

FACTS YOU SHOULD KNOW

Quality Education . . . the purpose of the United Negro College Fund

The United Negro College Fund represents a consortium of 42 predominantly Black colleges and universities. All are private and fully-accredited. These UNCF institutions provide a quality education for some 50,000 men and women. Doing this job today requires more money than ever before. That's why the UNCF exists: to raise operating money for its member schools so that they can maintain the highest academic standards and prepare their graduates for demanding professions and careers.

Quality Education . . . assisted by a national fund-raising drive

The UNCF operates through 28 regional offices scattered throughout the nation. With the help of thousands of volunteers, the Fund conducts an annual drive covering more than 41 states and the District of Columbia. Appeals for contributions are made to corporations, foundations, alumni, organizations and the general public.

UNCF exists solely for its member colleges and universities

The fund-raising activities of the UNCF are exclusive for the benefit of its member schools. Money raised is distributed among the schools on the following basis:

50 percent is divided equally; 40 percent is divided on a five-year average of the school's income; 10 percent is divided on enrollments over a five-year period.

The UNCF also administers a few special scholarships and grants but it is primarily a fundraising operation for the schools themselves.

Support of the UNCF helps develop quality education, leadership and talent

Your gift will enable UNCF member schools to:

- attract better faculty members and retain the good ones they have;
- improve teaching and laboratory equipment;
- increase the number of library books;
- repair and construct campus buildings;
- award scholarships and financial aid.

UNCF is not perpetuating segregation

UNCF schools are in the great tradition of plurality in this nation. Just as Brandeis as a Jewish institution and Notre Dame as a Catholic one have contributed to our total enrichment, so too have the Black colleges.

UNCF schools, by constitution, have never, and never will, segregate. They are open to all who wish to enroll. At present, there are some 5 percent non-Blacks in the schools.

UNCF has a commitment to its schools and to the nation

The United Negro College Fund firmly believes that better, stronger educational institutions will help make us a better, stronger nation. It is towards this end that the UNCF's efforts are dedicated.

UNCF schools are training students for modern-day opportunities

Degree programs at UNCF colleges and universities change and expand from year to year. Because of this curricula development, UNCF colleges are producing far more students for careers which were previously

closed to Blacks—engineering, business administration, economics, computer science, communications. The schools are constantly keeping relevant and up-to-date.



ENTERTAINERS SUPPORT UNCF—Lou Rawls, host of the Budweiser-supported "Lou Rawls Parade of Stars" television special, now in its fourth year, is shown with two recording personalities appearing in the 1983 show. Susan Anton (left) and Stephanie Mills. The Parade of Stars annually generates millions of dollars to support the 42 colleges and universities of the United Negro College Fund.

Support the United Negro College Fund



Albertsons®



THE LOU RAWLS PARADE OF STARS

To benefit
The United Negro
College Fund

All the stars turn out for a fun filled evening to benefit the
United Negro College Fund.

Co-hosts:	Dick Clark	Lionel Richie
Ed McMahon	Norm Crosby	John Schneider
Marilyn McCoo	Andrae Crouch	T.G. Shephard
	Roberta Flack	Sister Sledge
Debbie Allen	Thelma Houston	Taste of Honey
Susan Anton	Cheryl Lynn	Willie Tyler &
Barbi Benton	Paul McCartney	Lester
Nell Carter	Stephanie Mills	Stevie Wonder

TELETHON

October 23, 1983 • 9:00 p.m. - 12:00 a.m.

KPTV Channel 12

RADIO 1520, 10:00 p.m. - 12:00 a.m.

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