

INNOVATE

UNCF Launches Historic PSA Campaign



THE PUBLIC SERVICE ANNOUNCEMENT (PSA) CAMPAIGN CALLED “LIGHT THE WAY” SYMBOLIZES UNCF’S LEGACY. FOR MORE THAN 80 YEARS, UNCF HAS HELPED TALENTED, DESERVING STUDENTS GET TO AND THROUGH COLLEGE SUCCESSFULLY.

In Fiscal Year 2025, UNCF unveiled a new video public service announcement (PSA) campaign reinforcing its iconic message that “A mind is a terrible thing to waste.”[®]

“UNCF: Light the Way” marks the first national broadcast PSA the organization has released in more than a decade.

“We are extremely excited to release this new PSA demonstrating UNCF’s impact and commitment to making higher education obtainable for all,” said Monique LeNoir, senior vice president of communications at UNCF. “With this

incredible PSA, we are inspiring new generations to invest in their education and reminding them that UNCF provides the resources to help students get to and through college.”

The 30-second video, filmed on the campus of UNCF-member institution Morehouse College, draws on the iconic symbolism of the UNCF torch of leadership. The spot highlights the passing of the torch to students, symbolizing how UNCF’s legacy continues to empower the next generation to pursue their dreams and unlock new opportunities.

The video debuted during Black History Month and has reached national audiences through movie theaters, cable television, the Ad Council, UNCF’s national social media channels and major video streaming platforms.

Created by Carol H. Williams Advertising—the nation’s longest-running independent multicultural marketing firm—the PSA raises awareness of UNCF’s mission to empower students and ensure access to higher education. It stands as a powerful reminder of the importance of education and the essential role UNCF plays in expanding opportunity for students across the country.

This new PSA helps elevate UNCF’s visibility on a national stage, shining a light on the organization’s unwavering mission to invest in the minds and futures of students across the United States. By reaching millions of Americans, “Light the Way” reminds audiences of the life-changing impact of education and strengthens UNCF’s footing to continue helping students get to and through college successfully. Through this PSA, we honor our legacy, inspire future generations and uphold our enduring motto: “A mind is a terrible thing to waste.”®