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Northland College Raises Over \$150,000 in Support of Students on GivingTuesday
By Tess Kohoutek-Miller '15, Northland College

Ashland, Wis., December 5, 2024 – Northland College is proud to announce the overwhelming success of its 2024 GivingTuesday campaign, which raised over \$150,000 from 237 generous donors. With this year's theme, Rooted in Resilience, the campaign celebrated the enduring strength of the Northland community and its commitment to supporting students in their academic and personal journeys.

For alum Sara Kress (Wessel) '08 of Couderay, Wisconsin, the Northland experience was nothing short of transformative. "Northland College encouraged me to become a better student, as I could not hide behind large class sizes or a student number," she shared. "The professors here taught me that learning can be both exciting and challenging. I developed the skills to be self-sufficient, resilient, and confident in my abilities."

Sara's reflection echoes the sentiments of countless alumni who credit Northland with shaping their paths and inspiring their futures. She added, "The world needs Northland College, a place where strategies to foster a sustainable future for all are embedded in academia. Now, more than ever, Northland needs support—not only from alumni but from everyone whose life has been touched by this incredible institution."

Contributions raised during GivingTuesday will fund scholarships, programs, and initiatives that continue to create these transformative opportunities for students. The campaign's Golden Hours, where gifts were matched threefold, energized donors across the country and amplified the day's impact, showcasing the incredible power of collective generosity.

"GivingTuesday was a powerful reminder of what makes Northland College so special: our community," said Jackie Moore, executive director of institutional advancement. "The outpouring of support ensures that students can continue their academic journeys, pursue their passions, and make meaningful contributions to our world. We are deeply grateful to everyone who contributed and believed in our mission."

Throughout the day, the campaign brought together individuals from all corners of the country. Alumni reminisced about their time at Northland, current students reflected on the opportunities they now have, and friends of the College reaffirmed their belief in its enduring value. The stories shared online and during events in Chicago, Minneapolis, and on campus

highlighted Northland's pivotal role as a space where students find not just an education, but a community that nurtures their potential.

As Northland faces the challenges of today's higher education landscape, the results of this campaign affirm the community's resilience and determination. These funds will provide students with the resources they need to thrive—ensuring that Northland's mission remains as vibrant and impactful as ever.

Looking ahead, Northland College is committed to continuing its legacy of empowering students to lead with purpose, resilience, and a passion for creating a sustainable future. This GivingTuesday, the College's supporters sent a clear message: together, we are stronger.

To learn more or to support Northland College, visit northland.edu/give.

Northland College is a private environmental liberal arts college located just blocks away from Lake Superior in Ashland, Wisconsin. Founded in 1892, the College adopted a bold new mission and made history in 1974 as the first college in the country to fully integrate an environmental focus with its liberal arts curriculum. Today, Northland College is a powerful and intimate learning community of about three hundred students from across the United States and beyond.

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