



# ALPHA KAPPA ALPHA SORORITY, INCORPORATED ®



SOROR TRACEY MORANT ADAMS, SOUTH EASTERN REGIONAL DIRECTOR

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## PRESS RELEASE

### **America's First Black Sorority Announces Scholarships to Benefit Alabama Students**

*Alpha Kappa Alpha Sorority convenes more than 5500 members for South Eastern Regional Conference*

March 2, 2023 – The South Eastern Region (SER) of Alpha Kappa Alpha (AKA) Sorority, Incorporated® recently announced the donation of \$172,500 to support scholarships for college and university students in Alabama. The announcement was made during the organization's 91<sup>st</sup> South Eastern Regional Conference in Huntsville, Alabama, February 23-26, 2023.

According to South Eastern Regional Director Tracey Morant Adams, the Alabama Kar-tag Action Fund is a non-profit organization whereby individuals can purchase specialized AKA vehicle license plates with a portion of the sales proceeds designated to fund scholarships for students enrolled at Alabama colleges and universities.

"Through this initiative, we are providing pathways for students to soar in their academic pursuits while also planting seeds for the future," said Adams. "We are grateful for the Alabama Kar-tag Action Fund and our Alabama members who purchased specialty license plates. Through these collective efforts, we are contributing to the higher education pursuits of deserving citizens."

The \$172,500 in scholarship funds will be distributed as follows:

- \$30,000 to the Sweet Home Alabama Power of Us Educational Advancement Foundation (EAF) Endowment fund benefitting undergraduate or post-graduate Alpha Kappa Alpha Sorority members enrolled at higher education institutions in Alabama.
- \$2,500 to each of the fourteen historically Black colleges and universities in Alabama.
- \$5,000 contributed to the Tracey Morant Adams Endowed Scholarship of the Alpha Kappa Alpha Educational Advancement Foundation.
- An EAF Endowment fund has been established at 21 colleges and universities in Alabama with active undergraduate chapters of Alpha Kappa Alpha Sorority. Each EAF Endowment fund received \$5,000 and the contributions will continue until each fund is capitalized at \$25,000.

Since the inception of the Alabama Kar-tag Action Fund, more than \$450,000 has been raised to support scholarships at colleges and universities in Alabama.

Additionally, at each regional conference the sorority hosts a community service project. This year as part of its Childhood Hunger Initiative Power Pack (CHIPP™) project to eradicate hunger, the members donated thousands of nonperishable breakfast food items. As a result, more than 2,400 food packages were assembled and distributed to local nonprofit organizations such as Girls, Inc. and Boys and Girls Clubs, to provide weekend and holiday meals for children.

AKA International President and CEO Danette Anthony Reed established CHIPP™ as the sorority's signature initiative. She was a special guest and speaker at the 91<sup>st</sup> South Eastern Regional Conference.

During the conference, several community leaders were honored at a public meeting that featured nationally recognized news analyst and pundit Roland Martin. Additionally, award-winning gospel artist and songwriter, Kierra "Kiki" Sheard presented a crowd-pleasing concert at the HBCU Brunch that celebrated historically Black colleges and universities.

The 91<sup>st</sup> South Eastern Conference is distinguished as the organization's most well attended conference to-date, having attracted more than 5,500 registrants who participated in business meetings, workshops, and various events designed to inform, educate, and complement their membership in the 115-year-old sorority. The regional conference last convened in Huntsville in 2014.

Adams announced Mobile, Alabama, will be the site of the organization's regional conference in 2024.

**About Alpha Kappa Alpha Sorority, Incorporated®**

Alpha Kappa Alpha (AKA) Sorority, Incorporated® is an international service organization that was founded at Howard University in Washington, D.C. in 1908. It is the oldest Greek letter organization established by and for African American college-educated women. AKA is comprised of over 300,000 members in 1,061 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the U.S. Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, South Africa, and the Middle East.

**About South Eastern Region of Alpha Kappa Alpha Sorority, Incorporated®**

The South Eastern Region (SER) of Alpha Kappa Alpha Sorority is one of 10 regions. SER is composed of three states: Tennessee, Mississippi, and Alabama. Within the region, there are approximately 116 undergraduate and graduate chapters serving over 14,000 members. Annually, the members perform service projects to enhance and improve the quality of life for individuals, families and communities.

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