

Southern celebrates 10 years of Giving Day

Eliana Morales
Staff Writer

Southern Adventist University's 10th annual "Giving Day" starts today. What originally began as a small Giving Tuesday initiative has grown into a two-day event that raised \$422,768 last year, according to Southern's 2022-2023 Annual Report. This year's fundraising blitz will continue Thursday.

Sandra Araujo-Delgado, annual giving manager, stated, "Giving Day serves two purposes: [One is] to amplify the needs of our departments to alumni and invite them to support. The other purpose is very much for the campus and students, which is to increase their awareness and invite them to participate if they so choose."

"This is the one time of year we invite students to participate [in giving]," said Araujo-Delgado. "It's a very fun environment, kind of gamified; it's competitive between departments."

Students can help their own academic departments reach their Giving Day goals. Each department's campaign is listed on Southern's website. Some of this year's projects include equipping the School of Business' new facility, building simulation labs in Miller Hall for the School of Nursing, funding a mission trip for the School

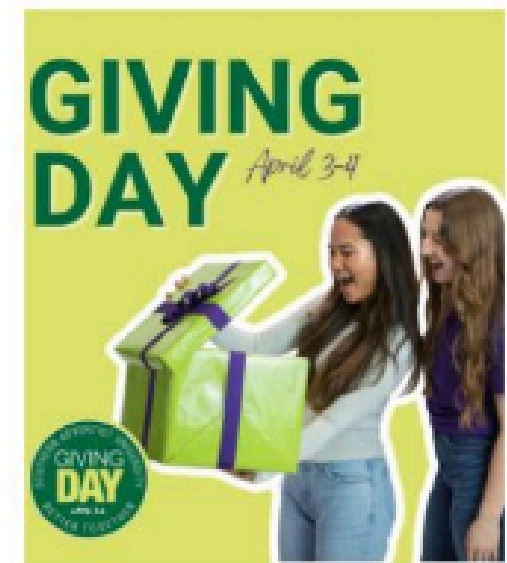
of Journalism and Communication and replacing old anatomy models for the Biology and Allied Health Department.

"These are projects that are not in the budget, but we can make them happen on something like Giving Day," said Araujo-Delgado. "The impact of Giving Day on students is immediate, such as being able to enjoy upgrades on equipment or scholarships that weren't available before."

According to senior health science major April West, Giving Day helps provide for her department, the School of Health and Kinesiology.

Even if students cannot contribute financially, they can still

See *GIVING DAY* on page 2



A poster for this year's Giving Day. The fundraising event began 10 years ago as a Giving Tuesday initiative, but it has grown into a two-day event.

GIVING DAY continued from page 1

participate in games and challenges that, if won, will allow them to direct money given by other donors to their department of choice.

Some of these games include Kahoot, Jenga, cornhole, and "Fundrides," which are trivia games played on a golf cart that goes through campus.

During last year's Giving Day, out of 1,304 donors, 172 were students, according to Southern's 2022-2023 Annual Report.

Some students believe the university should not directly solicit students during Giving Day.

One such student is freshman marketing major Alianis Vega-Morales.

"I definitely believe in participating in the games and challenges, because that money has already been given, but [giving] more money apart from our tuition?" she said. "We can't because some students don't even have that money."

Many other students reflected this sentiment but declined an interview.

Due to recurring backlash about the university soliciting its students, Araujo-Delgado desired to clarify the purpose of Giving Day.

"Student participation is important for different reasons; it's not for monetary reasons," she said. "It's because we just want you to be a part of it. We want Southern's culture to be a culture of philanthropy and for students to feel like, 'Just because I'm a student doesn't mean I can't participate. I can make a difference, too.'"

"The last thing we want is for students to feel pressured. No one should feel pressured to give," Araujo-Delgado added. "It's kind of like in church. We want to pass the plate."

West said, "If people want from their heart to give, and if they feel a calling to give, that's what it's for."

Araujo-Delgado added, "I think that Giving Day is an extremely positive event. I think we're blessed to have the opportunity to see how God uses people and how He can use me and you to make a difference."

The Southern Accent
Vol 79 Issue 21
Apr 3, 2024