

INVEST

UNCF-Style March Madness Raises \$13.6M for HBCUs and their Students



ADRIAN MITCHELL, CHIEF OPERATING OFFICER AND CHIEF FINANCIAL OFFICER OF MACY'S, INC., ACCEPTED THE CORPORATE PARTNER AWARD; NICOLE PULLEN ROSS OF GOLDMAN SACHS RECEIVED THE SHIRLEY CHISHOLM AWARD; AND ANGELA AND REGINALD GOINS, FOUNDERS OF THE REGINALD & ANGELA GOINS CHARITY FUND, RECEIVED THE LEADERSHIP AWARD.

As UNCF concluded its 80th anniversary celebrations, the organization hosted 16 fundraising events in March 2025—including seven in a

single week—demonstrating an unwavering commitment to its mission. Through the support of individual and corporate donors, UNCF raised more than \$13.6 million during that month, significantly helping to financially support its 37 historically Black colleges and universities (HBCUs) member institutions and their students.

With resolute dedication to expanding educational opportunities for underrepresented students, UNCF has achieved remarkable results over its eight decades. March 2025 proved to be an extraordinary month, with unprecedented engagement from donors, partners and the broader community.

Funds raised during this period help ensure that HBCUs continue providing a transformative education, nurturing generations of leaders who contribute meaningfully to society. By supporting UNCF-member institutions, donors help strengthen programs, enhance campus resources and empower students to reach their college and career goals.



LEFT TO RIGHT: DR. GEORGE T. FRENCH JR., PRESIDENT, CLARK ATLANTA UNIVERSITY, DR. MICHAEL L. LOMAX, PRESIDENT AND CEO, UNCF AND MILTON H. JONES JR., CHAIR, UNCF BOARD OF DIRECTORS PRESENT ACTOR AND COMEDIAN ANTHONY ANDERSON (CENTER) WITH THE UNCF PRESIDENT'S AWARD.

“We are incredibly grateful for the outpouring of support we received from donors and corporate partners during our busiest fundraising season,” said Dr. Michael L. Lomax, president and CEO, UNCF. “It is especially gratifying that this phenomenal achievement coincides with UNCF’s 80th anniversary. We

remain steadfast in our commitment to empower our member institutions and all HBCUs as they prepare future generations to achieve their college dreams and career success.”

UNCF’s March Madness-style fundraising efforts are more than spirited competition—they are a powerful demonstration of how donor investment fuels opportunity. Every contribution helps provide scholarships, academic support and transformative experiences that shape students’ futures. By participating, donors are not only empowering individual HBCU students but also investing in better futures for all Americans, ensuring the next generation of leaders, professionals and innovators has the tools to thrive.