

# 70 YEARS UNCF LIGHTING THE WAY TO BETTER FUTURES

A mind is a terrible thing to waste but a wonderful thing to invest in.™



## UNCF at 70 Years



### The Need

UNCF is the nation's largest and most effective minority organization, providing resources and support to enable more than 400,000 students to earn college degrees over the past 70 years. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 private member colleges and universities and advocates for the importance of minority education. UNCF institutions and other historically black colleges and universities are highly effective, awarding 18 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste"®. Learn more at [UNCF.org](http://UNCF.org).

**1943** In 1943, Dr. Frederick D. Patterson, president of then-Tuskegee Institute, wrote an open letter in the *Pittsburgh Courier* to the presidents of other historically black colleges and universities urging them to "pool their small monies and make a united appeal to the national conscience." His idea took root and on April 25, 1944, the United Negro College Fund was incorporated with 27 member colleges.

**1948** A young Martin Luther King, Jr., graduates from UNCF-member institution Morehouse College.

**1955** UNCF conducts a convocation at The Metropolitan Opera in New York where a young opera great, Leontyne Price, debuts. Price attended Wilberforce University, the nation's oldest private HBCU, before beginning her studies at the famed Juilliard School of Music.

**1963** UNCF begins its second capital campaign with a White House ceremony hosted by President John F. Kennedy. The President donates the proceeds from the Pulitzer Prize he won for his book, *Profiles In Courage*, to UNCF.

**1972** UNCF launches a public awareness campaign through The Ad Council around the motto, "A mind is a terrible thing to waste"®. The motto, developed by Young & Rubicam, becomes one of the most recognized slogans in advertising history.

**1979** Lou Rawls, shown here with Ed McMahon and Marilyn McCoo, inaugurated The Lou Rawls Parade of Stars®. The telethon, now called An Evening of Stars®, features the world's top entertainers and has raised over \$250 million to support higher education. ▶

**1983** Congress enacts the Challenge Grant Act Amendments, establishing a matching grant program for small college endowments with a particular emphasis on supporting HBCUs.

**1990** Publisher and philanthropist Walter H. Annenberg pledges \$50 million to UNCF's most ambitious capital campaign, CAMPAIGN 2000. President George H.W. Bush hosts a kick-off event. At its conclusion in 1996, the campaign raises \$280 million, exceeding its goal by 12 percent. President and Mrs. Bill Clinton host a special White House reception to honor the campaign's success.

**1996** UNCF establishes the Frederick D. Patterson Research Institute. The institute releases the *African American Education Databook*. This three-volume book details the educational status of African Americans from pre-school through adulthood.

**1999** UNCF launches the Gates Millennium Scholars program, a \$1 billion national scholarship initiative established by the Bill & Melinda Gates Foundation, which annually awards academic scholarships to low-income, high-achieving college students.

**2000** UNCF launches its Technology Enhancement Capital Campaign. The campaign raises nearly \$120 million in technology improvements for UNCF-member colleges, modernizing technology platforms, providing increased access to personal computers for students and faculty and creating an e-commerce site to supply the latest hardware and software at reduced costs to HBCUs.

**2014** UNCF continues as the nation's largest and most effective minority education organization. Since its inception, UNCF has raised more than \$3.6 billion. UNCF maintains a low cost ratio of 14 percent of its total revenues—eight percent for administrative costs and six percent for fundraising. *The Non-Profit Times* and *The Chronicle of Philanthropy* both rank UNCF among the top 10 charitable educational organizations in the country for operational efficiency.

For more information on this effort,  
please contact UNCF at [development1@uncf.org](mailto:development1@uncf.org).