If the LCD provides a Vee (negative voltage) output pin, just only a pot is required to adjust the voltage.

\[
\text{Contrast} \quad 10k
\]

If LCD doesn't come with an internal DC converter, you have to build it by yourself. Using a MAX759 is the easiest and most flexible solution.

(*)1 graphical LCDs mostly require a negative voltage to drive the Liquid crystal cells.