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"All in for Wesleyan" Challenge a Success

April 11, 2014

BLOOMINGTON, Ill. — In the University's second "All in for Wesleyan" challenge on April 2, Titans banded together and raised over \$838,000 in one day.

It began with a \$250,000 challenge gift from long-time supporters, the Egbers family, if the University could raise \$250,000 from alumni and friends.

The challenge kicked off at midnight when over 500 students gathered in the Shirk Center for a "Dub After Dark" pep rally to show they were "All In."

Throughout the day, successive challenges were raised and met.

10 a.m. — The day's first participation challenge was issued. With 338 gifts to this point totaling just over \$50,000, Howard '60 and Sharon '60 Fricke offered to make a \$25,000 gift if we reach 600 gifts.

11 a.m. — The Wesleyan Wing challenge raised \$12,380 with 238 wings eaten by our elected contestants.

1 p.m. — Titans and friends passed the 600-gift threshold, earning the \$25,000 Fricke Challenge Gift as a result. Then another familiar donor stepped up: John '82 and Joann Horton offered to make a \$25,000 gift if we hit 1,000 gifts.

3 p.m. — The 1,000 gift challenge was reached, and a new challenge followed. Laura Randolph Oakey '92 and Jerry Oakey offered a \$50,000 gift if 100 more donors come through before 4 p.m. CST.

4 p.m. — With more than 1,100 gifts totaling over \$300,000, donors unlocked the Egbers \$250,000 matching challenge. This brought the total raised to over \$550,000. But the challenge didn't stop — an anonymous alum from the class of 1987 offered \$100,000 if we reach 1,850 donors before midnight.

7 p.m. — Alumni and friends surpassed 1,500 gifts. With 350 more needed to get the \$100,000 challenge from the anonymous class of 1987 alum donor, Jack Dickens '86 offered to put up \$50 for each of the next 300 donors.

9 p.m. — Within 100 gifts of the goal, Titans weren't finished yet.

By midnight, we eclipsed our final goal of 1,850 gifts, and as a result received both the \$15,000 and \$100,000 challenge gifts that were still on the table.

It took nearly a week to tabulate the final numbers, but the final count showed 2,406 Titan alumni and friends making gifts to generously support student scholarships and University programs.

Titans were asked to visit www.iwu.edu/challenge and support what's meaningful to them at IWU, then spread the word **#IWUChallenge**.



President Richard F. Wilson dons a crazy hat to address students gathered for the "Dub After Dark" rally.