

Give Green Day brings Tulanians together to support university

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Today is the day! Tulane's fourth annual [*Give Green: A Day for the Audacious*](#) event has finally arrived. The university-wide giving event began promptly at 12 a.m. on Tuesday, March 23, and will end tonight at 11:59 p.m.

One day doesn't seem like a long time, but for the past four years the Tulane community has proven that 24 hours is long enough to make a big difference. The inaugural *Give Green* event in April 2018 smashed all expectations, raising nearly half a million dollars from more than 1,900 donors. 2019 raised the bar still further, garnering nearly \$700,000 from over 3,000 gifts. 2020 leapt over even that bar, raising more than \$1 million in just 24 hours.

This morning the support was already starting to roll in with alumni, parents, students, faculty, staff and friends starting to make a difference for the university that means so much to them. Add a little friendly rivalry in the form of [giving challenges](#) that pit reunion classes and schools against one another in unlocking additional support for the university, and you've got a recipe for success.

This year, *Only the Audacious* co-chairs Cathy and Hunter Pierson are sponsoring the [Big Green Grand Prize](#), which awards schools and units with bonus funds for achieving the highest number of gifts during *Give Green*. The event also features a number of [matching challenges](#) that allow donors to amplify their positive impact during this special event.

Jenny Nathan Simoneaux, executive director of annual and leadership giving, said, "It's been a challenging year, but everyone's support has helped Tulane remain strong and adapt and be flexible. Working together – that's what helps us have confidence we'll be able to face the challenges ahead."

Gifts to the Tulane Fund support scholarships, academics, research and countless other aspects of the unique Tulane experience. Throughout the day, Tulanians can get updates or make a gift online at givegreen.tulane.edu, and they can follow the

action on [social media](#).

WHAT CAN WE DO IN A DAY?

JOIN US 03.23.21



#GIVEGREENTU