

INVEST

Ralph Lauren Corporation and The Ralph Lauren Corporate Foundation Help Light the Way for HBCUs Students



RALPH LAUREN'S BLACK ADVISORY COUNCIL LAUNCHED ITS RALPH LAUREN PIN OF SOLIDARITY IN LATE 2021 TO CUSTOMERS. ONE HUNDRED PERCENT OF THE PROFITS ARE GIVEN TO UNCF TO FUND THE NEW SCHOLARSHIP PROGRAM.

Both the Ralph Lauren Corporation and The Ralph Lauren Corporate Foundation maintain a strong partnership with UNCF, empowering students of color to pursue and earn their college degrees at HBCUs.

Executive Chairman and Chief Creative Officer Ralph Lauren characterized the company's commitment best. "Students represent the best of the human spirit. When all students have an equal chance to succeed, their dreams become realities and inspire us all."

In 2022, The Ralph Lauren Corporate Foundation provided UNCF with a grant to establish The Ralph Lauren Corporate Foundation Scholarship to provide renewable two-year need-based scholarships to juniors attending one of 10 HBCUs selected by the foundation. The program provides support to students attending Bennett College, North Carolina Central University, North Carolina A&T State University, Saint Augustine's University, Tennessee State University, Tuskegee University, Cheyney University, Florida A&M University, Norfolk State University and Wiley College.

As another bite at the apple, the Ralph Lauren Corporation has a second scholarship—the UNCF-Ralph Lauren Scholarship Program, which provides awards to seniors attending any accredited four-year HBCU with unmet financial need to get them across the finish line. The program was funded by the Ralph Lauren Pin of Solidarity—a timeless, tangible symbol of allyship and unity with Black, African and African American communities; 100% of the profits from the sale of the pins were contributed to support the new scholarship.

To build on a long-standing commitment to UNCF and HBCUs, Ralph Lauren Corporation has also provided in-store shopping experiences on designated days at its stores in Beverly Hills and New York City, providing a percentage of the sales on the days to UNCF. Its employees and The Ralph Lauren Corporate Foundation are staunch supporters of the annual UNCF New York Walk for Education and New York “A Mind Is...”[®] Gala. And in recognition of Juneteenth in 2023, the company provided a percentage of sales on that day to UNCF from seven stores based in Atlanta, Beverly Hills, Boston, Chicago, Houston, New York and Washington, DC.

Both the Ralph Lauren Corporation's and Foundation's support for HBCUs and students of color goes beyond financial contributions. Both arms of the organization are actively involved in creating opportunities, raising awareness and empowering individuals within these communities.

As a significant philanthropic partner and ongoing supporter of HBCUs and their students, Ralph Lauren Corporation was presented with UNCF's Corporate Partner Award at the March 2023 New York UNCF “A Mind Is...”[®] Gala.

UNCF's mission to support HBCUs and their students would be near impossible to achieve if it were not for the steadfast commitment and funding support of partners like Ralph Lauren Corporation and The Ralph Lauren Corporate Foundation. They get it. And they help UNCF live up to “A mind is a terrible thing to waste, but a wonderful thing to invest in.”[®]