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\$1 Million Challenge Poised to Boost All In Contributions

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Make your gift: www.iwu.edu/all-in

April 19, 2022

BLOOMINGTON, Ill. – All In for Wesleyan is off to an exciting start as an anonymous Illinois Wesleyan University alum has come forward with a \$1 million gift challenge.

If the IWU community can collectively raise \$1.25 million by midnight, the donor will top the contributions with an additional \$1 million gift.



All In for Wesleyan is a 24-hour campaign dedicated to supporting Illinois Wesleyan students and their academic goal of becoming IWU graduates. This year's theme for the campaign is "Always a Titan."

"Your time here on campus may have been temporary, but I know that you formed memories and relationships that last a lifetime," said Illinois Wesleyan President Georgia Nugent in a video announcement. "As you reflect on what Illinois Wesleyan has meant to you, I hope you will be inspired to join me in giving today. When you give, I encourage you to make it in honor or memory of someone – a Titan – who has been especially important to you. If you do that, I'm confident we'll reach that \$1.25 million goal and then be able to add in another million dollars."

Contributions can be made via the All In for Wesleyan website, which went live at midnight: www.iwu.edu/all-in. In addition to demonstrating their financial support, alumni and friends of the University are also encouraged to show their Titan pride on social media using the hashtags #AllInForWesleyan or #AlwaysATitan.

Additional fundraising challenges will be shared throughout the day. Students can join in the celebration by stopping by a donut table in Nell Eckley Lounge of the Memorial Center from 8:30-10:30 a.m., a toast bar in Hansen Student Center from 8:30-10:30 a.m. and a Kona Ice snow cone truck and intention bracelet making in Hansen Student Center from 5-7 p.m.

By Julia Perez