

2019 Give Green Day breaks last year's fundraising record

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Business students Dane Jones, left, and Dylan Rathbone, center, celebrate “Give Green Day” on the uptown campus. At right is Lucy Steven, director of the annual fund and reunions for the A. B. Freeman School of Business. (Photo by Jennifer Zdon)

Tulane University’s second-ever giving day far surpassed last year’s success, with thousands of donors joining to support what they love most about the university.

Nearly \$700,000 was raised from over 3,000 gifts during the 24-hour “Give Green: A Day for the Audacious” on March 19, according to preliminary numbers. The results represent an increase of about 50 percent from the previous year.

“When the Tulane family gathers together to support the university we all love so much, they are unstoppable,” said Tulane President Mike Fitts. “Every single gift contributed to Give Green’s success, proving that when we come together, the collective impact of the Tulane community’s generosity is transformative.”

Donors from across all 50 states and seven countries made gifts supporting Tulane’s schools, units, scholarships, athletics and many other aspects of the Tulane experience.

Throughout the day, 27 challenges and matching gifts further boosted donors’ generosity.

The Hertz Family Big Green Grand Prize engaged schools and units in friendly rivalry by challenging donors to give back and boost their favorite school or program to win bonus money. Because they received the highest number of gifts, Tulane Athletics, the School of Liberal Arts and the School of Professional Advancement each won an extra \$5,000. The A. B. Freeman School of Business, the Newcomb College Institute and the Center for Public Service won \$2,000. Tulane School of Medicine, the School of Science and Engineering, and Howard-Tilton Memorial Library each won a bonus \$1,000.

Another successful challenge encouraged current students to support Tulane. Jackie and Kevin Hunt (B ’13), parents of Madison Hunt (SSE ’21) and Kerrigan Hunt (B ’22), awarded a \$10,000 challenge when 100 students made gifts.

Videos and updates were posted across various social media platforms throughout the event, ensuring that the excitement continued to rise. Facebook, Twitter and Instagram broadcasted the day’s triumphs to Tulanians both near and far.