

INVEST

Through “Black History, Black Brilliance,” Macy’s Raises nearly \$1.4M for Scholarships



MACY'S CITY CENTER PARTNERED WITH UNCF TO PROVIDE COLLEGE STUDENTS WITH AN IN-STORE SHOPPING EXPERIENCE DURING AN EVENT ON WEDNESDAY, FEB. 23, 2022, IN PHILADELPHIA. PHOTO BY: JASON MICZEK/AP IMAGES FOR MACY'S, INC.

Black History Month in FY 2022 was a special time of the year for UNCF. Through a unique campaign—“Black History, Black Brilliance”—Macy’s galvanized its communities through instore and online charitable efforts, putting UNCF a major focus for its customers across the United States. As one of the nation’s premier retailers, Macy’s employed its vast reach to launch a national campaign in its stores and online at [macys.com](https://www.macys.com) to support UNCF and raise funds for scholarships for students attending historically Black colleges and universities (HBCUs).

Throughout the month of February, Macy's customers directly impacted and empowered the next generation of Black leaders in local communities nationwide through the charitable round-up campaign. Customers donated online or rounded-up their in-store purchase amount and contributed the extra change, up to 99 cents, to UNCF.

The campaign resulted in nearly \$1.4 million to support the mission of UNCF. More than 1 million of the dollars raised funded establishing the Macy's Brighter Futures Scholarship which will provide 181 scholarships of up to \$5,000 to students attending HBCUs.



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UNCF Executive Vice President and Chief Development Officer Maurice E. Jenkins, Jr. expressed gratitude to Macy's and their customers for helping more students realize their dreams to attend college sharing that "this campaign demonstrated how small gifts matter because all students matter. When you invest in HBCUs and their students you invest in the future of America. HBCUs are proven engines of social and economic mobility for thousands of low-income and first-generation college students."

Through Macy's generous efforts, students in need will receive the support to get to and through college. That's the kind of impact that ensures better futures for our nation.

