



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
3rd Quarter, period ending
March 31, 2018

Dear Loyal ETSU Supporters,

Spring has finally arrived in our beautiful region, although you may not know it by the temperature. Things are definitely heating up on campus though as students and families who have been working for years toward graduation, prepare to celebrate Commencement. I join with our students in saying **thank you** for the encouragement, guidance, and financial support to help them reach and surpass their goals. Here's some of what happened this past quarter:

- The Martin Center for the Arts is rising from the ground next to the Millenium Center. You can check the progress on our web cam, see photos, look at plans, and learn more about the new facility at www.etsu.edu/facilities/fine_arts.php.
- ETSU Week of Giving (March 12-16, 2018) was a series of fundraising events that brought together faculty and staff, retirees, students, alumni, friends, and volunteers around a common cause: supporting our great university. We plan to make this an annual celebration and will work to involve Foundation members to a greater extent next year. More info at www.etsu.edu/weekofgiving.
- The Distinguished President's Trust (DPT) Dinner was held on Friday, April 13, 2018, just as this report is going out. Congratulations to our new inductees! More information in the next report.
- ETSU Advancement is on Facebook! Please visit our page at www.facebook.com/ETSUGiving and consider inviting your network to connect with us also.

Here are a couple notes about things coming your way soon!

- By popular demand, we are bringing back the spring Foundation meeting and lunch. President's Circle members should have already received an invitations for May 9, 2018, starting at noon in the Carnegie Hotel. Just a note of clarification - this is not a Board Meeting, but a luncheon open to all members of the President's Circle. RSVP as soon as possible at (423) 439-5181 or rsvp@etsu.edu.
- Just an administrative note, the University Advancement offices plan to relocate in mid-June. Our new home will be the third floor of Yoakley Hall. We'll let you know when we are settled.

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



Pamela Ritter

President/CEO & Vice President for ETSU Advancement



ETSU Bluegrass Band playing during a Week of Giving Event on March 15, 2018.

- Major Giving:

- All directors of development have surpassed their target amounts for dollars raised over the entire previous fiscal year and there are still three months remaining in the current fiscal year!
- During the 3rd quarter, we received major gifts to benefit the Mary B. Martin Arts Center, the Bluegrass program, the Quillen College of Medicine, the College of Public Health, the Clemmer College of Education, and numerous scholarships to benefit ETSU students.

- Advancement Services - compiled data to study the feasibility of a major fundraising campaign.

- Held two training sessions for directors of development to better use our wealth screening tool.
- Prepared and delivered yearly giving statements for all donors of recurring gifts.
- Updated addresses, employment information, and other biographical data from various services.

- Annual Giving - total funds raised as of March 31, 2018 is \$936K, which is 23% above this time last year.

- Sites for crowdfunding and online employee payroll deduction were brought on-line this quarter.
- Updated online giving forms are nearly complete and will be activated early in the next quarter.

- Planned Giving - booked \$3.4 million in pledges this quarter; conducted 10 quality donor visits.

- Hosted a seminar presented by two Johnson City attorneys on the topics of estate planning and probate.
- Developed new system for personally recognizing all Legacy Circle members with birthday cards.

- Alumni Association:

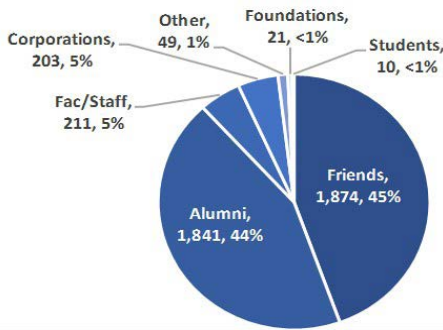
- Held several pregame basketball & SoCon Tourney events for alumni & fans.
- Hosted Graduation Celebration event with over 1100 attendees.
- Spring planning is underway for Spring Weekend and Alumni Club activities.
- Get involved with your Alumni Association or update your info—visit www.ETSUAlumni.org.

ETSU Foundation Balance

The total fund balance as of March 31, 2018 is \$97,918,578.

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

Donor Count for 2017-18
As of March 31, 2018



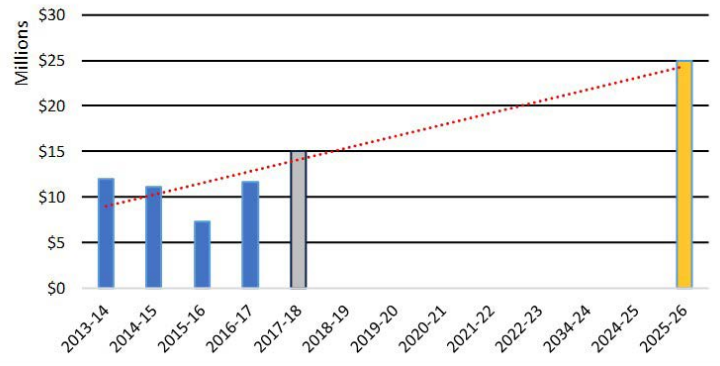
Funds Raised as of March 31, 2018

	Net Production	Philanthropic Cash	Annual Fund
2017-18	15,008,360	4,327,682	935,727
2016-17	9,518,961	5,671,182	761,541
Change	5,489,399	(1,343,500)	174,186
% Chg	58%	-24%	23%

Advancement Staff Activity as of March 31, 2018

	Campus Visits	Visits	Email	Events	Letters	Calls	Board Mtgs
2017-18	192	606	2,273	183	1,259	930	42
2016-17	167	681	1,626	210	915	810	14
Change	25	(75)	647	(27)	344	120	28
% Change	13%	-12%	28%	-15%	27%	13%	67%

Progress to \$25M Production



Unit Reports

(see complete schedule below)

Athletics

Over the past year, Embrace Excellence initiatives have raised over \$6 million for Athletics projects. 2nd Annual "Legacy Day" was held April 11, 2018.

- Embrace Excellence Initiatives update: indoor tennis courts refinished inside the Dome; new chair back and bleacher system installed, acoustic solutions added, and painted in Brooks Gym; renovated several locker rooms; added new LVT flooring in the Jerry Robertson BucSports Athletic Medicine Center; and painted the lower level west side of Dome. Flat screen TVs, graphics, and digital signage in the Dome to follow soon.
- Women's basketball team earned bid to NIT (4th such appearance); Coach Ezell notched her 250th career victory.
- Football team completed spring practice under first-year Coach Sanders in the Ballard Health Blue & Gold Game.

Student Affairs

Student Affairs outright cash & securities have increased 76% over last FY. Roan increased over 23%

- Established a framework/timeline for Senior Class Gift program; regalia cords at Commencement for student donors.
- Identified Culp Center renovation/expansion opportunities for partnership with Student Affairs.
- Roan Scholar alumni giving rate continues to lead the university with over 90% participation, year over year.
- The Roan launched a restructured communications plan with redesigned website and routine email communication intended to increase donor communication and interest.

University Programs

Relationship-building activities for University Programs is up overall, with over a 200% increase in visits with constituents so far this year

- **School of Continuing Studies and Academic Outreach.** Finalizing a large foundation gift endowment for scholarships to help ETSU Kingsport students complete their degrees.
- **School of Graduate Studies.** Established new graduate student scholarship for books and materials.
- **Sherrod Library.** Hosted popular friend raising events, including Tables of Content and Celebration of ETSU Authors.
- **Honors College.** Established new endowment for honors student scholarships, as well as new scholarships for Presidential Honors Community Service Scholars, Undergraduate Research, and Fine and Performing Arts Scholars.

WETS-FM

Sustaining Memberships Reflect Steady Support for WETS-FM

- Public radio station WETS-FM conducted no fundraising events during the third quarter of FY 2018, yet the station saw the addition of over \$25K to its coffers. On the fiscal year, we've raised nearly \$180K.
- The Spring Drive kicks off on April 18th with an online-only drive, followed by our call-in drive through April 27th.
- For the past five years, we have encouraged supporters to become "sustaining members" – to automatically give monthly versus one-time gifts. The result has been greater total contributions and improved member retention.

Report Schedule:

- 1st Quarter – Arts & Sciences, Business & Technology, Education, and Medicine.
- 2nd Quarter – Clinical & Rehab Hlth Sci, 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