



EAST TENNESSEE STATE
UNIVERSITY



Quarterly Report
3rd Quarter, period ending
March 31, 2019

Dear Loyal ETSU Supporters,

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

- **President's Circle Luncheon.** Join us for our annual get-together on May 7, 2019, starting at noon. Invitations will be sent very soon!
- **ETSU Day of Giving** will be **April 17-18, 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. This will be a 1911-minute challenge, in honor of the year we were established. Watch your e-mail and social media. **We need your leadership by giving and being an advocate for ETSU.** If you haven't made your gift for 2018-19 this would be the perfect opportunity!
- **Campaign for ETSU.** In addition to recognizing our loyal donors during the DPT dinner on April 12, 2019 we were excited to announce the **Campaign for ETSU**, a \$120 million comprehensive drive that will allow ETSU to provide additional support for our students, faculty, programs, and facilities. We have already raised over \$50 million toward this five-year campaign. I look forward to having all of ETSU's alumni, friends and the community involved in this extraordinary opportunity to help the university grow and fulfill its mission.

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



Pamela Ritter
Pres & CEO, ETSU Foundation
Vice President for ETSU Advancement

P.S. The President's Circle exists to recognize donors to the university! When you donate \$500 or more per year 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

- We have recently hired a second Director of Development for the College of Business and Technology. Javonte' Ashford will start on June 3. Javonte' has a background in student recruitment and administration with two different private colleges, and we feel he is going to be a fantastic fundraiser. Once he joins the team, we will employ 11 Directors of Development and fourteen fundraisers overall.

- Advancement Services

- Improved efficiency for processing December gifts; prepared & sent annual receipts for recurring gifts.
- Continued to make database updates from PCI Alumni Directory responses.
- Prepared files for the Distinguished President's Trust to be shared across partner organizations.
- Completed 2 peer benchmarking surveys including the fundraising portion of AAMC report for QCOM.

- Annual Giving

- Raised just over \$1M so far in 2018-19 - up 4% over the previous year.
- Conducting a limited test of a peer-to-peer texting service to possibly improve communication.
- During Day of Giving, April 17-18, we hope to have at least 350 donors help open doors for Buccaneer students. Give and advocate at www.etsu.edu/give.

- Planned Giving

- Planned gifts booked this fiscal year exceed \$6M.
- Record number of new inductees (12) into the Legacy Circle (those who made planned gifts to ETSU).
- Search is underway for a new Director of Planned Giving to replace Sunny Sandos, who leaves April 18.

- Alumni Association

- Held Southern Conference basketball pregame events for alumni & fans.
- Alumni Clubs and Spring Weekend planning for several activities is underway.
- You can easily update your information or volunteer with your Alumni Association by visiting www.ETSUAlumni.org.

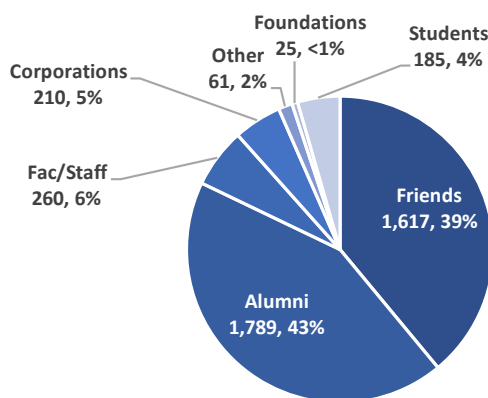
ETSU Foundation Balance

The total fund balance as of March 31, 2019 is \$100,600,132.

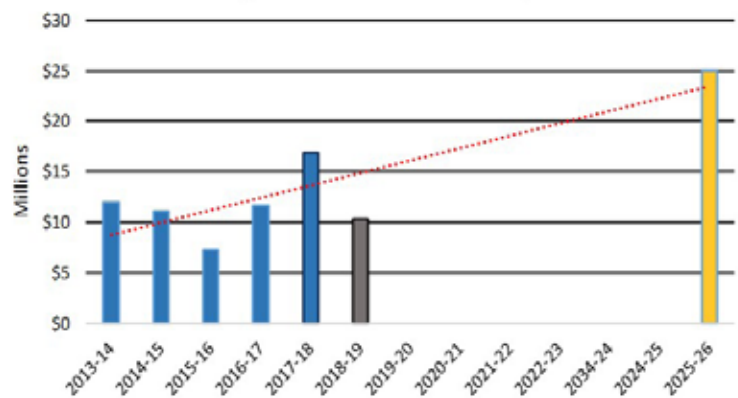
NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions.

Charts below reflect activity from July 1 to March 31, 2018

Donor Count for 2018-19



Progress to \$25M Annually



Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2018-19	163	674	2,183	256	1,093	1,283
2017-18	192	606	2,273	183	1,259	930
Change	(29)	68	(90)	73	(166)	353

Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2018-19	10,360,752	5,326,134	1,028,051
2017-18	15,030,268	6,528,926	990,461
Change	(4,669,516)	(1,202,792)	37,590

Unit Reports

(see complete schedule below)

Student Life and Enrollment & Roan Scholars

The Division of Student Affairs is now the Division of Student Life and Enrollment.

- New division now includes the Scholarship Office, Undergraduate Admissions, Veterans Affairs, and Trio.
- Associate Vice President testified at the US Senate Committee on Health Education, Labor, and Pensions hearing on campus safety, student rights, and sexual misconduct issues.
- The Roan Scholars Leadership Program recently received two five-figure gifts.
- Roan Scholars traveled to Atlanta, GA and Washington DC to participate in leadership building experiences.
- The National Pan-Hellenic Council Plaza kick off celebration was held with several lead donations including a \$5,000 gift from CITI Commerce Solutions in Gray.

University Programs

The director of development made over 110 visits to date to generate support from alumni and friends of ETSU.

- School of Graduate Studies welcomed new dean, Dr. Sharon James McGee, in August 2018.
- School of Continuing Studies & Academic Outreach adding several new programs at the Sevierville campus Fall '19.
- Sherrod Library welcomed new dean, David P. Atkins, in January 2019.
- Honors College established new scholarships in the areas of International Programs, Honors in Discipline Program, and Undergraduate Research.

WETS-FM

Emphasis on Sustaining Memberships resulted in steady support; on track to exceed last year's donations.

- Held our Spring On-Air Fundraiser from April 3 to April 12. Volunteers from the campus and the community answered telephones and took contributions in support of listener-supported news, information, and music.
- Implemented automatic e-mail receipts to fund drive donors and emphasizing the collection of e-mail addresses.

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 Life & Enrollment/Roan, 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