Page 10A - THE CHARLOTTE POST - Thursday, December 19, 1985 **UNCF Fund-Raising Goal Set At \$100,000**

By Jalyne Strong Post Staff Writer

When the "Lou Rawls Parade of Stars" telethon for the United Negro College Fund airs Saturday, December 28, it will bring the fund raising drive to the attention of millions across the country for the six hours that it is televised. However, those persons who are inte-grally involved in UNCF solicita-tions have been working for the College Fund long before the telethon, and will continue well after it is over.

People such as Charles Farrar, co-chairperson of UNCF fund raising in Charlotte, and Daisy Stroud, president of the Charlotte Chapter of Links, Inc.

Farrar, who's planned money raising activities for UNCF in Charlotte since October of 1985, says there are still plans to develop more events up until the end of January. "There's no need to end the campaign with the end of the year," he points out. "Efforts are under way for a wonderful money-maker." All he could reveal about this possible event is, plans are still tentative, it will be an entertainment feature.

In 1985, UNCF changed its fiscal year to one beginning April 1 and ending March 31, to allow for "everincreasing number of year-end gifts," according to the UNCF annual report. In Charlotte, the set goal is \$100,-

In Charlotte, the set goal is \$100,-000. "The campaign is going well," reports Farrar. Along with various fund raisers such as the Mayor's Reception, and area church's par-ticipation on UNCF Sunday, local corporations have also been contri-buting to the College Fund. "Henry Doss, conchetmerson, and muscalf Doss, co-chairperson, and myself put together a letter to reach all corporate entities in the com-

munity," explains Farrar, "There has been a very fine response. "Most of the companies under-stand the why behind the UNCF need," he adds. It was the UNCF slogan, "A Mind



Charles FarrarCo-chairperson

is a Terrible Thing to Waste," which inspired the involvement of Links, Inc., suggests Daisy Stroud. In 1984, this organization led all other national organizations with a contribution of \$100,000, realizing their goal to contribute more than \$1 million to UNCF, achieved over the last decade.

The \$100,000 given was not collected through fund raisers by the Links, stresses Stroud. "The money

was given out of the pockets of the Links, Inc. members," she notes. Current membership of Links, Inc. is over 5,800 with 196 chapters in 37 U.S. states and the District of Columbia. "Each year the Links give tangible support to programs with goals which parallel our goals in the areas of education, culture, and civility," Stroud comments. "The Links mean a chain in friend-

ship along with a chain of service." Thelma Ladd, chairperson of the National Trends and Services com-



Daisy Stroud ...Links' president

mittee of the Charlotte chapter of Links, Inc., is handling the chapter's contribution to UNCF this year, states Stroud.

According to the "United Negro-College Fund Annual Report 1994" last year a total amount of \$18,-329,678 was disbursed among 42 UNCF colleges. Specific amounts given to local colleges were: \$457,250 to Johnson C. Smith University; \$337,212 to Barber-Scotia College; and \$500,111 to Livingstone College.

"I have a particular feeling about the need and purpose behind UNCF," brings up Farrar. "As long as any part of society finds itself unable to matriculate to higher edu-cation because of deficiencies in." SAT scores or lack of money, we must keep doors open for persons who have drive. We must keep a person's potential in mind." He urges that's the value of the United

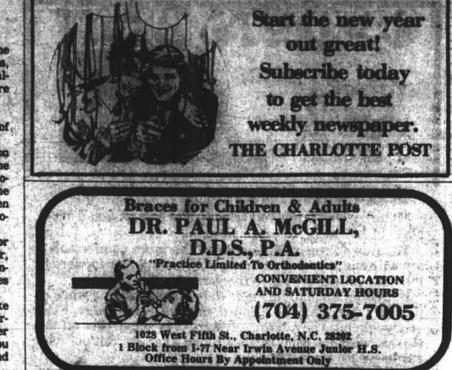
Negro College Fund. As to Charlotts's response to the fund raising efforts, Farrar denotes, "Charlotte is responding as it al-ways does. The people here are sensitive to their community's reads

"I'm very pleased with the staff of, Johnson C. Smith," continues Farrar, "from the president op down. An effort such as this one takes an enormous amount of co-ordination. Getchel Caldwell of the Smith Development Office has been marvelous at pulling things together."

gether." Now that the biggest events for UNCF are winding down, Farrar, Staff Manager of long range plan-ning with Southern Bell, declares that the cause never ends. "It's not a hat you put on and take off," relates the local UNCF chair-person. "It's something you either believe in or don't believe in. If you do, it deserves ongoing attention and

do, it deserves ongoing attention and involvement."

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New Health Care Concept To **Help Nation's Black Population**

AMRON Management Consul-tants, Inc., a New York headquart-ered firm, recently announced the formation of a communications en-terprise designed to help improve the health status of the nation's black population. The project entitled, "Health Watch," is a unique concept in health education for self-preservation and will focus on cancer and other high risk dis-orders that affect black Americans insidential supertension, head with ease, diabetes and obssity. The he-tional launch of "Health Watch" was **AMRON** Management Consul-

tional launch of "Health Watch" held at the Columbia Universit

faculty house in New York City, where a number of the country's leading health educators, physi-cians, community leaders and com-munications specialists were in attendance

Dr. Norma J. Goodwin, founder and president of AMRON, said that "Health Watch" is the first communications enterprise of its kind,

information on the special health needs and concerns of black Americans. "This increasingly af-Americans. "This increasingly ar-fluent consumer group has life-style habits that often increase their risk of disease and early death. For example, 20 percent of all black deaths in the United States are due to cancer, and hypertansion kills twice as many black Americans as white Americans."

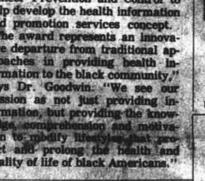
Dr. Gaedwin also announced that AMRON has received a two-year grant of \$500,000 from the National

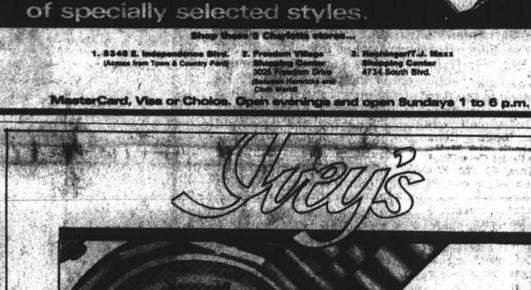
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Cancer Institute, Division of Cancer Prevention and Control to help develop the health information and promotion services concept. "The award represents an innova-tive departure from traditional ap-proaches in providing bealth in-formation to the black community," says Dr. Goodwin: "We see our mission as not just providing in-formation, but providing the know-bedge, compendention and motiva-tion to medify the set tion to modify literty module motiva-tect and prolong the health and quality of life of black Americans."







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