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## Giving Day raises \$747,538 and kicks off this year's Student Gift Campaign

**Reno Waswil**  
DISTRIBUTION EDITOR

Giving Day is a newly formed Illinois Tech tradition during which the community surrounding the university comes together to donate to the school to provide funding for "scholarships, educational supplies, campus support, and other university initiatives." On Tuesday, November 15, 2016, the second annual 24-hour Giving Day campaign was held, which had the slogan "TECH YEAH!"

This event was primarily organized by the Office of Institutional Advancement and was headquartered at the Pritzker Club that day from 9 a.m. to 8 p.m. Donations made in-person, online, or over the phone went "straight to the fund, scholarship, or department" to which the donation was made.

This year, the event raised a total of \$747,538 through 1,036 "gifts" or donations from students, faculty, staff, alumni, and friends of the university along with a number of matching donations and "challenge" donations, which "unlocked" money as more

and more donations were made. This was an increase from the \$685,000 from 1,005 gifts the previous year in the same 24-hour period of time.

Although the Office of Institutional Advancement's duties primarily revolve around alumni outreach, encouraging students to make donations was made a focus this year with the Student Gift Committee's "Hawks 4 Hawks Hardship fund" contribution to the event. This is a fund that would be set aside to provide financial assistance to students that face hardships and to which students could

make direct donations. Several tables were set up around MTCC staffed by volunteers of the Student Gift Committee at which donations could be made. Each donation at the minimum \$5 limit returned a raffle ticket to the donor, and a donation of \$15 or more came with a free t-shirt, which was designed by Diana Wu, a student on the committee. This campaign ended with a launch party from 6 p.m. to 8 p.m. in the MTCC Ballroom at which the raffle prizes were awarded.



Photos by Reno Waswil