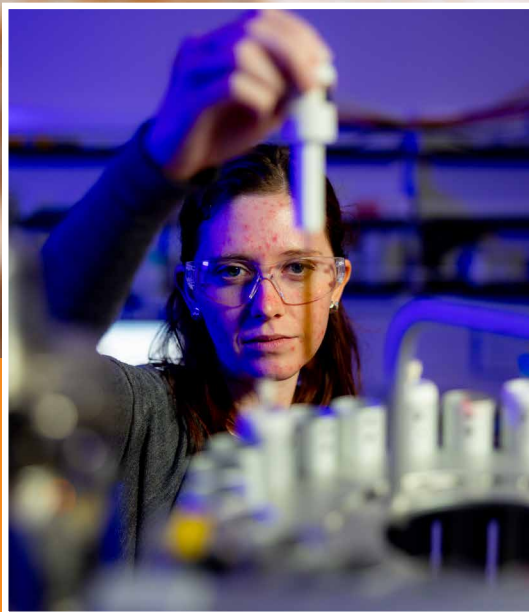


GIFT PLANNING  
IMPACT  
REPORT

FISCAL YEAR 2023-24



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE



Dear Friends,

As I sit at my desk on this beautiful day, I'm filled with an overwhelming sense of gratitude, not just for this warm sunny day on Rocky Top but for what UT means to me and to countless others whose lives have been touched by the university. It is in this spirit that my colleagues and I present you with this Gift Planning Impact Report.

If you've received this report in the past, you might notice this year's edition looks slightly different. We've added more information that speaks to the various types of planned gifts our campus receives, from IRA Qualified Charitable Distributions and Donor Advised Fund grants to charitable bequests and everything in between. We believe this information offers a more holistic view of your story, your impact as our valued donors to UT.

What remains the same, however, is the inclusion of several unique donor stories. Though the gifts may be different in nature, the donors' motivations to give share a common theme of connection, a connection that sparked a desire to give back and do good through legacy giving.

We genuinely hope you enjoy this year's report and that it not only emphasizes how grateful we are to our donors but offers clarity and insight into how and why donors choose to leave an enduring legacy at UT.

Thank you for what you have done, and continue to do, to support the University of Tennessee, Knoxville.

With gratitude,

*Michelle Geller*

Michelle A. Geller

Senior Director of Gift Planning



This financial report is reflective of Fiscal Year 2024, which began on July 1, 2023 and closed on June 30, 2024.

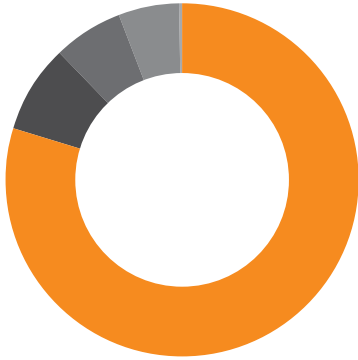
## New Planned Gifts Received

At UT donors are able to leave enduring legacies through planned gifts. These valuable gifts allow a donor to contribute a gift now or beyond a donor's lifetime in ways that take into account financial or estate planning scenarios. Giving options include but are not limited to: charitable bequests, life insurance, retirement plan assets, life income gifts, and Donor Advised Fund (DAF) grants. These commitments allow the university to continue to advance our land grant mission of learning, discovery, and engagement.

NUMBER OF GIFTS



DOLLARS



Planned Pledges	94	\$61,401,366
Donor Advised Funds	522	\$6,352,342
Individual Retirement Accounts	986	\$4,841,906
Charitable Gift Annuities	7	\$4,277,566
Insurance	6	\$120,866
<b>Total New Planned Gifts</b>	<b>1,615</b>	<b>\$76,994,045</b>

# Bequests

For many UT alumni and friends, a bequest is the simplest and best way to create an impactful legacy at the university. A bequest provides donors with the opportunity to make a significant impact on the university without making a financial investment during their lifetime.

Thanks to the generosity of many Volunteers, in FY24 UT realized \$11,158,320 in bequests. These gifts were allocated to multiple programs and initiatives across campus ranging from Athletics and Student Life to Financial Aid and other priorities. In the same year, UT received 94 bequest intentions valued at \$61,401,366.

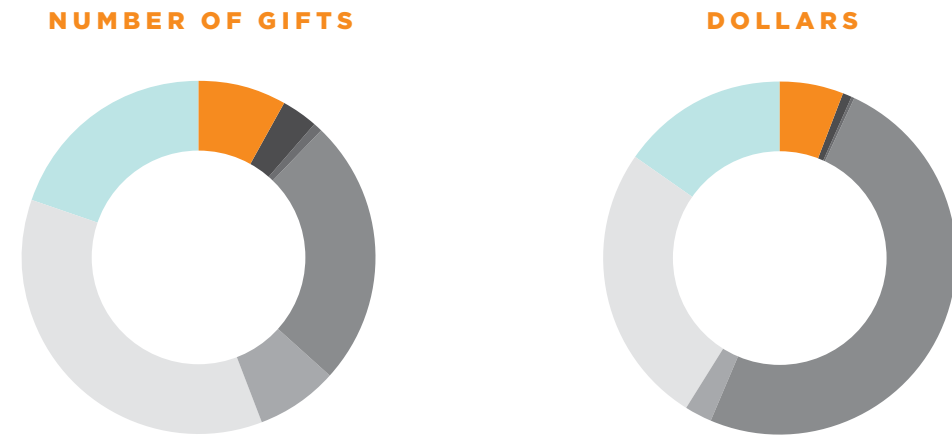


## Realized Bequests



Category	Number of Gifts	Dollars
Academics/Student Life	15	\$262,929
Athletics	8	\$393,568
Capital	25	\$750,771
Endowment	27	\$4,300,215
Faculty and Staff	5	\$316,151
Scholarships	53	\$3,520,733
Other	17	\$1,613,953
<b>Total Realized Bequests</b>	<b>150</b>	<b>\$11,158,320</b>

## Bequest Intentions



Category	Number of Gifts	Dollars
Academics/Student Life	10	\$3,604,219
Athletics	4	\$574,484
Capital	1	\$200,000
Endowment	30	\$30,270,642
Faculty and Staff	9	\$1,545,200
Scholarships	44	\$15,882,463
Other	24	\$9,324,358
<b>Total Bequest Intentions</b>	<b>94</b>	<b>\$61,401,366</b>

# Donor Advised Funds

A donor advised fund or DAF, as it's commonly known, is like a charitable investment account that's used to support philanthropic causes and charities like the UT Foundation. Donor advised funds have become the fastest-growing charitable vehicle in the country—not only because of how easy they are to set up, but also because individuals can give a variety of assets, including but not limited to: publicly traded stocks, bonds, mutual fund shares, cash, retirement assets, and LLC and Limited Partnership interests.

**In FY24, generous donors recommended grants totaling nearly \$6.5 million to support areas ranging from Athletics and Academics to Scholarships and Financial Aid.**

NUMBER OF GIFTS



DOLLARS



Academics/Student Life	63	\$247,525
Athletics	72	\$1,815,227
Endowment	31	\$357,750
Faculty and Staff	37	\$305,862
Scholarships	126	\$2,926,056
Other	216	\$699,921
<b>Total DAFs</b>	<b>522</b>	<b>\$6,352,342</b>

# Individual Retirement Accounts

An individual retirement account, or IRA as it is commonly known, offers two ways to make a philanthropic impact at UT.

The first way is through the IRA Charitable Rollover. Also known as the IRA Qualified Charitable Distribution or IRA QCD, this type of gift vehicle allows individuals who are age 70 ½ years of age or older who have a traditional IRA to make an immediate impact on Rocky Top while, at the same time, allowing you to satisfy some or all of your required minimum distribution (RMD) from your IRA. Accordingly, the IRA QCD also reduces tax liability by excluding part or all of the RMD from your taxable gross income.

Another way to use your IRA to support UT is by designating the university as a percentage beneficiary of your account. When an account owner designates UT as a beneficiary, the university will receive a portion of the account assets and will apply the proceeds to the college/department/program you determine after your lifetime.

NUMBER OF GIFTS



DOLLARS



Academics/Student Life	89	\$127,233
Athletics	70	\$507,836
Endowment	73	\$293,004
Faculty and Staff	78	\$275,101
Scholarships	235	\$1,919,453
Other	505	\$778,646
<b>Total IRAs</b>	<b>986</b>	<b>\$3,901,273</b>



# IMPACT STORIES

DONOR IMPACT STORY

## Giving Their All for Tennessee: Volunteer Couple Gives Entire Estate to Create Two New Scholarships



Whether it's attending games in Neyland, sharing a beer and a sandwich at the Roman Room of Sam and Andy's on the Strip ("a big date night for us"), or participating in the Pride of the Southland Band under the illustrious WJ Julian ("I hope the uniforms aren't wool anymore!"), Bob ('81) and Joni ('81) Goan cherish the memories of their time as UT students. The university established the foundation for their careers and their life together. Now UT is lighting the way for their legacies through the scholarship endowments that their newly drafted estate plans will make possible.

"I worked and received multiple scholarships and grants while at UT, and this helped me tremendously," says Bob.

"UT was very good to us with grants, scholarships, and other opportunities to be successful. UT set me up to be successful in life," adds Joni.

While Joni studied personnel management in business and Bob studied electrical engineering, each worked in the defense industry and spent the past couple of decades employed by the University of Texas at Austin.

Joni retired in 2017 as a contracts manager for a large research unit after negotiating the university's largest-ever sponsored research contract. Bob is program manager of the Systems Engineering/Test and Evaluation Group for the university's Applied Research Laboratories, where he works on advanced systems for the Navy and Army. Through his earlier work he holds a patent related to a laser-guided rocket that's used in current military operations.

"At UT, I developed the discipline and perseverance needed to pursue one's

goals," says Bob. "I had some brilliant professors, and they gave me the motivation I needed to work hard and to recognize the fact that I'll never stop learning in life. This all served me very well in my career.

**"We are sincerely grateful to UT, and we hope we can help the students of the future as much as UT helped us," he continues.**

**For all the things their education has helped them build together, the two decided to give their entire estate to establish two new scholarships at UT—one for engineering majors and one for business majors. The funds will support significant awards in perpetuity, covering tuition, room and board, and funding for study abroad.**

When the Goans first contacted UT's Office of Gift Planning, they knew they wanted to include UT in their estate through a trust but weren't sure how to go about it.

"They were patient and very knowledgeable about the ins and outs of this process, and as a result we were able to present our lawyer with excellent information and get the implementing agreement in place with relative ease," says Joni.

**"We want to help students in need, like we were, with the financial burdens of attending UT so they too can be successful and hopefully one day give back," adds Bob.**

**Just as UT helped carry the torch for Joni and Bob, Goan Scholars will have their path to a UT degree lit by two generous Vols who went before them.**



## DONOR IMPACT STORY

# Late Faculty Member Meets Critical Need in College of Nursing and US Health Care

To Mary Gunther ('91, '92, '01) the phrase "Volunteer family" rang especially true. At first a student and later a faculty member of the College of Nursing, she loved her classmates, colleagues, and students. Some exchanged gifts with her during holidays; others named pets in her honor and even stayed by her side in the final moments of her life.

"She left fingerprints not only on me and my career but also many other students," says Shelia Swift, executive associate dean of academic affairs for

the College of Nursing. "She was quirky and had such a funny sense of humor. She was so intelligent, which could be kind of intimidating to a student, but she was also very encouraging. I took my first leadership role in the college because of her influence, and now I hold one of the positions she once held.

"She was my dissertation chair while I was a graduate student, and we became very close over the years. I was fortunate to be part of her close-knit circle of friends."

Gunther's biological family passed away long before she did in 2021, but she built another family for herself at UT. Her Volunteer journey began with her nursing degrees (bachelor's, master's, and doctorate), and she joined nursing faculty in 2001. Her leadership positions in the college included chair of the MSN program, director of graduate studies, and executive associate dean for academic affairs.

"She hooded me at my graduate hooding ceremony, and I know she was proud," says Swift. "She was proud of all her students and the college. Mary understood that what she was teaching would ultimately improve health for patients in Knoxville, across the country, and even around the globe. She was very proud to be part of that."

**Before she passed, Gunther willed her entire estate to meet a critical need in the college and the country: a scholarship endowment for nursing PhD students.**

**"There's a huge faculty shortage nationally, and that's a big problem because we don't have capacity to educate future generations of nurses," says Sandra Thomas, PhD program chair and Sara and Ross Croley Endowed Professor in Nursing. "Applicants are being turned away because there aren't enough faculty. Mary and I spoke about these kinds of problems all the time."**

According to the American Association of Colleges of Nursing, more than 91,000 qualified applicants to undergraduate and graduate nursing programs were turned away for fall 2022, with most

nursing schools citing faculty shortage as a top contributing factor.

These issues were frequently discussed by Thomas and Gunther, whom Thomas taught as a student and later enjoyed as friend and colleague.

"The purpose of getting a PhD is really to teach the next generation and do research, but there's a preponderance of students who want to give direct care," Thomas explains. "Students who return for a PhD are often in their 30s and 40s, like Mary was. At that point in life and in the life of their families, most prospective students can't afford to quit working to attend school for the requisite three to four years. Financial considerations are a major factor, so the money Mary gave is pivotal."

College of Nursing Dean Victoria Niederhauser looks forward to an impact on enrollment from Gunther's scholarship, expected to be awarded for the first time in 2025.

**"It's the only endowment in our college devoted specifically to PhD scholarships and will help enormously in recruiting against other schools that offer more financial support," says Niederhauser. "Mary was a beloved faculty member who keenly understood the important role nurse scientists make in improving health and health care. Her legacy will live on in those who benefit from her generosity."**

Gunther truly gave her all for her Volunteer family. The Mary Gunther Endowed Scholarship ensures her legacy will continue, fueling the pipeline for nursing education at UT and impacting health care through future Volunteer nurses.



DONOR IMPACT STORY

## Advertising Alumna Gives Bequest in Support of Communication and Information Students



Carol Poston ('81) never thought about attending UT. The Nashville native had her heart set on going to a school in North Carolina when an impromptu stop on campus changed everything.

"We were on our way home after visiting schools in North Carolina when my dad suggested we stop at UT," recalls Poston. "After that tour I didn't apply anywhere else. I knew UT was the place for me."

While at UT, Poston studied advertising in the College of Communication and Information. Her time on campus was marked by boisterous football games, countless sorority events, long study sessions, and the forging of lifelong friendships.

"The UT education really prepared me for a career," says Poston. "The variety of classes and real-world experiences translated into a versatility that helped me build momentum pretty quickly."

After graduating, Poston began a storied career in the field of advertising that has included stints in media planning, account management, and business development at several ad agencies. That experience facilitated a move to the health care industry and her current marketing position at Vanderbilt Health. She has also remained actively involved with her alma mater, serving on both the CCI Board of Visitors and the Tombras School of Advertising and Public Relations Advisory Board.

"Being on the boards is a great way to stay connected to UT and contribute to the advancement of my school and college," says Poston. "I love to talk with students about their career

interests and then tap into my network to help them make connections."

**As the daughter of two first-generation college students who became high school teachers, Poston understands firsthand how access to higher education can change lives. This is why she created the Carol Poston Scholarship Endowment, which has supported many students for the past 15 years.**

**Poston tries to connect with recipients of her scholarship to serve as a resource and mentor. She also encourages each of them to support the university after graduation. Many have followed her lead, with one setting up a fund to help students with travel abroad.**

**Most recently, Poston elevated her support of CCI through a bequest that focuses on scholarship support, enrichment (technology and operational needs), and student success initiatives (travel abroad and experiential learning).**

"The Office of Gift Planning made it so easy to include UT in my estate plans," says Poston. "I really wanted my gift to mirror my interests, so they gave me a clean palette and let me decide on the structure. What can be done is unlimited, and that's very appealing."

"It's up to alumni to give back," adds Poston. "Just because you graduated doesn't mean you stop being a part of the university. If you're a true Volunteer, you find a way to serve."

By Yvonne Ratledge  
(Public Relations, Class of 2024)

# Gift Options

## CHARITABLE GIFT PLANNING OPTIONS

The donors profiled throughout this report made their legacy gifts to UT using a variety of planned giving vehicles. While there are planned gifts that can provide donors with tax benefits and/or life income, the most common types of planned gifts the university receives are from charitable bequests documented in wills, living trusts, retirement accounts, and life insurance policies.

## BEQUESTS MAY SPECIFY:

- A specific amount of cash
- A percentage of an individual's total estate
- The remaining value of the estate after all other bequests and/or debts have been paid. Regardless of the type of gift vehicle used, legacy gifts make an impact on the university and its ability to advance its mission on campus and beyond.



## ARE YOU INTERESTED IN MAKING YOUR LEGACY A PART OF UT'S HISTORY?

Your commitment ensures a better future for our community by providing quality education with access to dedicated faculty, programs, leading-edge equipment, and resources.

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