



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
2nd Quarter, period ending
December 31, 2021

Dear Loyal ETSU Supporters,

I would like to take this opportunity to express my deep appreciation for each and every one of you for your continued dedication to the university. As always, I want to especially thank our Foundation Board of Directors and President's Circle members for the commitment you have made to ensure our university is the best in the region!

- **Campaign Update:** Thanks to all of you, we raised **\$134.3M** as of the end of 2021, smashing our goal of \$120M! There are still several opportunities to help, particularly in the areas of Faculty and Facility Support. For updates and more information, visit www.etsu.edu/campaignforetsu.
- **Distinguished President's Trust (DPT):** This year's DPT event will take place in the fall. Once details are finalized, we'll send a "Save the Date."
- **ETSU Day of Giving: April 19, 2022.** See the graphic below for ways to advocate for ETSU and support our students! Look for more information later in the spring.

Again, thank you for all your advice, leadership, and support!



Vice President for University Advancement
President/CEO of ETSU Foundation

P.S. The President's Circle is here to recognize annual donors to the university! When you donate \$500 or more to area(s) you choose, we will invite you to special events and send you information about our progress (like this report). Tell your friends and colleagues about the President's Circle. You can make gifts any time at www.etsu.edu/give.

4 **Easy Ways** to Help on Day of Giving, April 19, 2022



Give on April 19, 2022 at www.etsu.edu/give.



Advocate for ETSU by sharing with others.



Inspire others with a matching or challenge gift.



Follow Advance ETSU on social media.

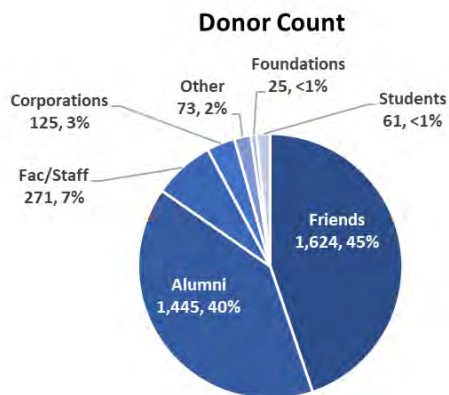


- **Major Giving**
 - ◊ We are in the process of hiring two new Directors of Development to join the team. One is to replace a recently vacated position within the College of Public Health, and the second is a new Director of Development position for the Martin Center for the Arts.
- **Advancement Services**
 - ◊ We are three months into the process of training a new gift processor.
 - ◊ The department supported a successful December WETS-FM online fundraiser.
 - ◊ Staff supported fall events with contact info and prospect research.
 - ◊ The Voluntary Support for Ed. report was completed and we have begun work on the CASE Alumni Engagement survey.
- **Annual Giving**
 - ◊ Annual gift totals are up 19% over last year, crossing the \$1M mark by end of calendar year for the first time.
 - ◊ We will ask students to participate in Day of Giving this year by helping plan and execute the project and by making gifts if they are able. We plan to make very subtle asks of them, encouraging support to the Buccaneer Student Crisis Fund and Bucky's Food Pantry, in particular. We want to emphasize participation over gift amount and will provide non-financial ways to help.
- **Planned Giving**
 - ◊ We have confirmed a \$6.85M Charitable Remainder Trust for which ETSU is the beneficiary.
 - ◊ Total deferred gifts through the first six months are \$8.2M.
- **WETS-FM**
 - ◊ WETS-FM held an online fundraiser for five days, December 6-10, urging listeners to make a first-time or an additional gift to the station by the end of the calendar year. The station received many additional gifts, as well as new contributions and sustaining memberships. During the fundraiser, there were 104 new online contributions made to the station. Spring Fund Drive is scheduled for March 19-26, 2022.
- **Athletics**
 - ◊ ETSU Football won the program's first ever outright Southern Conference Championship and advanced to the FCS Playoffs Quarterfinals round.
 - ◊ ETSU set four Greene Stadium attendance records, had seven sellout crowds, averaged 9,508 fans per game, and ranked second nationally in stadium attendance capacity at 124%.
 - ◊ ETSU Athletics Fall 2021 Academic Accomplishments: Overall student-athlete GPA was 3.13; 98 student-athletes with 3.0-3.49 GPA; 123 student-athletes with a 3.5-3.99 GPA; 37 student-athletes with a perfect 4.0 GPA.
 - ◊ ETSU Athletics has generated approximately \$1M in giving for the 2021-22 fiscal year.

ETSU Foundation Balance

The total fund balance as of December 31, 2021 was \$139,459,690.

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 December 31, 2021.



Funds Raised				Staff Activity						
	Net Production	Philanthropic Cash	Annual Fund		Campus Visits	Visits	Email	Events	Letters	Calls
2021-22	15,034,566	6,528,737	1,053,348	2021-22	45	408	2,851	255	822	831
2020-21	16,304,759	5,840,402	961,472	2020-21	17	168	3,220	150	1,605	911
Change	(1,270,193)	688,335	91,876	Change	28	240	(369)	105	(783)	(80)
% Chg	-8%	12%	10%	% Change	62%	59%	-13%	41%	-95%	-10%

ETSU Alumni Association

- Over 100 Alumni and Friends participated in the 54th Annual Alumni Golf Classic.
- We hosted President's Circle Tailgates for all home games, including our trip to the playoffs.
- Homecoming was celebrated November 1-7 with the theme, "Bucky's Big Top Carnival." Alumni returned to campus to reconnect with friends and their alma mater.
- We had the opportunity to honor six incredible individuals at our Alumni Awards Banquet:

Outstanding Alumni

Mrs. Renee Bays Lockhart '87, '89

Maj. Gen. Gary Harrell USA (Ret.) '73

Distinguished Alumnus in Higher Education

Dr. Robert M. Plummer '84, '87, '14

Distinguished Alumnus in Public Service

The Honorable J. Ronnie Greer '74

Award of Honor

Mr. Tony Treadway '77

Honorary Alumnus

Dr. Allan Spritzer

College of Clinical & Rehabilitative Health Sciences

- The College of Clinical and Rehabilitative Health Sciences continues to experience substantial academic growth, with new programs in Occupational Therapy, Orthotics & Prosthetics, Rehabilitation Science, and Sports Nutrition.
- CCRHS is now offering a new delivery methodology for their Master of Science in Social Work, with on ground and fully online options now available.

College of Nursing

- The College of Nursing is excited to launch the Appalachian Highlands Center for Nursing Advancement, under the direction of Dr. Kathryn Willhoit '69, '12, and in partnership with Ballad Health.
- Nursing continues to engage with the community through seven nurse-led clinics throughout the region, and also with ETSU Health clinical partners.
- Plans are underway to re-envision the College of Nursing site at our Allandale campus in Kingsport.

College of Pharmacy

- Gatton College of Pharmacy has helped administer COVID-19 vaccines across the Appalachian Highlands, totaling over 30,000 doses.
- The college's American Pharmacists Association-Academy of Student Pharmacists Generation Rx committee was awarded the APhA-ASP National Generation Rx Chapter Achievement Award for 2019-20, their fourth national win.
- Gatton's Student National Pharmaceutical Association took home four national honors at their convention in 2021.

College of Public Health

- In 2021, the College of Public Health saw its greatest enrollment ever, at all levels—undergraduate, masters, and doctoral.
- The College of Public Health has received the largest research grant and the largest gift in ETSU's history.

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, University Programs, and WETS-FM**
- ◆ **4th Quarter - Annual Report**