



UNCLE
= NEAREST =
HBCU

OLD FASHI★NED CHALLENGE

HELP US RAISE \$1.4 MILLION FOR
HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

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From MLK Jr. Day through Juneteenth, Uncle Nearest is partnering with our on-premise, off-premise, and eCommerce accounts, as well as our Uncle Nearest #WhiskeyFamily to raise up to \$1.4 Million for Historically Black Colleges and Universities (HBCUs) in order to provide one full in-state tuition scholarship to each of the accredited schools. As reported by:



as well as dozens of other media outlets, HBCUs have been grossly underfunded by at least \$12.8 billion over the past 30 years. Uncle Nearest, along with your help, will work to shine a light on this disparity in funding. But as with everything we do, we will not just talk about it, we will put our money where our mouth is, and pledge \$1 for every Uncle Nearest Old Fashioned cocktail sold across the country beginning on MLK Jr. Day on January 15th and continuing through Juneteenth on June 19th.



THE WHY:

HBCUs are exceptional institutions but vastly underfunded. In spite of their chronic underfunding, HBCUs are a significant driver of degree attainment and economic mobility, especially for students from low-income families. HBCUs have a proven record of removing barriers to degree completion and postgraduate success, with their graduates making up 50% of Black doctors and Black attorneys, 40% of Black engineers and Black members of Congress, and 80% of Black judges.

The donation will be divided between each of the accredited schools, providing one full in-state tuition scholarship for every Historically Black College and University in the United States.

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EDUCATION

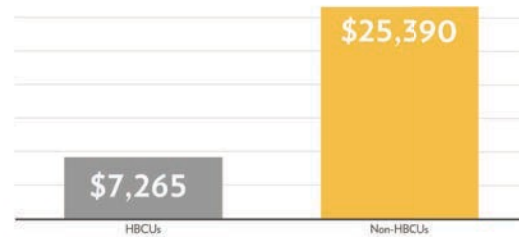
'Theft At A Scale That Is Unprecedented': Behind The Underfunding Of HBCUs



TCF FAST FACTS

HBCUs Are Exceptional Institutions—But Vastly Underfunded

At public colleges, the average endowment per student at non-HBCUs is 3.5 times larger than the average endowment at HBCUs.



THE CENTURY FOUNDATION

Notes: Based on 2019 endowment data, per full-time equivalent student (Source: TCF.org)

Parents.

HBCUs Are Systemically Underfunded



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Forbes

EDUCATION • INVESTING • DAILY COVER

How America Cheated Its Black Colleges

Compared to their predominantly white counterparts, the nation's Black land-grant universities have been underfunded by at least \$12.8 billion over the last three decades. Many are in dire financial straits—and living under a cloud of violence.

BLACK THE #1 BLACK DIGITAL
ENTERPRISE MEDIA BRAND

EDUCATION | NEWS

DATA SHOWS HBCUS DUPED BY BILLIONS OVER THE LAST THREE
DECADES



CBS NEWS

MONEYWATCH ›

**Black colleges were denied state funding
for decades. Now they're fighting back.**

Historically Black colleges and universities in the U.S. have been underfunded for decades, with billions of dollars in state funding that should have gone to those schools diverted by lawmakers for other purposes, according to higher education experts. Now HBCU leaders are pushing to get the money these institutions say they are owed.

HBCU leaders say the denial of state funding to their colleges largely comes down to old-school racism. State legislators, who largely control funding for higher education, have long viewed such institutions as inferior, multiple HBCU officials told CBS MoneyWatch. That has constrained HBCUs from offering more competitive salaries for faculty or scholarships for top students.

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ON-PREMISE

Beginning on January 15, 2024, (in honor of Martin Luther King Jr. Day) and continuing through June 19, 2024, (in honor of Juneteenth), Uncle Nearest will donate \$1 for every Old Fashioned sold at participating on-premise accounts using Uncle Nearest Premium Whiskey as its base spirit.

OFF-PREMISE

During the same time period, Uncle Nearest will donate \$1 for each bottle sold at retail, that accompanies the Old Fashioned recipe and participation card. We will provide retail POS for Uncle Nearest Old Fashioned Displays including recipe cards, neckers, and various sizes of signage to promote the program to consumers.

E-COMMERCE

In addition to our on- and off-premise programs, we will also work with our eCommerce partners to create Old Fashioned bundles, featuring Uncle Nearest and Hella Cocktail Co. bitters, a Black-owned bitters and soda company. We will donate \$1 for each bundle purchased and shipped through eCom.

CONSUMER

To provide a direct point of engagement for our consumers, Uncle Nearest will donate an additional \$1 for each image that we receive (via a linked QR code) of an Old Fashioned made at home. Limit one per email.

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POINT OF SALE



3 CASE CORRUGATE BINS



PINS



T-SHIRTS



COASTERS



COUNTER CARDS



RECIPE CARDS



NECKER BOOKLETS



LARGE CASE CARDS



CASE CARDS



DISPLAY INSERTS



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THANK YOU

In 2016, we formed the Nearest Green Foundation, a 501(c)(3) organization, specifically to ensure every college-age descendant of Nearest Green had a full scholarship to any college or university of their choice if they chose to go. Since then, we have paid for or are currently paying for descendants of Nearest to graduate from and attend some of the premiere colleges and universities in America, including Fisk University, Spelman College, and Clark Atlanta University, all HBCUs. Bachelor's degrees, Master's degrees, and even Juris Doctorates have been paid for through the Nearest Green Legacy Scholarship Fund to HBCUs on behalf of the descendants of Nearest Green. And now, through this initiative, we are extending the Foundation's giving to include every HBCU in the country.

NEAREST GREEN FOUNDATION IS A DBA OF THE NEAREST GREEN HISTORICAL PRESERVATION & CULTURE FUND, A 501(C)(3) ORGANIZATION.