



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
4th Quarter, period ending
June 30, 2020

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 during these extraordinary times. The past several months have been extremely challenging for the university as well as the community and the nation as a whole. Your continued support is deeply appreciated; and by coming together, I have no doubt, we will persevere.

- **Campaign Update:** We are currently at \$83.5M on our journey to \$120M by June 2022. For more information, visit www.etsu.edu/campaignforetsu (website to be updated soon).
- **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.
- **The New Foundation Board** took their positions on July 1, 2020. We welcome Jeff Bedard, Stephen Dixon, Kim Hall, and Steven Kilgore. A special thanks to Claudia Byrd, Nic Clemmer, and Valda Hicks-Jones for their service!
- **Executive Director of ETSU Alumni Association:** Whitney Goetz joined our team as the new Executive Director of ETSU Alumni Association on July 1. You can find more information [here](#). We are excited Whitney will be a part of University Advancement and look forward to the many positive attributes she will bring to the Alumni Office.

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



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

◇ A generous donor has given our Directors of Development the opportunity to match a \$100,000 gift dollar-for-dollar in increments of \$25,000 to create new endowed scholarships in their colleges. For example, a gift of \$25,000 to Clemmer College to create a new endowed scholarship in Early Childhood Education will result in an additional \$25,000 endowed scholarship with the same purpose being created with the match. One \$25,000 scholarship has already been claimed, so the Directors are working diligently to match the remaining \$75,000.

Advancement Services

◇ Implemented Banner Proposal Tracking system along with Argos Dashboard for monitoring progress.
 ◇ Implemented new addressing process for more complete contact information.
 ◇ Started various data clean-up projects to prepare for potential database conversion.
 ◇ **Have you changed jobs recently? Moved or changed your email address? Help us stay in touch with you by sending updated contact information to adv@etsu.edu.**

Annual Giving

◇ Day of Giving 2020 pivoted to Bucs Help Bucs, resulting in 620 gifts totaling more than \$130K for COVID-related support.
 ◇ Rolling out a new model for direct mail solicitations which should save time and money, without compromising results.
 ◇ Annual Giving production was \$180K less than expected for FY20, but we are still optimistic about reaching \$1.9M in FY21.

Planned Giving

◇ The ETSU Foundation has received authority to issue Charitable Gift Annuities (CGA) from the State of Tennessee. With a CGA, a donor makes a gift to ETSU, and in return, ETSU will make payments to the donor for life. Win-Win.

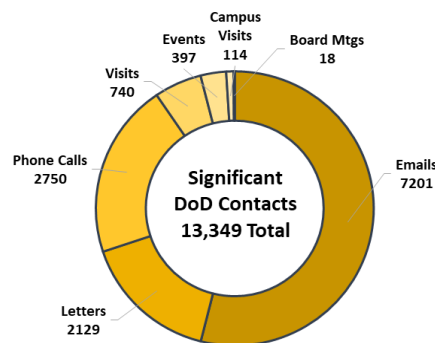
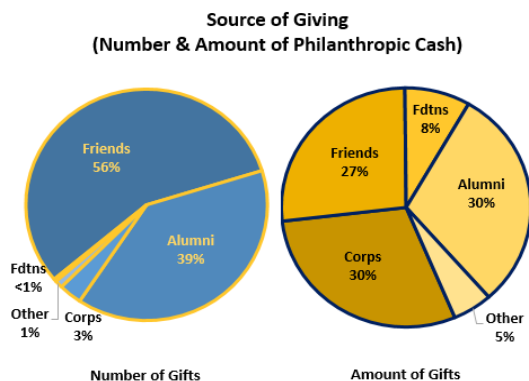
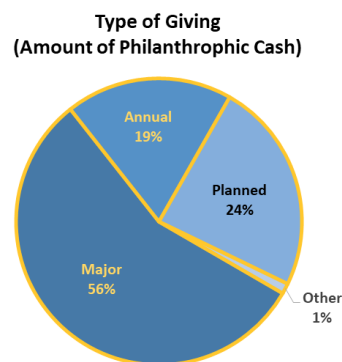
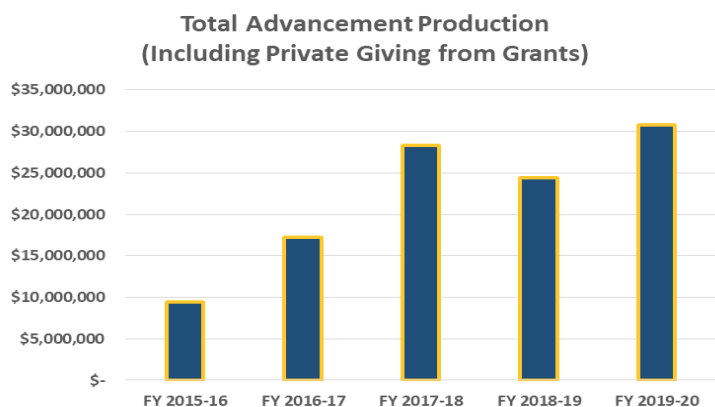
Alumni Association

◇ Due to COVID-19, many of the Spring Weekend events were cancelled or have been deferred to later dates.
 ◇ During the last quarter, the Alumni Association staff looked for ways to engage with Alumni and Friends through various digital platforms. They began a new series of “ETSU PRIDE Alumni Spotlights” with a featured Alum each week. Featured Spotlights can be found [here](#).

Athletics

◇ ETSU Athletics continues to prepare for the return of athletes to campus.
 ◇ Achieved historic academic success: 262 non-SoCon student athletes - 3.0 gpa; 67 - 3.8 gpa, and 25 - 4.0 gpa.
 ◇ Ticket/gift revenue for the fourth quarter was \$1.03M.

PERFORMANCE METRICS FOR FY 2019-20:



Private giving in the form of grants reached \$14.9M this year, remaining steady with the previous FY. **This brings total recorded giving for 2019-20 to \$30.5M.** The chart below summarizes Net Production, Philanthropic Cash, and the Annual Fund but does not include grants.

		Net Production	Philanthropic Cash	Annual Fund			Net Production	Philanthropic Cash	Annual Fund
Arts & Sciences	FY2019-20	814,016.20	701,080.66	150,640.37	Pharmacy	FY2019-20	205,825.50	196,941.34	64,324.50
	FY2018-19	4,714,605.83	1,472,852.63	190,980.43		FY2018-19	120,098.57	189,839.49	37,384.57
	Variance	(3,900,589.63)	(771,771.97)	(40,340.06)		Variance	85,726.93	7,101.85	26,939.93
Business & Technology	FY2019-20	1,409,573.09	493,912.48	112,131.22	Public Health	FY2019-20	1,627,733.78	1,629,578.78	44,118.81
	FY2018-19	1,088,630.08	933,768.40	136,458.64		FY2018-19	74,965.84	75,845.47	31,235.47
	Variance	320,943.01	(439,855.92)	(24,327.42)		Variance	1,552,767.94	1,553,733.31	12,883.34
Clinical & Rehab Health	FY2019-20	254,580.68	121,133.04	24,934.69	Student Life & Enrollment	FY2019-20	479,836.98	430,814.09	217,095.34
	FY2018-19	72,762.62	72,071.06	18,921.12		FY2018-19	198,041.69	230,577.95	122,380.73
	Variance	181,818.06	49,061.98	6,013.57		Variance	281,795.29	200,236.14	94,714.61
Continuing Studies	FY2019-20	4,860.34	4,860.34	2,740.34	Sherrod Library	FY2019-20	178,088.76	9,343.76	8,523.76
	FY2018-19	3,897.39	5,207.39	5,087.39		FY2018-19	25,694.89	12,974.89	11,731.29
	Variance	962.95	(347.05)	(2,347.05)		Variance	152,393.87	(3,631.13)	(3,207.53)
Education	FY2019-20	76,537.85	66,237.85	29,842.23	Capital Projects	FY2019-20	1,491,814.57	2,198,111.82	N/A
	FY2018-19	282,789.43	318,057.11	52,066.37		FY2018-19	79,204.01	1,225,873.01	N/A
	Variance	(206,251.58)	(251,819.26)	(22,224.14)		Variance	1,412,610.56	972,238.81	N/A
Graduate Studies	FY2019-20	208,229.11	208,195.00	8,195.00	Athletics	FY2019-20	1,741,636.44	1,363,331.53	397,628.31
	FY2018-19	4,902.13	7,752.13	7,419.13		FY2018-19	1,588,814.87	1,491,569.32	512,241.37
	Variance	203,326.98	200,442.87	775.87		Variance	152,821.57	(128,237.79)	(114,613.06)
Honors College	FY2019-20	1,081,663.40	10,989.40	10,079.40	WETS-FM	FY2019-20	554,331.32	502,561.39	289,752.39
	FY2018-19	199,950.49	93,070.49	9,905.44		FY2018-19	416,593.96	366,171.40	270,232.60
	Variance	881,712.91	(82,081.09)	173.96		Variance	137,737.36	136,389.99	19,519.79
Medicine	FY2019-20	669,347.43	504,202.06	82,230.41	University Wide	FY2019-20	3,527,449.67	1,219,426.03	108,612.41
	FY2018-19	383,474.08	518,855.75	77,887.01		FY2018-19	3,176,746.26	252,052.45	92,282.07
	Variance	285,873.35	(14,653.69)	4,343.40		Variance	350,703.41	967,373.58	16,330.34
Nursing	FY2019-20	1,330,135.63	111,535.63	27,919.77	Total	FY2019-20	15,562,270.75	9,772,255.20	1,578,768.95
	FY2018-19	153,356.98	155,616.98	21,529.51		FY2018-19	12,572,309.12	7,422,155.92	1,597,743.14
	Variance	1,176,778.65	(44,081.35)	6,390.26		Variance	2,989,961.63	2,350,099.28	(18,974.19)

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

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, 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