

Day of Giving 2020 FAQ

What is Day of Giving?

This year marks the 6th Day of Giving for Hollins, a 24-hour period in which we encourage our alumnae/i and supporters to celebrate our common bond in Hollins and invest in the vision for the future of Hollins. During these uncertain times, Day of Giving provides an opportunity for a “unifying celebration” in which we can all come together (virtually!) to reflect on our Hollins memories, connect with classmates, and make a gift to support our students who continue to study and engage with each other, even from afar.

Date: Join us on **April 23, 2020** to “lift Hollins higher!”

Goals: In honor of our founding year, we hope to raise \$184,200 from 875 supporters. Your gift will help to celebrate the past while supporting the vision for the future.

Match*: The first \$100,000 in gifts will be matched dollar-for-dollar thanks to a group of anonymous Trustees and supporters! **DOUBLE** your impact!

Please visit www.hollins.edu/dayofgiving2020 for additional information and resources.

** Only the amount of your personal contribution will be reflected in your class and reunion giving totals. Similarly, only the amount you personally contribute will be applied to an existing pledges.*

What gifts count?

Any **Hollins Fund**⁺ cash gifts and pledge payments received on April 23 will count toward our Day of Giving total. If you received a solicitation mailing promoting Day of Giving and return your gift by April 23 using the form provided, it will also count toward our Day of Giving total. **And the first \$100,000 will be matched dollar-for-dollar!**

Pledges (including forthcoming employer matching gifts) and gifts-in-kind do not count.

+ Additional funds include: Hollins Fund General Scholarship, Women of Color Scholarship, Horizon Student Scholarship, Hollins Scholars Program

Why are we continuing with Day of Giving at this time?

Our thoughts are with each of you as you adapt to the disruptions and financial impacts caused by the pandemic. While these are challenging circumstances for all of us and focus has shifted to address students’ most urgent needs, work at Hollins must continue. We remain dedicated to the pursuit of our mission, and upholding our mission requires resources. Securing support for the Hollins Fund, which represents 11% of the operating budget and provides significant scholarship support, remains critical, especially as we address unprecedented needs.

Day of Giving provides an opportunity to celebrate the good that Hollins has cultivated in our lives and unify us around our common bond. Now more than ever, we must lean into the power of community and support one another. We recognize some may not be able to give, but we hope you still take time on Day of Giving to celebrate your Hollins memories and connect with classmates.

How to make your gift:

- Give online: hollins.edu/giveonline
- Call at **800-846-5371 (800-TINKER1)**
- If you receive a mailing, return your gift with the giving form provided.
- **Mail a check**, payable to Hollins University:
Hollins University
7916 Williamson Road
Box 9629
Roanoke, VA 54020

Please note: We will be in the office on Day of Giving to answer phone calls until 5 p.m. Prior to April 23, voicemail will be checked daily and calls will be returned within 1-2 business days.

All mailed checks must be postmarked April 23, 2020.

#hollinsdayofgiving #hollins2020vision

www.hollins.edu/dayofgiving2020