



EAST TENNESSEE STATE  
UNIVERSITY



*Distinguished President's Trust Dinner*

# ETSU FOUNDATION

Quarterly Report

3rd Quarter

January 1 - March 31, 2024

ETSU Foundation | [give@etsu.edu](mailto:give@etsu.edu) | [www.etsu.edu/give](http://www.etsu.edu/give)

Dear Loyal Supporters,

As I write this letter, we have just wrapped up two major events for the ETSU Foundation: Day of Giving 2024 and the Distinguished President's Trust (DPT) Dinner. Both initiatives were a tremendous success and were a celebration of all that donor support has done (and will do) to transform our campus and the lives of those who call ETSU home.

More than 200 guests joined us on April 12 for our annual DPT event. The DPT is comprised of donors whose lifetime giving to the ETSU Foundation has reached \$10,000 or higher. In addition to welcoming our new and returning members, the evening also provides an opportunity to honor those who are rising to new giving levels within DPT, including the Carter Society (\$25K) as well as the Bronze (\$50K), Silver (\$100K), Gold (\$500K), Platinum (\$1 million+) and Diamond (\$5 million+) societies. Members of the Roan Scholars program led the event, and during the evening they shared stories of how donor support has shaped their ETSU experience in many ways.

We also just completed Day of Giving 2024, and it was one for the history books. Keep in mind that we are still processing some gifts, but at last check we had raised over \$460,000 from some 900 donors – *all within 24 hours*. This is the largest amount of money we have ever raised during a giving day event. On Day of Giving, we invite our donors to give to whatever programs or causes at ETSU they wish to support. Faculty, staff, students, alumni and friends gave to initiatives across campus, including the Macy's Thanksgiving Day Parade trip, various scholarship programs, the Martin Center Student Tickets Subsidy Program, Esports, the Noland Family First-Generation Scholarship Program, Intercollegiate Athletics, Roan Scholars, and more. It was a great day, and I thank each of you who contributed to this for all that your gifts will make possible.

Both events, of course, lead up to the greatest day on the academic calendar: Commencement, a day you made possible. Donor support touches the journey of every ETSU student in some way. Because of you, the Class of 2024 will achieve the greatest dream of all as they receive their degrees.

Thank you for being part of this magical season at ETSU.



Pam Ritter  
Vice President for University Advancement  
President/CEO of ETSU Foundation

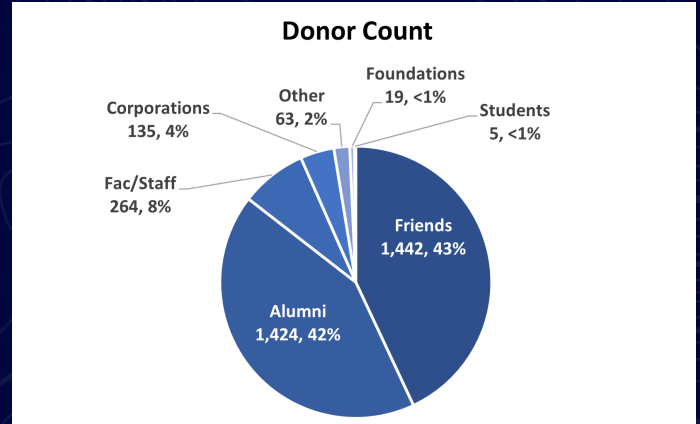
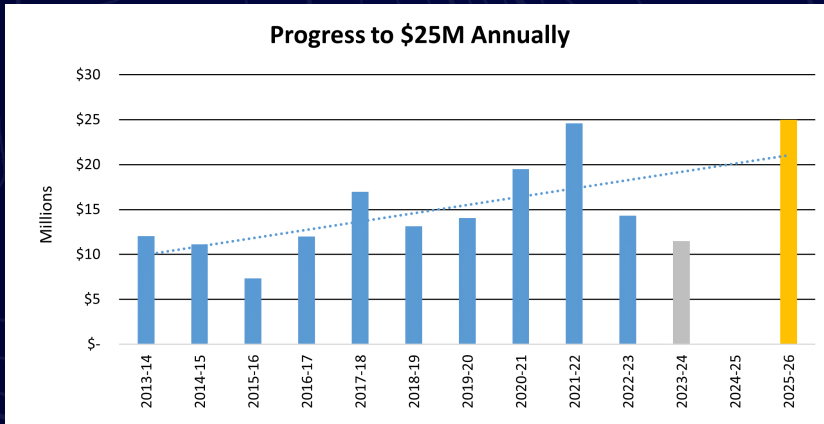


*P.S. Join the President's Circle! The President's Circle is here to recognize annual donors to the university. With your gift of \$1,000 or more to area(s) of your choice, you will be invited to attend special events and will receive information and updates throughout the year. You can make a gift at [www.etsu.edu/give](http://www.etsu.edu/give).*

# ETSU FOUNDATION BALANCE

The total fund balance as of March 31, 2024 was \$163,359,239.

**NOTES:** The balance is based on market value as of the date indicated; balance will fluctuate with market conditions. The graphs below reflect third quarter (January 1 - March 31, 2024) activities.



## Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2023-24	11,478,461	11,125,008	1,251,627
2022-23	10,218,721	14,708,388	1,641,389
Change	1,259,740	-3,583,380	-389,762
% Chg	12.33%	-24.36%	-23.75%

## Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2023-24	82	465	2,788	346	1,200	1,456
2022-23	39	407	2,283	290	643	1,222
Change	43	58	505	56	557	234
% Change	52%	12%	18%	16%	46%	16%



Members of the University Advancement team

## Major Gifts

- University Advancement recently welcomed three new Directors of Development to the team: *Karin Von Kaenel* (Quillen College); *Lisa Pawley* (Arts & Sciences); and *Zach Thompson* (Clemmer College of Education and Human Development).

## Advancement Services

- The team received and tested CRM Advance software "Correction Pass I" and reached the one-year implementation mark in February. The "go live" date for production remains on track for July 2024.
- Advancement Services hired two new staff members: *Jared Hedrick*, Technology Coordinator who comes to us from Public Health, and *Devan Lamie*, Gift Processor who previously worked in Pediatrics.

## Annual Giving

- Annual giving solicitation letters were sent from several areas.
- The Annual Giving staff planned and successfully executed Day of Giving 2024, raising over \$460,000.

## Planned Giving

- The Executive Director visited donors in Winston-Salem and Charlotte, North Carolina; Palm Springs and Indian Wells, California; and Atlanta.

- The Legacy Circle Luncheon is April 25.
- Work is being done for a new planned giving website with FreeWill.

## Alumni Association

- The team hosted the Knoxville Club Ice Bears ETSU Alumni Night.
- The Alumni Board was recognized during the men's basketball game against Furman.
- The Alumni Association hosted nightly pre-game gatherings, including the championship game, during the SoCon Tournament in partnership with athletics, men's basketball, and the cheerleading and dance teams.

## Communications/Stewardship

- Graphics with impact data were sent to select donors who participated in last year's Day of Giving.
- Significant planning and coordination were done for the annual Distinguished President's Trust dinner and the Carillon Society luncheon.
- Work is beginning on the 2023-24 Foundation Annual Report.

Check out the ETSU Foundation's 2022-23 Annual Report, "**Going Beyond Exceptional**," [here](#).





The Marching Bucs Color Guard entertained guests at the Distinguished President's Trust Dinner.

## UNIT REPORTS

### WETS-FM

- The station is commemorating its 50th anniversary this year.
- Work continues on the tower replacement on Holston Mountain; the project is ahead of schedule.
- The spring fundraiser has been moved to May 20-25.



Tennessee Field were recently secured.

- Athletics has launched the Bucs for Good campaign which oversees all ETSU Athletics NIL, which has provided great support as the institution heads into the off-season to help build competitive rosters.
- The “Be GREAT” and “I Give a Buc” initiatives (BE GREAT/I Give a Buc- Be Grateful, Be Resilient, Be Excited, Be All-in, Be Together) are continuing.

### Martin Center for the Arts

- The new Ticket Subsidy Program is an initiative aiming to support children and youth in our region, regardless of income, by providing them the opportunity to attend performances free of charge.
- During January – March 2024, the Martin Center hosted:
  - 7 Broadway performances
  - 10 Martin Center Series performances
  - 10 university events

### Intercollegiate Athletics

- Naming rights for the Bank of

### Sherrod Library

- The Sherrod Library celebrated its 25th anniversary, marking the occasion of which it moved into its current location.

