What is Pennies for Martha?

*It is a Mountain Day tradition to celebrate Martha Berry’s birthday by giving to the Penny Basket – the number of pennies equal to your age.*

The Pennies for Martha Campaign is a broad-based giving effort that occurs during Mountain Day Weekend, and honors Miss Berry’s extraordinary legacy.

Pennies for Martha is Berry’s “Day of Giving”, and is intentionally set apart to inspire the Berry community - even those alumni celebrating in other locations - to make an annual tradition of giving back to the place that has given them so much.

How Does the Pennies for Martha Campaign Work?

During Mountain Day Weekend, everyone can participate by placing a donation in the Penny Basket.

You don’t even have to be on campus to take part. On Mountain Day Weekend you can make a Pennies for Martha gift from anywhere through online giving.

Donating is easy and quick, and highly accessible. Gifts can be of any size...from loose change to larger gifts.

We need to know who is giving! The Pennies for Martha campaign goes a long way in helping strengthen our alumni participation measurement – a demonstration of the commitment and support of Berry alumni to those outside the Berry community.

Using the Pennies for Marsha Campaign for Reunion Giving:

Reunion Committees can help mobilize their class giving goals and projects by using the Pennies for Martha theme.

Encourage classmates who can’t make it back to campus to celebrate their reunion to make a Pennies for Martha gift from wherever they are. It will count in your class total!

Milestone Reunions can use the Pennies theme as well to create a special giving initiative, contribute to a class scholarship or encourage general giving.