



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
2nd Quarter, period ending
December 31, 2017

Dear Loyal ETSU Supporters,

It was so great getting to meet many of you at the President's Circle pre-game tailgates and during the President's Circle Academy. I look forward to seeing you at other events in the future! Here is just some of what happened through December 2017:

- ETSU recently broke ground on the Martin Center for the Arts. There are still opportunities to assist, as we complete fundraising for this building, including naming opportunities in and around the building and naming seats in the 1,200-person capacity auditorium. Contact Michael Webb, 423-439-5775, webbmc@etsu.edu for more information.
- Directors of Development reached out to many of our donors during November and December to steward past gifts and to remind them about tax year 2017 contributions and their status regarding President's Circle and Distinguished President's Trust (DPT) recognition.
- We prepared status reports to about 400 donors of endowed funds. If you have an endowed fund, hopefully you've had the chance to see yours. If not, please reach out to Jon See, 423-439-6141, seejs1@etsu.edu for more information.
- ETSU Advancement is on Facebook! Please visit our page at www.facebook.com/ETSUGiving and consider inviting your network to connect with us also.

Here are a few notes about things coming your way in the new year!

- We are planning a Giving Week for March 12-16, 2018. This activity will have a very strong faculty/staff/retiree component, but we'll also be reaching out to alumni and friends. Stay tuned!
- The Distinguished President's Trust (DPT) Dinner will be held on Friday, April 13, 2018. Please join us to help celebrate our most important assets - our students and to recognize our loyal supporters. Contact me for information about your own DPT standing.
- By popular demand, we are bringing back the spring Foundation meeting and lunch. Please save May 9, 2018 and we'll get invitations and more information to you soon.

Thanks so much for all your advice, leadership, and support!



Pamela Ritter

President/CEO & Vice President for ETSU Advancement

P.S. You can view the 2016-17 Foundation Financial Report at www.etsu.edu/foundation



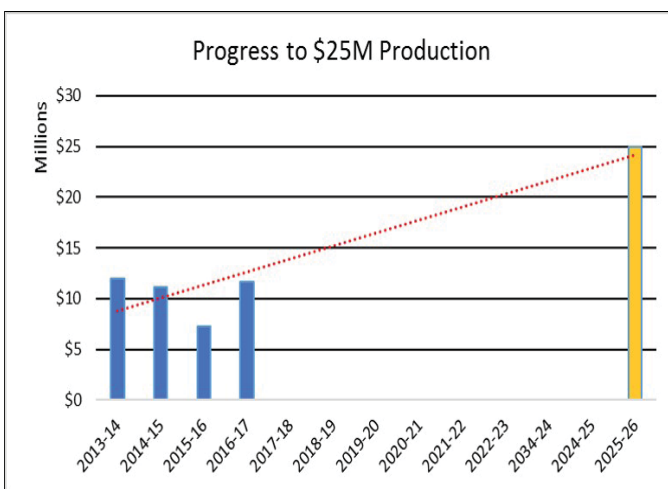
- **Major Giving:**
 - College of Business & Technology Director of Development update – position has been filled and Mona Salyer - most recently of King University - joined our staff in January 2018.
 - All Advancement staff attended 3-day training in December focused on “Managing the Capital Campaign.” The Lilly Family School of Philanthropy from Indiana University again instructed.
- **Advancement Services:**
 - Completed wealth screening against our current database contacts; now prioritizing and assigning.
 - Completed Voluntary Support for Education external benchmarking report.
 - Developed script for creating recurring annual pledges; added imaging security for gift entry.
- **WETS-FM** – winter fundraiser was very successful - online gift volume was up 34% over last December.
- **Annual Giving** – conducted first “Thankathon,” placing 4,000 thank you calls to donors; also called 2,000 households to gauge interest in planned gifts; new Facebook page at www.facebook.com/etsugiving.
- **Planned Giving – booked \$1.9M in commitments this quarter.**
 - Strong focus on wills/bequests (5% for the Future launched in Nov); donor meetings scheduled for 2018; multiple planned gifts have been cultivated and we expect them to be committed this fiscal year.
- **Alumni Association** – many student-focused activities this qtr, with more Student Alumni Assoc. events.
 - Transitioned football efforts to build on GAME DAY; three away game events at JMU, Furman, & W. Car.
 - HOMECOMING 2017 back on campus; plus partnership with President’s Circle Tailgates.
- **Athletics** - Scott Carter named Athletic Director 10/15; Randy Sanders named football coach 12/17.
 - Inaugural season completed in Greene Stadium - over 48,000 people welcomed to campus.
 - Brooks Gym and Football fieldhouse improvement projects continue as part of Embrace Excellence.



◀ **The Lifecycle of ETSU Fundraising**

Building a strong fundraising program requires a large, stable base of support. We seek to grow a strong organization and processes, rooted in the interest, participation, and passion of loyal supporters of East Tennessee State University.

Funds Raised as of 12/31/2017			
	Net Production	Philanthropic Cash	Annual Fund
2017-18	\$8,926,992	\$3,471,910	\$678,517
2016-17	\$8,925,123	\$4,721,157	\$557,640
\$ Diff	\$1,869	(\$1,249,247)	\$120,877
% Diff	2%	-26%	22%



Unit Reports

(see complete schedule below)

College of Clinical and Rehabilitative Health Sciences

*Doubled annual gifts in 2016-17,
increasing by more than \$11K over 2015-16*

- Created a scholarship for Speech-Language Pathology in memory and honor of the first graduating class ('55)
- New Audiology Clinic will open its doors in January 2018, at the Nave Center in Elizabethton
- Director of Development has made over 50 visits to alumni and community supporters, so far in 2017-18

College of Nursing

*Increased total giving to the College by 44% from 2015-16 to 2016-17;
annual gifts are up nearly 50%*

- Received several large gifts toward new scholarships for nursing students
- The nurse-led clinic known as The Downtown Day Center underwent a million-dollar renovation and will open its doors in January 2018. This clinic serves the homeless population in Johnson City, Tennessee
- Director of Development has made over 50 visits to alumni and community supporters, so far in 2017-18

Bill Gatton College of Pharmacy

Increased Philanthropic Cash by more than 22% so far this fiscal year

- A recent economic impact study conservatively estimates the presence of the College of Pharmacy contributes over \$36M per year to the Tennessee economy and has led to the creation of 373 jobs.
- Established an Alumni Engagement Taskforce to assist with alumni participation in fundraising.
- Conducted 80 visits with donors, prospective donors, alumni, and friends, so far in 2017-18.
- 51 alumni attended events hosted by the college - on-campus and at national conferences.

College of Public Health

Increased Philanthropic Cash by more than 45% so far in 2017-18

- Received a generous gift from a foundation to provide scholarships for Master of Public Health students.
- Conducted 102 visits with donors, prospective donors, alumni, and retirees since the start of the fiscal year.
- 68 alumni attended events hosted by the college - on-campus and at state and national conferences.

Report Schedule:

- 1st Quarter – Arts & Sciences, Business & Technology, Education, and Medicine.
- 2nd Quarter – Clinical & Rehab Hlth Sci, Nursing, Pharmacy, and Public Health.
- 3rd Quarter – Athletics, Student Affairs, University Programs, and WETS-FM.
- 4th Quarter – Annual Report.

ETSU is an AA/EEO employer. ETSU-046-15M.

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