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## Record-Breaking \$2.7 Million Raised During All In for Wesleyan

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# Record-Breaking \$2.7 Million Raised During All In for Wesleyan

BY JULIA PEREZ | APRIL 15, 2024

## NEWS



BLOOMINGTON, Ill. – A record-breaking \$2,779,070 was raised by thousands of Titan supporters who gave green to benefit the University during All In for Wesleyan on April 9.

Alumni, parents, students, faculty, staff and friends of Illinois Wesleyan University totalling 3,963 donors showed pride for IWU by passing the dollar record set last year at \$2,614,921. Since 2013, All In for Wesleyan has raised over \$15.8 million.

“All in for Wesleyan is an inspirational day where Titans of the past and present come together and support Titans of today. Year after year, our donors demonstrate their dedication, affinity, and love of this University by setting a new giving record. It’s both inspirational and motivational to see the entire IWU community come together to give back,” said Val Hawkins '09, Interim Assistant Vice President for Advancement.



Students celebrate the success of All In for Wesleyan with Tommy Titan.

With a theme of “Give Green” to celebrate the school color of the Titans, the annual fundraising campaign reached success through several donation challenges, including an additional \$1 million gift from an anonymous donor, unlocked after surpassing the one-day goal of \$1.5 million. An hourly challenge made possible by an anonymous alum gave a \$5,000 boost each hour to an area or department of the University who received the most gifts. A challenge set by IWU President S. Georgia Nugent unlocked a gift of \$30,000 to scholarships for first generation students after 100 donors gave to the First Generation Support Fund.

Proceeds from All In create opportunities for present and future IWU students. These funds support student scholarships, research endeavors, experiential learning initiatives, updated technology infrastructure and athletic programming.

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](http://www.iwu.edu/giving).