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**FOUNDATION**

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**EAST TENNESSEE STATE UNIVERSITY**



**Quarterly Report**  
**3rd Quarter, period ending**  
**March 31, 2020**

## Dear Loyal ETSU Supporters,

I would like to take this opportunity to thank each and every one of you for the support you have provided to the university. It is heartwarming to see alumni and friends step forward to help during this time. A special thanks to our Foundation Board of Directors and President's Circle members for the commitment you have made to ensure students and staff in need receive assistance.

- **Campaign Update:** We are nearing \$78M on our journey to \$120M by June 2022. For updates and more information, visit [www.etsu.edu/campaignforetsu](http://www.etsu.edu/campaignforetsu).
- **Distinguished President's Trust (DPT):** The annual Distinguished President's Trust dinner was cancelled due to COVID-19. Instead of postponing the event, we will celebrate those achieving milestones at next year's event.
- **Bucs Help Bucs Initiative:** The annual Day of Giving scheduled for April 22, 2020 was changed to a new initiative, "Bucs Help Bucs." This initiative focuses on helping our students/staff during this extraordinary time and allows individuals to support one or more relief areas including a Student Crisis Fund, Employee Assistance Fund, Bucky's Food Pantry, and the ETSU Counseling Center. For more information, please visit [www.etsu.edu/give](http://www.etsu.edu/give).
- **Executive Director of ETSU Alumni Association:** I am excited to announce we will be welcoming Whitney Goetz as our new Executive Director of the Alumni Association on July 1. More information will be provided in our next quarterly report.

Again, thank you for all your advice, leadership, and support; and please everyone, stay safe!

*Pam Ritter*

Vice President for University Advancement  
President/CEO of ETSU Foundation

**P.S.** Typically, this is the time we begin plans for President's Circle pre-game events. In light of the current situation, we are on hold with these events and will look to guidance from the NCAA as they evaluate fall activities.



## • Major Giving

- ◇ Due to the Covid-19 crisis, our team of fundraisers are working from home, just as the majority of campus employees. Their focus is to contact donors and prospects to check on their wellness and inform them about how ETSU is handling various aspects of the situation, including the many ways the university is helping our community cope with the emergency.

## • Advancement Services

- ◇ Contracted with new research firm who integrates with Gravyty for enhanced major gift communications
- ◇ Completed a full set of Major Gift dashboards for DoDs and management
- ◇ Processed annual receipts for recurring gift donors & completed prep work for DPT
- ◇ Moved full time operation to remote processing with two employees in the office 2 days a week

## • Annual Giving

- ◇ Day of Giving was cancelled due to COVID-19, but we were able to pivot to support Bucs Help Bucs.
- ◇ On track for the best year on record for student giving until the crisis; mailed students their Giving Cords.
- ◇ Remaining unit-level direct mail solicitations were placed on hold.

## • Planned Giving

- ◇ We have applied to the State of TN to issue Charitable Gift Annuities to provide an additional option for those who want to support the ETSU mission.
- ◇ Two recent tax law changes can have a significant impact on individual donors and their families. For more information, contact Bob Lange at langer@etsu.edu or 423.439.4242.
- ◇ The future is still bright; let's plan together, to fulfill that promise.

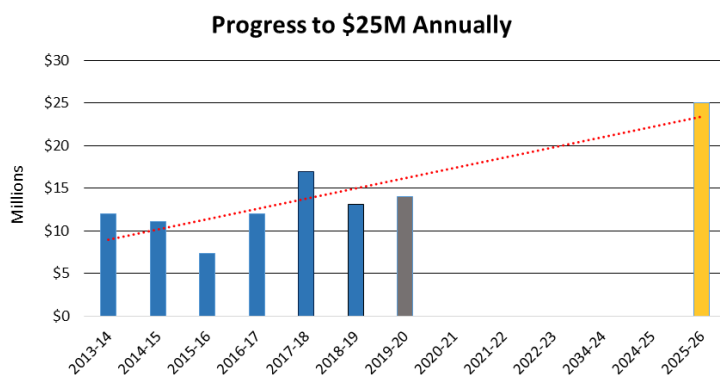
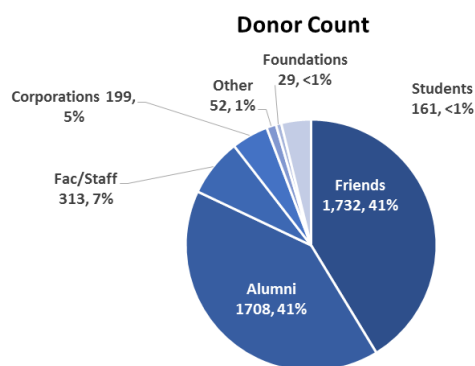
## • Alumni Association

- ◇ 40 deserving students have been awarded the annual Challenge 2000 Alumni Legacy Scholarship. Each scholarship was for \$2000 and is renewable for four years.
- ◇ ETSU Knox Alumni Club had a very successful Night at the Knoxville Ice Bears event with over 100 in attendance.
- ◇ Spring Grad Celebration: Real World 101 event had almost 800 students attend.
- ◇ Hosted pregame events before ETSU Men's basketball team played Furman, Chattanooga, and Wofford. Coordinated the Women's Basketball Reunion Weekend. Also, helped host daily pregame pep rallies at the Southern Conference Basketball Tournament in Asheville.

## ETSU Foundation Balance

The total fund balance as of April 20, 2020 was \$90,277,793.

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from January 1 to March 31, 2020.



Funds Raised			
	Net Production	Philanthropic Cash	Annual Fund
2019-20	14,043,126	8,549,899	1,185,142
2018-19	10,355,414	5,670,380	1,197,354
Change	3,687,712	2,879,519	(12,212)
% Chg	36%	51%	-1%

Staff Activity						
	Campus Visits	Visits	Email	Events	Letters	Calls
2019-20	104	722	5,364	391	1,566	2,193
2018-19	171	689	2,218	261	1,105	1,300
Change	(67)	33	3,146	130	461	893
% Change	-64%	5%	59%	33%	29%	41%



## **Unit Reports**

(see complete schedule below)

### **Athletics**

- 2019-20 ETSU Athletics Total Attendance: 154,758 in shortened athletics year. 8,404 more attendees than the entire 2018-19 athletics year.
- 2019-20 ETSU Athletics Ticket Revenue: \$1,283,911 in shortened athletics year. \$92,798 more than the entire 2018-19 athletics year.
- As of April 10: 2019-20 ETSU Athletics Foundation Revenue: \$1,330,758. This is \$71,653 ahead of 2018-19 fiscal year to date.
- ETSU Men's Basketball wins 2020 Southern Conference Championship in front of national TV audience on ESPN.

### **Student Life & Enrollment**

- Supported the students' transition to online classes through housing, food service, counseling, providing financial assistance through the Buccaneer Crisis Fund, and addressing food insecurity through Bucky's Food Pantry.
- A "Grand Re-Opening" was held for the newly renovated D.P. Culp Student Center.
- ETSU hosted the second annual "Festival of Ideas."
- ETSU students elected new Student Government Association representatives.

### **University Programs**

- The Honors College welcomed Dean Christopher Keller last summer who has already established several new experiential learning programs for our students. New study abroad funds have been established in order to support these programs and more opportunities of support have been created as well."
- The Sherrod Library is partnering with other colleges on campus to establish a new Music Library, to build collections that support the ETSU research and service mission, and to obtain virtual reality and online anatomy and chemistry models to support student research.

### **WETS-FM**

- The spring fundraising campaign for WETS-FM/HD was cancelled due to the Coronavirus emergency. The station conducted an online-only campaign, which brought in \$63,490. However, the Corporation for Public Broadcasting announced that public radio and television stations will receive at least \$75,000 in additional funding through the Coronavirus Aid, Relief, and Economic Security Act which was signed into law on March 27, 2020.

#### **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**