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Julia Perez
Illinois Wesleyan University

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Give Green, Give Back During All In for Wesleyan on April 9

BY JULIA PEREZ | APRIL 02, 2024

NEWS



BLOOMINGTON, Ill. — By giving green during All In for Wesleyan on Tuesday, April 9, Titan supporters can contribute to the growth of students and programs at Illinois Wesleyan University.

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, a record-breaking 4,437 donors collectively raised \$2.6 million 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, "Give Green," pays tribute to the cherished Titan green, symbolizing the enduring pride of Illinois Wesleyan. Since 2013, All In for Wesleyan has raised over \$13.1 million from 30,000 donors.

"All In for Wesleyan is an incredible IWU tradition where thousands of Titans come together and give back. It's inspiring to see how donations of all sizes add up to millions of dollars in one day and make an invaluable difference across campus for years to come. I cannot wait to see the Titan community give back and give green this year," said Val Hawkins '09, Interim Assistant Vice President for Advancement.

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. Through the Titan Match Challenge, every gift of \$2,500 will be matched by an anonymous donor, with the \$5,000 being used to create a new annual scholarship in the first donor's name to be awarded to a student this fall.

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 Prize Vault on the Eckley Quadrangle from 1-3 p.m., trivia at Tommy's restaurant at 7:30 p.m. and a balloon drop in Hansen Student Center at 9:30 p.m.

The official All In for Wesleyan website will go live at midnight on April 9: www.iwu.edu/all-in. Titan friends and family are also encouraged to show their support on social media by using the hashtag #AllInForWesleyan.



The annual fundraising campaign All In for Wesleyan will take place on Tuesday, April 9.