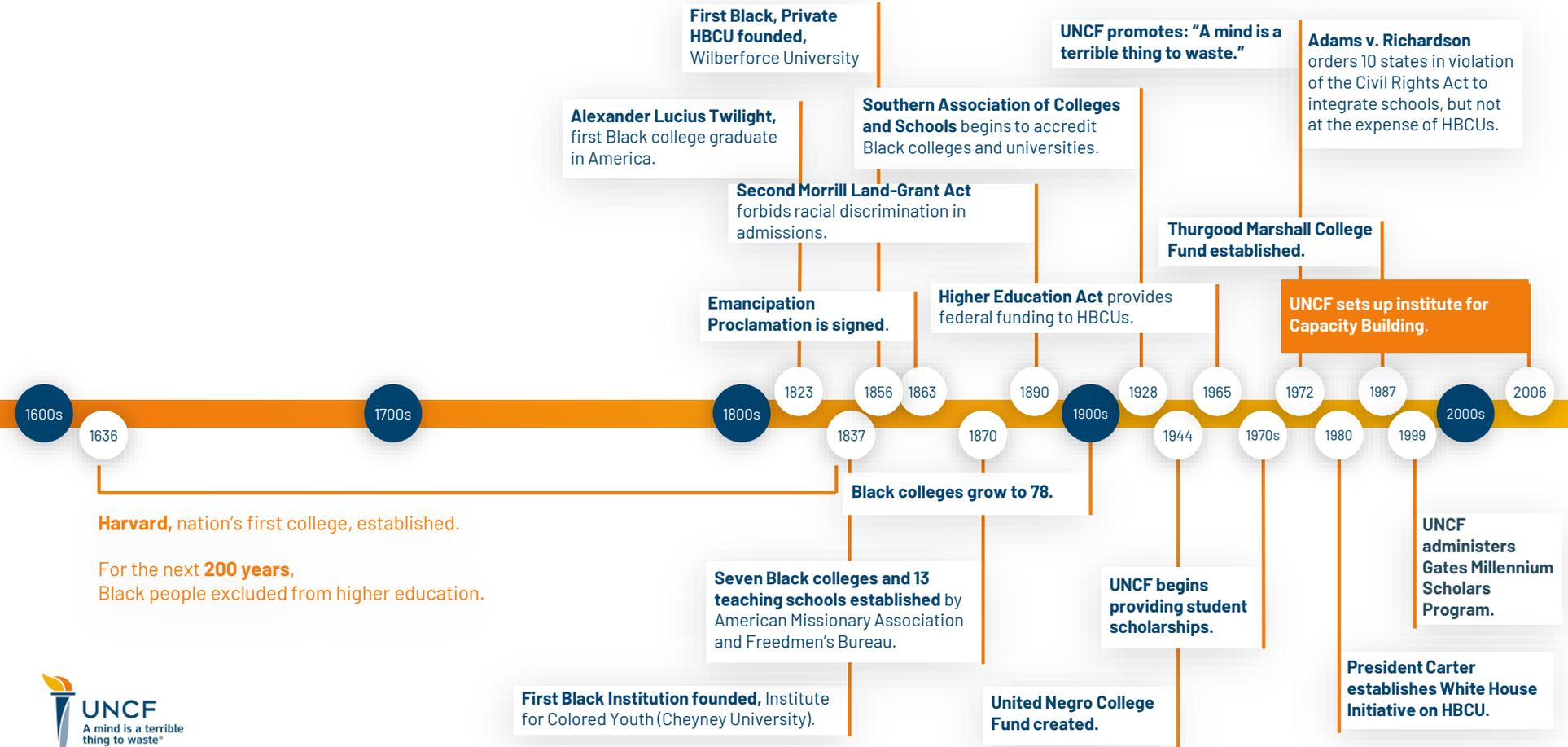


WE ASPIRE TO SERVE ALL OF OUR NATION'S BLACK COLLEGES AND UNIVERSITIES: 102 HBCUs 37 PBIs



The American History of Black Colleges and Universities 1600s-2000s:

From forced segregation to powering racial equity, social justice and invaluable achievement and excellence across all fields and professions.



The Second Renaissance

From an idea ahead of its time to an innovative force for Black colleges.



Phase 1: 2006–2015
UNCF CEO Michael Lomax launches ICB to: teach best practices; develop human capital; invest in system supports; and help institutions improve operating performance.

Phase 2: 2016–2019
ICB extends reach and deepens impact with Career Pathways: \$50M grant supporting 24 institutions with guided pathways, curricular enhancements and co-curricular engagement.

Phase 3: 2019–2023
ICB advances innovative institutional transformation.

Phase 4: 2024–2034
ICB powers the Black College renaissance, expanding reach to all HBCUs, PBIs and MSIs and driving breakthrough outcomes for students, institutions and communities. Students anywhere can tap into this educational excellence through HBCUv.

WHAT'S AT STAKE?

BLACK EXCELLENCE



TA-NEHISI COATES
Howard University, Author



EARL G. GRAVES SR.
Morgan State University, Black Enterprise Magazine Founder



ALTHEA GIBSON
Florida A&M University, 1st Black Winner of Wimbledon, French and U.S. Open



JAMES WELDON JOHNSON
Atlanta University, Writer of "Lift Every Voice and Sing"



W.E.B. DUBOIS
Fisk University, NAACP Co-Founder



ALICE WALKER
Spelman College, Author



LANGSTON HUGHES
Lincoln University, Poet, Playwright, Social Activist



SPIKE LEE
Morehouse College, Film Director, Producer, Writer



KAMALA HARRIS
Howard University, First Black Woman Vice-President of the United States



KEENEN IVORY WAYANS
Tuskegee University, Actor, Comedian, Screenwriter, and Film Producer



MARTIN LUTHER KING, JR.
Morehouse College, Civil Right Activist



OPRAH WINFREY
Tennessee State University, Actress, TV host, Producer, Philanthropist, Author



ELLA BAKER
Shaw University, SNCC Co-founder

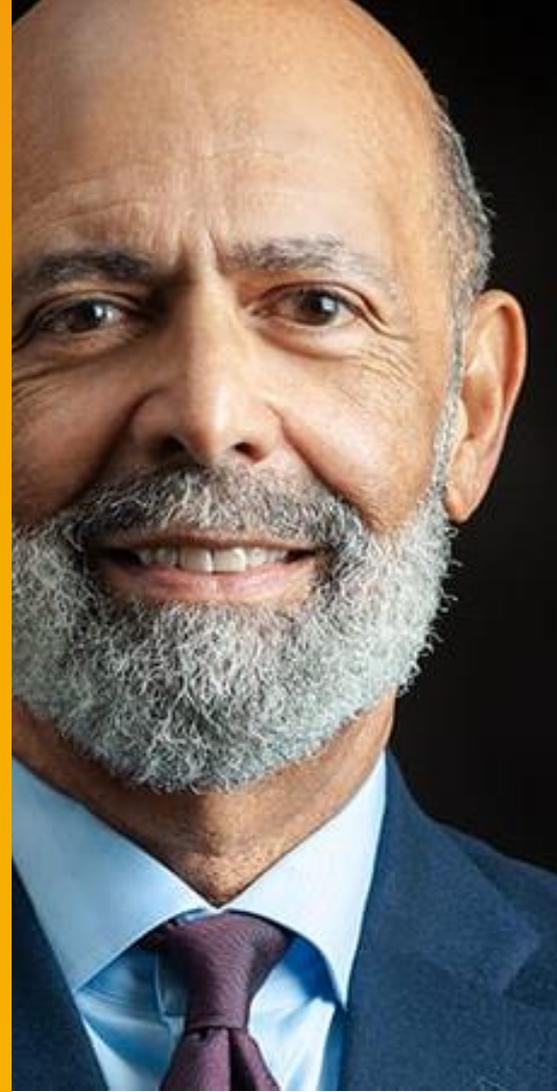
WHAT LEADERS SAY:

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HBCUs consistently produce community, national and world leaders whose impact touch us all.

HBCUs consistently showcase higher education excellence, modeling equity and social justice for us all.

Dr. Michael L. Lomax



WHAT SUPPORTERS SAY:

When Blacks could not do professional and graduate education, HBCUs really filled that space quite naturally prior to 1960.

Charlie Nelms, North Carolina Central University

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