

UNCF's Director

Call For Corporate Execs To Do Their Part

By Yvonne Anderson
Staff Writer

Corporate executives of Wachovia Bank and Trust Company, R.J. Reynolds Tobacco Company, Western Electric, gathered last week at a luncheon, hosted by Wachovia to kick off this year's fund raising campaign for the United Negro College Fund (UNCF).

Cynthia D. Perry, area development director for (UNCF), and the presidents of the six member private institutions were also in attendance to hear Executive Director of (UNCF) Christopher F. Edley, speak on, "The Direction of Private Black Higher Education during the 1980's."

Bringing what he termed a "special message" to the distinguished assembly, Edley illustrated the impor-

ance and necessity of the black university, both private and state supported.

Black colleges have made their own niche in the arena of "education," Edley began. "Although, they are only 4 percent of all the universities in this country, they enroll 20 percent of all black students and confer 37 percent of the degrees earned by black students."

Referring to the business of black education as the "diamond business," Edley said that the UNCF tradition is one of excellence.

"We're really in the diamond mining business, specializing in uncovering what might be hidden and then cutting and polishing that talent into the most rare of gems. This is the tradition of UNCF, one of excellence," said Edley. "It is no accident that black colleges have graduated the bulk of American black

leaders."

The United Negro College Fund was funded in 1944 by Dr. Frederick D. Patterson for the specific purpose of raising operating money for its 41 predominately black member schools. Six of the 41 colleges operating in North Carolina are Barber-Scotia College, Bennett College, Johnson C. Smith University, St. Augustine's College, and Shaw University.

Besides the annual campaign, the UNCF has numerous fundraising programs including the highly successful "Lou Rawls Parade of Stars," underwriting by Anheuser-Busch Companies, Inc. which raised \$3.7 million in pledges last year.

UNCF also has a three year Capital Resources Development Program which solicits funds directly

from the private sector. The program was launched November 11, 1977, at the White House and surpassed its goal of \$50 million by raising more than \$60 million for faculty and curriculum development, renovation, construction and endowment for UNCF campuses.

Despite the bleak times being predicted because of the federal budget cuts, Edley said that black colleges should have no fear and instead meet the challenge being issued.

"Do not worry about survival, the black college doesn't know how to die," Edley exclaimed. He said that Vice President George Bush has made a solid commitment to the cause.

Citing the vital role corporations have played in the building and sustaining of the United Negro College Fund, Edley charged the



Wachovia executives pose with Cynthia Perry, Area Development Director, and Christopher Edley, Executive Director.

corporate delegation with responsibility continuance.

"Corporations have literally held the black colleges in the palms of their hands," said Edley. "If John D. Rockefeller hadn't taken interest in J.D. Patterson's idea, the

UNCF would not exist today. I fear we will not make it over the long haul if the corporate sector does not do its part."

UNCF has set a goal of \$400,000 with Winston-Salem having set \$100,000 of that goal for itself.

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