

Fifth annual giving day brings together Tulanians to support university

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The day is finally here! Tulane's fifth annual giving day, [Give Green: A Day for the Audacious](#), demonstrates how much Tulanians can accomplish when they unite on one day for one purpose: to support Tulane. The university-wide giving event began at 12 a.m. on Tuesday, March 22, and will end tonight at 11:59 p.m.

One day might not seem like much, but in the last four years, Tulanians have shown ever-increasing generosity to Tulane. In 2021, the generous family of Tulanians made nearly 4,000 gifts, raising a record-shattering \$1.3 million.

“Through all the uncertainty of the last few years, it’s exciting to see alumni, parents, students, faculty, staff and friends coming together wherever they are, whatever’s happening in the world, and saying, ‘Today we are celebrating Tulane and the impact that Tulane is having on the world,’” said Jenny Nathan Simoneaux, executive director of Annual and Leadership Giving at Tulane.

Gifts to Give Green are directed to Tulane’s annual fund, which supports the university’s most pressing needs and allows the university the flexibility to seize opportunities as they arise. Having these funds available has allowed Tulane to remain strong and meet unexpected challenges with aplomb.

Even more exciting, because of [matching challenges](#) made possible by generous donors, the value of a donation on Give Green can go further. Every year, Tulane’s schools and units vie for prizes.

The [Big Green Grand Prize](#), sponsored by the Darden family, awards schools and units bonus funds for the highest number of gifts on Give Green. Schools and units are divided into three groups based on the sizes of their historical donor bases. In each group, first place will receive a bonus of \$5,000, second place will receive a bonus of \$2,000, and third place will receive a bonus of \$1,000.

Tulanians from near and far display their support for Tulane on Give Green. To celebrate the event, there will be alumni club events in 10 cities across the country — the most ever.

The excitement is also palpable on Tulane’s uptown and downtown campuses, where Tulanians can take part in Give Green events all day, such as yoga on the Berger Family Lawn at 11 a.m. and Plum Street Snoballs at 1555 Poydras Street starting at 1:30 p.m. (Wear your Tulane attire to partake!) For a list of many more events, [click here](#).

Every year, Tulanians across the globe join together to support the university they love. Last year, almost 20 percent of all donors to Tulane’s annual fund for the entire year made their gift on one day — Give Green.

Said Nathan Simoneaux, “It just cannot be underestimated what a dedicated group of Tulanians can do in one day.”

