



EAST TENNESSEE STATE
UNIVERSITY



Quarterly Report
1st Quarter, period ending
September 30, 2018

Dear Loyal ETSU Supporters,

Thank you to all of our alumni, friends, partners, and especially to our Foundation Board of Directors and President's Circle members.

- **President's Circle Football Tailgates.** We gather to send off our football Bucs two hours prior to each home football game. These have proved to be a great time to catch up with old friends and to make new ones. Join us for the last two tailgates: October 27, at 1:30 before the Western Carolina game and November 17, at 11:00 before the Samford game. Visit www.etsualumni.org to learn more or to buy tickets.



- **President's Circle Academy.** This is a chance to have a classroom experience, much like our students do every day at ETSU. This exclusive event for members of the ETSU Foundation President's Circle, provides classes taught by top faculty members/staff at the university. The Academy is being held as this report is finalized (October 26, starting at 8:30 a.m. at the Alumni House, 908 Maple Street). Hope you could make it! www.etsualumni.org for tickets/info.
- **ETSU Day of Giving** will be April 17, 2019. The Foundation, Athletics, and all units at ETSU will join together for this unique initiative to connect with our alumni, friends, faculty, staff, and partners and to encourage support for ETSU. Look for more information in early spring and please plan to be an ambassador and advocate.
- **Banking Services.** After a very thorough study and bid process, the Bank of Tennessee was the successful bidder for the banking services of the ETSU Foundation. Transition will take place January 2019. First Tennessee Bank retains the banking services of the University.

Thanks so much for all your advice, leadership, and support!

Pamela Ritter

Pres/CEO & VP for ETSU Advancement

P.S. The President's Circle exists to recognize donors to the university! When you donate \$500 or more to the area(s) you choose, we will invite you to special events and send you information about our progress (like this report). I encourage you to make your gift **today** by visiting www.etsu.edu/give.



- Major Giving:

- Denise Asbury has joined the Advancement team as an additional Director of Development in the College of Arts & Sciences. She will primarily focus on arts-related majors. Denise has more than 20 years of experience in fundraising, including extensive work in major and planned gift pipeline development.
- We currently have an open position for the Director of Development for Student Affairs and the Roan Scholars program. Ben Daugherty left the Advancement team to accept another position at the University.

- Advancement Services

- Completed FY18 reports for Annual Fund projects, PCI Alumni Directory project, & VSE submission
- Supported campaign activities; prospect research for new committees, larger portfolios, & prospect visits.
- Developed new coding systems for ticket obligation gifts & University/Sponsored Research gifts and completed the corresponding database updates for improved reporting.

- Annual Giving - better utilizing social media and electronic channels to market ETSU & encourage giving.

- Forming a large, cross-university committee to help plan and orchestrate ETSU Day of Giving; stay tuned!

- Planned Giving - off to a record start for this FY, with five gifts completed during Q1 for a total of \$2.58M.

Working on several new gifts, including real estate, retirement accounts, insurance policies, trusts, and wills.

- Alumni Association - 52nd Annual Alumni Golf Classic at Cattails at MeadowView was held on 9/21/18.

- Celebrated the 21st year of ETSU PRIDE to welcome new and returning students, faculty, and staff.
- Hosted a pregame event at UT; 500+ attendees, the biggest opponent-led alumni event on UT's campus.
- Tradition Keepers, our student-led group, expanded programming to include monthly meetings, dues paying members, a Trivia Taxi, home football game tailgates, and Free Tea Tuesdays.

- WETS-FM - raised \$102K in the first quarter; on-air spring/fall fundraisers are still vital, but monthly sustaining (recurring) memberships are replacing many one-time gifts generated by the fundraising events.

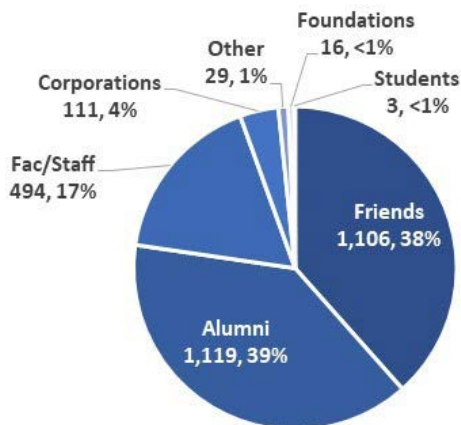
- Athletics - raised \$378K this quarter, while supporting successful & hi-visibility events & marketing.

ETSU Foundation Balance

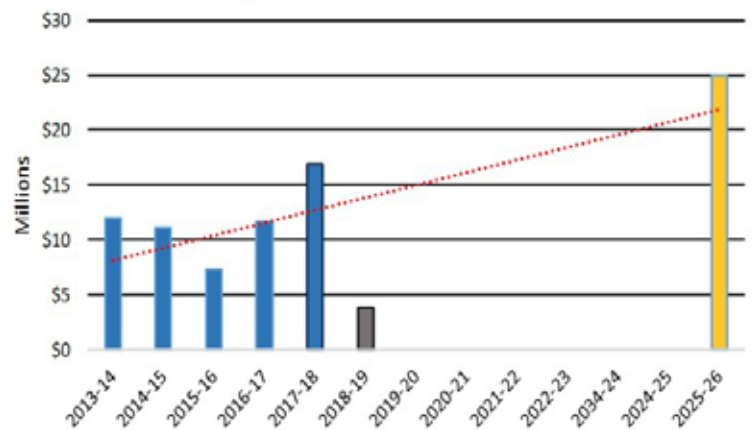
The total fund balance as of September 30, 2018 is \$ 100,915,099.

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from July 1 to September 30, 2018

Donor Count for 2018-19



Progress to \$25M Annually



Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2018-19	65	207	784	134	336	335
2017-18	57	202	611	49	289	266
Change	8	5	173	85	47	69
% Change	12%	2%	22%	63%	14%	21%

Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2018-19	3,754,717	1,538,651	221,470
2017-18	1,728,693	1,645,710	336,888
Change	2,026,024	(107,059)	(115,418)
% Chg	117%	-7%	-34%

Unit Reports

(see complete schedule below)

College of Arts & Sciences

*Increased overall giving to the College by 96% in 2017-18 with over \$4.8 million raised.
Annual fund gifts increased 38%*

- Hired 2nd development director for the College in September 2018, Denise Asbury.
- Received a generous gift for enhancements to labs within the Department of Biological Sciences.
- Conducted nearly 40 visits to alumni and donors so far in 2018-19.
- Secured major gift to support the classical strings program within the Department of Music.

College of Business & Technology (CBAT)

CBAT recorded net production of just over \$391.5K so far for 2018-19.

- Received a generous endowed gift from an alumnus to provide scholarships in the Computing Department.
- Received a generous endowed gift from an alumnus to provide scholarships for the MBA program.
- ETSU was one of 25 institutions nationwide to receive a \$37,000 grant from DENSO, a leading supplier of advanced automotive technology, systems, and components for all the world's major automakers.

Clemmer College

*Board of Trustees approved name change to Clemmer College
with renewed commitment to Excellence in Counseling, Education, Leadership, and Sport.*

- Clemmer College awarded nearly \$150k in scholarships for the 2018-19 academic year.
- University School ranked #14 best high school in Tennessee.
- Taiwan's #1 sprinter in track and field, is training at the US Olympic Training Site at ETSU.
- Master's program in early childhood is first to earn National Association for the Education of Young Children (NAEYC) accreditation.

Quillen College of Medicine

*Dr. William A. Block, '92, became the Interim Dean in July 2018, becoming the first Quillen alum
to lead the College. Dr. Beth Anne Fox, '98, appointed to serve as Associate Dean/Chief of Staff.*

- Class of '22 introduced during the 7/20/18 White Coat Ceremony. Included 6 children of QCOM alumni/residents.
- Classes '88 and '08 held reunion events over the weekend of 7/27/18.
- Alumni Society elected Dr. Tim Powers, '88, President. Dr. Tony Katras, '84, appointed 1st Honorary Board Member
- In September 2018, medical student volunteers raised over \$33K during 4 evenings of Phonathon calling to benefit the College of Medicine Scholarship Endowment.

Report Schedule:

- 1st Quarter – Arts & Sciences, Business & Technology, Clemmer College, and Medicine.
- 2nd Quarter – Clinical & Rehabilitative Health Sciences, Nursing, Pharmacy, and Public Health.
- 3rd Quarter – Athletics, Student Affairs, University Programs, and WETS-FM.
- 4th Quarter – Annual Report.

ETSU is an AA/EEO employer. ETSU-046-15M.

ETSU Foundation | give@etsu.edu | www.etsu.edu/give