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Office of University
Communications

April 25, 2017

More than \$85,000 Raised by Over 200 Donors During ‘#DoubleDawgDay’

BOILING SPRINGS, N.C. – Officials at Gardner-Webb University are thanking supporters for their part in the record-breaking success of a recent dollar-for-dollar matching fundraiser to benefit the University’s Annual Fund for student scholarships and financial aid.

photo from #DoubleDawgDay

Held on April 19, “#DoubleDawgDay” raised \$86,738—a 25-percent increase over last year’s total. The number of donors grew by 31 percent, with 217 individuals participating, the most ever involved in this fundraising effort.

“Thanks to these donors, more students can now have outstanding college experiences and pursue their goals at Gardner-Webb,” said GWU President Dr. Frank Bonner. “Ultimately, their generosity enables the University to carry out our mission to serve God and humanity.”

According to Sara McCall, director of GWU’s Annual Fund, #DoubleDawgDay is a day dedicated to raising scholarship monies.

“Each year, Gardner-Webb alums, parents, and friends who give financially help students and the GWU community as a whole,” McCall reflected. “These gifts are vital to students’ opportunities and successes. Supporters and donors have made—and will continue to make—a substantial difference in the lives of today’s young people.”

Nearly 97 percent of students receive some form of scholarship or financial aid, and a large part of that assistance is directly connected to the GWU Annual Fund. Officials are pleased by the results of #DoubleDawgDay and are hoping to build on its success for future fundraising events.

“We are overwhelmed by every single member of the Gardner-Webb community who rallied to make the match day so successful,” McCall reflected. “These contributions to the GWU Annual Fund help meet students’ needs and keep them on track for graduation.”

Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university that prepares students to become critical thinkers, effective leaders and compassionate servants in the global community. Emphasizing a strong student-centered experience and rigorous academics, Gardner-Webb ignites learning and service opportunities for undergraduate and graduate students. Ignite your future at Gardner-Webb.edu.