

It was, on motion,

RESOLVED that the sum of One million dollars (\$1,000,000) be, and
RF 63071

it hereby is, appropriated to the UNITED NEGRO COLLEGE
FUND, INC., as a contribution toward its Development
Campaign Fund, this sum to be payable as an outright
grant on or before December 31, 1963.

UNITED
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CAMPAIGN
FUND

The above action was taken after an oral presentation of the
project by Dr. Harrar and following discussion.

Among the considerations presented were:

General

Previous Interest: The Rockefeller Foundation has made only one grant
to the United Negro College Fund, a grant in aid of \$10,000 in 1960
for preliminary studies bearing on the advisability of the establish-
ment of a scholarship program for Africans to study at member colleges
of the Fund. The General Education Board has appropriated since 1944
a total of \$2,278,500 chiefly toward the annual campaigns and for the
capital fund campaigns.

At the meeting of the Foundation's Executive Committee on June 21,
1963, the President reported a request from the United Negro College
Fund for a contribution of \$5 million toward its capital fund campaign
for \$50 million. It was agreed that this request would be declined.
Subsequent discussions which the officers have had with officials of
the Fund and with a number of Negro leaders have led them to believe
that a reconsideration of the request is desirable.

General Description: The United Negro College Fund is the organization
through which 32 private, accredited, predominantly Negro colleges
located in the South jointly raise money through annual public cam-
paigns. This year, the 100th anniversary of the Emancipation Procla-
mation, the Fund, with the active personal support of the President of
the United States, has launched a national campaign to raise \$50 mil-
lion as a development fund for its participating colleges. The

campaign was opened at the White House on September 12, 1963, with a meeting of 35 leading citizens personally invited by the President to serve on the campaign committee. The Fund is hoping to raise \$35 million from foundations and individuals and \$15 million from corporations. President Kennedy has asked The Ford Foundation to contribute \$20 million and The Rockefeller Foundation to contribute \$5 million. The Ford Foundation has agreed to contribute \$15 million: \$10 million to colleges to be designated by The Ford Foundation, and \$5 million to the Fund for the use of colleges not so designated. The total pledge was announced in connection with the announcement of the campaign for capital funds.

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The 32 colleges which participate in the United Negro College Fund are listed on page 63576. They include a majority of the accredited private Negro colleges in the South and provide educational opportunities for more than 25,000 students, or a little over one-eighth of the estimated number of Negro college students in the United States.

The Fund's member colleges have 1,569 full-time and 271 part-time faculty members. Last year they granted 3,201 undergraduate and 381 graduate degrees. They provided their students with financial aid totaling \$4,430,082 divided about equally between loans, and scholarship and work aid. Tuition ranges from \$239 to \$740 with the median at \$455. These 32 colleges have plant and equipment valued at \$87,988,736 and endowment totaling \$88,515,588. Their combined annual income from gifts, grants, and endowments has averaged \$9,242,094 during the last five years. From 1944 through 1962 the United Negro College Fund raised a total of \$28,244,759 in annual campaigns on a steadily increasing basis. In 1944, 11,276 contributions yielded \$765,563; in 1962, 53,075 contributions provided \$2,300,003. Of this sum, about 25 per cent went for expenses and the balance was distributed among the member colleges according to an accepted formula.

There appears to be wide agreement among educators in the field that most of the burden of providing opportunities for higher education to Negro youth in the South will fall on the predominantly Negro institutions for a long time to come. We are told that many of the private colleges are rendering yeoman service in spite of great handicaps, but they must have funds for plant repair and expansion, for increased endowments and for immediate special educational projects, in order to continue to meet the demands of rising enrollments. In view of the General Education Board's long record of support to Negro colleges and the United Negro College Fund, and of the special importance of the capital fund campaign just getting under way, a contribution from The Rockefeller Foundation is deemed to be of great significance.

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Finances: The proposed contribution of \$1 million would be paid on request on or before December 31, 1963, toward the United Negro College Fund's campaign goal of \$50 million. After meeting the expenses of the campaign, the Fund will distribute the balance of the sum raised to its 32 member colleges, in accordance with the following formula:

Distribution Formula for Development Campaign Fund:

- 60% of the proceeds to be divided equally among member institutions
- 30% of the proceeds to be divided on the basis of percentages derived from the ratio of the five-year average income from gifts, grants and endowments of each member college to the five-year average income from the same sources for all member colleges
- 10% of the proceeds to be divided on the basis of percentages derived from the ratio of the five-year average enrollment of each member college to the five-year average enrollment of all member colleges.

The Fund's campaign goal of \$50 million is based on the following estimated needs of its member colleges:

Improvement of Plant Facilities . . .	\$27,712,500
Special Educational Project	9,995,000
Endowment for Faculty Salaries and Scholarship Aid	<u>12,530,000</u>

Total \$50,237,500

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Comment: In view of the useful role of the United Negro College Fund colleges in providing educational opportunities to many southern Negroes unlikely to find better opportunities elsewhere, and in view of the importance of encouraging the effort to elicit wide public support for this campaign, the officers recommend a contribution of \$1 million.

Future Implications: None.

UNITED NEGRO COLLEGE FUND, INC.

Participating Colleges

ATLANTA UNIVERSITY ✓ Atlanta, Georgia	X LIVINGSTONE COLLEGE ✓ Salisbury, North Carolina
X BARBER-SCOTIA COLLEGE ✓ Concord, North Carolina	X MOREHOUSE COLLEGE ✓ Atlanta, Georgia
X BENEDICT COLLEGE ✓ Columbia, South Carolina	MORRIS BROWN COLLEGE ✓ Atlanta, Georgia
BENNETT COLLEGE ✓ Greensboro, North Carolina	PAINE COLLEGE ✓ Augusta, Georgia
X BETHUNE-COOKMAN COLLEGE ✓ Daytona Beach, Florida	PHILANDER SMITH COLLEGE ✓ Little Rock, Arkansas
X BISHOP COLLEGE ✓ Dallas, Texas	SAINT AUGUSTINE'S COLLEGE ✓ Raleigh, North Carolina
CLARK COLLEGE ✓ Atlanta, Georgia	SAINT PAUL'S COLLEGE ✓ Lawrenceville, Virginia
DILLARD UNIVERSITY ✓ New Orleans, Louisiana	X SHAW UNIVERSITY ✓ Raleigh, North Carolina
FISK UNIVERSITY ✓ Nashville, Tennessee	X SPELMAN COLLEGE ✓ Atlanta, Georgia
X HAMPTON INSTITUTE ✓ Hampton, Virginia	X STILIMAN COLLEGE ✓ Tuscaloosa, Alabama
HUSTON-TILLOTSON COLLEGE ✓ Austin, Texas	TALLADEGA COLLEGE ✓ Talladega, Alabama
INTERDENOMINATIONAL THEOLOGICAL CENTER ✓ Atlanta, Georgia	TOUGALOO SOUTHERN CHRISTIAN COLLEGE ✓ Tougaloo, Mississippi
X JOHNSON C. SMITH UNIVERSITY ✓ Charlotte, North Carolina	TUSKEGEE INSTITUTE ✓ Tuskegee Institute, Alabama
KNOXVILLE COLLEGE ✓ Knoxville, Tennessee	X VIRGINIA UNION UNIVERSITY ✓ Richmond, Virginia
X LANE COLLEGE ✓ Jackson, Tennessee	X WILEY COLLEGE ✓ Marshall, Texas
LEMOYNE COLLEGE ✓ Memphis, Tennessee	XAVIER UNIVERSITY ✓ New Orleans, Louisiana