



## FACT SHEET

**Campaign Sponsor:** UNCF (United Negro College Fund)  
**Volunteer Advertising Agency:** Y&R

### **CAMPAIGN OBJECTIVE:**

The goal of the campaign is to inspire potential donors and community-minded individuals, including college-educated African Americans, to support UNCF's mission by donating money and/or time in an effort to get more African American kids to and through college.

### **BACKGROUND:**

For the past forty years, the Ad Council and UNCF's Supporting Minority Education campaign has raised more than \$3.5 billion and helped more than 300,000 students earn undergraduate and graduate degrees. The campaign has also contributed to a dramatically improving trend: the number of minorities ages 18-24 attending college in America more than doubled from 2 million in 1980 to 4.3 million in 2000. Additionally, the slogan, "A mind is a terrible thing to waste," has become part of the American vernacular.

However, despite these successes, a persistent gap in education remains between African Americans and other students. Only 63% of African American students who start 9th grade graduate from high school in four years, and many of them need remedial education. According to UNCF, the high cost of college, the lack of financial assistance and inadequate pre-college education are the major reasons that students don't enter or complete college.

### **CAMPAIGN DESCRIPTION:**

The Better Futures campaign inspires current and potential donors to support UNCF's mission by investing in students' education and future. Better Futures is a stock for social change – an investment with a better return than money. By investing in Better Futures, donors are helping students who lack the resources, get the education they deserve.

The campaign features the slogan, "A mind is a terrible thing to waste, but a wonderful thing to invest in," evolving the iconic phrase. Supporting UNCF's Better Futures is a new kind of investment with a better kind of return.

### **TARGET AUDIENCE:**

Community-minded individuals and both current and potential donors.

### **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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