

Good morning.





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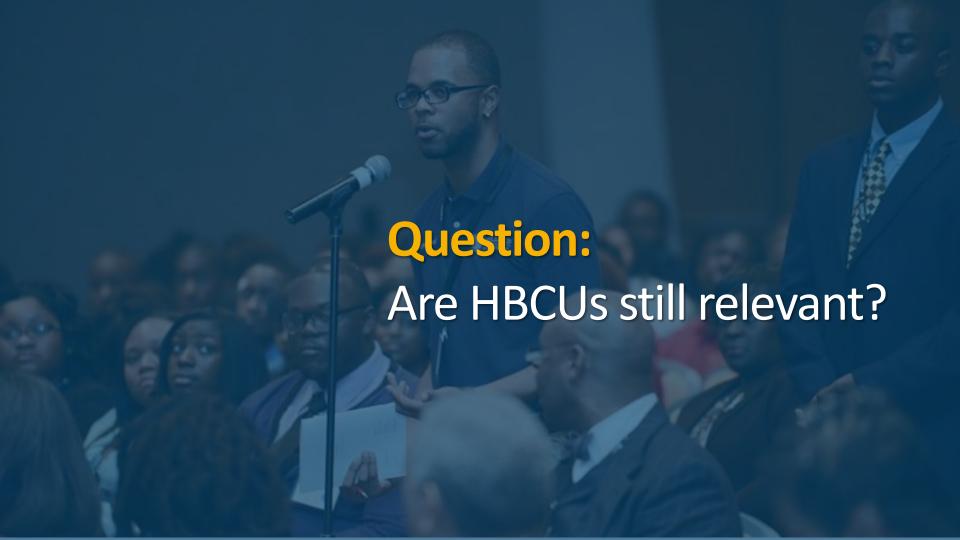
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We live in a "post-racial" America...

...but aren't racial breakthroughs examples of the inequity?



Six decades after the Civil Rights Movement, America has failed to achieve its promise of "equity for all"

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	Educational Attainment	Unemployment	Incarceration	Wages and Income	Wealth	Health
	The college	The unemployment	The incarceration	The median	The median	The infant mortality
	completion rate for	rate for	rate for	household income for	household wealth for	rate for
	Black people was/is	Black people was/is	Black people was/is	Black people was/is	Black people was/is	Black people was/is
1960s	56%	1.8x	5.4x	1.7x	7.1x	1.9x
	less	higher	more	less	less	more
Today	54%	2.3x	6.4x	1.6x	9.8x	2.3x
	less	higher	more	less	less	more
TUNCE	than white people	u n	un	u n	<i>u n</i>	u n



Despite societal barriers, HBCUs have outsized effects on the Black community and should be prioritized for support

HBCUs contend with: 1st Historical underfunding Have Enroll more **Engage more** students from inadequate first-Biased media endowments generation concentrated messaging college poverty with to support needed students who greater Inequitable data financial investments require more reporting practices needs support

Despite these challenges, HBCUs



Report greater academic and social gains for Black students



Are top producers of Black STEM graduates



Graduate low-income students at higher rates than PWIs



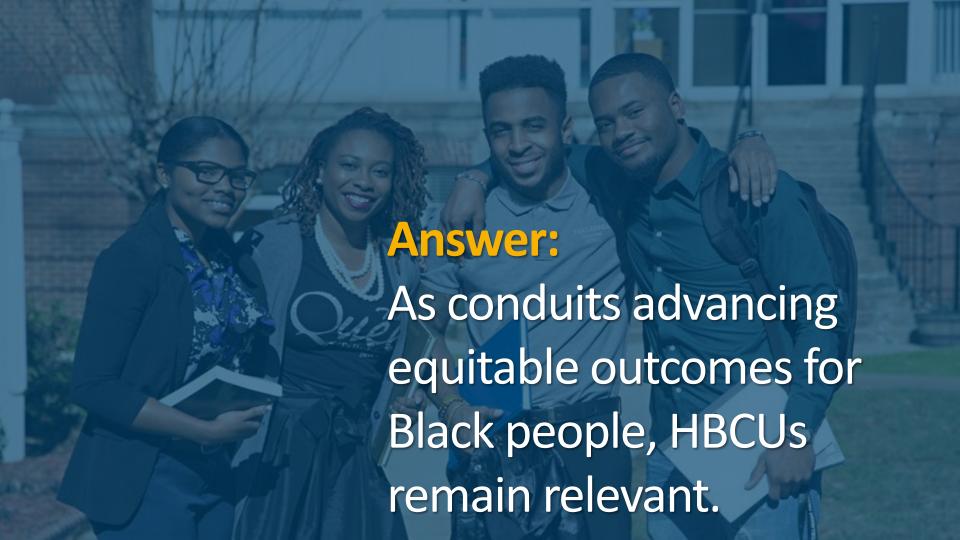
Graduates self-reported higher levels of racial consciousness



Are top producers of Black graduates with doctoral degrees

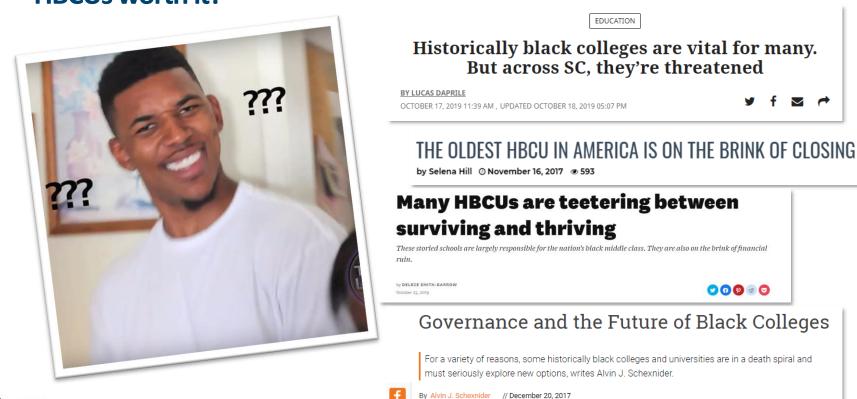


Are top producers of Black medical doctors and veterinarians





How many times have you had to address the question: is an investment in HBCUs worth it?



HBCUs "Punch Above their Weight" and instigate significant educational and economic outcomes for the Black community

HBCUs account for:

Nationally Regionally of higher ed 3% 9% institutions (in represented states) of all Black student 10% 24% enrollment of all Black 17% 26% bachelor degrees awarded of all Black STEM 24% 32% bachelor degrees awarded

HBCUs produce:



Total Economic Impact of HBCU Spending: \$14.8 Billion

Equivalent to a ranking in the top 200 on the Fortune 500 list of America's largest corporations



Total Employment Impact:

134,090 Jobs

Exceeds the number of jobs at Oracle, Convergys or Honeywell International

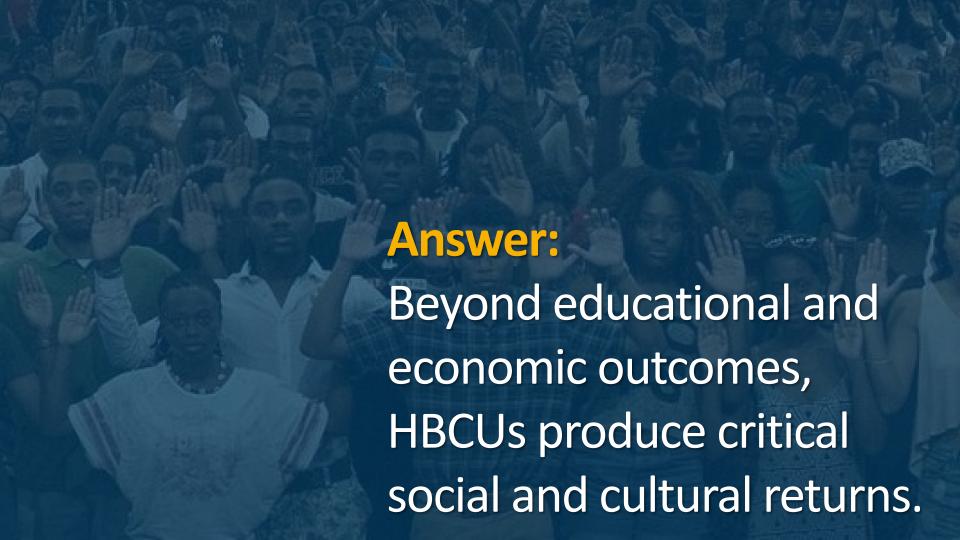


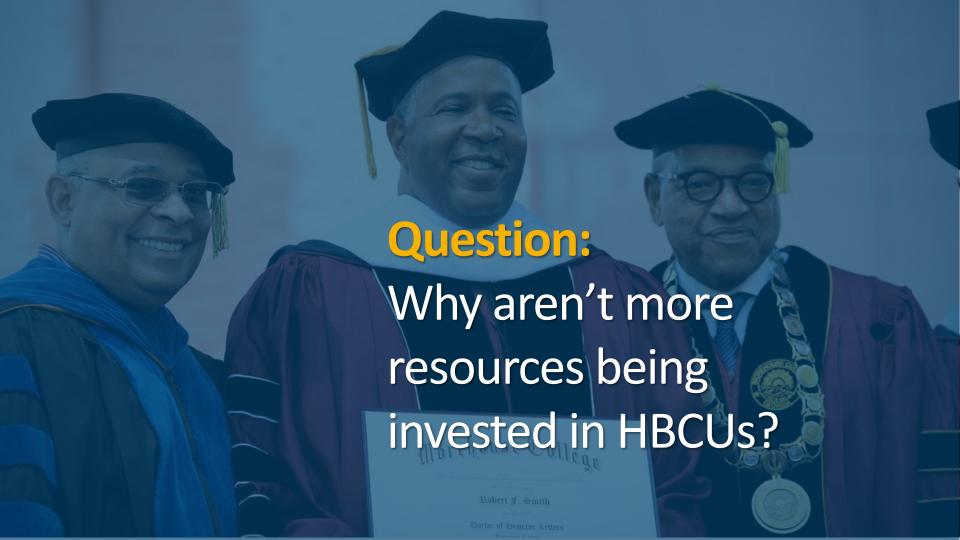
Total Lifetime Earnings for 2014 Graduates: \$130 Billion

2014 Graduates will earn 56% more than they would have without their credentials

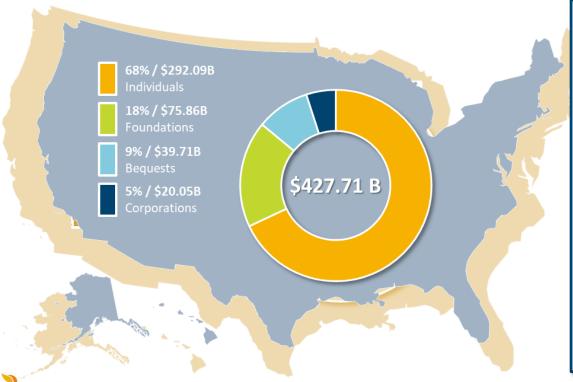
HBCUs overproduce for the communities they serve

HBCUs play a critical role in their home states





Americans are generous – we gave nearly \$428 billion in 2018

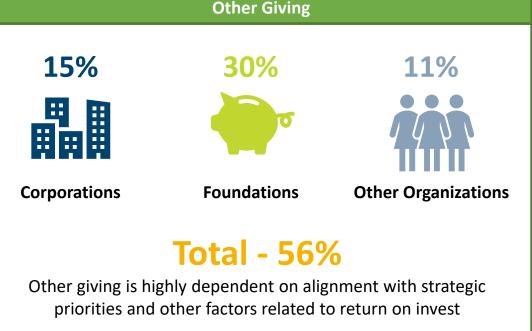


Sector	(2018)	Amount (\$Billion)	% of Total
Religion	1	\$124.52	29%
Educati	on	58.72	14%
Human	Services	51.54	12%
Founda	tions	50.29	12%
Health	Organizations	40.78	10%
Public-9	Society Benefit Organization	s 31.21	7%
Interna	tional Affairs	22.88	5%
Arts, Cu	ılture, & Humanities	19.49	5%
Environ	ment & Animal Organization	ns 12.70	3%
Individu	uals	9.06	3%

Source: CCS Fundraising, Giving USA

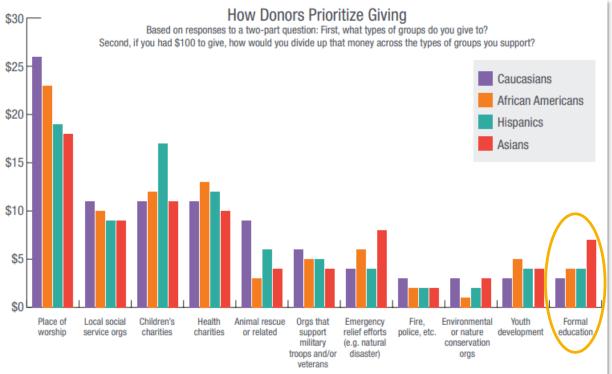
For higher education, the sources of giving require different value propositions

Individual Giving Other Giving 26% **15%** 18% **Alumni** Non-alumni **Foundations Corporations** Individuals **Total - 44%** Individual giving is highly affected by the economic and tax climate





America's individual giving is not equal, and education is not heavily prioritized for most ethnic groups

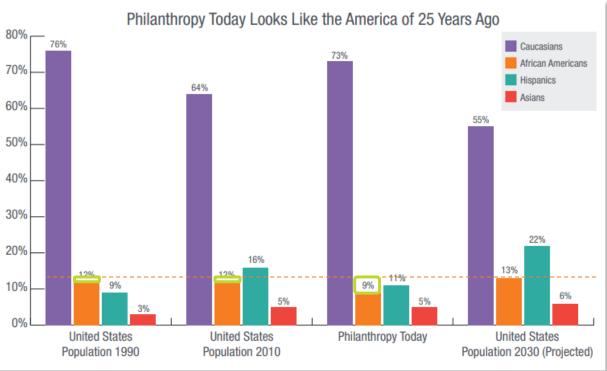


Donors agree on the big things regardless of race or ethnicity. Three core values of civic engagement and giving cross all lines:

- The impulse to help those in need is universal. Majorities across all sub-groups believe it is important to support nonprofit organizations.
- Religion and faith are both drivers and indicators of giving. Donors who report being actively engaged in a faith community are more likely to give—and to give more—to the full spectrum of nonprofits and causes.
- Wealthier individuals donate more in absolute terms than those with mid-level or lower incomes. Analysis suggests that household income is a primary predictor of how much individuals give regardless of race or ethnicity.



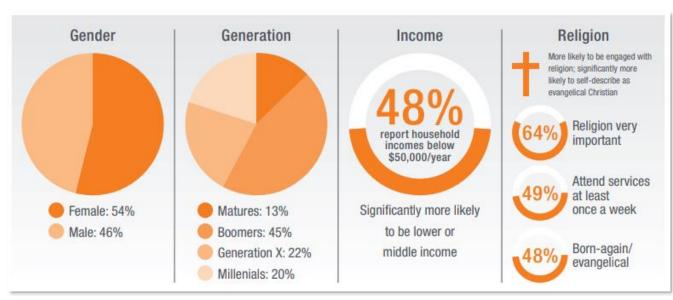
More significantly Blackbaud suggests current fundraising practices lead to what is referred to as "the Donor Gap"



- White people are over-represented compared to their overall proportion of the philanthropic population.
- The demographic picture of the donor universe looks more like the racial and ethnic makeup of America in 1990 than that of America today.
- This does not suggest that whites are "more generous" than other racial and ethnic groups. Analysis of the data shows that factors such as income and religious engagement are far more significant predictors of giving behavior than race or ethnicity.

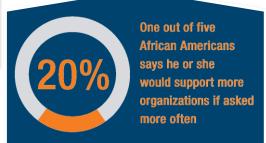


"The Donor Gap" suggests giving in the Black community may represent an untapped demographic for Black colleges



Key Takeaways:

- Religion and faith are a more important part of philanthropy than among any other group
- More than any other group, interested in supporting their unique heritage and community
- Giving is more personal and spontaneous; youth development groups are of particular interest
- Not as likely to give through direct response channels, but also not being asked





"The Donor Gap" is present within other giving entities as well



Corporations



Foundations



Other Organizations

5

of the top Fortune 500 CEOs are Black 3%

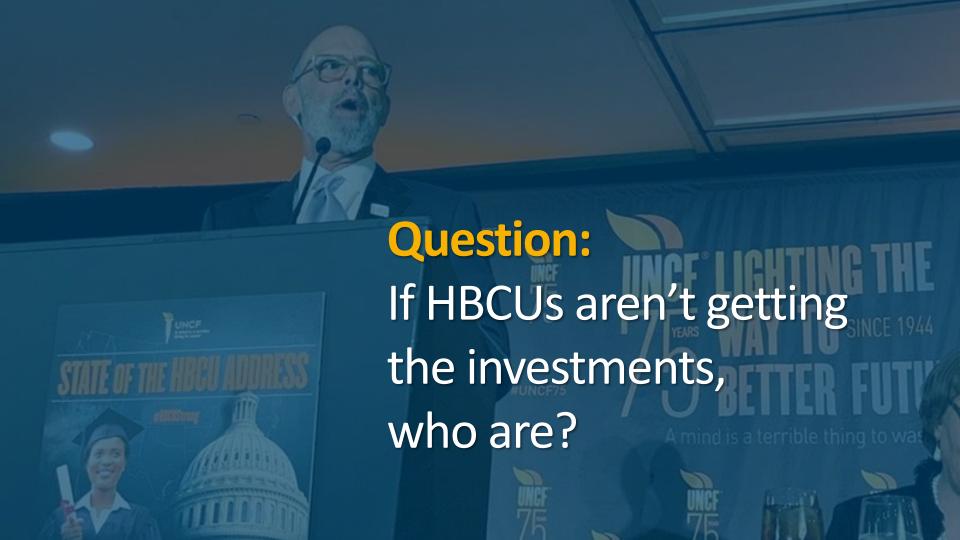
Black Chief Executives of philanthropic organizations

3x

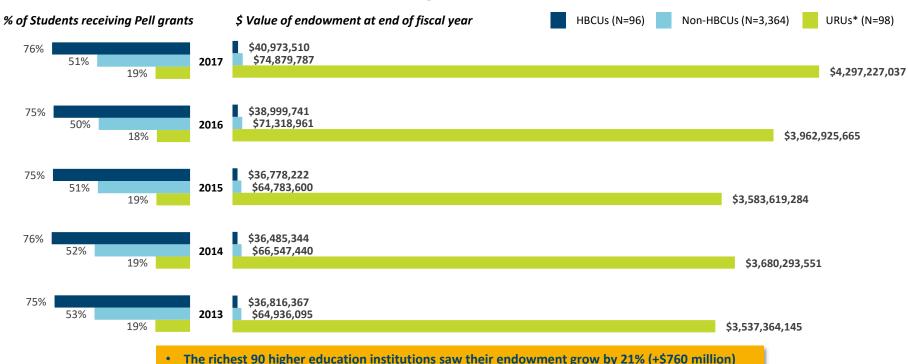
Black Business Likely to be hurt by lack of access to capital

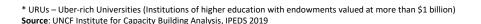






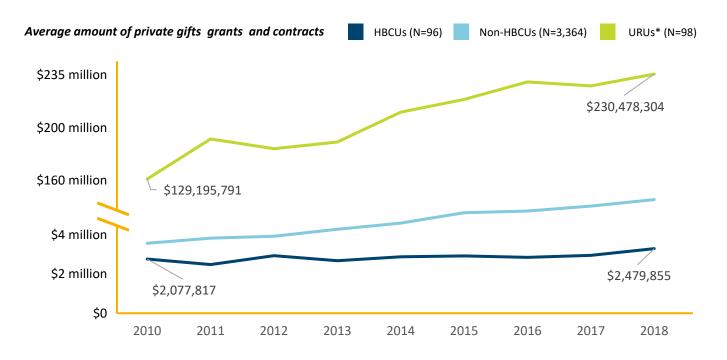
The old colloquialism "the haves and the have-nots" epitomizes the current state of financial resources across higher education





The 96 HBCUs saw their endowment increase by just 11% (+\$4 million)

And the rich continue to get richer



- Private gifts, grants, and contracts to URUs increased by 78% between 2010 and 2018; compared to just a 19% increase for HBCUs
- In 2010, URUs secured 62x more funding from private gifts, grants, and contracts than HBCUs; compared to 93x more in 2018
- The average value of milliondollar-plus gifts to higher education has grown since 2010 (although the number of such gifts has tended to vary over the past decade).



^{*} URUs – Uber-rich Universities (Institutions of higher education with endowments valued at more than \$1 billion)

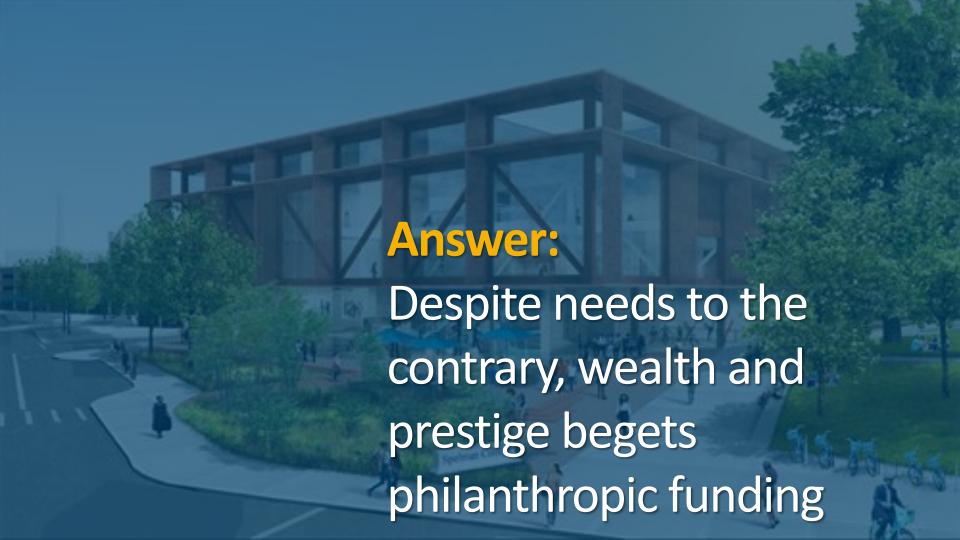
Source: UNCF Institute for Capacity Building Analysis, IPEDS 2019

Prior to March 2020, the single largest gift to HBCUs was \$37 million compared to \$1.5 billion to Johns Hopkins University

- \$1.8 billion to Johns Hopkins University (Bloomberg)
- \$600 million to the California Institute of Technology in 2001 (Gordon & Betty Moore)
- \$600 million to Columbia University and New York-Presbyterian (Florence Irving)
- \$500 million to Oregon University in 2016 (Phil and Penny Knight)
- \$500 million to the University of California-San Francisco (Helen Diller)
- \$500 million to Oregon Health & Science University (Phil and Penny Knight)
- \$400 million to Columbia University in 2007 (John W. Kluge)
- 8. \$400 million to Harvard University in 2015 (John A. Paulson)
- \$400 million to Stanford University (Hewlett Foundation)
- \$400 million to Stanford University in 2016 (Phil and Penny Knight)
- 11. \$360 million to Rensselaer Polytechnic Institute, (Anonymous)

- \$40 million to Spelman College (Patty & Reed Hasting)
- 2. **\$40** million to Morehouse College (Patty & Reed Hasting)
- \$40 million to LeMoyne-Owen College (Community Foundation of Greater Memphis)
- 4. \$37 million to Spelman College (DeWitt Wallace)
- 5. \$34 million to Morehouse College (Robert Smith)
- **\$30 million** to Spelman College (Ronda E. Stryker & William D. Johnson)
- 7. \$13 million to Morehouse College (Oprah)
- 8. \$12 million to Morehouse College (Oprah)
- \$10 million to Howard University (Karsh Family Foundation)
- 10. \$5 million to multiple institutions







To keep pace, HBCUs have become known for "finding a way, or making one"



Faculty and staff take on more responsibilitie s to ensure success



Focus on building a familial culture that embraces students



Highlight
areas of
differentiating
and
distinction to
facilitate
interests



Take on more debt or attempt to keep costs low to support operations







HBCUs, and increasingly PBIs, as a community represent a unique opportunity to double-down on outcomes for the Black students

thing to waste

		UNCF Network	Other HBCUs	PBIs*	
	# of Institutions	37	64	44	
	Undergraduate Student Enrollment	50,158	205,594	248,308	
* * * * * * * * * * * * * * * * * * * *	% AA pop.	84%	72%	49%	
* * * * * * * * * * * * * * * * * * * *	Pell-eligible pop.	77%	76%	61%	
* ** ** **	Graduation Rate	31%	30%	19%	
* * * * * * * * * * * * * * * * * * * *	Credentials Awarded	8,853	43,249	60,541	
* * * * * * * * * * * * * * * * * * * *	AA Credentials Awarded	7,660	30,422	30,656	
	% of All AA Credentials	1.5%	5.9%	5.9%	
	% of All AA BAs	3.7%	11.3%	1.2%	
UNCF A mind is a terrible *Only includes PBIs that recently received the federal designation – there are more than 126 institutions that qualify based on definition					

Over the last 15 years, UNCF has supported efforts to drive more capacity and resources into the Black college space

Fundraising Capacity & Student Supports



Intervention Strategy & Continuous Improvement



Federal Policy & Advocacy



- Secured more than \$5 billion since our founding; raising \$3 billion since 2004
- Provides 10,000+ scholarships annually
- Launched \$40 million Koch Scholars
 Program to develop student
 entrepreneurship pipeline since 2014
- Launched \$64 million STEM Scholars
 Program with the Fund-II Foundation to develop student and faculty tech capability in 2016

- Launched the Career Pathways Initiative, a first-of-its-kind pilot program to drive institutional transformation, with a \$50 million investment from Lilly Endowment
- 8.7 million in follow-on investments to scale transformation work (including Kresge and Walmart)
- Delivered more than \$80 million in support efforts through the Institute for Capacity Building since 2006.

- Advocated for and secured an increase of \$198 million in federal funding for HBCUs since 2017
- Led the campaign to pass the FUTURE
 Act which secured \$255 million in
 annual funding for MSIs, including \$88
 million in mandatory and perpetual
 funding for HBCUs
- Protecting Our FUTURE campaign garnered 65,005 calls to Congress; activated 22,671 advocates

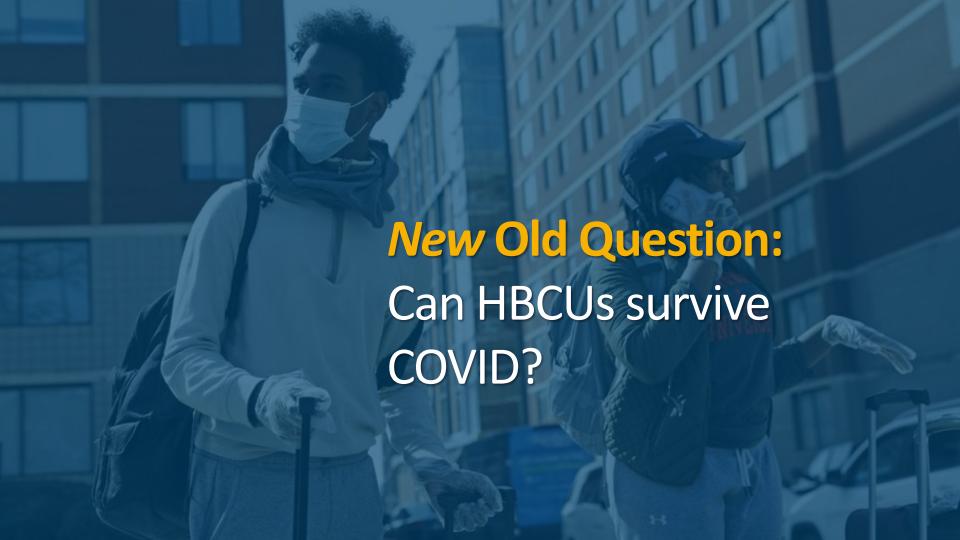
Research & Analysis



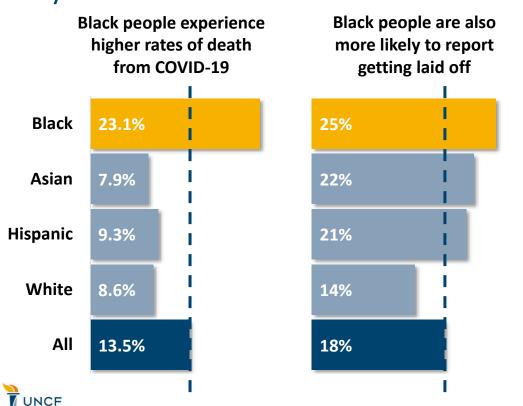
- Continuous tracking of data, research, and analysis for our institutions and the field
- An increasingly strong communication, including digital, strategy







The current national and unprecedented crisis is highlighting inequity in our systems



of UNCF STEM Scholars who had received post graduation offers had those offers rescinded.

As School Moves Online, Many Students Stay Logged Out

Teachers at some schools across the country report that fewer than half of their students are participating in online learning.

April 2020 – "Chronic absenteeism is a problem in American education during the best of times, but now, with the vast majority of the nation's school buildings closed and lessons being conducted remotely, more students than ever are missing class — not logging on, not checking in or not completing assignments.

The absence rate appears particularly high in schools with many low-income students, whose access to home computers and internet connections can be spotty."

"New York Times

COVID highlights how HBCUs continue to respond, mitigate and recover in the face of ongoing risks and crises.

Crisis Management Centers



Prioritize the Safety of Students, Faculty, and Staff

Faculty & Staff Development



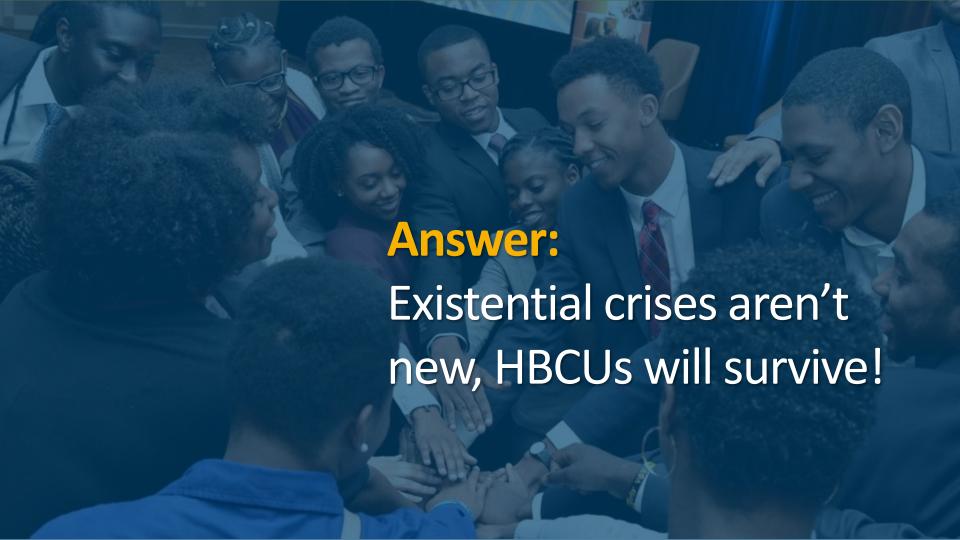
Pivot the academic delivery model

Scenario Planning



Prepare for a new normal







The lynching of George Floyd has reignited America's conscious and...its different this time?

"Black Lives Matter" has become a global rallying cry against racism and police brutality

The police killing of George Floyd has sparked a worldwide reckoning. By Jen Kirby | jen.kirby@vox.com | Jun 12, 2020, 7:30am EDT







SHARE

The current health and economic uncertainty, and racial unrest are increasing the value proposition of Black colleges



Higher Education

How the protest movement could help HBCUs through higher education's financial crisis

Black Lives Matter Protests Spawn Push for Athletes to Attend Historically Black

Colleges

APPLE LAUNCHES \$100 MILLION RACIAL JUSTICE INITIATIVE, PROMISES TO INCREASE SPENDING WITH BLACK BUSINESSES AND RECRUIT HBCU STUDENTS

LeMoyne-Owen College receives \$40 million endowment

Dominion Energy Pledges \$35 Million for HBCUs and African American College Students







To take advantage of the current opportunity: HBCUs must be strategic, people-oriented, and nimble



Clarify your value proposition

The value proposition should inspire and undergird everything you do



Continue to be people focused

HBCUs have built familial cultures centered on values, continue that legacy



Leverage all channels

Be visible everywhere, face-to-face engagement is necessary, but not sufficient



Reach across the aisle

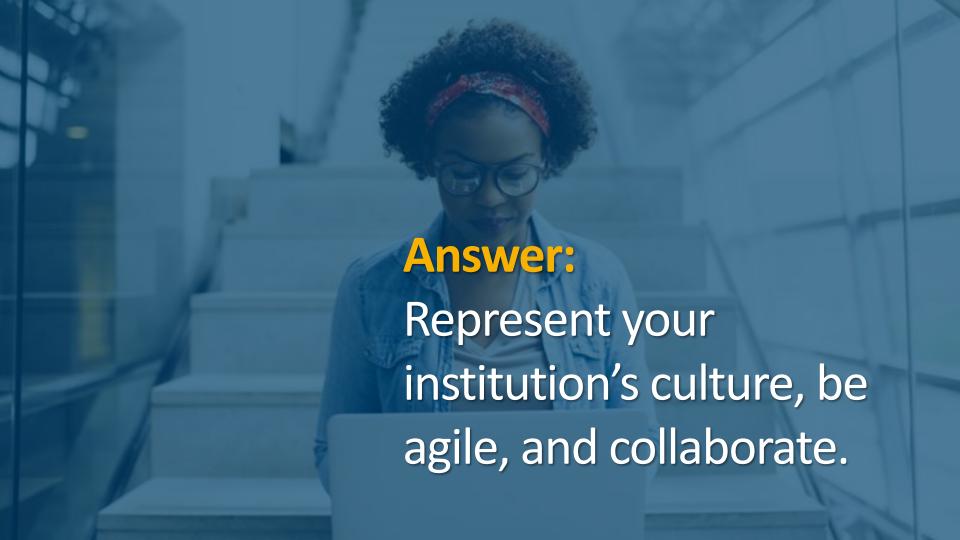
Connect with other HBCU colleagues, and beyond to share practices and collaborate



Be innovative

Use your creativity to align institutional assets and needs to field priorities







Thank you.





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