



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
3rd Quarter, period ending
March 31, 2022

Dear Loyal ETSU Supporters,

I would like to take this opportunity to express my deep appreciation for each and every one of you for your continued dedication to the university. As always, I want to especially thank our Foundation Board of Directors and President's Circle members for the commitment you have made to ensure our university is the best in the region!

- **Campaign Update:** We are currently at **\$140.4M**, far exceeding our goal of \$120M! However, we still need help in the areas of Faculty and Facility Support. For updates and more information, visit www.etsu.edu/give.
- **ETSU Day of Giving:** Kudos to Annual Giving, the Day of Giving Committee, and Advancement Services. Day of Giving 2022 was a great success due to their combined efforts!
 - * 1,056 donors united to contribute over \$319K by the official end of Day of Giving (with more still coming in!). Thank you!
 - * The team exceeded the goal for number of gifts by 17% and the total amount received was up 4% over 2021 giving.
 - * Advancement Services set an ETSU record by accurately processing 658 gifts in one day!

Again, thank you for all your advice, leadership, and support!



Vice President for University Advancement
President/CEO of ETSU Foundation

P.S. The President's Circle is here to recognize annual donors to the university! When you donate \$500 or more to area(s) you choose, we will invite you to special events and send you information about our progress (like this report). Tell your friends and colleagues about the President's Circle. You can make gifts any time at www.etsu.edu/give.



Major Giving

◇ Please join me in welcoming three new directors of development to the team. Jenna Moore Lafever, who has more than six years of sales and marketing experience with Visit Johnson City, is now the DoD for the Martin Center for the Arts. Wade Horsley is now a DoD for the Quillen College of Medicine. Wade is an Air Force veteran and has more than twenty years of experience in medical device marketing and sales. Finally, Holly Booker gained more than five years of fundraising experience working with the American Cancer Society, and she is the new DoD for the College of Public Health.

Advancement Services

- ◇ Gathering customer relationship management (CRM) quotes and customer experience data from colleagues.
- ◇ Working with ITS on data clean-up in preparation for a database conversion.
- ◇ Preparation support for Day of Giving.

Annual Giving

- ◇ Day of Giving 2022 succeeded in bringing greater attention to ETSU and the ETSU Foundation.
 - ◆ Exceeded our goal of 900 donors by achieving 1,056 during Day of Giving (21% above last year).
 - ◆ Received over \$319K in gifts and pledges during Day of Giving (\$12K more than last year).
 - ◆ We solicited from students for the first time this year, resulting in more than 118 gifts.
 - ◆ Received no (as in zero) negative feedback on social media, in email, or via hard-copy mail!

Alumni Association

- ◇ We welcomed the return of our “Graduation Celebration: Real World 101” on March 8th. This event, traditionally held each semester, is an opportunity for students who have earned at least 60 academic hours, to visit with campus organizations and community vendors, to receive tools to prepare for graduation and life thereafter. We are excited to welcome over 2,000 new Alumni to our Alumni Association during the May Commencement.
- ◇ At the end of February, we launched our new Alumni Ambassador Program. Ambassadors receive an exclusive swag item, invitations to Ambassador-only quarterly events and a number of other incentives. 92 Alumni have already joined the program since its launch!

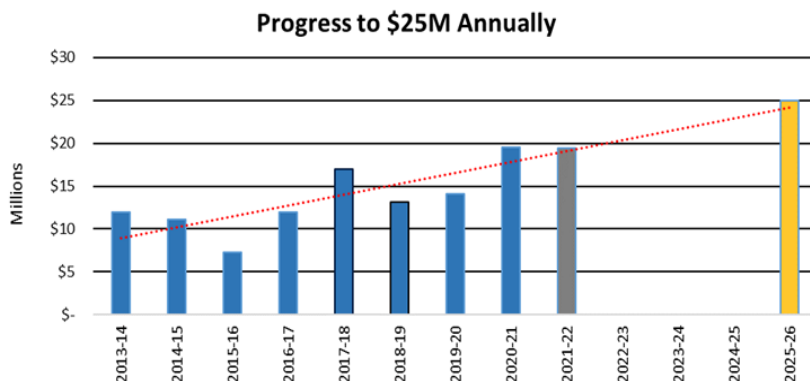
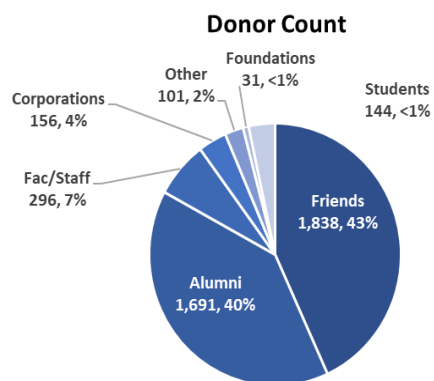
Planned Giving

- ◇ Total deferred gifts through the 3rd quarter are \$9.9 million.

ETSU Foundation Balance

The total fund balance as of March 31, 2022 is \$137,461,018.

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from July 1, 2021 to March 31, 2022.



Funds Raised				Staff Activity						
	Net Production	Philanthropic Cash	Annual Fund		Campus Visits	Visits	Email	Events	Letters	Calls
2021-22	19,425,615	10,018,929	1,356,842	2021-22	60	556	3,713	295	1,196	1,105
2020-21	17,818,747	8,396,345	961,472	2020-21	31	288	4,328	196	2,179	1,248
Change	1,606,868	1,622,584	395,370	Change	29	268	-615	99	-983	-143
% Chg	9%	19%	41%	% Change	48%	48%	-17%	34%	-82%	-13%

Unit Reports

(see complete schedule below)

Athletics

- The ETSU Men's Tennis team won their 4th consecutive Southern Conference Championship on April 23, 2022.
- The ETSU Men's Golf team won the Southern Conference Championship on April 24, 2022. This is a back-to-back championship, as the Bucs also won in 2021. Remi Chartier was the individual SoCon Champion.
- ETSU Athletics received approximately 200 gifts, totaling over \$40,000, during ETSU Day of Giving.

Student Life & Enrollment

- Disability Services established an Accessibility and Assistive Technology Lab in the newly renovated D.P. Culp Center. It is available to students registered with Disability Services and provides a quiet study space for students while offering a variety of specialized software and tools.
- Bucky's Food Pantry opened a new site on campus in the DP Culp Center. The site was brought about through a partnership with Student Life and Enrollment, AmeriCorps, and Sodexo, with all three entities striving to bring a sustainable model of food provision to campus to address the needs of our students. In placing the site at the DP Culp Center, we also sought to destigmatize the use of the food pantry.
- During Spring Break, ETSU students participated in the student-led and developed Alternative Breaks program. Four teams traveled to New Orleans, Louisiana (Education and Youth Development); Nashville (Healthcare Access for Underserved Populations); Memphis (Food Security and Sustainability); and Rural Kentucky (Alcohol and Substance Abuse). We are so thankful for our students' time and commitment to social justice and cannot wait to see the impact these experiences have on their lives and the lives of others.
- ETSU was recognized with the Military Friendly School designation for the 12th year in a row this spring and is continuing to build toward a goal of having 1,000 Military Affiliated Students on campus or pursuing a degree from ETSU online.

University Programs

- The Sherrod Library continues its work to keep education affordable by investing in the Open and Affordable Course Materials Initiative and the E-Textbook Reserve Program to keep instructional materials free to everyone. Since the beginning of these programs in 2018, the ETSU student community has saved \$800,000 on the cost of their textbooks.
- The College of Graduate and Continuing Studies focuses on adult student learning, including workforce development, transfer students, and graduate students. There are more than 2,400 graduate students enrolled this academic year and there are more than 16,000 alumni of ETSU graduate programs.
- The first cohort of the Honors Early Assurance Program was just selected. This is a partnership between the Honors College and Quillen College of Medicine that provides guaranteed admission to the Quillen College of Medicine for 5 students each year who complete the program requirements.

WETS-FM

- The WETS-FM Spring Fundraiser was from April 2—April 9, and was a huge success!
- The station received gifts and pledges of more than \$100,000.
- Listeners continue to contribute at www.wets.org.

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**