

2021 ANNUAL REPORT

PRESENTED TO THE UNIVERSITY OF TENNESSEE BOARD OF TRUSTEES

THE UNIVERSITY OF TENNESSEE
UT FOUNDATION



LETTER FROM THE PRESIDENT



Ingenuity, persistence and passion flowed through our organization from our staff, donors, alumni and friends during the 2021 year, ultimately leading the Foundation to great success.

Our fiscal year began in unfamiliar territory. There were unknowns in almost every aspect of our organization, but a passion to fulfill our mission to raise financial, public and political support for the University of Tennessee remained. In turn, our alumni, donors and friends persisted in their engagement and commitment to our campuses and institutes, providing tremendous support for people and programs across the UT System.

Through the ingenuity in reimagining the way we engage, communicate and steward our constituents; the persistence tackling challenges through the unknown; and a passion to support the vitality of each campus and institute, the UT Foundation landed in the second-best fundraising year and second-highest donor total in our history.

Thank you for your commitment to the University of Tennessee, and for the opportunities you create and the lives you change.

A handwritten signature in black ink that reads "Kerry Witcher". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Kerry Witcher
President and CEO
University of Tennessee Foundation

**UT Foundation
Mission Statement**
*To raise financial,
public and political
support for the
University of
Tennessee.*

UT Foundation Vision for 2025

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.*

Fiscal Year 2021 Highlights:



The University of Tennessee at Martin received the ***largest commitment in UT System history*** through the Wildwood Farm commitment from Melanie Smith Taylor and her family. Wildwood Farm will allow UT Martin to increase educational program offerings in veterinary health technology and other agricultural disciplines, and is ***valued at \$79,534,920***.



*Wildwood Farms in
Germantown, Tennessee*

Continuing a pattern of transformative philanthropy to UT Knoxville,

Natalie and James Haslam, Dee and Jimmy Haslam, and Crissy and Bill Haslam made a ***\$40 million gift*** to the Haslam College of Business aimed at the continued elevation of its national reputation and ***mission of developing future leaders***.

Hosting their inaugural Mocs Give Day

on October 20, 2020, the University of Tennessee at Chattanooga raised over ***\$175,000 through 616 gifts***. The campaign reached into the Mocs community of alumni, donors and friends and resulted in ***130 first-time donors***.



The University of Tennessee Health Science Center

held its ***inaugural Giving Day on April 27, 2021***. The one-day event encouraged support of the university and its current and future health care heroes with gifts of any size. The campaign generated ***over \$579,000 from more than 700 donors***.

The UT Institute of Agriculture received its largest donation

to support the UT Promise undergraduate scholarship program at the Herbert College of Agriculture. Laura Golden committed ***over \$2 million to create the Dr. Laura Golden Alumni and Faculty Appreciation UT Promise Scholarship Endowment*** within the Herbert College of Agriculture, which will cover qualified student's last-dollar amount of tuition and mandatory fees.

FUND RAISING

Through its mission to serve all Tennesseans and beyond through education, discovery and outreach, UT is preparing the next generation of problem solvers, innovators and connectors who will tackle the world's grand challenges. The philanthropic spirit of donors creates pathways and opens doors for those students to an unparalleled educational experience through enhanced programs and world-class faculty.



Total Gifts in 2021:
\$312,418,806

<i>Institute of Agriculture</i>	<i>\$12,043,336</i>	<i>3.9%</i>
<i>Health Science Center</i>	<i>\$15,241,954</i>	<i>4.9%</i>
<i>Chattanooga</i>	<i>\$6,438,045</i>	<i>2.1%</i>
<i>Knoxville</i>	<i>\$190,365,712</i>	<i>60.9%</i>
<i>Martin</i>	<i>\$87,779,490</i>	<i>28.1%</i>
<i>UT System</i>	<i>\$550,269</i>	<i>0.2%</i>



Donations
by Source

<i>Alumni</i>	<i>\$114,501,521</i>
<i>Friends</i>	<i>\$121,550,231</i>
<i>Employees</i>	<i>\$3,996,004</i>
<i>Corporate</i>	<i>\$27,072,846</i>
<i>Foundation</i>	<i>\$30,695,990</i>
<i>Other</i>	<i>\$14,602,214</i>



Donation
Purposes

<i>Operating</i>	<i>\$79,266,201</i>
<i>Endowment</i>	<i>\$93,326,477</i>
<i>Capital</i>	<i>\$12,079,789</i>
<i>Deferred</i>	<i>\$127,746,339</i>



Total Donors in 2021:
66,672

<i>Institute of Agriculture</i>	<i>3,104</i>	<i>Knoxville</i>	<i>49,176</i>
<i>Health Science Center</i>	<i>4,941</i>	<i>Martin</i>	<i>5,001</i>
<i>Chattanooga</i>	<i>5,996</i>	<i>UT System</i>	<i>1,763</i>

The Foundation has not received any gifts that would place a financial liability on the University.



Bequests

The Foundation has bequest expectancies and insurance policies outstanding of **\$131,010,781** as of June 30, 2021.

Insurance

The Foundation has **235 In-Force policies** with a value of **\$12,505,078**.



Real Estate

17 Total Properties Owned
with appraised value of \$10,100,800

Acquired
2 properties
with appraised
value of
\$3,435,000

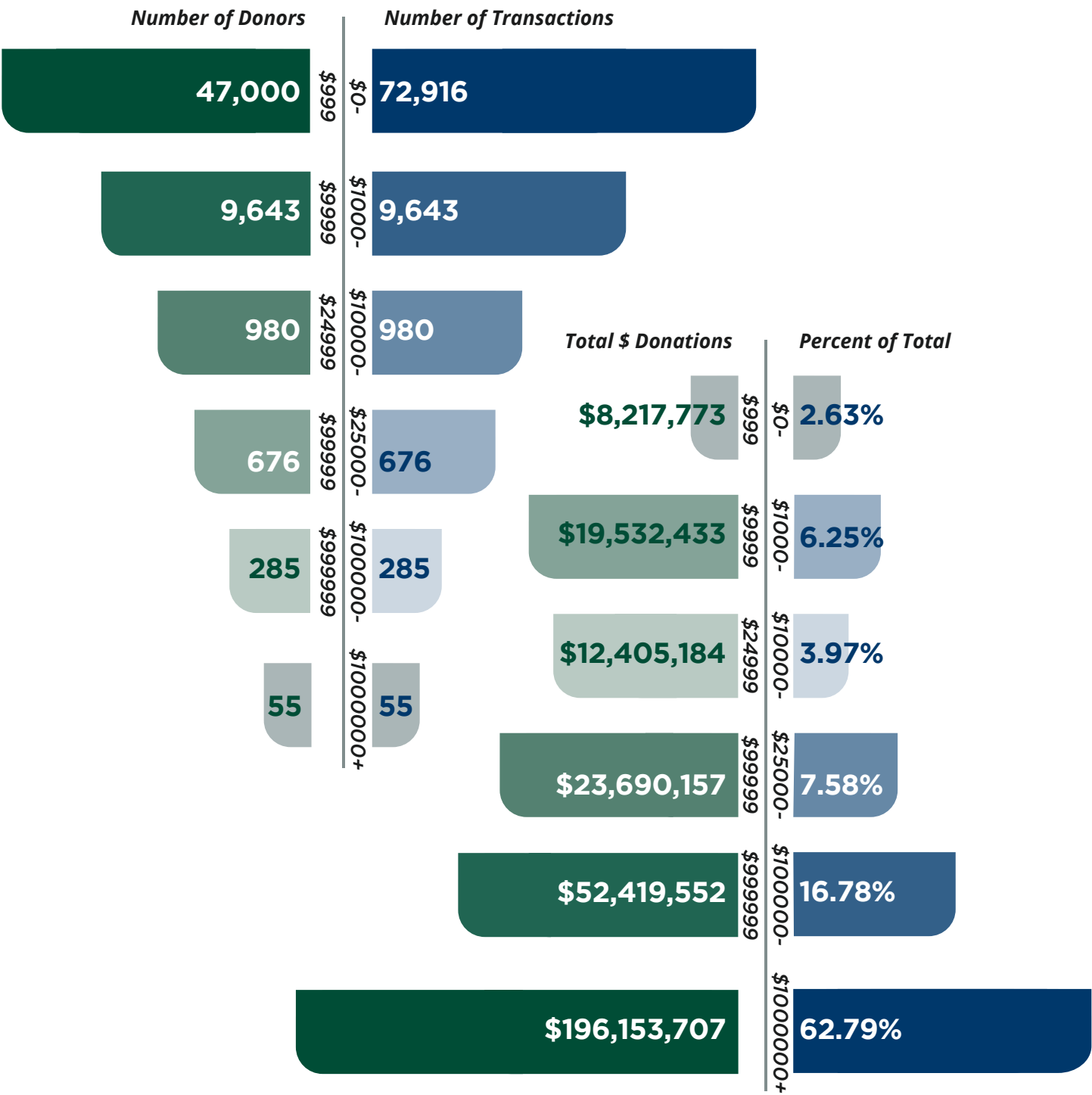
Sold
6 properties
in fiscal year
2021 for a
total of
\$558,500

For Sale
6 properties
with appraised
value of
\$746,000



Donations by Size

Together, gifts of all sizes combine and create a lasting impact as it sparks aspirations throughout the UT System.



ONLINE GIVING



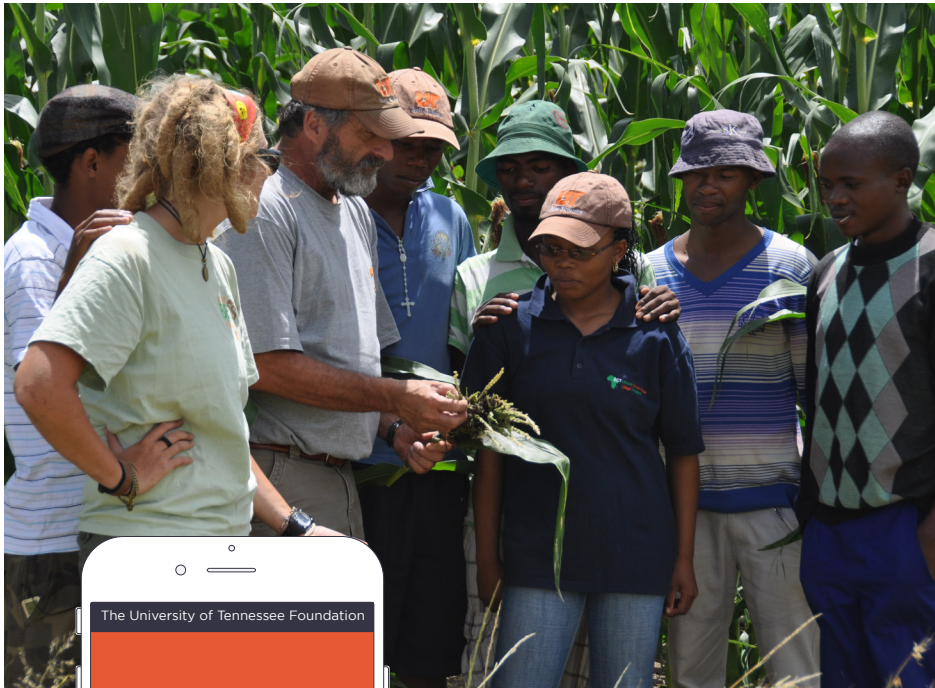
Online Giving Growth Over Five Years:

Systemwide Online Dollars Raised

FY15:	\$1,578,522.91
FY16:	\$2,259,687.50
FY17:	\$2,707,202.38
FY18:	\$3,250,351.64
FY19:	\$3,632,555.80
FY20:	\$4,281,582.76
FY21:	\$6,287,744.54 (+48.60%)

Systemwide Online Transactions

FY15:	8,279
FY16:	11,814
FY17:	14,901
FY18:	20,158
FY19:	27,738
FY20:	33,372
FY21:	43,081 (+29.16%)



Optional Donations

Offering event registrants the option to make a donation during their registration raised **\$45,138.50** in fiscal year 2021. This was an **increase of 582%** over fiscal year 2020.

Fiscal year 2021 saw the biggest percentage year-over-year increase in online dollars raised since fiscal year 2014

Average Online Gift: \$145.95

UTIA	\$142.92
HSC	\$380.78
Chattanooga	\$56.17
Knoxville	\$154.77
Martin	\$177.58
UT System	\$151.24

Online Giving Total: \$6,287,744.54

UTIA	\$105,615.22
HSC	\$791,651.53
Chattanooga	\$511,781.74
Knoxville	\$4,331,099.87
Martin	\$461,538.86
UT System	\$86,057.32



ENGAGEMENT

NUMBER OF ALUMNI: 421,640

Some of the most loyal supporters of the University of Tennessee System are the alumni that have journeyed through the campuses and institutes and felt the impact of their experience. They are ambassadors of the university and helping UT become bigger, stronger and more successful.

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.



**Total Number of Engaged Alumni:
239,153**

<i>Institute of Agriculture</i>	10,722
<i>Health Science Center</i>	23,529
<i>Chattanooga</i>	36,869
<i>Knoxville</i>	150,036
<i>Martin</i>	25,950



**Levels of
Engagement**

5	3,469
4	33,138
3	24,530
2	50,362
1	120,598
0	169,147



**Number of Alumni Events:
411**

<i>Institute of Agriculture</i>	34	<i>Chattanooga</i>	124	<i>Martin</i>	10
<i>Health Science Center</i>	56	<i>Knoxville</i>	165	<i>UT System</i>	34

In fiscal year 2021, 85% of the 411 alumni events held in fiscal year 2021 used a virtual platform to connect and engage alumni during the COVID-19 pandemic.

ADVOCACY

The Advocacy Network is the University of Tennessee's official grassroots effort. The Network includes thousands of alumni, employees, students and friends who believe in the university's value to all Tennesseans and share that message with elected officials.

**NUMBER OF
ADVOCATES:
7,653**

Number of
New Advocates
in 2021:
754



FOUNDATIONS OPERATIONS

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

The Foundation works closely with the University of Tennessee president and each campus chancellor to identify strategic private support priorities, create fundraising strategies & tactics and implement development programs.

TOTAL REVENUE	\$34,800,000
University Direct Support	\$19,500,000
Endowment Administrative Fee	\$9,600,000
Investment Earnings	\$2,600,000
Other	\$3,100,000
TOTAL EXPENSES	\$32,600,000
Personnel	\$24,100,000
Operating	\$8,500,000

STAFF SIZE

UTIA	13
HSC	25
Knoxville	100
Martin	14
Central	50

JOB FAMILY

Alumni	14%
Communications	7%
Development	53%
Administration & Finance	4%
Stewardship & Donor Relations	4%
Advancement Services	16%

Return on Investment

For every \$1.00 invested, the Foundation raised \$7.33 in fiscal year 2021.



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