

Give Green 2024 breaks records in money raised, number of donors

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During this year's Give Green, Tulane alumni, parents, faculty, staff, students and friends made 5,071 gifts and raised \$1,630,901. (Photo courtesy of Tulane Office of Advancement)

A record number of Tulanians came together to raise more money than ever before — \$1.6 million — on Tulane University's seventh annual giving event.

In a nod to history, this year's Give Green event kicked off at 18:34 (6:34 p.m.) on April 10 and continued through April 11, marking the year Tulane University was

founded.

During Give Green, Tulane alumni, parents, faculty, staff, students and friends made 5,071 gifts and raised \$1,630,901. That was up 9 percent in gifts and about 17 percent in dollars over 2023, and represented the highest amount ever raised during Give Green.

“Give Green continues to build momentum every year, inspiring alumni and friends from all corners of the globe,” says Tanisha Wrather, director of Annual Giving Campaigns at Tulane. “It’s a testament to the strong, widespread Tulane spirit that drives our university’s success.”

Enthusiasm for Give Green was palpable on Tulane’s campuses, and Tulanians across the globe also showed their excitement. Contributions this year came from all 50 states and 12 countries.

Generous donors made over \$580,000 in challenge gifts — more than ever before! These matches allowed donors to amplify the impact of their gifts and win extra funds for their chosen areas of the university.

For example, the Big Green Grand Prize, sponsored by Sherri and Dean Athanasia, parents of Samuel in the Class of 2024, encouraged friendly rivalries between schools and units by offering bonus funds for the highest number of gifts on Give Green. Schools and units were divided into three groups based on the sizes of their historical donor bases. This year’s prize totaled \$50,000, and winners in their respective categories were Tulane Law School, Newcomb Institute and Tulane Bands.

The Tulane Alumni Clubs Challenge, sponsored by Tulane Alumni, recognized Tulanians around the world. For this year’s challenge, clubs of similar size competed for per capita participation on Give Green. Winning clubs will receive funding for a Signature Series Event.

The Tulane Alumni Club of Washington, D.C. captured the large-market prize. The Tulane Alumni Club of Atlanta won the medium-market prize, and the Tulane Alumni Club of Charlotte was triumphant in the small-market category.

Gifts on Give Green support annual funds at schools and units across the university. They provide flexible and immediate resources to support students, faculty, capital

projects, research, athletics and everything that makes a Tulane education unique.

“One of the key highlights of Give Green is the profound impact that our supporters’ generosity has on Tulane,” says Ginny Wise, senior vice president for advancement at Tulane. “Though Give Green itself is brief and exhilarating, the benefits of their support are enduring, felt across the university long after the festivities conclude.”