



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
2nd Quarter, period ending
December 31, 2020

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:** We are currently at \$99.8M or 83% toward the goal of \$120M by June 30, 2022. However, we still need help in the areas of Faculty and Facility Support. For updates and more information, visit [Join the Campaign for ETSU](#).
- **Distinguished President's Trust (DPT):** Due to the ongoing pandemic, this year's event will be held virtually. Once details are finalized, a "Save the Date" will be sent.
- **ETSU Day of Giving will be April 15, 2021.** Please see below for ways to give. The Foundation, Athletics, and all units at ETSU will join together for this unique initiative to connect with alumni, friends, faculty, staff, and partners to encourage support. Look for more information in early spring and please plan to be an ambassador and an advocate.

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 exists to recognize 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). I encourage you to make your gift **today** by visiting www.etsu.edu/give.

DAY OF GIVING IS APRIL 15, 2021 24 Hours of Generosity

4 EASY WAYS YOU CAN HELP



Give on April 15, 2021 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

◇ Mona Salyer has relocated from the Quillen College of Medicine to serve as the Director of Development for the College of Arts & Sciences. She is teamed with Denise Asbury and they work closely together to provide fundraising support for the various majors and institutes associated with the College. Mona has been a part of the University Advancement team for more than a year-and-a-half and she is excited for this opportunity to serve the Arts & Sciences community.

Advancement Services

◇ Created files for implementation of Annual Fund’s segmentation software
 ◇ Supported campaign work with research, employment updates, pledge reminders, etc.
 ◇ Began work for participation in a national alumni engagement survey

Annual Giving

◇ As of 1/19/21, Annual Giving returns crested \$1M, 13% higher than at the same point last year.
 ◇ Contracted with a vendor to help target specific segments of donors and provide predictive capabilities of giving behavior.
 ◇ We continue to employ several undergraduate students and two Graduate Assistants, in remote-work capacities.

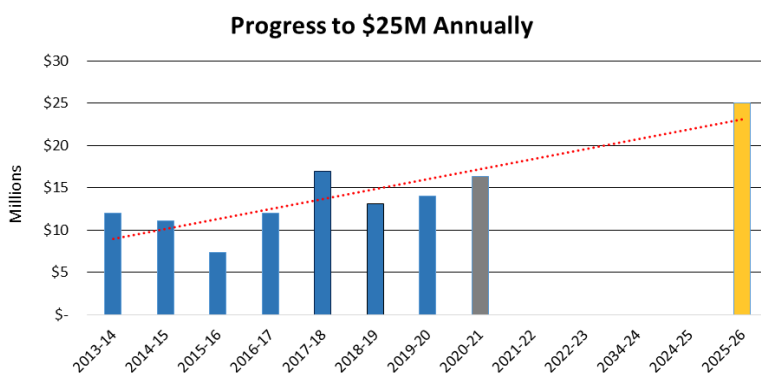
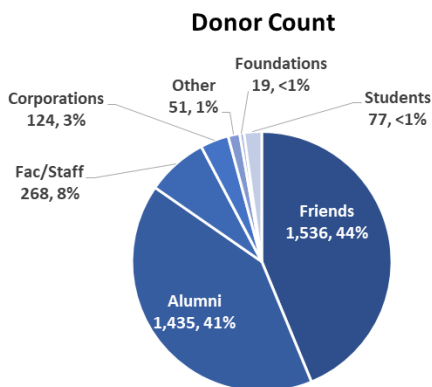
Alumni Association

◇ The Alumni Association continued this semester to offer virtual opportunities for engagement, enrichment, and socialization for our Alumni and Friends.
 ◇ Our regional Alumni Clubs hosted a number of virtual social events during the fall semester including “Fun Friday with the Bucs” and a “Virtual Buc Treasure Hunt.”
 ◇ The Alumni Association and University Career Services presented “Career Conversations with Alumni” which offered Alumni and students the opportunity to hear from an alum about their interesting and impressive career path. The first installment featured Commander John Osborne, a retired military officer and career US Diplomat.
 ◇ The Alumni Association ended the year with a virtual holiday celebration, “Fireside Nutcracker with the Bucs,” a pre-show social reception followed by the opportunity to stream a presentation of the Nutcracker ballet.

ETSU Foundation Balance

The total fund balance as of December 31, 2020 is \$118,391,474.

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, 2020.



Funds Raised			
	Net Production	Philanthropic Cash	Annual Fund
2020-21	16,336,713	5,879,155	804,416
2019-20	7,567,929	5,301,779	886,656
Change	8,768,784	577,376	(82,240)
% Chg	116%	11%	-9%

Staff Activity						
	Campus Visits	Visits	Email	Events	Letters	Calls
2020-21	17	168	3,220	150	1,605	911
2019-20	69	486	2,799	278	983	1,266
Change	(52)	(318)	421	(128)	622	(355)
% Change	-306%	-189%	13%	-85%	39%	-39%

Unit Reports

(see complete schedule below)

Lamb Hall Renovations

Renovations are soon to begin on Lamb Hall, poised to become a state-of-the-art learning center for students in both the College of Public Health and the College of Clinical and Rehabilitative Health Sciences. Limited naming opportunities are available for classroom spaces, labs, conference rooms, offices, and more. Leave a legacy that will impact the next generation of healthcare leaders. For more information, please contact Aaron Scott at scottap@etsu.edu or 423-439-6360, or Anne Godfrey at godfreyaw@etsu.edu or 423-439-7085.



College of Clinical & Rehabilitative Health Sciences

We continue to break college records for our high graduation numbers. Our academic programs continued to provide highly qualified graduates who exceed national pass rates on professional licensure exams in each of our 10 accredited programs. It is also important to note that many of our graduates are on the front lines, playing a critical role in the fight against the pandemic.

College of Nursing

4th Semester nursing students are participating in COVID vaccine distribution, becoming such an important part of our nation's history. Congratulations to Sharon Bigger, PhD candidate, winner of the university-wide 3 Minute Thesis competition; also to Courtney Vance, DNP candidate, accepted to the National Rural Health Association Rural Health Fellows Program. Also of note, graduate programs faculty members Drs. Janice Lazear and Jean Hemphill presented at this year's Virtual AACN Doctoral Education Conference, highlighting their work in advancing the scholarship of DNP students across the region. Drs. Lisa Haddad and Cathy Simpson (recent CON PhD graduates) also presented their work, "Maintaining Rigor Through Participant Recruitment and Data Collection During COVID-19 Pandemic," at the Research Leadership Network at the same conference.

College of Pharmacy

The Bill Gatton College of Pharmacy has recently established a Student Emergency Fund designed to provide financial assistance to students who experience an unexpected loss or hardship affecting their ability to remain at Gatton. The assistance may be used to provide scholarship aide, housing needs, travel, and other issues. If you have an interest in contributing to the fund, please contact John King at kingjw2@etsu.edu.

College of Public Health

The College of Public Health continues to receive national recognition for our work in Rural Health and Addiction. HRSA selected us as 1 of 7 funded Rural Health Research Centers in the country. The National Institute on Drug Abuse (NIDA) awarded us \$2.6 million to promote recovery services across our region. Our RESTORE proposal to scale non-profit treatment clinics across Central Appalachia has been highly recommended by the MacArthur Foundation. To support our vital work, contact Aaron Scott at scottap@etsu.edu.

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