



Overview of the Pride of the Southland Band Advancement Program 2021-2022

In 2006, the Pride of the Southland Band partnered with the UT Foundation and the UTK Advancement Office. The UTK Advancement Office supports the band through the assignment of a dedicated Development Officer and an Alumni Relations staff liaison.

The UT Foundation manages the band's endowment and supports all "back office" functions (accounting, receipting, donor records, and donor stewardship). The UTK Advancement Office also provides logistical support for events and management of the band's annual giving program.

ENDOWMENT OVERVIEW

Total Value: \$4.05 Million (as of June 30, 2021)

Scholarship Endowments:

Individual scholarship endowments: 47

Total members receiving scholarship support from endowed scholarships: 140

Faculty Support Endowment:

The W J Julian Professor of Bands Endowment: Provides stipend to the Director of the Pride of the Southland Marching Band.

SERVICE SCHOLARSHIP PROGRAM

UT Band Service Scholarships:

- Established in 2014
- Funded through our Annual Giving Program
- Record \$194,750 was awarded in FY22
- Students receive \$250 per year of service to the Pride of the Southland

FUNDRAISING INITIATIVES

All fundraising is coordinated through the UTK Advancement Office. In addition to the work of our Development Officer for major gifts, the Annual Giving Office coordinates the following:

- Fall "Big Orange Give Campaign"

- 24-hour of giving campaign
- Campaign is completely conducted online and via social media
- Pride of the Southland has a dedicated marketing strategy
- In 2021, the band:
 - o received 744 gifts (2nd of all units)
 - o \$113,935 raised (4th of all units)

- Spring Direct Mail Campaign

- Spring Telefund Campaign

- Two Email Campaigns per year



TOTAL GIVING TO BAND GIFT FUNDS

(Jan. 1st, 2006 – June 1st, 2022)

| Fiscal Year | Donors | Gifts/Pledge Payments | Deferred /Estate Gifts |
|-------------|--------|-----------------------|------------------------|
| 2021/2022 | 1,604 | \$651,178 | \$50,000 |
| 2020/2021 | 1,169 | \$346,922 | \$99,000 |
| 2019/2020 | 1,807 | \$399,141 | \$0.00 |
| 2018/2019 | 1,161 | \$1,392,821 | \$275,000 |
| 2017/2018 | 818 | \$456,671 | \$9,675,000 |
| 2016/2017 | 871 | \$448,141 | \$110,000 |
| 2015/2016 | 715 | \$292,583 | \$40,000 |
| 2014/2015 | 465 | \$216,565 | \$250,000 |
| 2013/2014 | 406 | \$175,890 | \$0.00 |
| 2012/2013 | 208 | \$131,082 | \$0.00 |
| 2011/2012 | 162 | \$144,798 | \$160,000 |
| 2010/2011 | 156 | \$268,096 | \$100,000 |
| 2009/2010 | 180 | \$417,085 | \$0.00 |
| 2008/2009 | 261 | \$178,806 | \$375,000 |
| 2007/2008 | 277 | \$639,820 | \$500,000 |
| 2006/2007 | 349 | \$225,220 | \$0.00 |
| 2005/2006* | 182 | \$42,848 | \$0.00 |
| | | \$6,427,667 | \$11,634,000 |

Overall Total Raised: \$18,036,667

*Band Alumni Council and UT Foundation formed partnership on Jan. 1, 2006