

HELEN LOVE:



Helen Love describes her relationship with The College Fund in modest terms, but many people in the Detroit community say she is a model of generosity.

Staff members of UNCF's Michigan office say Love simply helps UNCF do its job better. Despite her humble attitude, Love is an active participant in UNCF's fundraising, in part through her position as community relations director at Ford Motor Co. in Detroit, Mich.

Love supports UNCF by encouraging her staff and the company to become involved actively in UNCF's *An Evening of Stars*. For example, Ford participates in the Indoor Walkathon, through which Ford's employees invite friendly competition with teams from other companies, who try to outwalk the Ford team. The

Indoor Walkathon, Detroit's largest *An Evening of Stars* fundraiser, brings in more than \$160,000 each year. Ford's friendly rivalry with General Motors also spurs both companies to raise additional funds. Because the competition is all in good fun, Love explains, The College Fund is the true winner.

Ford Motor Company donates capital support, general support for scholarships, equipment and the use of the media room for *An Evening of Stars*. Yet Love's commitment to UNCF also is personal. She wants to see The College Fund tap new donors, particularly through the packaging of sponsorship opportunities that give ongoing exposure to corporate supporters.

Love often suggests new ways that she and others can support UNCF. To those in Michigan, that makes Love a true friend of The College Fund. To these accolades, Love simply replies, "That's what friends are for." ■

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