

## TULANE ALUMNI AND FUNDRAISING

In 1898, the Tulane Alumni Association was incorporated, dedicated to the broad principles of service to the University. In addition to serving the University in innumerable ways, alumni have played significant roles in its fundraising programs as leaders, workers, and donors.

In the early days of the Association, attention was concentrated on giving financial assistance to student activities and athletics. A Bequest Insurance program was initiated in the 1930's. Some other organized fundraising efforts of alumni have been evidenced in the first Tulane Gymnasium on Freret Street (now the Navy Building) and the first concrete stadium (present site of parking lot adjacent to the Navy Building). In connection with the Stadium Drive, a "Realization Day" was held in downtown New Orleans in which alumni, students, and friends participated. Alumni worked diligently in the 1920 Endowment Drive, which had as its slogan "Keep the Doors Open". In the 1920's, Newcomb alumnae conducted the Dixon Hall Drive. Other later alumnae projects were the Newcomb Dormitory Drive (addition to Warren House) and the renovation of the Caroline Richardson Building. Medical alumni have participated in a number of campaigns of benefit to the Medical School. Many alumni of all schools played important roles as workers and contributors in the Tulane Educational Advancement Program.

The Tulane Student Center was the result of a fundraising project in which the Alumni Association was involved, as were the Alumni House on Willow Street, the Monk Simons Memorial Swimming Pool, and the Monk Simons Athletic Complex. The Field House was constructed with funds given by an alumnus of the University.

In 1946, the Executive Committee of the Tulane Alumni Association inaugurated an annual giving program called "The Tulane Alumni Fund" as a "practical means whereby the mass of alumni might make possible for others the benefits which they themselves have enjoyed." The first year's Fund was conducted on a very limited basis. However, the experiment was deemed successful, and thus launched a program which continues to the present time. For most of the years, annual giving was conducted under the auspices of the Tulane Alumni Association; however, it is presently a part of the University's annual giving program under the aegis of Tulane Annual Fund.