

Connections

East Tennessee Foundation

2014 Issue 1

Thoughtful giving for stronger communities, better lives

\$200 Million Thresholds Crossed!

The snowy conditions prevalent throughout East Tennessee did not deter the Board of Directors, staff, donors, grantees and other East Tennessee Foundation (ETF) friends from gathering at The Foundry in Knoxville recently for ETF's 27th Annual Meeting. Mike McClamroch, ETF President & CEO, and Alice Mercer, ETF 2013 Board Chair, reported the highlights of 2013.

The many who braved the challenging weather and were able to safely join us in celebrating the thoughtful giving of East Tennesseans were treated to the talents of Randy McGinnis, a Grammy-nominated Cherokee flutist. McGinnis is partnering with Great Smoky Mountains Heritage Center in The Ancient Rhythms Outreach Program, an ETF Arts Fund grantee. Alice Mercer welcomed the gathering and introduced Reverend Oliver "Buzz" Thomas who gave the invocation.

It was announced (to great applause) that the Foundation achieved two parallel milestones in 2013: crossing the \$200 million thresholds with over \$205.8 million in total assets and \$205 million in grants awarded since 1986 (primarily in East Tennessee), making ETF the largest philanthropic institution in East Tennessee. Other numbers of note include: in 2013, the number of gifts increased by 44% from 2012 and 114% in five years, and investment returns for the long-term pool were a strong 14.32% for 2013 and 8.30% since its inception 26 years ago in 1987. Also, The Pat Summitt Foundation identified program priorities and built a strong donor base, receiving over 2000 gifts from 47 states. Begun just year before last, The Women's Fund of East Tennessee has already raised over \$2 million to be a catalyst to transform the lives of low-income women and girls. Two grants totaling \$75,000 have been awarded, and the first Women's Fund Director has been hired.

With so many unable to drive safely to the Annual Meeting, there were over 100 un-served lunches. When Mike McClamroch announced that the already prepared lunches would be donated to the Salvation Army, those in attendance applauded more loudly than they had for the announcement about the financial thresholds that had been crossed! Our constituents are a most generous group! Mike met with Sheryl Beaty, the Salvation Army cook, and learned how much the food was appreciated on a day when the shelter was both expecting a larger crowd than normal and was short staffed due to the weather.



Sheryl Beaty and Mike McClamroch at the Salvation Army

Glimpses of ETF 2013 Annual Meeting



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NEW ETF BOARD MEMBERS

The Foundation Introduces New Board Members

East Tennessee Foundation is pleased to welcome new members to its board of directors in 2014.

JOAN CRONAN

An Opeolusas, Louisiana native, Joan Cronan graduated from LSU, earned her B.S. and her M.S., both in physical education. Cronan was the women's athletics director at the College of Charleston prior to joining the UT staff where she served as the women's athletics director for 28 years. On the national scene, Cronan has served as president of NACWAA, on the NCAA's Executive Committee and Management Council, as well as the NCAA's Council, and is a member of the NCAA Championship Cabinet. She has also been a member of the Southeastern Conference Executive Committee and has been recognized with numerous awards of excellence throughout her career. Two things many may not know about Joan: she went to high school with Chef Paul Prudhomme, and she was responsible for adding the "Columbia blue" color to the Lady Vol logo and uniforms. Joan is an avid golfer and tennis player. She has two daughters, Kristi (Mrs. Rhett Benner) and Stacey (Mrs. Kent Bristow), three grandsons, Chase Thomas and Reed Kent Bristow, and Quinn Leighton Benner, and granddaughter Reese Lauren Benner.



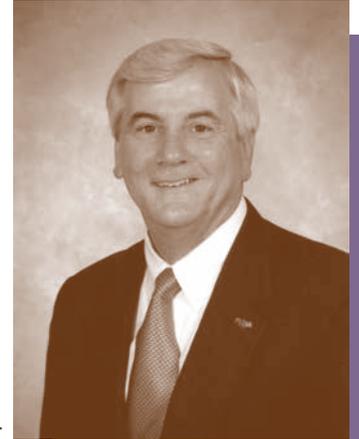
JED DANCE

Jed Dance is an East Tennessee native, grew up in Knoxville, and graduated from The University of Tennessee. He is president of Bacon and Company, providing custom embroidery, screen printing, promotional products, personalized gifts and other specialty items. Jed's volunteer work currently includes serving on the Tennessee Theatre Board, UT Retail and Hospitality Board, and FCA Board. Not having a favorite charity, Jed is supportive of anything that improves the Knoxville community. Jed was a linebacker (#85) for The University of Tennessee and many people may not know that Jed now officiates high school football games. He and his wife, Marsha, have three sons, Jack (13), Baker (11), and Hunter (8).



DAVID HAYNES

David Haynes is a native of Ohio. He was recruited by First American National Bank to join their company and is presently Managing Director of FSG bank. He is Chairman of the Trinity Health Foundation of East Tennessee. David's favorite areas of philanthropy support efforts that help improve the physical, emotional and spiritual health of our community. He enjoys spending leisure time playing golf and traveling. David and his wife, Jane Ann, have been married for 37 years and have four children, David, Travis, Ryan, and Jennifer, a daughter-in-law, Katie, and two grandchildren, Addison and Emory.



JAN McNALLY

Jan McNally grew up in rural NE Arkansas on a farm; graduated from the Mississippi University for Women and started her first job (teaching) in Memphis; met her future husband, Randy McNally, and moved to Oak Ridge. Jan attained a degree in nursing at The University of Tennessee. For three years, Jan led the Covenant Home Health Company as President/CAO, then returned to Methodist Medical Center of Oak Ridge as the President/CAO. She led the Covenant Health Journey to Excellence until her retirement. Jan has served in various volunteer roles in the Oak Ridge and Knoxville areas, as well as serving in the Tennessee Center for Performance Excellence. Other areas of service include: Oak Ridge Chamber of Commerce, University of Tennessee College of Nursing Advisory Board, East Tennessee Economic Council, and tnAchieves. Jan's philanthropic interests include promoting healthier lifestyles in our children and providing healthcare to underserved citizens in our regional communities. Her first teaching job was at Humes School in Memphis, which was the high school from which Elvis Presley graduated! She enjoys travel, time with family, and gardening. She is married to Senator Randy McNally; they have two daughters, Melissa and Maggie, and 3 teenaged grandchildren: Haley, Morgan and Trent.





ETF New Board Members continued

DWIGHT TARWATER

Dwight Tarwater is an East Tennessee native born in Knoxville. He grew up in West Hills and attended Bearden High School, The University of Tennessee, and the University of Tennessee College of Law. His favorite areas of philanthropy are faith-based (All Souls Church, Emerald Youth, and Young Life, etc.) and professional (Knoxville, Tennessee, and American Bar Foundations, and the Knoxville Legal Aid Society). He enjoys spending time with his 3 children, loves to travel, and is particularly fond of good red wine. He has a black lab named Maggie and has the special ability of being able to spell backwards. His oldest son, Davis, is an Olympic Gold Medalist (London 2012-swimming); his daughter, Katherine Freeman, is a 4th grade teacher at Spring Hill School in Knox County; and Katherine's husband, Brian Freeman, is a surgery resident at UT Hospital. Dwight, his youngest son, is the current captain of the Cornell University basketball team.



STAFF ANNIVERSARY

Celebrating a 10 year Anniversary!



Leanna Brackett and Mike McClamroch
Thank you, Leanna, for 10 great years!

GIVE WHERE YOU LIVE

An exciting new platform for giving!

We believe in the importance of supporting one's own community and East Tennessee Foundation stands ready to facilitate this with the launch of "Give Where You Live." This new platform for giving provides multiple options for supporting current and future needs across our region.

East Tennessee Foundation calls "Home" the twenty-five counties within our region. You may currently reside in one of these counties, may have been born there, spent your childhood (prior years) there, or this may be the community in which you desire to one day live. Whatever the relationship with your "special place," your interest and support is greatly desired and appreciated.

We can accept any asset of value and encourage you to contact us at any time to discuss your gift of support to the community of your choice. Many counties and communities have already established an affiliate fund and others are in process. Let us know your "Give Where You Live" location; we are ready to meet with you and discuss how to make this a reality!

Union County Community Foundation (UCCF) is our first affiliate fund to go "live" with Give Where You Live support via our website. Desiring a way to make these gifts easy and available for all donors, UCCF can receive online donations when donors complete these five easy steps:

1. Visit www.easttennesseefoundation.org.
2. Click on "Give Where You Live" button.
3. Select Union County from either our regional map or the alphabetical listing of counties just below the map. This will direct you to the Union County Community Foundation page where more details regarding "Give Where You Live" are provided.
4. Click on the "Donate Now" link which will direct you to our automated giving site.
5. Enter your information and make your contribution! You will receive both a receipt response as well as an email verifying your gift.

Co-Chairs Eddie Perry and David Myers shared, "We are so very excited and honored to be the first Affiliate Fund to go 'live' with this initiative. We hope all Union County citizens and supporters will take these easy steps to give where they live! These contributions will allow us to support great projects and address critical needs in our Union County community."

Other East Tennessee Foundation Affiliate Funds will be going "live" in the coming weeks and months. For more information, please contact:

Trudy Hughes
Director of Regional Advancement
East Tennessee Foundation
(865) 524 -1223 or toll-free (877) 524 -1223
Email: thughes@etf.org

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PAT SUMMITT FOUNDATION

Legislation Introduced to Award Pat Summitt The Congressional Gold Medal

Congressman John J. Duncan, Jr. introduced legislation to award Pat Summitt the Congressional Gold Medal, which the U.S. Congress describes as “its highest expression of national appreciation for distinguished achievements and contributions.” The measure would bestow the Congressional Gold Medal to Pat Summitt in recognition of her remarkable career as an unparalleled figure in sports and for her courage in speaking openly and courageously about her battle with Alzheimer’s disease. The entire Tennessee Congressional House delegation joined as original co-sponsors of the bill. All Congressional Gold Medal bills must be co-sponsored by at least two-thirds (290) of the Members of the House to be brought up for a vote. U.S. Senators Lamar Alexander and Bob Corker introduced the legislation in the Senate.



Coach comes to the ETF office to do some signing.

Pat Summitt Foundation Fund Autographed Products

The PSFF is now selling Pat Summitt Foundation autographed products, with a portion of the proceeds benefiting the Fund. This is the first time such products have ever been offered, and they can be ordered on the PSFF website: www.patsummitt.org. Coach Summitt has been busy signing books, balls, and photos as they are selling very well. Candace Parker also signed some products when she was in town to have her Lady Vols’ jersey retired. Please encourage friends and family to visit the website and buy some of these unique products that support a great cause!

WOMEN’S FUND

Women’s Fund Going Strong – 3rd Year

What a year for the Women’s Fund of East Tennessee! In three short years, the Fund has crossed the \$2 million mark, and is making great strides in support of the mission “to be a catalyst to transform the lives of low-income women and girls in 25 counties of East Tennessee.” Developing philanthropists from across the region, the WF provides the research and vetting of organizations that fulfill guidelines for exemplary service in breaking down barriers to self-sufficiency for women and girls. The organization is moving forward and its supporters know that when you help a woman you change a family, and when you change a family – you change a community and region. Make an investment in the Women’s Fund today!



WF SmarTEA presenters: l to r- Jo Ann Parker, Marty Begalla, Maureen Dunn McBride with guest - Connie Hutchins

l to r - Guest, Linda Tisdale, WF Board Members, Hanley Roach and Catherine Gilreath with JTV/GemStore jewelry representative at SmarTEA Knoxville



SmarTEAs if you Please!

At the Women’s Fund, we believe that every woman can make a difference. Our Founders, Legacy and Leadership Society largely fuel our opportunity to grow the endowment “which will serve as the ultimate support for our collective grant making opportunities.” The SmarTEAs (Smarter women for Training, Education and Advocacy) bring together an opportunity to thank, inform and receive input – woman to woman. The first SmarTEA, sponsored by JTV/GemStore, was held on February 7, and treated guests to festive Valentine themed treats while enjoying beautiful jewelry. Twenty percent of the sales were generously given to the Women’s Fund. . . then members and guests got down to business learning about East Tennessee’s “hidden gems,” as the Grants & Research Committee shared an overview of the process, priorities and past recipients. Members and guests then participated in an overview and discussion of this year’s finalists post site visits. Consider an investment in the Women’s Fund and support transformative change in 25 counties.



MONROE COUNTY GRANT AWARDS

John D. Grubb and Louise G. Sumner Fund for Monroe County *An Affiliate Fund of East Tennessee Foundation* **2013 Grant Awards**

The John D. Grubb and Louise G.

Sumner Fund for Monroe County was established in 1998 through a generous gift by Monroe County natives John and his sister, Louise. The Fund was created to benefit the economic, social, cultural and educational well-being of Monroe County residents and their communities. Grants from the Fund encourage creative use of area resources and contribute to the quality of life of Monroe County residents. Organizations which were awarded grants and their funded projects are summarized below.

Boys and Girls Club of the Monroe Area

The Healthy Habits program will promote health and wellness for Club members.

Branches of Monroe County, (BoMC)

BoMC is preparing for the opening of the first and only domestic violence shelter in Monroe County.

CASA Monroe

Volunteers will be recruited and trained to advocate for abused and neglected children.

City of Sweetwater

A downtown depot replica is being built to house a visitor's center and museum exhibits.

Coker Creek Economic Development Group

Support will be provided for operating the Coker Creek Welcome Center and for cultural events.

Douglas-Cherokee Economic Authority

The Monroe County Neighborhood Center will assist low-income households with garden supplies, school supplies, fans/air conditioners, and emergency services.

Douglas-Cherokee Economic Authority

The Senior Nutrition Program at Cora Veal Senior Center will help meet the social and nutritional needs of elderly people.

Fort Loudoun Association

Several new educational exhibits will be added to the museum and to the reconstructed fort.

Good Shepherd Center

The heating and cooling initiative will benefit clients who lack the funds to efficiently heat and cool their homes.

Hiwassee College

The Hiwassee College Lecture Series will host events and speakers.

LifeSigns.us

The W.O.R.T.H. Program will provide coaching in career, life, financial, and literacy skills for women facing financial and other challenges.

Monroe Area Council for the Arts

Artists will provide children with instruction in music, dance, performance, and other art forms at summer art camps.

Monroe County Board of Education

A Calculator Lending Library will provide high school students in-need with graphing calculators.

Monroe County Senior Citizens & Friends

Low-income seniors will participate in the "Physical Fitness for All" program at Cora Veal Senior Center.

Second Harvest Food Bank of East Tennessee

The "Food for Kids" program will provide children at risk of hunger with backpacks containing supplemental food.

Senior Citizens Home Assistance Service

The Homemaker Program will assist the elderly and persons with disabilities with their daily activities.

Sequoyah Birthplace Museum

A free Sunday lecture series will be offered in March, and Cherokee Heritage Days will be hosted for local schools.

Spay/Neuter Assistance for Pets

A multi-year spay/neuter project will ultimately reduce the number of animals euthanized at the Monroe County Animal Shelter.

Sweetwater Valley Citizens for the Arts

Students will work with artist Alfredo Escobar to paint a school wall mural of comic strip characters.



Tellico Boxing Club

Area youth will be provided with opportunities to participate in the sport of boxing.

Tennessee Valley Coalition to End Homelessness

Information about Monroe County's homeless individuals and families will be entered into a federal database system.

United Way of Monroe County

The Monroe Area Services Guide will be updated, printed and distributed.

**TOTAL AMOUNT OF FUNDING
AWARDED: \$73,330**

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AGENCY ENDOWMENT SPOTLIGHT

An agency endowment fund is a simple and efficient way to build a stable source of income for a nonprofit organization.



Four United Way agencies in our region have established endowment funds with ETF. Each of their Executive Directors (Anderson - Rick Morrow, Greene - Wendy Peay, Kingsport - Danielle Glasscock, Knoxville - Ben Landers) comment on the partnership:

Why did your organization choose to establish an endowment with East Tennessee Foundation?

United Way of Anderson County selected East Tennessee Foundation to manage our endowment because of: 1) your reputation of sound financial management and predictable payouts; 2) your ability to provide high quality consultation on everything endowment to help us grow this nest egg; and 3) we know former Board members personally and respect their "endorsement" of your efficiency and ethics.

United Way of Greene County chose to establish an endowment fund with East Tennessee Foundation to allow us to take advantage of your expertise in investing charitable resources and maximizing our return with low risk. Further, many of our board members had experience with East Tennessee Foundation through donor advised funds and recommended the Foundation.

Why is an endowment important for your organization?

Endowments allow an organization, such as **United Way of Greater Kingsport**, a unique vehicle for donors who want to make contributions outside the normal annual giving cycle. Through this vehicle, we are able to offer donors a sound financial option for planning their estates, wills, stock and other potentially large gifts. The endowment also offers a unique way in which to honor donors or their loved ones.

United Way of Anderson County has a few thousand lifetime donors who believe in our mission and want to use us to improve the conditions of our community. We were failing these people by not offering them the opportunity to support our community in perpetuity.

United Way of Greater Knoxville volunteers value and appreciate our endowment with ETF. We continue to evolve in our thinking about short-term and long-term goals. There are those among us who believe earnings should be put into active use with our partner agencies and still others who think we should continue to build the fund and reinvest earnings. In the meantime our fund continues to grow!

How has your organization benefitted from this relationship?

United Way of Greater Knoxville turns to ETF with planned giving questions and for assistance. We can always count on the excellent staff to help us find ways to accommodate donors' wishes. ETF also manages several donor advised funds that are directed to UW annually and we greatly appreciate this support.

United Way of Greene County benefits greatly from the investment expertise of East Tennessee Foundation and many of our donors use their donor advised funds to contribute to our annual campaign. Thank you!

The United Way of Greater Kingsport endowment started in 2008 and it is growing. Our plans for the endowment include Community Impact Gifts that will be used to address long lasting change efforts in community conditions resulting in a better life for all in our community.

New Staff Member



Sherry Williams
ETF Advancement Associate

Sherry Williams was born, raised, and educated in Maryville, TN. She has had her eye on the East Tennessee Foundation (ETF) ever since the Foundation was the subject of a case study she wrote while a student at Maryville College. Ten years later, having returned to Maryville after working in the nonprofit field for seven years in Richmond, VA, she joined our ETF team as our Advancement Associate. She comes to us with executive management experience, technical skills, and a strong desire to advance ETF's mission of building stronger communities. Some interesting things about Sherry include: at age 33 she entered Air Force basic training for the Air National Guard, received her M.A. in Social Justice in 2013, loves doing research to prove or disprove an idea, and enjoys photography and traveling (she has been to 17 countries). Welcome, Sherry!

Did You Know?

Even with weather-related deadline extensions in Virginia, Missouri, and Kentucky, we have already received a record number of over 400 scholarship applications.

ADVANCEMENT

What We Do: Agency Endowment Funds and Designated Funds

As I meet with fundholders and friends of East Tennessee Foundation, I am struck by how often they express surprise when they learn about other aspects of our work. Indeed, there are so many different components to what we do that most of our constituents have seen only a small part of it. To promote understanding of the broad scope of ETF's work, I will provide an overview of a particular aspect of that work in each of the next several issues of our newsletter. In this issue, I examine two similar types of funds: the agency endowment fund (also called an organization endowment fund) and the designated fund.

An agency endowment fund is created by a charitable organization as a permanent fund for that organization's own benefit. These funds provide a stable source of funding for the organization by granting a set percentage (called the "spending rate") of the fund's average balance to the organization each year. ETF has been able to maintain its spending rate at 4.5% since 1997, when it was lowered from the 5% rate of the prior 9 years. The spending rate stability and the averaging of the fund's balance over 12 quarters help level out the sharp ups and downs of the financial markets. The result has been relatively consistent distribution amounts to the organization that grow more quickly over time if additional contributions are made to the fund.

Similarly, a designated fund is a permanent endowment fund to benefit charities. However, a designated fund at ETF is established by a third party (an individual, family or business) to benefit one or more specific charitable organizations selected by the donor. In many respects, the fund functions like an agency endowment fund by paying annual grants to the specified organization(s) based on a set percentage of average fund balance. However, ETF works with the donor to learn about the donor's goals in creating the fund and determine how much information about the fund will be released to the charity. With this type of fund, ETF's role centers on understanding, preserving and implementing the donor's intent. One important benefit to creating a designated fund with ETF is the "variance power" that we have as a community foundation. This power, which is mandatory for all of our component funds under federal tax law and our National Standards Certification from the Council on Foundations, gives ETF's Board of Directors the responsibility and authority to re-structure the fund if the chosen charity should ever cease to exist by finding the next best organization(s) that meets the donor's original intent and substituting such organization(s). In this manner, ETF can honor and protect the donor's intent forever and ensure those funds are always actively fulfilling a charitable use.

For all of our endowed funds, ETF's expertise in managing endowments is the primary benefit. Our investment objective is to achieve a reasonable rate of return without undue risk, while keeping pace with inflation and providing for meaningful annual distribution amounts. For example, a \$50,000 endowment fund opened in 1986 would have produced over \$94,000 in total grants to the charitable organization in the years since and would still have a balance of over \$97,400 (which is \$45,800 when adjusted for inflation) to continue funding distributions in the future. The management of our endowed funds is supervised by our volunteer Investment Committee, whose members are all skilled financial professionals. The Committee selects investment partners, monitors performance, and when necessary, adjusts the investment vehicle mix to maintain the investment objectives. Thus, the charitable organization that has an ETF endowment enjoys the stable source of income produced by endowment without having to divert its staff's time and talent from its core mission to learn to manage and invest an endowment fund. Although historical returns are no guarantee of future performance, we are very pleased to report that our return has averaged 8.3% per year over our 27 year history.

Another important advantage to organizations that benefit from an ETF endowment fund is the expertise and assistance of our staff in accepting non-cash assets and arranging planned giving opportunities. ETF has experience in accepting illiquid gifts such as real estate and privately-held business interests and liquidating them as appropriate. If requested, we can also assist the organization's staff in discussing and structuring testamentary gifts to benefit the organization. We are happy to partner with these organizations and assist them in seizing opportunities to grow their endowments and invest in their futures.



Sherri Alley, J.D.
V.P. for Advancement

A Special Invitation for Professional Advisors

Professional Advisors - Interested in learning how East Tennessee Foundation can help you better serve your clients?
Sherri Alley can conduct an informal "Lunch & Learn" meeting with your team at your office. We'll even bring lunch!
To schedule yours, please contact Sherry Williams at swilliams@etf.org or (865) 524-1223.

East Tennessee Foundation
 625 Market Street, Suite 1400
 Knoxville, Tennessee 37902
 Toll-Free: 877-524-1223
 Phone: 865-524-1223
 Fax: 865-637-6039
 Email: etf@etf.org

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ETF Staff



LEFT to RIGHT:
Front row - Deborah Phillips, Carolyn Schwenn, Terry Morgan, Leanna Brackett, Anna Whitener, Sherry Williams

Back row - Precy Sturgeon, Jan Elston, Mike McClamroch, Sherri Alley, Beth Heller, Susan Blair, Jeanette Kelleher, Trudy Hughes, Jackie Lane, Adam Waller, Patrick Wade

Has your contact information changed?
 If so, please let us know so we can keep in touch.



E-mail and Website Options

To receive this newsletter and other helpful and exciting updates from East Tennessee Foundation, please contact us at etf@etf.org or read it on our website: www.easttennesseefoundation.org.

To have a copy of this newsletter sent to someone, please contact us by phone, toll-free (877) 524-1223, (865) 524-1223 or e-mail, etf@etf.org.

- Sherri Alley, *Vice President for Advancement*.....sdalley@etf.org
- Susan Blair, *Administrative Assistant*.....sblair@etf.org
- Leanna Brackett, *Director of Operations and Fund Administration*.....lbrackett@etf.org
- Karen Davis, *Public School Forum, Executive Assistant*..... kdavis@publicschoolforum.org
- Mary Amber Dunn, *Assistant, Women's Fund of East Tennessee*.....madunn@etf.org
- Jan Elston, *Director of Competitive Grant Programs*.....jelston@etf.org
- Dan Foltz-Gray, *Coffey Memorial Scholarship Fund, Coordinator*
- Beth Heller, *Scholarship & Program Officer*.....bheller@etf.org
- Trudy Hughes, *Director of Regional Advancement*.....thughes@etf.org
- Jeanette Kelleher, *Director of Research & Policy Development*.....jkelleher@etf.org
- Jackie Lane, *Vice President for Communications*.....jlane@etf.org
- Michael McClamroch, *President & CEO*.....mccclamroch@etf.org
- Terry Morgan, *Director of Women's Fund of East Tennessee*.....tmorgan@etf.org
- Deborah Phillips, *Administrative Assistant*.....dphillips@etf.org
- Carolyn Schwenn, *Executive Vice President & Secretary*.....cschwenn@etf.org
- Precy Sturgeon, *Financial & Administrative Officer*.....psturgeon@etf.org
- Patrick Wade, *Pat Summitt Foundation, Director*pwade@patsummitt.org
- Adam Waller, *Pat Summitt Foundation, Director for Community Relations*.....awaller@patsummitt.org
- Anna Whitener, *Financial & Administrative Associate*.....awhitener@etf.org
- Sherry Williams, *Advancement Associate*.....swilliams@etf.org

East Tennessee Foundation respects, celebrates, and encourages diversity that positively contributes to our healthy and caring community.

East Tennessee Foundation is a public, nonprofit, community foundation created for the purpose of building charitable resources to make communities stronger and lives better through thoughtful giving.

BOARD OF DIRECTORS

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- Keith D. Goodwin, Vice Chair
- John Worden, Treasurer

Ex officio:

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- Carolyn Schwenn, Exec. V.P & Secretary
- Alice Mercer, Past Chair

- | | |
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