



# ETSU FOUNDATION

Quarterly Report  
2ND Quarter  
October 1 - December 31, 2024

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Dear Loyal Donors,

Transformation is a word you hear often in context with East Tennessee State University.

Truly, it is because that singular word so eloquently describes what we do on this campus every day. Our students are transformed by our faculty and staff in classrooms and experiential settings. We transform our communities. The lives of our patients are transformed by the providers with ETSU Health. The scientific community is transformed through the contributions made by our faculty and staff.

You – our generous supporters – transform our students, faculty, and this campus through your gifts.

One person can do so much.

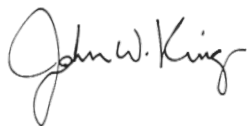
Last fall, with mixed emotions, we said farewell to Pam Ritter who for nearly a decade led the University Advancement team and the ETSU Foundation before retiring. Pam arrived on campus in the summer of 2015, and the milestones she helped the university achieve are nothing short of remarkable. Under her leadership, the staff of University Advancement grew to include a Director of Development for every college and major unit in addition to increasing staff in Annual Giving, Alumni, Advancement Services, Planned Giving, and Donor Relations. Together we launched “The Campaign for ETSU” which brought in over \$163 million in support of students, faculty, academic programming, and campus enhancements. Office space at The Model Mill was secured to provide a new home for the ETSU Foundation, University Advancement, and the Alumni Association.

Thank you, Pam!

As this new chapter begins, I am deeply honored to have this opportunity to serve as the interim leader of University Advancement and the ETSU Foundation. I have an incredible staff; in fact, this is the best team I have ever had the honor of leading throughout my career in higher education. They inspire me every day. There is tremendous synergy as we begin this new era. As always, student scholarships remain our highest philanthropic priority. I have also set priority goals that include raising funds to meet programmatic needs across campus, creating robust opportunities for our faculty, and supporting three major building projects. These initiatives proceed during a time when the fundraising landscape looks considerably different than it did 10 years ago. I am pleased to announce that ETSU and the ETSU Foundation have engaged with a consultant to identify emerging opportunities and new strategies for the next decade and beyond. We have selected an outstanding leader in higher education fundraising to lead this study, and I look forward to sharing more as this review continues.

Thank you for all you do. Together this transformation on our campus continues.

Sincerely,



**John King**  
Interim Vice President for University Advancement and  
President/CEO of the ETSU Foundation

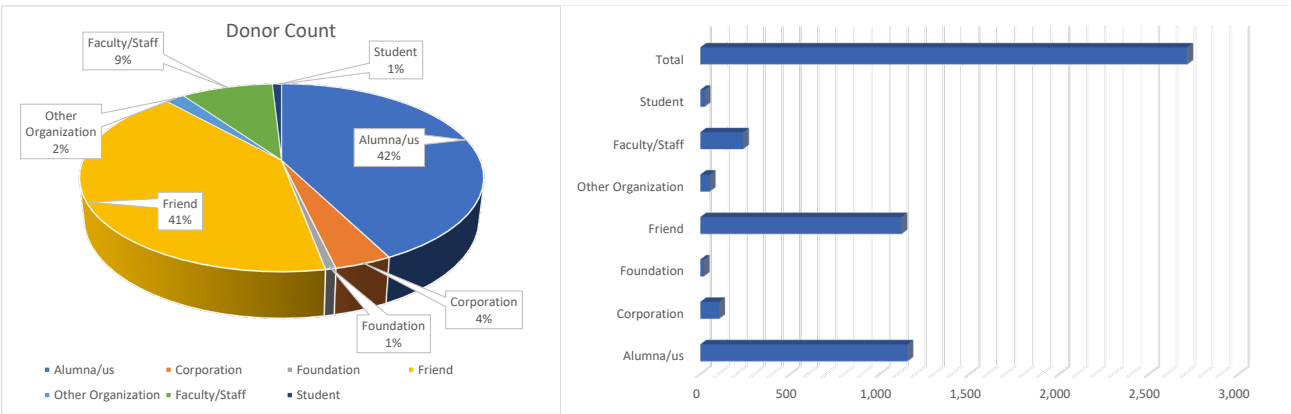


*P.S. Join the President's Circle! The President's Circle is here to recognize annual donors to the university. With your gift of \$1,000 or more to area(s) of your choice, you will be invited to attend special events and will receive information and updates throughout the year. You can make a gift at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

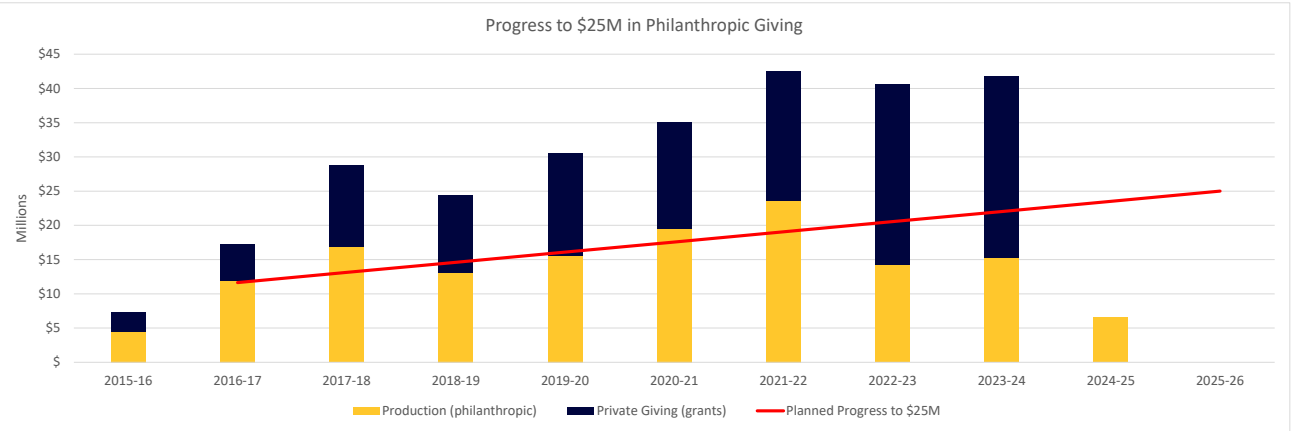
# ETSU FOUNDATION BALANCE

The total fund balance as of December 31, 2024 was \$185,809,790.86.

NOTES: The balance is based on market value as of the date indicated; balance will fluctuate with market conditions. The graphs below reflect first and second quarter (July 1 - December 31, 2024) activities.



| Funds Raised |                |                    |                |
|--------------|----------------|--------------------|----------------|
|              | Net Production | Philanthropic Cash | Annual Fund    |
| 2024-25      | \$5,588,579.94 | \$6,543,154.15     | \$917,320.76   |
| 2023-24      | \$4,499,108.21 | \$4,956,792.20     | \$1,113,406.12 |
| Change       | \$1,089,471.73 | \$1,586,361.95     | \$(196,085.36) |
| % Change     | 10.80%         | 13.79%             | -9.66%         |







# THANK YOU

## Major Gifts

- Following the retirement of Pamela Ritter, John King has been named Interim Vice President for University Advancement and President/CEO of the ETSU Foundation.
- Interim leadership for the Major Gifts division is being provided by Rebecca Muncy, Executive Director of Planned Giving, who is also serving as Interim Associate Vice President for University Advancement.
- Tyler Gaby has been named Director of Development for the College of Public Health.

## Annual Giving

- The Annual Giving team distributed a mass mailer to support Hurricane Helene relief efforts through the Bucs Rebuild Together Campaign focusing on the Student Crisis Fund, Food Pantry, and Employee Assistance fund. More than \$100,000 to date has been raised.
- The president's tailgate events and alumni awards ceremony provided a setting for a soft launch for the Student Foundation Ambassadors program, a partnership with the Alumni Association. The purpose of this organization is to enhance student engagement and philanthropic initiatives on and off campus.
- Annual Giving is rebranding *Day of Giving to Forever ETSU: Week of Giving*, expanding the opportunity to make an impact. The week kicks off Monday, April 21 with Faculty/Staff Giving Day, followed by Tuesday (4/22), the start of giving for all supporters. 4/23 Day on Wednesday celebrates donor stewardship and gratitude while Thursday highlights student philanthropy and graduate celebrations. This leads to a campus-wide donor appreciation movie night on Friday.

## Planned Giving

- Staff continues to work with donors on creating their legacies through planned giving.
- Targeted communications were sent through the FreeWill platform.
- The Executive Director recently traveled to Florida to meet with donors.

## Advancement Services

- Advancement Services completed the Voluntary Support for Education Survey and Alumni Engagement Metrics Survey (both national benchmarking tools).
- New and advancing DPT members have been identified for the February 21 DPT event.
- The team continued to refine business processes and settings in our new CRM system.

## Donor Relations

- The 2023-24 Endowment Reports were distributed; this year, these reports moved to an on-demand digital format.
- Planning work has begun for the Distinguished President's Trust event on February 21.
- A new process for stewarding first-time donors is being implemented.

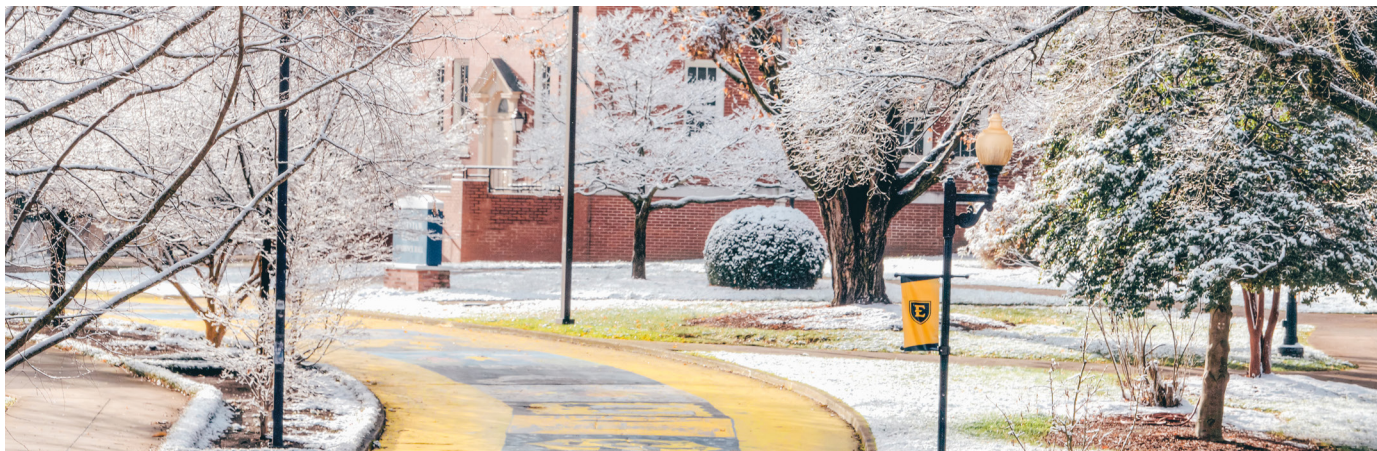
## Alumni Association

- The team hosted the 2024 Homecoming celebration along with President's Circle tailgates for all home Football games.
- During ETSU Founders Week, the Alumni office helped launch the inaugural Founders Week Service Project "Bucs Stuff the Bus" that was expanded to include support for schools impacted by Hurricane Helene.
- Recent events include Top Golf in Knoxville, an alumni reception with Coach Savage in Jacksonville and the inaugural Alumni Arctic Adventures series of events throughout the winter.
- The 2024 Annual Alumni Awards were presented: *Outstanding Alumni: Dr. BJ King and Juan De Angulo; Award of Honor: Craig Charles; Distinguished Alumnus in Education: Dr. David Stout; Distinguished Alumnus in Service: Bishop Ken Carder; PRIDE of ETSU: Dr. Sean Ochsenbein; Honorary Alumnus: Dr. Larry Calhoun.*

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







## UNIT REPORTS

### College of Nursing

- After a national search, ETSU has welcomed Dena Evans, Ed.D., MPH, MSN, RN, CNL, CNE as Dean of the College of Nursing. Dr. Evans previously served as vice dean of Faculty and Academic Affairs at the University of South Florida College of Nursing, and is a native of North Carolina.
- ETSU has also selected Dr. Jennifer Hitt to serve as the new Executive Director of the Tennessee Center for Nursing Advancement. Dr. Hitt previously served as nursing program director and chair of Health Sciences at Christian Brothers University in Memphis, and is president-elect of the Tennessee Nurses Association. The center's vision is to become the premier hub for advancing nursing science, empowering nurses and nursing students, and nurturing healthy communities throughout our region and Tennessee. ETSU is committed to leading the way in nursing education, research, and community health initiatives.



### College of Health Sciences

- Dr. Jeff Snodgrass, PhD, MPH, OTR, FAOTA is the new Dean of the College of Health Sciences. Dr. Snodgrass had previously served as interim associate dean for the college and was the founding chair of the Department of Rehabilitative Sciences.
- This semester, the inaugural students in the new Master's in Orthotics and Prosthetics program began classes. ETSU's program is the only O&P program in the state of Tennessee, and one of only 14 in the country. It rounds out our robust rehabilitative sciences portfolio, and ties in with the university's mission of improving the lives of people in our region.



### Gatton College of Pharmacy

- The Gatton College Class of 2023 achieved a 96.5% first attempt pass rate on their NAPLEX exam scores, placing the college at No. 2 in the country and No. 1 in Tennessee and the Southeast.
- The Class of 2024 received national attention on Match Day. Their Postgraduate Year One (PGY-1) match rate of 92% ranked No. 6 in the nation and No. 1 in Tennessee and the Southeast.
- Students, faculty, and staff assisted in numerous ways with Hurricane Helene relief efforts.



*The inaugural student and faculty in the new Orthotics and Prosthetics program take their first group shot during orientation activities on Jan. 16.*

### Mark Your Calendars

#### Forever ETSU 2025

- April 21 – Faculty/Staff Day
- April 22 – Day of Giving
- April 23 – 423: A Day of Thanks
- April 24 – Student Giving Day and Graduation Celebration
- April 25 – Movie Night in Greene Stadium