



United Negro College Fund, Inc.

June 24, 1968

59 East 54th Street  
New York, N. Y. 10022  
PLaza 1-1436

FROM: David Ogilvy

TO : Commuters

When this train emerges from the tunnel at 108th Street this evening, look out of the window.

You may see some of the 1,125 boys and girls from New York ghettos who are now on vacation from our Negro colleges.

At least you will see some of the homes(?) from which they come. They are "high risk" students--with high potential. Your own college won't take them, because they cannot qualify for admission.

In the New England colleges there are now 300,000 students. How many of them, do you guess, are black? About 2,000--two thirds of one percent. Words fail me.

If you are like most of the commuters on this train, you are a college graduate--and you have supported your college faithfully over the years.

After dinner tonight, will you do something imaginative? Will you write a check for a group of colleges whose alumni, through no fault of their own, are simply unable to carry the whole load of supporting their alma mater?

I refer, of course, to Morehouse and Fisk and Tuskegee and the 33 other predominantly Negro colleges which belong to the United Negro College Fund.

About 40,000 students--most of them Negro--are now enrolled in these colleges. Their graduates include 85 percent of all Negro doctors, and most of the leaders of the Negro community. The vast majority of them have very small incomes--compared with yours.

Last year 50 predominantly white colleges received \$416,000,000 in gifts. For our 36 Negro colleges, we

Greater New York  
Committee  
Andrew Heiskell  
Chairman  
Mrs. Edward M. M. Warburg,  
Vice Chairman  
Mrs. Edger R. Baker  
Chairman, Special Events  
Miss Betty J. Stebman  
Director  
Mrs. Anne C. S. Anable  
Mrs. William R. Anderson  
Mrs. James W. Angell  
George Backer  
George F. Baker, III  
Mrs. Alvan L. Barach  
Bernard Barnes  
Mrs. Walter E. Beer, Jr.  
William Bernbach  
Mrs. Richard J. Bernhard  
Mrs. James H. Blauvelt  
Earl Brown  
J. Frederic Byers, III  
Truman Capote  
O. Roy Chalk  
Mrs. Thornburg Cowles  
Mrs. William H. Field  
Mrs. Alfred Frankfurter  
Robert G. Fuller  
David Geliebter  
Mrs. Harold Guinzberg  
Mrs. Moss Hart  
Mrs. Samuel A. Hartwell, Jr.  
Raymond T. Heilpern  
Miss Lillian Heilman  
Mrs. Arthur A. Houghton, Jr.  
Mrs. Corning Howard  
Miss Josephine Hughes  
Mrs. Jacob K. Javits  
Mrs. Howard Johnson  
Maxwell A. Kriendler  
Gustave L. Levy  
Goddard Lieberman  
Mrs. Alfred M. Lindau  
Mrs. Richard O. Loengard  
Anthony D. Marshall  
Mrs. Edward R. Morrow  
David Ogilvy  
Mrs. E. Bliss Parkinson  
Mrs. John Barry Ryan  
Arvin Shaw  
Spyros Skouras  
John Spencer  
Mrs. Milton S. Steiner  
Donald Straus  
William J. Trent, Jr.  
Mrs. Juan Trippe  
Mrs. Mitchel J. Valicenti  
Chauncey L. Waddell  
Mrs. Richard H. Waddell  
Mrs. Grant Webb  
Mrs. Robert C. Weinberg  
  
National Officers  
George Champion  
Campaign Chairman  
William T. Gossett  
Chairman,  
Board of Directors  
James A. Perkins  
Chairman of the Trustees  
John D. Rockefeller 3rd  
Honorary Chairman of  
the Trustees  
Stephen J. Wright  
President

are trying to raise \$6,500,000 this year. Will you help?

Without equality of education, there can never be equality of opportunity. This is the heart of the country's most urgent problem. Will you help?

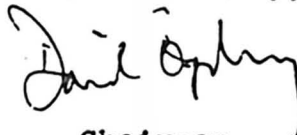
I dare to suggest that you send our Fund a percentage of the amount you are giving to your own college. Ten percent? Fifty percent? You be the judge. (Don't reduce your gift to your own college; simply give our Fund something on top.) Here are the guts of the situation:

1. The doors to our UNCF colleges are open to all--regardless of race, creed or national origin. They are not segregated, nor are they educating their students for a segregated world. Their faculties and their Boards are integrated, and the number of their white students is growing every year.
2. Our average cost of tuition, books, room and board is \$1,375. This compares with \$2,400 at predominantly white colleges. Three out of four of our students are working their way through our colleges.
3. On top of that, our colleges give financial assistance to more than half of their students. A great many more need it.
4. UNCF is the largest fund drive devoted to any Negro cause. Many people feel it is also the most constructive.

Says John W. Gardner, "These colleges have an immensely important part to play in the education of Negro Americans. And the education of Negro Americans is one of the crucial tasks of our time...I can tell you with some authority that the predominantly Negro colleges need help."

Please decide now what percentage of your gift to your own college you wish to send to UNCF, and mail it in the envelope I have enclosed. Perhaps you will then sleep a little better during the long hot summer.

Yours sincerely,



Chairman

P.S. A gift of stock would be equally valuable.