
ETSU FOUNDATION

Quarterly Report
1st Quarter
July 1 - September 30, 2024

Dear Friends,

When I interviewed for this position back in 2015, President Noland told me that there were opportunities for ETSU on the horizon and that a capital campaign was needed to help achieve these goals. Planning for this campaign became one of my top priorities. Of course, choosing the right time to launch this campaign was critical, and equally as important was identifying the individual who would serve as chair.



Except that part was easy. I knew from the beginning who I wanted to chair “The Campaign for ETSU.” Lieutenant General Ron Hite had been a successful leader throughout every stage of his career. He is a man of integrity, of wisdom, and a voice of confidence and trust. Ron said yes, and in 2019 we launched the public phase of our comprehensive campaign. Our goal was \$120 million – and yes, that was an ambitious goal, especially considering that a global pandemic was just around the corner. Through Ron’s leadership and motivation, that campaign never lost momentum, and by the time the campaign ended we had raised over \$163 million.

Ron also provided major oversight in guiding the Foundation’s move to the Model Mill. As the renovation of the Mill was nearing completion, Ron felt this building should be the new headquarters for University Advancement, the ETSU Foundation, and the Alumni Association. He encouraged the Foundation to invest in this space, and with that vote of support, this beautiful facility is our new home.

This past August, on the eve of the start of the fall 2024 semester, we dedicated our boardroom on the first floor of the Mill in honor of Lt. Gen. Hite. It was a spectacular event as family and friends gathered to pay tribute to Ron for his distinguished career and for all that he has done for ETSU.

Thank you, Ron, for being an incredible leader, mentor, and friend.

Sincerely,

Pamela S. Ritter
Vice President for University Advancement and
President/CEO of the ETSU Foundation

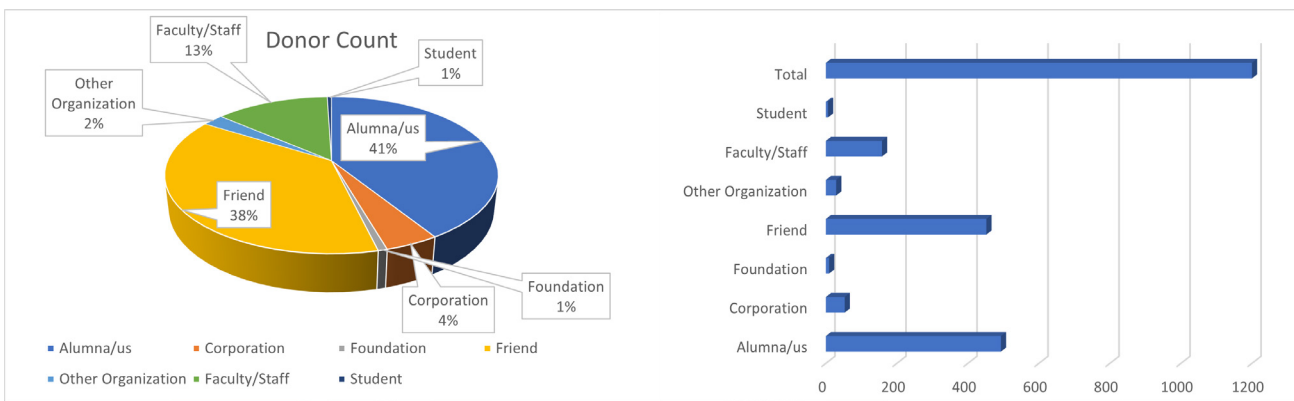


P.S. Join the President’s Circle! The President’s Circle is here to recognize annual donors to the university. With your gift of \$1,000 or more to area(s) of your choice, you will be invited to attend special events and will receive information and updates throughout the year. You can make a gift at www.etsu.edu/give.

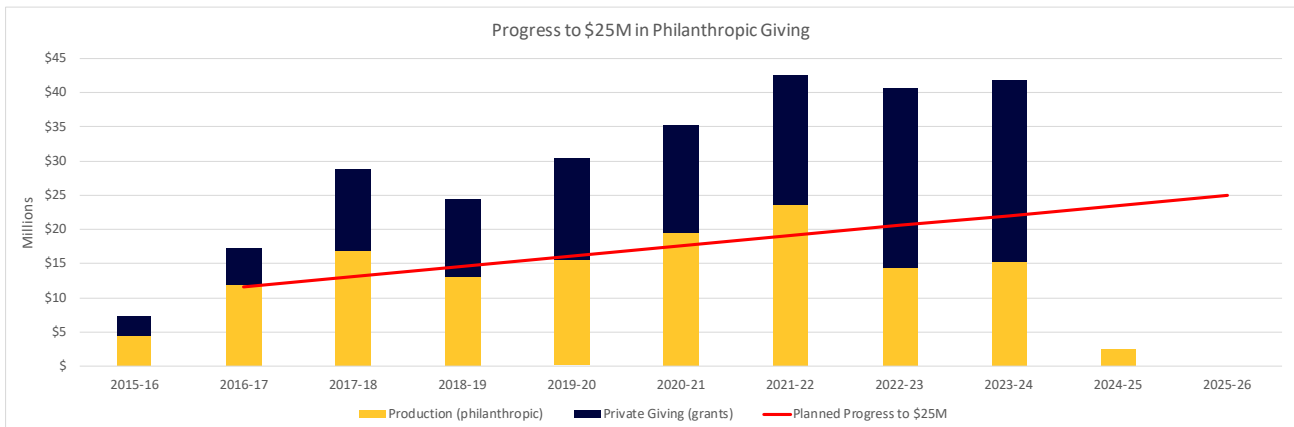
ETSU FOUNDATION BALANCE

The total fund balance as of September 30, 2024 was **\$177,609,500**.

NOTES: The balance is based on market value as of the date indicated; balance will luctuate with market conditions. The graphs below reflect first quarter (July 1 - September 30, 2024) activities.



| Funds Raised | | | |
|-----------------|-----------------|--------------------|----------------|
| | Net Production | Philanthropic Cash | Annual Fund |
| 2024-25 | \$1,619,522.49 | \$ 2,534,869.63 | \$226,735.04 |
| 2023-24 | \$2,501,807.22 | \$ 1,391,133.94 | \$529,023.13 |
| Change | \$ (882,284.73) | \$1,143,735.69 | \$(302,288.09) |
| % Change | -21.41% | 29.13% | -40.00% |





THANK YOU

Major Gifts

- Erin Billingsby has joined the team as Director of Development for Intercollegiate Athletics.

Annual Giving

- In this quarter, we utilized the ThankView platform to distribute a personalized video message from Dr. Noland to all President's Circle members to come out to the tailgate and to make their gift if they haven't already to get to \$1K.
- We successfully sent a letter for CBAT which highlighted a student's journey and emphasized experiences outside the classroom to showcase the impact of donor support on student growth.
- Due to an urgent shift in priorities as a result of Hurricane Helene, we paused all scheduled mailings and redirected efforts to the Bucs Rebuild Together Campaign, which focuses on supporting the Buccaneer Student Crisis Fund, Bucky's Food Pantry, and the ETSU Employee Emergency Assistance Fund. This strategic pivot allowed us to concentrate on raising awareness and providing critical assistance to those most affected in our community.

Planned Giving

- August was National Make-a-Will Month. In the month of August alone, 28 people included ETSU in the Will they created through FreeWill, becoming Legacy Circle Members. The estimated value of the primary bequests made to ETSU through FreeWill in August is \$71,800. The estimated value of all types of bequests made to ETSU through FreeWill in August is \$916,800 (this includes primary, secondary, and tertiary bequests).
- Overall, 218 estate plans were completed by constituents through the Foundation's partnership with FreeWill.

Advancement Services

- A successful changeover from the 2008 university database to new Advancement CRM database took place July 15. Training and tweaking continue, and daily processing and reporting are going smoothly.

Communications/Stewardship

- The Foundation's 2023-24 Annual Report, "Emerging Opportunities," was published in early September.
- Annual endowment reports are in progress and will move to a digital online format. The scheduled distribution is for late October.
- The dedication of the Ronald V. Hite Boardroom, located on the first floor of The Model Mill, was held during late August.

Alumni Association

- The Alumni Summer Series was a smashing success. Events included the Big Screen Bash, a Homerun Hangout during a Johnson City Doughboys game, and a pre-race tailgate prior to the Crazy 8s run as part of Kingsport's Fun Fest.
- The Alumni Association is planning for the upcoming Alumni Awards Ceremony to be held November 15.
- Hundreds attended the President's Tailgate events prior to Buccaneer home football games.

Check out the ETSU Foundation's 2023-24 Annual Report, "Emerging Opportunities," [here](#).





UNIT REPORTS

Arts and Sciences

- The entire ETSU family of alumni, friends, faculty, staff, parents, students and the community came together to support the ETSU Marching Bucs with their trip to perform at the Macy's Thanksgiving Day Parade in Nov. 2024. Nearly 370 students representing ETSU, our region and the State of TN will be seen by a viewing audience of more than 30 million worldwide. Thanks to all who donated.
- Academic programs underwent realignment across the university and the College of Arts & Sciences is pleased to welcome the Department of Engineering, Engineering Technology, and Surveying to our college, along with their newest major in Mechatronics.
- The Center of Excellence for Appalachian Studies and Services is celebrating their 40th anniversary this academic year and is marking the occasion in a number of ways over the coming months.
- A generous gift to provide scholarships for students majoring in the Department of Biology was received from the estates of Delmas '55 & Wanda Dugger '56. Married for 58 years, the couple have also funded scholarships in other areas of the University, including a scholarship in Chemistry.

Business and Technology

- Dr. Melanie Richards has been appointed as the Interim Director of ETSU's newly established School of Marketing and Media. With over 20 years of industry experience and a proven track record of leadership.
- Dr. Andrew Dunn has been named the inaugural Director of Research and Creative Activities for the College of Business and Technology. In this newly created role, Dr. Dunn will lead the College's efforts to expand its foundation for scholarly excellence and foster innovation across all disciplines.
- CBAT introduced the newest, and largest, cohort of the Andrew Leadership Academy! The 2024-2025 class includes 58 exceptional senior and graduate students from across the college.
- The Department of Computing's Cybersecurity and

Modern Networks program has earned accreditation by ABET.

- [Fox Business Network](#) recently featured the [BlueSky Tennessee Institute](#) on their show. This unique accelerated computing degree program is a partnership between BlueCross Blue Shield of Tennessee and The College of Business and Technology to provide students through a debt-free college education and into a guaranteed career path at BlueCross BlueShield of Tennessee.

Clemmer College of Education and Human Development

- For the fall semester, the Clemmer College has awarded 354 scholarships.
- These scholarships represent approximately \$185,000 in awards.
- New scholarships within the Clemmer College include the David and Ann Hawkins University School Scholarship Endowment; the Eva Ousley Graves Scholarship Endowment; the Cooper Roberts Whitson Education Scholarship.

Public Health

- ETSU was awarded one of eight HRSA-funded Rural Health Research Center, continuing the work of the ETSU/NORC Rural Health Equity Research Center (RHERC).
- Haleigh Leslie, a DrPH student, completed her practicum with the National Association of County and City Health Officials (NACCHO) as a Health & Disability Fellow and continues to work with her preceptor to help build disability inclusion into public health practice. The diversity of her dissertation committee members from the Department of Health Services Management and Policy, Clemmer College, and Special Olympics International is a great representation of the importance of diverse partners coming together to support policies, systems, and environments that promote health and well-being through the communities we serve.