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Illinois Wesleyan University

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# All In for Wesleyan is Celebrating a Decade of Difference



April 6, 2023

BLOOMINGTON, Ill. — Supporters of Illinois Wesleyan University have been making a difference in the lives of Titans for the last decade through the annual All In for Wesleyan campaign, and the tradition will continue on Tuesday, April 11.

All In for Wesleyan is an annual fundraising campaign dedicated to providing opportunities for current and future IWU students by [generating financial support](#) for student scholarships, research, experiential learning, updated technology, athletic programming and more.

Last year, 3,335 donors raised \$2,391,253 in just 24 hours, with every dollar directly supporting Titan students in their goals to become IWU graduates. This year’s All In for Wesleyan theme is “A Decade of Difference,” celebrating 10 years of generosity and Illinois Wesleyan pride. Since 2013, All In for Wesleyan has raised over \$10.5 million from 25,000 donors.

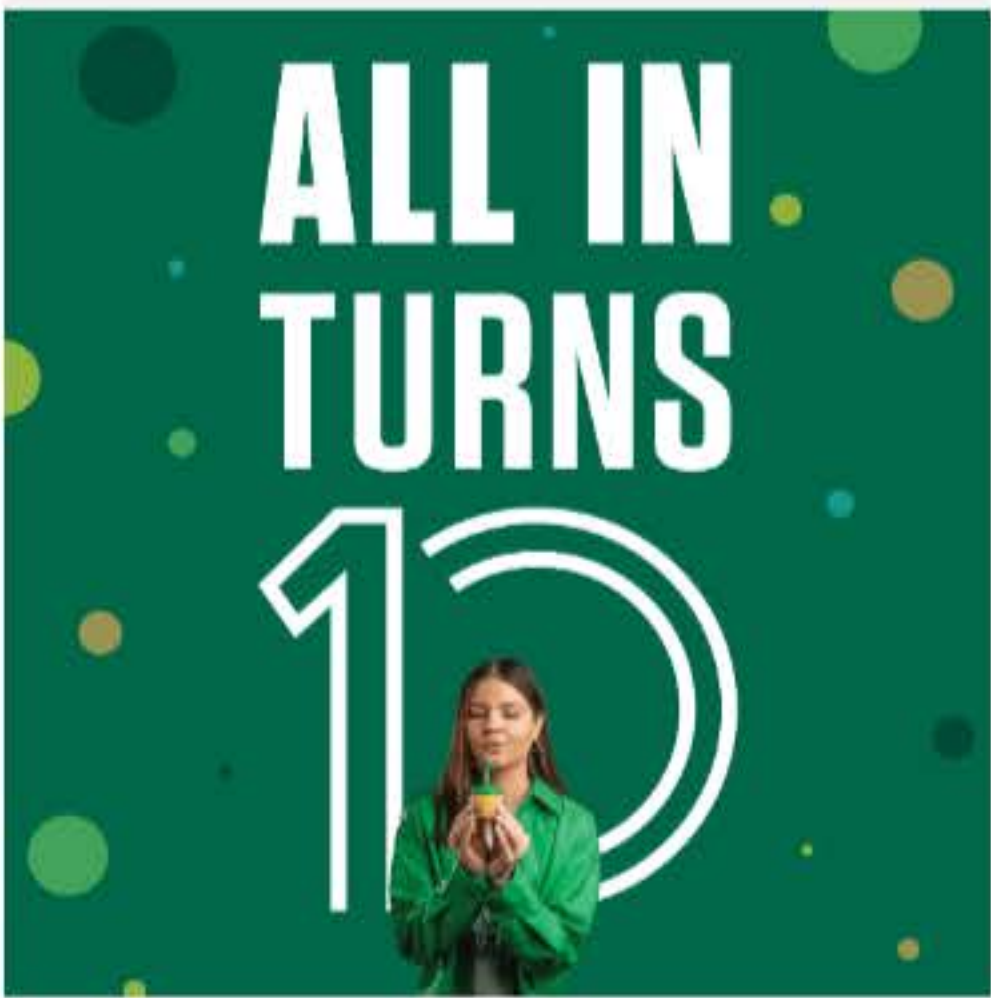
“It’s amazing to see our IWU alumni, parents, students, faculty, staff and friends come together year after year to give back to a place so near and dear to them. On April 11, we’ll kick-start the next decade of difference with a special 10th birthday celebration for All In. Any tradition that lasts 10 years is worth celebrating, especially something as special as All In for Wesleyan,” said Val Hawkins '09, Director of Annual Giving.

Several anonymous donors have generously pledged funds to allow for fundraising challenges throughout the day, including a donor who will give \$1 million once 3,500 donations are made. An anonymous donor from the class of 1970 is also matching gifts up to \$10,000 for any donation made to a diversity, equity and inclusion scholarship, which will benefit scholarships for student leaders from diverse backgrounds.

A new challenge this year is the Hourly Most Gifts Challenge, made possible by a donor who will give a \$10,000 donation every hour to certain areas of the University who have received the most gifts — such as specific funds, departments, programs, athletic teams, giving circles and more.

Events will also be hosted on campus for students to join in the celebration, including treats in the Memorial Center and Hansen Student Center from 8:30-10:30 a.m., Kona Ice and caricatures on the Eckley Quadrangle from 1-4 p.m., and a birthday bash and balloon drop in Hansen Student Center from 9-10 p.m.

The official All In for Wesleyan website will go live at midnight on April 11: [www.iwu.edu/all-in](http://www.iwu.edu/all-in). Titan friends and family are also encouraged to show their support on social media by using the hashtag #AllInForWesleyan.



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