



4-13-2023

Record-Breaking \$2.6 Million Raised During 10th Annual All In for Wesleyan

Julia Perez
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/news>

Recommended Citation

Perez, Julia, "Record-Breaking \$2.6 Million Raised During 10th Annual All In for Wesleyan" (2023). *News and Events*. 4282.

<https://digitalcommons.iwu.edu/news/4282>

This Article is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Record-Breaking \$2.6 Million Raised During 10th Annual All In for Wesleyan

April 13, 2023

BLOOMINGTON, Ill. – The Titan spirit of giving was at an all-time high on Tuesday as a record-breaking 4,437 donors collectively raised \$2,614,921 — the highest total in the history of All In for Wesleyan.

Alumni, parents, students, faculty, staff and friends of Illinois Wesleyan University united to beat the records previously set for dollars raised and number of donations made

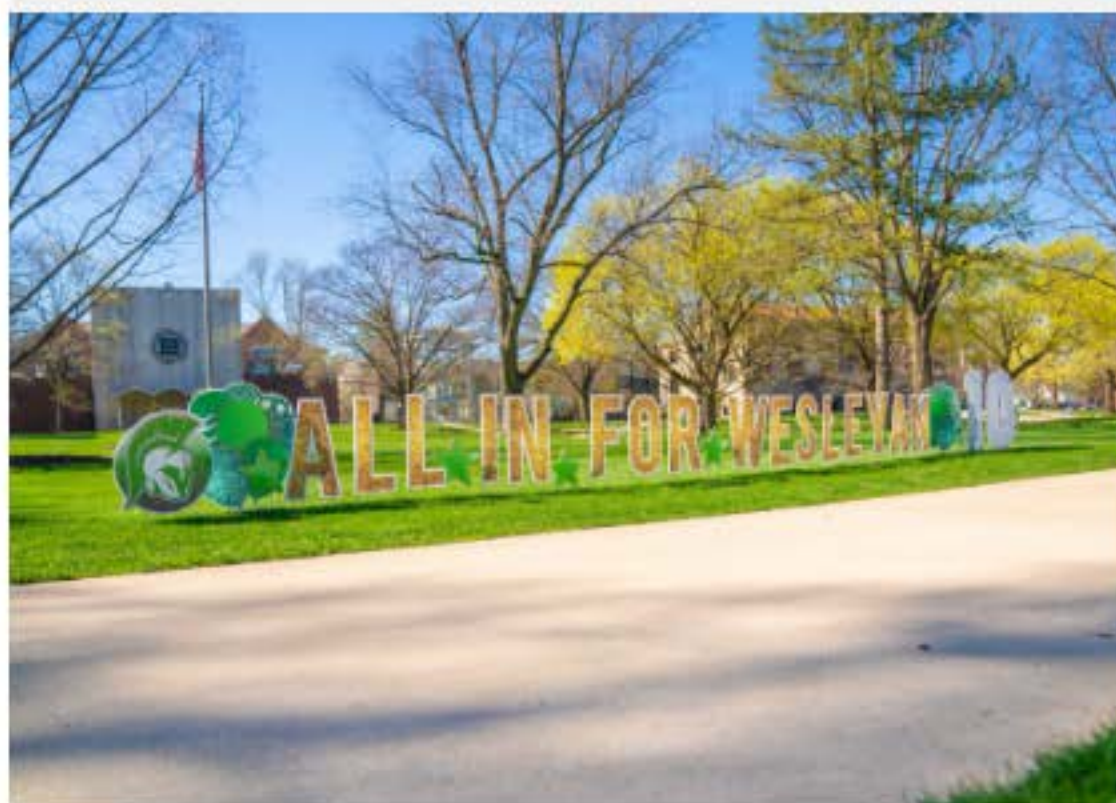
(previously set at \$2,539,574 from 3,587 donors in 2021). This year's theme, "A Decade of Difference," celebrated 10 years of generosity and Illinois Wesleyan pride. Since its start in 2013, All In for Wesleyan has raised over \$13 million.

"We knew All In's 10th birthday was going to be special, but we could have never predicted these record-breaking numbers. Our All In gifts climb year after year, and this is a direct reflection of the supportive, persistent and prideful nature of our Titan community," said Val Hawkins '09, Director of Annual Giving.

The annual fundraising campaign was spurred by several donation challenges from alumni, including an additional \$1 million gift from an anonymous donor, unlocked by surpassing the one-day goal of 3,500 donors; an hourly challenge made possible by an anonymous alum who gave a \$10,000 boost each hour to an area or department of the University who received the most donations; and additional gift-matching pledges from other generous alumni.

Funds raised through All In provide opportunities for current and future IWU students by supporting student scholarships, research, experiential learning, updated technology, athletic programming and more.

Donors who may have missed out on this year's All In for Wesleyan can still show their support by visiting www.iwu.edu/giving.



Since its start in 2013, All In for Wesleyan has raised over \$13 million.

By Julia Perez