



**UNIVERSITY OF TENNESSEE FOUNDATION
2020 ANNUAL REPORT**



**PRESENTED TO THE
UNIVERSITY OF TENNESSEE BOARD OF TRUSTEES**

THE UNIVERSITY OF TENNESSEE
UT FOUNDATION



FROM THE PRESIDENT

Fiscal year 2020 began with enthusiasm and excitement as the UT Foundation announced the Vision for 2025. Our organization has evolved since its establishment and the creation of a framework for success is essential. This initiative unites the organization and drives it towards the mission to raise financial, public and political support for the University of Tennessee.

Our vision is to be recognized as one the top performing advancement organizations affiliated with any university system. Three objectives are at the core of this vision:

1. Enhance philanthropic support for the University of Tennessee System and its core institutional priorities.
2. Expand constituent engagement by developing meaningful relationships with University of Tennessee alumni, students and friends.
3. Build and protect the UT brand dedicated to the mission of discovery, education and connection.

The UT Foundation progressed through year one with a readiness to accomplish our goals, and ended the year with resilience as we navigated the COVID-19 pandemic. Late in our third quarter we had to reimagine our work, our strategies and our daily lives. Collectively, we worked quickly to reinvent our alumni outreach, how we communicate with our constituents and how we steward our donors. All hands were on deck as we moved through, and continue to move through, an unprecedented time in history.

In the end, the UT Foundation had a record-breaking year in the number of donors with 67,281 alumni and friends committing to the university and demonstrating their passion for the great things happening on all of our campuses.

The success from fiscal year 2020 is a compliment to the dedication and proficiency of our staff, a show of confidence in the University from our donors and made possible by the achievements of students, faculty and staff on each campus.

Thank you for recognizing and supporting the University of Tennessee System's excellence. Your commitment creates opportunity for achievement within every person walking through the doorways on our campuses and institutes.



Kerry Witcher
President and CEO
University of Tennessee Foundation



UT FOUNDATION OPERATIONS

The University of Tennessee Foundation, Inc. (UTFI) is an interdependent not-for-profit 501(c)3 created in 2001. From inception, the Foundation was passive in fundraising efforts. In 2011, UTFI gained legislative approval to become a proactive fundraising organization and the preferred channel for all private contributions benefitting the University of Tennessee.

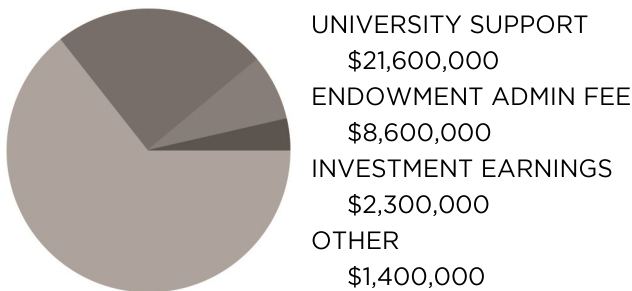
In June 2017, the University of Chattanooga Foundation, the University of Tennessee and the University of Tennessee Foundation signed an agreement indicating UC and UT Foundation's commitment to collaborating on private gift fundraising and alumni engagement for UT Chattanooga. Through this agreement, all alumni affairs and development staff at UT Chattanooga became leased employees to the UC Foundation. UC Foundation also maintains their own operating budget.

UT FOUNDATION MISSION STATEMENT

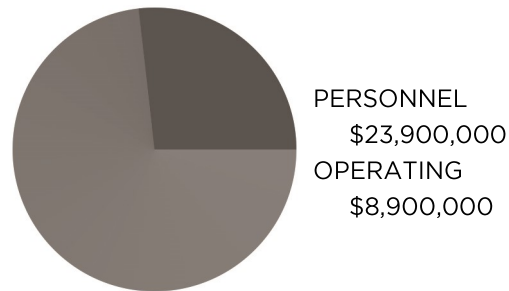
TO RAISE FINANCIAL, PUBLIC AND POLITICAL SUPPORT FOR THE UNIVERSITY OF TENNESSEE.

FISCAL YEAR 2020 BUDGET

REVENUE: \$33,900,000



EXPENSES: \$32,800,000



RETURN ON INVESTMENT



Over the past 10 years, UTFI has increased fundraising totals at an average of 17 percent each year. Between fiscal years 2010-2012, the Foundation raised \$5.76 for every \$1.00 invested. Currently, between fiscal years 2018-2020, UTFI raises an average of \$8.22 for every \$1.00 invested, a 43 percent increase on ROI.

STAFF SIZE: 205



● KNOXVILLE 103 ● HEALTH SCIENCE CENTER 25 ● INSTITUTE OF AGRICULTURE 14 ● MARTIN 16 ● CENTRAL 47

JOB FAMILIES



● ALUMNI 13% ● COMMUNICATIONS 6% ● DEVELOPMENT 54% ● FINANCE 2% ● HUMAN RESOURCES 1% ● DONOR RELATIONS 5% ● ADVANCEMENT SERVICES 19%

UT FOUNDATION FUNDRAISING



TOTAL GIFTS

\$196,463,340

KNOXVILLE



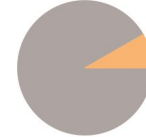
\$139,429,983

HEALTH SCIENCE CENTER



\$16,383,302

INSTITUTE OF AGRICULTURE



\$15,564,945

MARTIN



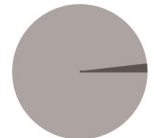
\$9,849,404

CHATTANOOGA



\$11,449,869

SYSTEM

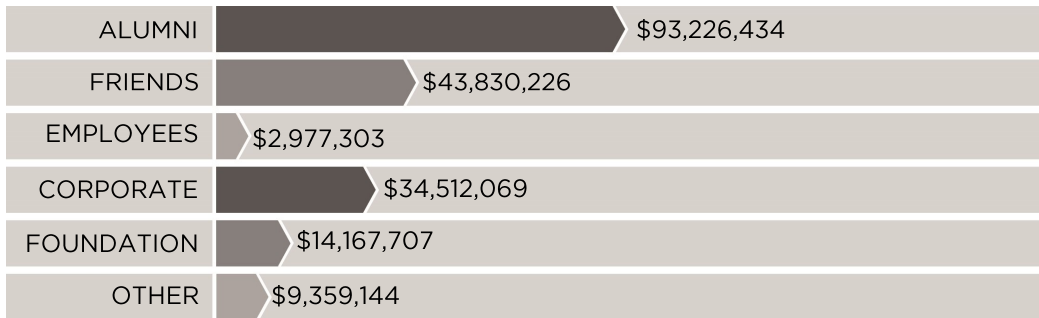


\$3,785,837

FISCAL YEAR 2020 HIGHLIGHTS

- During the fourth quarter, in the height of the COVID-19 pandemic, \$645,000 was raised system-wide to support student emergency funds on each campus.
- The UTHSC College of Health Professions received a \$2,000,000 bequest, creating pathways for students to earn degrees in audiology, physical therapy and more.
- The UT Knoxville Join the Journey fundraising campaign wrapped up with 114,000 donors committing \$1.33 billion, exceeding its goal of \$1.1 billion two years early.
- UT Martin exceeded its \$325,000 fundraising goal for the sixth annual Captain's Challenge. Over \$400,000 was raised during the 24-hour campaign, making it the most successful challenge to date.
- The UT Institute of Agriculture Together We Grow fundraising campaign surpassed its \$175 million goal two years early, reaching \$191 million during fiscal year 2020.

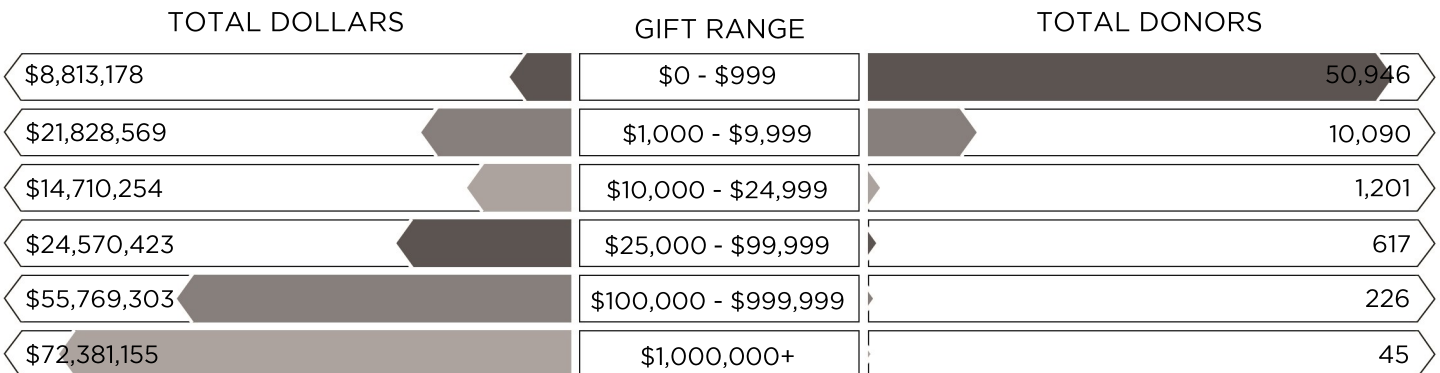
GIFTS BY SOURCE



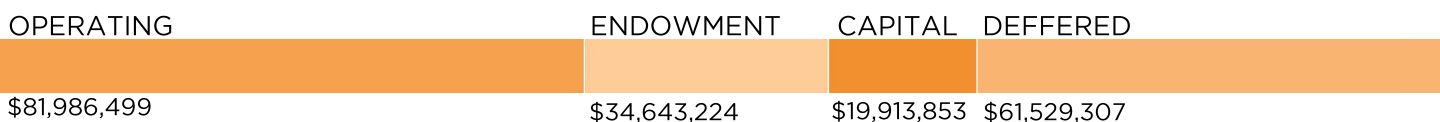
- The total of pledges for gifts to UTFI outstanding in fiscal year 2020 is \$28,589,011.

- UTFI did not receive any gifts during FY20 that would place a financial liability on the University.

GIFTS BY SIZE



GIFT PURPOSE



UT FOUNDATION FUNDRAISING

TOTAL DONORS

67,281

HIGHEST NUMBER OF DONORS IN UT HISTORY

KNOXVILLE



50,467

MARTIN



5,147

HEALTH SCIENCE CENTER



3,701

CHATTANOOGA



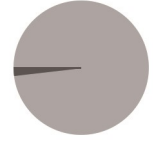
5,245

INSTITUTE OF AGRICULTURE



3,965

SYSTEM



1,858

REAL ESTATE AND BEQUESTS

- Two properties were acquired in fiscal year 2020. Appraised value: \$401,300
- UTFI owns 14 properties and is presently seeking buyers for 11. Appraised value: \$1,745,000
- UTFI has total bequest expectancies and insurance policies outstanding of \$475,061,430 as of June 30, 2020.

ONLINE GIVING

ONLINE GIVING TOTAL

\$4,281,583

Online giving continues to be an area of exponential growth within the UT Foundation. Since 2015, total dollars raised through online donations has grown by 171 percent, accepting just under \$18 million in donations during that time. In fiscal year 2020, the average online gift grew by 45 percent to \$189.82.

UTFI AVERAGE ONLINE GIFT: \$189.82

KNOXVILLE



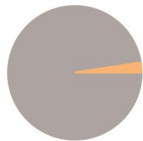
\$2,880,083

HEALTH SCIENCE CENTER



\$405,064

INSTITUTE OF AGRICULTURE



\$143,560

MARTIN



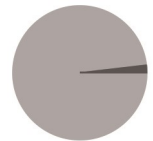
\$412,425

CHATTANOOGA



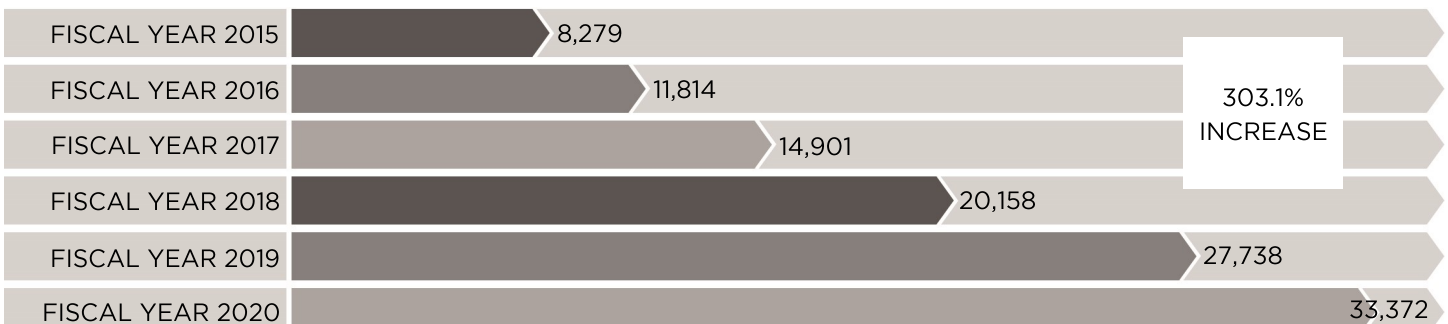
\$343,811

SYSTEM



\$96,600

TOTAL TRANSACTIONS



UT FOUNDATION ENGAGEMENT



TOTAL ALUMNI 398,090

TOTAL ENGAGED ALUMNI

222,230

KNOXVILLE



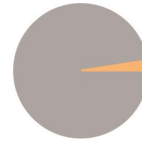
140,152

HEALTH SCIENCE CENTER



22,622

INSTITUTE OF AGRICULTURE



9,960

MARTIN



24,115

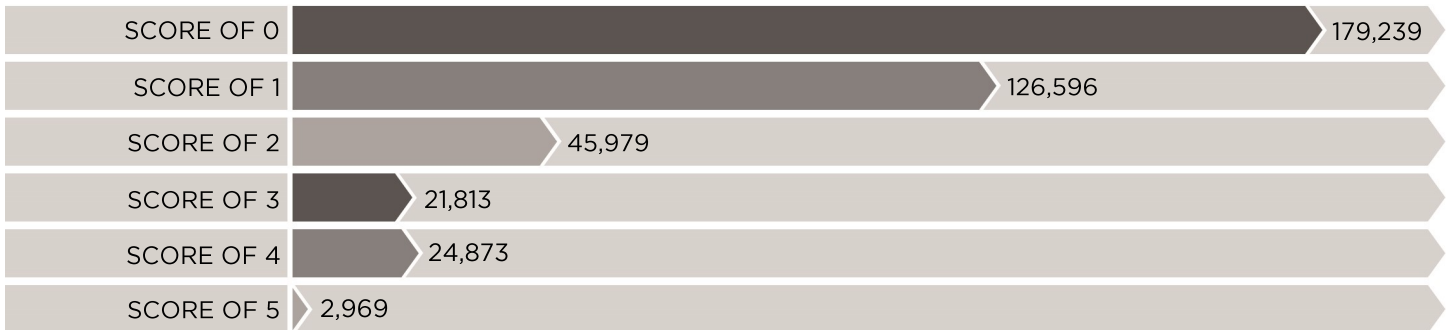
CHATTANOOGA



32,635

The UT Foundation continued to emphasize the importance of engagement and building meaningful relationships with University of Tennessee alumni. The alumni relations staff throughout the Foundation reimaged their work late in the third-quarter as in-person events came to a halt due to coronavirus. Teams acted quickly to develop virtual programs to connect alumni, utilizing new platforms and rethinking the way we use current technology.

LEVELS OF ENGAGEMENT



The UTFI alumni engagement score is calculated using factors such as event attendance, email engagement, volunteer activities and giving. Every alum with a score of 1-5 is counted as engaged, with 5 being the most engaged. Those with a score of 0 are unengaged.

ADVOCACY NETWORK MEMBERS



NEW ADVOCACY NETWORK MEMBERS: 634



To advance the UT System's stature as a best in class system, the UT Foundation has prioritized advocacy and continues to work closely with the UT Office of Government Relations and Advocacy to help grow the Advocacy Network. The Advocacy Network grew in fiscal year 2020 from 6,266 members to 6,900.

UT FOUNDATION BOARD OF DIRECTORS

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