Dear Morris Brown College Alumni and Friends:

Because you helped us move forward when things were most bleak, Morris Brown College is still serving as a nurturing ground for students with diverse backgrounds, large numbers of whom returned to their hometowns as teachers, ministers, doctors, attorneys, and other professionals, adding vitality to their communities. Recent graduates have gone on to pursue higher degrees at such institutions as Emory University, Clark Atlanta University, the Interdenominational Theological Center, and New York University, as well as other institutions.

As a supporter of Morris Brown College, you, our alumni and friends, are aware of the legacy we have built. You have a better idea of what is at stake and know the critical juncture where we currently stand. We thank you for your continued support, prayers and much needed financial sacrifices; but the journey is not over. While we received $14 million from the sale of property during bankruptcy, those funds were disbursed to help eliminate over $30 million of indebtedness. A special word of gratitude is extended to our Board Chairman, Bishop Preston W. Williams II, for his leadership and vision in filing for reorganization, resulting in our officially emerging from bankruptcy on June 15, 2015. As a result, we are left with only one creditor, the AME church, to whom we still owe $3.5 million dollars. Through the efforts of our Chairman, the college has an agreement to reduce this debt by $2.5 million dollars by paying $1 million dollars within three years. Every institution is faced with the challenge of attempting to deliver an affordable education amid rising costs, and Morris Brown College is no different; but we now have a sustainable model in place with the opportunity to continue our legacy by managing a leaner operation with a lower debt threshold.

Little of what is presented in mainstream media represents the strength and courage we together have shown to overcome what some observers deemed insurmountable odds. Like others in our nation who have survived adversity, we are “MBC Strong” with a resolve that will ultimately lead to full recovery. Here, I would like to share with you information about the “We Are Morris Brown” initiative aimed at raising two million dollars in three phases to benefit restoration and accreditation and to sustain us for future growth. This new initiative was developed by a focus group of dedicated alumni and Board members under the leadership of Dr. Charles Mason, Rev. Charles “Chuck” Barlow, and Dr. Nasrolah Farokhi. Phase One, “MBC Strong: Investing in an Unending Legacy,” focuses on the much needed renovations to buildings and landscape. Your generous gifts will go toward capital improvements and other operational needs that will benefit our efforts toward accreditation. The Administration building where offices and classes are located needs repair, and our students need scholarships and financial assistance. Phase Two will focus exclusively on moving us through the full process required to regain accreditation, and Phase Three centers on continued growth to rebuild and revitalize our institution. (See attachment.)

We need your help to raise one million dollars with contributions in varying amounts from $25.00 to above $5,000; your contribution will make a difference in achieving our goals during the first phase of our “We Are
“Morris Brown” initiative. Success in Phase One is the necessary foundation for success in Phases Two and Three.

I encourage you to take time to read about Mary’s story in the attached. She is a student who is enrolled for fall semester 2015; she has great potential and has overcome significant personal obstacles to become a student here at Morris Brown College. Give today so our mission to reach others like Mary can continue.

We cannot be victorious without you. Thank you for being in our corner. Tell others, and please give what you can financially to help us stay MBC Strong!

Sincerely,

[Signature]

Stanley J. Pritchett, Sr., Ed. D.
President

Attachment
THE “We Are Morris Brown College” INITIATIVE
PHASE ONE – MBC Strong: “Investing in an Unending Legacy”

Initiative Focus – Restoration (Mary’s Story)
Mary was born a bright kid who was once referred for testing as a gifted child. Unfortunately, she was raised by a mother who was self-absorbed and a father who wanted children but did not want to contribute to raising them. She attended four schools in four years before graduating high school. Her grades declined, and her hope for success was diminished. Mary, however, has found the nurturing she needs and an opportunity to reach her potential as a newly enrolled freshman in the fall 2015 semester at Morris Brown College. The school has emerged from bankruptcy and is moving forward towards accreditation. The “New” Morris Brown College will focus on offering educational services to the Traditional Student as well as the Non-Traditional Student population. Although the path has been difficult, Morris Brown College will become stronger and will continue its legacy to educate future “Brownites” with the knowledge and skills necessary to become dynamic leaders in a global, culturally diverse society.

Purpose Driven Giving
The “We Are Morris Brown” Initiative is designed to generate $1 Million in cash and pledges in the first 90 Days, $500,000 in the second 90-days, and $500,000 in the third 90-days for a total of $2 million collected by June 30, 2016. A “Source and Use of Funds” report will be distributed by August 1, 2016, with an action plan for 2016-17. This ambitious effort can only succeed if we all understand there is a purpose behind our contributions and recognize the vision in place to restore our role as a leader in educating those whom others have rejected and forgotten. Phase One will focus on restoring our campus and making much needed capital improvements to the buildings and landscape.

Measuring Your Investment
There is an immediate need to restore our campus as part of the vital steps required to achieve candidacy status for accreditation. Here is an overview of how your contributions will work:

<table>
<thead>
<tr>
<th>Investment Opportunity</th>
<th>Proposed Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Annual Fund</td>
<td>$125,000</td>
</tr>
<tr>
<td>Campus Revitalization Fund</td>
<td>$500,000</td>
</tr>
<tr>
<td>Wolverines Scholarship Fund</td>
<td>$125,000</td>
</tr>
<tr>
<td>Accreditation Fund</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

Make your personal campaign pledge today!
To make your investment, visit www.morrisbrown.edu
“We are Morris Brown College”
MBC Strong: “Investing in an Unending Legacy” Initiative

Name ________________________________ ________________________________
Address ________________________________________________________________
City________________________ State __________ Zip, __________
Email ________________________________________________________________

Home Phone ____________________________________________________________
Signature ______________________________________________________________

Enclosed is my tax-deductible contribution of $____________

My PLEDGE in support of Morris Brown College is $_________
Payable on ______________________________

Credit Card Payment Authorization

American Express Mastercard VISA Discover

Charge my Credit Card $______ Expiration Date _____/_____

Card #___________________________ Security Code_______

Please return with contribution in envelope to:
Morris Brown College
643 Martin Luther King, Jr., Drive, NW
Atlanta, Georgia 30314

Checks payable to Morris Brown College and include the particular fund of your choice.

Investment Stake Information

Gift Categories

Amount: $25.00 $50.00 $100.00 $150.00 $250.00 $500.00 $1,000.00 $2,500.00 Other $

□ □ □ □ □ □ □ □

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The President’s Club $1,000 - $4,999
The Purple and Black Club $500 - $999
The Wolverine Club $100 - $499
The Sustainer Club $1 - $99

Total Amount $________________________

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Investment Opportunity Donation Amount

□ The Annual Fund $__________
□ Campus Revitalization Fund $__________
□ Wolverine Scholarship Fund $__________
□ Accreditation Fund $__________

Total Amount $________________________

If you wish to make online donation, please go to www.morrisbrown.edu