



TOUGALOO COLLEGE and UNCF NATIONAL CHURCH SUNDAY February 22, 2015

Dear Alumni:

Today, the role of our faith-based institutions in minority higher education is more important than ever. Despite the fact that African American students are graduating from high school and *enrolling* in college at historic levels, African Americans are *finishing* college and getting their degrees at approximately **half** the national average. As a result, the educational attainment gap is not narrowing, but widening.

We solicit your support to help Tougaloo College and UNCF continue its legacy of hope, help and opportunity by participating in the **2015 “UNCF National Church Sunday”** Initiative. ***On or before Sunday, February 22nd, we are asking each of you to make a gift contribution to the Tougaloo College UNCF Campaign. Additionally, we ask each of you to request an announcement be placed in your church bulletin offering your fellow parishioners the opportunity to personally contribute as well.***

With rising college costs, increased competition for financial aid and less federal grant money available, low-income students and families are struggling to pay for college. Tougaloo College and UNCF have been partners since 1944, working tirelessly to close the educational attainment gap by combating the largest single factor preventing students from receiving a degree – limited financial resources to cover tuition and expenses.

“A Mind is a Terrible Thing to Waste” but with support from each of you, we can save a *mind*. Your tax deductible investment will foster efforts to help deserving African American youth realize their dream of receiving a college education. ***Please submit your gift today to Tougaloo College, Attention: UNCF Campaign, Office of Institutional Advancement, 500 West County Line Road, Tougaloo, MS 39174. On-line at www.tougaloo.edu or <https://donate.tougaloo.edu>***

Thank you for your commitment to our mission of providing help, hope and opportunity. For additional information, please don't hesitate to contact the Office of Institutional Advancement at Tougaloo College, 601-977-7871.

Invest in the future of our youth...make a donation on or before Sunday, February 22nd.