



EAST TENNESSEE STATE
UNIVERSITY



Quarterly Report
4th Quarter, period ending
June 30, 2019

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. The entire ETSU family has come together to make this past year a tremendous success.

- The Council for Advancement and Support of Education (CASE) has announced the names of more than 90 U.S. higher education institutions that are being recognized with **2019 CASE Educational Fundraising Awards**. East Tennessee State University was recognized for *overall improvement and significant growth*, based on the judges' blind analysis of three years of fundraising data. This recognition is possible thanks to your guidance, involvement, and encouragement!
- The ***Distinguished President's Trust*** dinner was held at Meadowview on April 12, 2019. During the event, we were proud to honor 30 people for their support to ETSU and the Foundation. View/download photos from the event [here](#) (password is DPT442). Portraits from the event are [here](#) (password is DPTP452)
- The ***New Foundation Board*** took their positions on July 1, 2019. We welcome Andy Hall, Peter Raber, and Joe Trujillo. Big thanks to Jerry Caldwell, Loretta Lyle, Forooz Smalley, R.T. "Rab" Summers, and Guy Wilson for their service!
- ***President's Circle Football Tailgate*** scheduled for Saturday, September 7, 2019 at 5:30 p.m.
- ***Campaign Progress***. We have already secured **\$53.2M** toward the \$120M goal for the *Campaign for ETSU!* I am confident that, together with our generous alumni, partners, and friends, we will exceed expectations in advance of the campaign end in June 2022.

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



Pamela Ritter

President/CEO & Vice President 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). As we have just begun the new fiscal year, I encourage you to make your gift **today** by visiting www.etsu.edu/give.



- Major Giving:

- JaVonte' Ashford joined Advancement as the second Director of Development for the College of Business & Technology on June 1. He has an extensive background in higher ed enrollment and administration, and he will primarily be raising funds for Computing, Digital Media, Engineering, and Engineering Technology.
- Mona Salyer selected as the second DoD for the Quillen College of Medicine - she starts August 5, 2019.
- Search underway for DoD for the Colleges of Nursing and Clinical & Rehabilitative Health Sciences.

- Advancement Services - supported ETSU Day of Giving & WETS-FM spring fund drive.

- Working with an artificial intelligence (AI) software provider to enhance major gift cultivation.
- Completed Alumni directory updates & several coding projects for individual colleges and units.
- AVP serves as a member of the group reviewing enterprise administrative software.

- Annual Giving - surpassed last year's total annual gift production by 16%, meeting the goal for FY19.

- Day of Giving far exceeded expectations - over 790 gifts and nearly \$225K! 2020 event will be April 22.

- Planned Giving - booked \$6.39M in planned/deferred gifts during the 2019 fiscal year.

- Search ongoing to fill the Director of Planned Giving position.

- Alumni Association - presented 7 awards at the Awards Banquet and Annual Meeting on April 24, 2019.

- Class of '69 inducted into the Golden 50s Club & led the 2019 graduating class in morning commencement.
- Alumni clubs continue to grow; events hosted this quarter in Knoxville, Chattanooga, and Nashville.
- Alumni directories to be mailed August 2019. Information for over 11,500 alumni updated.
- Get involved or update your info at www.ETSUAlumni.org.

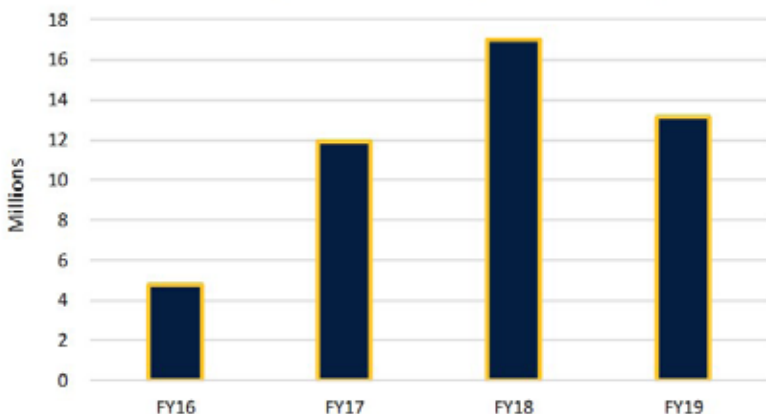
- Athletics - secured over \$2.133M in gifts & other revenue. Also sold over \$1.191M in tickets for 2018-19.

- ETSU and Van Wagner Sports and Entertainment exceeded corporate sponsorship sales goals and shared additional revenue in year one of the partnership, a feat accomplished by very few athletic departments around the country.

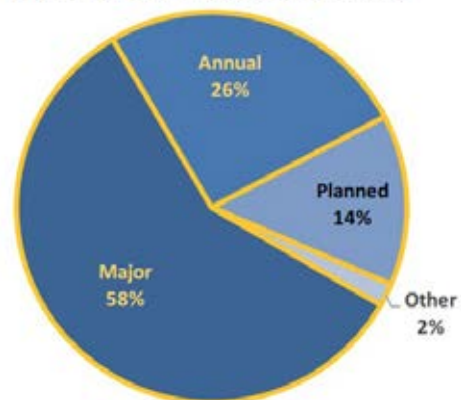
- WETS-FM - added donor e-mail receipts during phone drives; total donations of \$402.5K, equalling FY18.

PERFORMANCE METRICS (for 2018-19):

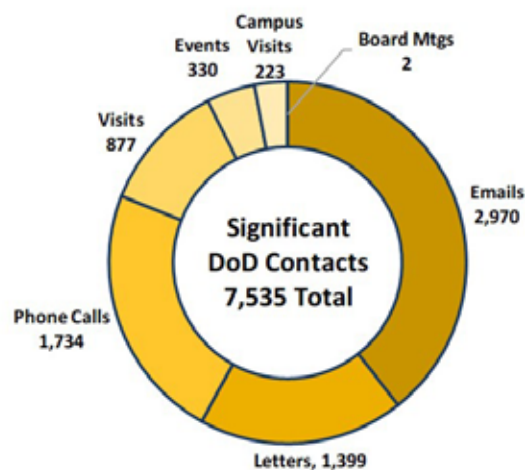
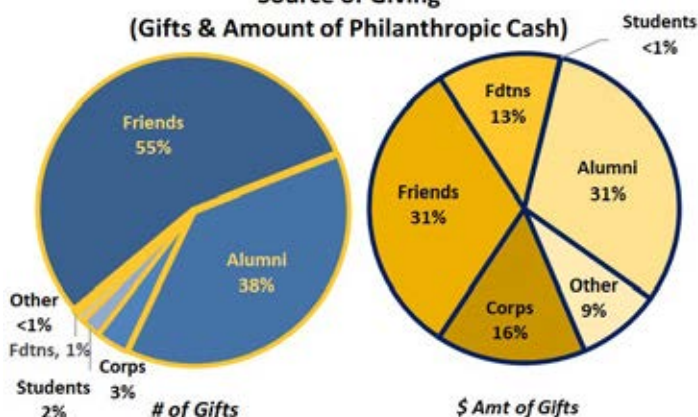
Total Advancement Production
(not including Private Giving from Grants)



Type of Giving
(Amount of Philanthropic Cash)



Source of Giving
(Gifts & Amount of Philanthropic Cash)



Private Giving in the form of grants reached \$11.4M this year, remaining steady with the previous FY. **This brings total recorded giving for 2018-19 to \$24.5M.** The chart below summarizes net production, philanthropic cash, and the Annual Fund but does not include grants.

		<i>Net Production</i>	<i>Phil. Cash</i>	<i>Annual Fund</i>			<i>Net Production</i>	<i>Phil. Cash</i>	<i>Annual Fund</i>
Arts & Sciences	2018-19	4,551,152	1,472,728	189,780	Pharmacy	2018-19	118,599	189,839	37,385
	2017-18	4,899,204	1,183,127	106,963		2017-18	229,452	159,864	20,690
	Change	(348,052)	289,601	82,818		Change	(110,853)	29,975	16,695
Business & Technology	2018-19	1,099,955	938,643	136,459	Public Health	2018-19	74,876	75,845	31,235
	2017-18	1,054,750	493,702	165,643		2017-18	111,224	155,168	21,911
	Change	45,205	444,942	(29,185)		Change	(36,349)	(79,322)	9,325
Clinical & Rehab Health Sci	2018-19	75,278	75,036	21,386	Student Life & Enrollment	2018-19	167,039	189,063	119,916
	2017-18	350,954	89,154	29,372		2017-18	249,417	262,068	69,565
	Change	(275,676)	(14,118)	(7,985)		Change	(82,378)	(73,005)	50,351
Continuing Studies	2018-19	3,897	5,207	5,087	Sherrod Library	2018-19	13,475	12,975	11,731
	2017-18	300,191	296,068	3,263		2017-18	43,978	15,805	12,655
	Change	(296,294)	(290,861)	1,825		Change	(30,503)	(2,830)	(924)
Education	2018-19	282,189	318,057	52,066	Capital Projects	2018-19	80,804	1,222,873	N/A
	2017-18	99,445	98,968	43,420		2017-18	2,252,466	1,075,847	N/A
	Change	182,744	219,089	8,647		Change	(2,171,662)	147,026	N/A
Graduate Studies	2018-19	4,902	7,752	7,419	Athletics	2018-19	1,591,869	1,492,153	513,825
	2017-18	4,845	5,464	5,464		2017-18	5,810,602	3,041,988	454,156
	Change	57	2,288	1,955		Change	(4,218,733)	(1,549,835)	59,669
Honors College	2018-19	199,950	93,070	9,905	WETS-FM	2018-19	405,219	366,171	270,233
	2017-18	45,104	44,522	5,972		2017-18	405,557	361,732	274,176
	Change	154,846	48,548	3,933		Change	(338)	4,440	(3,943)
Medicine	2018-19	384,474	518,856	77,887	University Wide	2018-19	3,930,754	285,602	95,282
	2017-18	549,615	530,014	65,271		2017-18	342,856	306,790	85,137
	Change	(165,141)	(11,158)	12,616		Change	3,587,898	(21,187)	10,145
Nursing	2018-19	153,357	155,617	21,530	Total	2018-19	13,137,790	7,419,490	1,601,127
	2017-18	303,909	57,054	19,534		2017-18	17,025,578	8,177,336	1,383,191
	Change	(150,552)	98,563	1,995		Change	(3,887,789)	(757,846)	217,936

NET PRODUCTION = total gifts received and pledges recorded; includes Planned Giving.

PHIL. CASH = Philanthropic Cash; total cash received, excluding payments or prior-year pledges.

ANNUAL FUND = typically those gifts \$1K and below, excluding gifts to capital funds or endowments.

Report Schedule:

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

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

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