



EAST TENNESSEE STATE
UNIVERSITY



ETSU FOUNDATION

Quarterly Report

3rd Quarter

January 1 - March 31, 2023

ETSU Foundation | give@etsu.edu | www.etsu.edu/give

Dear Loyal Supporters,

As another Commencement season draws to a close on our campus, I am reminded of one of my favorite quotes: *“The best thing about the future is that it comes one day at a time.”* For East Tennessee State University and its students and faculty, the pathway to a promising and transformative future is shaped one day at a time by you – our alumni and friends. This past April 18 provides a snapshot of the power of just one day. That was our Day of Giving event, and as you will read in our Annual Giving section of this report, it was one for the history books. I am thrilled to report that we exceeded our goals for the amount raised as well as the number of donors who made contributions that day. It was a tremendous success, but part of the true magic comes from synergies that are created across our community in planning for this event.

Day of Giving is far from being solely a University Advancement function. A leadership team plans for the event throughout the year. Across campus we see students, faculty, and staff jump in to offer testimonials of how donor support has impacted their lives. They create videos, share content on their social media platforms, and boost awareness about how funds raised during Day of Giving can make a profound difference. Students play an integral role in the success of the event – not just as ambassadors for spreading the word but also as donors. Some of our college deans issued fundraising challenges during the day, with one even agreeing to take a pie in the face from the winning department. *Thank you, Dr. Bidwell!*

April 18 was a day to remember, and I greatly appreciate each of you who connected with us. The other 364 days of the year offer great promise and hope as we engage with our alumni and friends about the exciting opportunities ahead for our students and faculty. These include the 2024 appearance of the Marching Bucs at the Macy’s Thanksgiving Day Parade as well as the plans for a new Academic Building and Integrated Health Services Building and the renovation of Brown Hall.

Thank you for being part of this new chapter.

Sincerely,



Pam Ritter
Vice President for University Advancement
President/CEO of ETSU Foundation

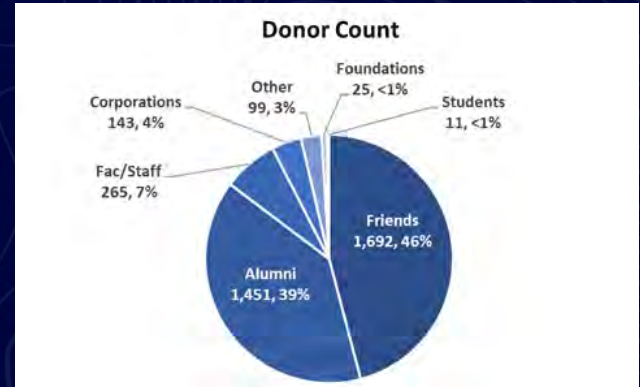


P.S. Join the President’s Circle! The President’s Circle is here to recognize annual donors to the university. With your gift of \$1,000 or more to area(s) of your choice, you will be invited to attend special events and will receive information and updates throughout the year. Tell your friends and

ETSU FOUNDATION BALANCE

The total fund balance as of March 31, 2023 was \$139,105,362.

NOTES: The balance is based on market value as of the date indicated; balance will fluctuate with market conditions. The below graphs reflect January 1 - March 31, 2023 activities.



Funds Raised			
	Net Production	Philanthropic Cash	Annual Fund
2022-23	12,045,584	16,463,004	1,584,752
2021-22	20,337,772	10,090,086	1,505,655
Change	-8,292,188	6,372,918	79,097
% Chg	-40.77%	63.16%	5.25%

Staff Activity						
	Campus Visits	Visits	Email	Events	Letters	Calls
2022-23	49	585	3,047	360	786	1,674
2021-22	60	556	3,713	295	1,196	1,248
Change	-11	29	-666	65	-410	426
% Change	-22%	5%	-22%	18%	-52%	25%



Major Gifts

- ETSU celebrated the legacy of the Brinkley family with the dedication of the James and Nellie Brinkley Center.
- The national search for two Directors of Development for Intercollegiate Athletics has concluded with the hiring of Eryn Samuels and Desmond Pierce, both former ETSU student-athletes.
- The College of Business and Technology and University Advancement are pleased to announce the appointment of Rebecca White, who will serve as Director of Development.
- The search continues for development positions for the Martin Center for the Arts and Quillen College of Medicine.

Annual Giving

Day of Giving 2023 broke previous records by securing **1,060** gifts totaling **\$358K** in 24 hours!

- Exceeded the goal for donations by **6%** and increased the amount by **12%**.
- We continue to ask students for support, receiving nearly 100 donations from those graduating.
- Helped students stay in school, stay engaged, and benefit from enhanced learning opportunities.

Advancement Services

- ‡ Activities related to the database

conversion to the new CRM Advance software have begun. This includes a kick-off meeting and training on constituent and prospect engagements. A data cleanup is continuing in anticipation of the first data load.

- The new Gift Processor (replacement position) is undergoing training.
- Two staff members recently attended a professional development software conference.

Planned Giving

- Rebecca Muncy attended the Charitable Estate Planning Institute and received a Fellow in Charitable Estate Planning (FCEP) certification.
- Visits with alumni and friends took place in Winston-Salem, Charlotte, Tampa/St. Petersburg, Miami, Greenville, Austin/Houston, and Moneta (Virginia).

Alumni Association

- A successful “An Evening with ETSU: Atlanta” event was held.
- Two events – “Biscuits with the Bucs” and a Williamson County alumni reception – took place in the Nashville area.
- Communications were sent regarding the alumni survey and the close of alumni *etsu.edu* email accounts.



UNIT REPORTS

Student Life and Enrollment

- The ETSU freshman class has grown by 25% over the last two years.
- The first-time freshman six-year graduation rate has increased by 15% over the last six years.
- Bucky's Food Pantry has distributed over 11,000 pounds of food this year to students in need, representing a 20% increase.
- Peer Mentoring is up 70% over the last five years with over 900 students served in Fall 2022.
- ETSU VOTES was recognized by the Tennessee Secretary of State for 2022 voter registration efforts and for being the state's first on-campus voting site.

WETS-FM (89.5)

- The WETS Tower Replacement Project had a Pre-Bid Meeting, followed by a Transmitter Site visit, on April 25. This opened the project for bids, with a May 10 deadline.
- In terms of fundraising, WETS was approximately \$8,000 higher than the previous year's total at the same point in time.

Athletics

- The ETSU women's basketball program, led by first-year head coach Brenda Mock Brown, had a historic year in 2022-23, ending with a program-record 25 wins and finishing third in the Women's Basketball Invitational.
- On March 11, ETSU women's tennis head coach Ricky Rojas won his 100th career match.
- Brooks Savage is the new Buccaneers' men's basketball head coach.

Martin Center for the Arts

- The Center made history by bringing Broadway to the region, presenting four Broadway touring productions to sold-out audiences.
- For fiscal year 2022-23, the Center has sold over 22,000 tickets; this does not include events hosted by Theatre and Dance and Music.