We have re-imagined the Walk and are going virtual! Our National UNCF Virtual Walk for Education will focus on supporting our nation’s HBCUs and the students they serve.

UNCF.org/NationalWalk

FOR MORE INFORMATION, CONTACT ONE OF OUR AREA OFFICES:

ATLANTA
BIRMINGHAM
BOSTON
CHARLOTTE
CHICAGO
CLEVELAND
COLUMBUS
DALLAS
DETROIT
FORT LAUDERDALE
HOUSTON
INDIANAPOLIS
LOS ANGELES
MINNEAPOLIS
NEW ORLEANS
NEW YORK
NEWARK
ORLANDO
PHILADELPHIA
RICHMOND
SAN FRANCISCO
SEATTLE
WASHINGTON, DC

@UNCF   #LaceUp4UNCF   #UNCFVirtual
UNCF – Who We Are

Vision
UNCF envisions a nation where all Americans have equal access to a college education that prepares them for rich intellectual lives, competitive and fulfilling careers, engaged citizenship and service to our nation.

Mission
UNCF’s mission is to build a robust and nationally recognized pipeline of underrepresented students who, because of UNCF support, become highly qualified college graduates and to ensure that our network of member institutions is a respected model of best practices in moving students to and through college.

Impact
• We have re-imagined the Walk for Education and are going virtual! Our National UNCF Virtual Walk for Education will remain focused on supporting HBCUs and the students they serve.
• The National UNCF Virtual Walk for Education is a nationwide initiative to raise funds for and awareness about our 37 member institutions. This event will also help raise unrestricted funds for UNCF to enable us to provide necessary support for our students and schools. Join us by becoming a sponsor today.
• UNCF has set a goal of $1.5 Million for the National UNCF Virtual Walk for Education. To help us achieve this ambitious goal, we invite you to support the UNCF Walk/Run for Education by choosing from one of our sponsorship levels.
• Your sponsorship helps support UNCF programs and scholarships that benefit our 37 member HBCUs and students in need across the nation.

UNCF Facts

Our Students
Today, 60% of students supported by UNCF are the first in their families to attend college; 62% are from families with an annual income of less than $25,000; and 93% qualify for financial aid.

Scholarship and Fellowship Programs
UNCF administers more than 400 scholarship, fellowship and institutional grants that support students at the undergraduate, graduate and doctoral levels.

Fundraising Efficiency
UNCF has raised more than $5 billion, more than $1.6 billion of which has been raised in the past decade alone, to enable more than 450,000 deserving students to earn the college degrees they want and need but might not otherwise be able to afford.

• UNCF maintains a low-cost ratio of 8% of total revenues.
• Both the Non-Profit Times and The Chronicle of Philanthropy rank UNCF among the top 10 charitable educational organizations in the country.
• BBB Wise Giving Alliance and Charity Navigator, non-profit watchdogs, have given UNCF high ratings for standards of charity accountability.
UNCF – The Walk

WHAT
The National UNCF Virtual Walk for Education is a nationwide initiative to raise the critical funds UNCF needs to fulfill our mission of support to our member HBCUs and to help students pursue their educational endeavors prepared for active participation in society. Join us online to make a donation to UNCF. Make a difference while practicing social distancing—walk, run, cycle, dance—all in honor of UNCF, our students and schools. Then, celebrate with UNCF during a nationwide virtual event featuring celebrities, member presidents, students, alumni and others.

WHY
UNCF holds approximately 70 fundraising events annually across the country to raise critical funds for our member schools and students. Most of these events entail large social gatherings but with the current global pandemic affecting most states, we are forced to rethink our existing approach because of social distancing.

WHEN
Saturday, September 19, 2020
2:00 p.m.-4:00 p.m. (EDT) | 1:00 p.m.-3:00 p.m. (CDT) | 11:00 a.m.-1:00 p.m. (PDT)

WHERE
Live Streaming

Atlanta – Serving Georgia, Tennessee, South Carolina
Birmingham – Serving Alabama, Mississippi
Boston – Serving Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont, Maine
Charlotte – Serving North Carolina
Chicago – Serving Kansas, Illinois, Missouri, Wisconsin
Cleveland – Serving Northern Ohio
Columbus – Serving Central and Southern Ohio, Kentucky
Dallas – Serving Northern Texas, Oklahoma
Detroit – Serving Michigan
Fort Lauderdale – Serving South Florida
Houston – Serving Southern Texas, New Mexico
Indianapolis – Serving Indiana
Los Angeles – Serving Southern California, Southern Nevada, Arizona, Hawaii
Minneapolis/St. Paul – Serving Minnesota, Iowa, Nebraska, North Dakota, South Dakota
New Orleans – Serving Louisiana, Arkansas
New York – Serving New York
Newark – Serving New Jersey
Orlando – Serving Northern and Central Florida
Philadelphia – Serving Pennsylvania, Delaware, West Virginia, Southern New Jersey
Richmond – Serving Southern Virginia
San Francisco – Serving Northern California, Northern Nevada, Utah, Colorado
Seattle – Serving Washington, Oregon, Idaho, Alaska
Washington, DC – Serving the District of Columbia, Maryland, Northern Virginia

For local sponsorship opportunities and team/individual registration information please contact your UNCF local area office!

KICK-OFF EVENTS
Select area offices will be hosting virtual kick-off activities.
Contact your local UNCF office for details.
Walk Sponsorship Levels

**National Presenting** $250,000

**Branding Opportunities**
- Company name/logo on event collateral (national & local) with hyperlinks to company website
- Official sponsor of the virtual warm up
- Official sponsor of the participant bib
- A sponsor of a student spotlight featured during live streaming
- A corporate spotlight featured during live streaming
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Speaking Opportunities**
- Opportunity for CEO to bring remarks during live streaming
- Opportunity to host a student webinar

**Local Opportunities**
- Local pre-event activities (as defined by UNCF area office)

**National Doctorate** $100,000

**Branding Opportunities**
- Company name/logo on event collateral (national & local) with hyperlinks to company website
- A sponsor of the leaderboard
- A sponsor of a student spotlight featured during live streaming
- A corporate spotlight featured during live streaming
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Speaking Opportunities**
- Opportunity to host a student webinar

**Local Opportunities**
- Local pre-event Activities (as defined by UNCF area office)

**National Master’s** $50,000

**Branding Opportunities**
- Company name/logo on event collateral (national & local) with hyperlinks to company website
- A sponsor of the virtual cool down
- A sponsor of a student spotlight featured during live streaming
- A sponsor of a virtual walker spotlight featured on the UNCF national webpage
- A corporate spotlight featured during live streaming
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Local Opportunities**
- Local pre-event activities (as defined by UNCF area office)
### Walk Sponsorship Levels

#### Local Presenting $10,000

**Branding Opportunities**
- Company name/logo on event collateral [local] with hyperlinks to company website
- A sponsor of a student spotlight featured on an UNCF local webpage
- A sponsor of a virtual walker spotlight featured on the UNCF national webpage
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Local Opportunities**
- Local pre-event activities [as defined by UNCF area office]

#### Local Doctorate $7,500

**Branding Opportunities**
- Company name/logo on local event collateral with hyperlinks to company website
- A sponsor of a student spotlight featured on an UNCF local webpage
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Local Opportunities**
- Local pre-event activities [as defined by UNCF area office]

#### Local Master’s $5,000

**Branding Opportunities**
- Company name/logo on local event collateral with hyperlinks to company website
- An item placed in virtual swag bag
- Pre-event promotional marketing on UNCF social media handles
- A corporate team highlight on UNCF social media handles

**Local Opportunities**
- Local pre-event activities [as defined by UNCF area office]

#### Local Bachelor’s $2,500

**Branding Opportunities**
- Company name/logo on local event collateral with hyperlinks to company website
- An item placed in virtual swag bag
- A corporate team highlight on UNCF social media handles

**Local Opportunities**
- Local pre-event activities [as defined by UNCF area office]
Walk Sponsorship Commitment Form

In order to be included on digital materials, your completed/signed form must be submitted on or before August 21, 2020.

Please indicate your commitment level:

- National Presenting Sponsor $250,000
- National Doctorate Sponsor $100,000
- National Master’s Sponsor $50,000
- Local Presenting Sponsor $10,000
- Local Doctorate Sponsor $7,500
- Local Master’s Sponsor $5,000
- Local Bachelor’s Sponsor $2,500

- We cannot sponsor the National UNCF Virtual Walk for Education, but please accept this donation to support the event $ __________________.

Company/Organization Name

Contact Person/Title

Mailing Address

City          State  Zip

Email Address     Phone    Fax

Payment Options:

- CHECK ENCLOSED
- ENCLOSED WITH FORM
- INVOICE ME LATER (ALL PAYMENTS DUE BY AUGUST 21, 2020)
- CREDIT CARD
- VISA
- MASTERCARD
- DISCOVER
- AMERICAN EXPRESS

CREDIT CARD NUMBER        CVC#  EXP

SIGNATURE

DATE

Please email this completed form to your local UNCF area office.

In order to be included on digital materials, your completed/signed form must be submitted: On or before August 21, 2020

UNCF is a not-for-profit corporation recognized as tax-exempt under 501(c)(3) of the Internal Revenue Code. Donations to UNCF are deductible as charitable contributions to the fullest extent of the law.
Corporate Walk Team Commitment Form

The success of our event is based on the performance of our walk teams. You can impact our mission by forming a walk team and soliciting individual donations from your employees, co-workers, organization members, vendors and other networks. By working with the UNCF staff and the walk committee, you can make the dreams of a college education come true for a deserving student from your community. Please complete this form and return to the your local UNCF Area Office.

☐ Yes, we will organize a company/organization walk team and committee. Our team coordinator will be:

<table>
<thead>
<tr>
<th>Name and Title</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
</tr>
</tbody>
</table>

Matching Gift Info: (Companies Only)

☐ Yes, we are a matching gift company.
What is the minimum donation and ratio? $__________ Ratio__________

☐ No, we are not a matching gifts company.

☐ We would also like to challenge the following company/organization to form a walk team:

<table>
<thead>
<tr>
<th>Name and Title</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
</tr>
</tbody>
</table>

☐ No, we are NOT interested in forming a walk team. However, we would like to make the following donation for the event: $__________

Payment Options:

☐ CHECK ENCLOSED ☐ ENCLOSED WITH FORM ☐ INVOICE ME LATER [ALL PAYMENTS DUE BY AUGUST 21, 2020]

☐ CREDIT CARD ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

<table>
<thead>
<tr>
<th>CREDIT CARD NUMBER</th>
<th>CVC#</th>
<th>EXP</th>
</tr>
</thead>
</table>

SIGNATURE DATE

Company/Organization Name

Contact Person/Title

Mailing Address

City State Zip

Email Address Phone Fax

Please email this completed form to your local UNCF area office.

In order to be included on digital materials, your completed/signed form must be submitted: On or before August 21, 2020

UNCF is a not-for-profit corporation recognized as tax-exempt under 501(c)(3) of the Internal Revenue Code. Donations to UNCF are deductible as charitable contributions to the fullest extent of the law.