

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 integrally involved in UNCF solicitations 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 "ever-increasing number of year-end gifts," according to the UNCF annual report.

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 participation on UNCF Sunday, local corporations have also been contributing to the College Fund. "Henry Doss, co-chairperson, and myself put together a letter to reach all corporate entities in the community," explains Farrar. "There has been a very fine response."

"Most of the companies understand the why behind the UNCF need," he adds.

It was the UNCF slogan, "A Mind



Charles Farrar
.....Co-chairperson



Daisy Stroud
.....Links' president

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 friendship along with a chain of service."

Thelma Ladd, chairperson of the National Trends and Services com-

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 1984" 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 education 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 Charlotte's response to the fund raising efforts, Farrar denotes, "Charlotte is responding as it always does. The people here are sensitive to their community's needs."

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

Now that the biggest events for UNCF are winding down, Farrar, Staff Manager of long range planning with Southern Bell, declares that the cause never ends.

"It's not a hat you put on and take off," relates the local UNCF chairperson. "It's something you either believe in or don't believe in. If you do, it deserves ongoing attention and involvement."

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New Health Care Concept To Help Nation's Black Population

AMRON Management Consultants, Inc., a New York headquartered firm, recently announced the formation of a communications enterprise 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 disorders that affect black Americans including hypertension, heart disease, diabetes and obesity. The national launch of "Health Watch" was held at the Columbia University faculty house in New York City where a number of the country's leading health educators, physicians, community leaders and communications 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, collecting, analyzing and packaging

information on the special health needs and concerns of black Americans. "This increasingly affluent 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 hypertension kills twice as many black Americans as white Americans."

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

Cancer Institute, Division of Cancer Prevention and Control to help develop the health information and promotion services concept.

"The award represents an innovative departure from traditional approaches in providing health information to the black community," says Dr. Goodwin. "We see our mission as not just providing information, but providing the knowledge, comprehension and motivation to modify lifestyles that protect and prolong the health and quality of life of black Americans."

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