Fundraising Campaign
September 21, 2018

Launching the University of Tennessee Institute of Agriculture’s most ambitious fundraising campaign called for an event like no other...
The University of Tennessee Institute of Agriculture was about to launch a historic fundraising campaign in 2018. It is the first for the Institute. Previous ventures had a broad system-wide focus for the University. This is UTIA’s opportunity to show how the Institute of Agriculture impacts Tennessee and how financial support can enhance that impact.

The launch event needed to mirror the Institute’s unique place within the University system as well as its community and worldwide enhancement.

Rooted both in nature and science, connected to community and academia, enriching family and the workforce, the Institute of Agriculture has a state-wide campus. We wanted to introduce attendees to that campus through an event like no other.
FRIDAY,
SEPTEMBER 21, 2018

East Tennessee AgResearch & Education Center
3209 Alcoa Highway, Knoxville, TN 37902

TOGETHER WE LEARN
5:30 p.m.
Cocktails & Conversation

TOGETHER WE ASPIRE
7:00 p.m.
Dinner & Our Direction

TOGETHER WE CELEBRATE
8:45 p.m.
Real Life Solutions

RSVP BY MAY 31
ONLINE AT ADVANCEUTIA.COM/TOGETHER
OR CALL 865-974-5549

SPECIAL NOTES
• Dress is cocktail attire suitable for an outdoor setting. Boots always welcome!
• This event will take place rain or shine.
• This event occurs on a busy football weekend (UT vs. Florida). If you need
  hotel accommodations, you are strongly encouraged to book now. A list of
  hotels may be found at visitknoxville.com/hotels.
• Please join us the next day for our annual Ag Day event (Saturday,
  September 22), which takes place four and a half hours before kickoff.

Please contact the UTIA Advancement Office at 865-974-5549 or together@tennessee.edu with any questions.
Campaign Launch Event

Planting Estimate

<table>
<thead>
<tr>
<th>XL Tree</th>
<th>Large Tree</th>
<th>Small Tree</th>
<th>Large Shrub/ Upright Bamboo</th>
<th>Small Shrub/ Upright Grass</th>
<th>Perennial/ Sedge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height: 12'-14'</td>
<td>Height: 8'-10'</td>
<td>Height: 6'-8'</td>
<td>Height: 3'-6'</td>
<td>Height: 2'-3'</td>
<td>Height: 1'-2'</td>
</tr>
<tr>
<td>Spread: 12'-14'</td>
<td>Spread: 10'-12'</td>
<td>Spread: 6'-8'</td>
<td>Spread: 3'-6'</td>
<td>Spread: 2'-3'</td>
<td>Spread: 1'-2'</td>
</tr>
<tr>
<td>Quantity: 4</td>
<td>Quantity: 19</td>
<td>Quantity: 16</td>
<td>Quantity: 190</td>
<td>Quantity: 300</td>
<td>Quantity: 460</td>
</tr>
</tbody>
</table>

Suggested Plants:
- Sycamore
- Platanus occidentalis
- Sweetgum
- Liquidambar styraciflua
- Silver Maple
- Acer saccharum
- Sugar Maple
- Acer saccharum
- River Birch
- Betula nigra
- Red Maple
- Acer rubrum
- Water Oak
- Quercus nigra
- Weeping Willow
- Salix babylonica
- Redbud
- Cercis canadensis
- Oakleaf Hydrangea
- Hydrangea quercifolia
- Silky Dogwood
- Cornus amomum
- River Cane
- Aruncus dioicus
- Bambino
- Bambuseae
- Virginia Sweetspot
- Ilex virginiana
- Redosier Dogwood
- Cornus sanguinea
- Oakleaf Hydrangea
- Hydrangea quercifolia
- Winterberry
- Ilex verticillata
- Spice Bush
- Lindera benzoin
- Black-eyed Susan
- Rudbeckia fulgida
- Cardinal Flower
- Lobelia cardinalis
- Purple Coneflower
- Echinacea purpurea
- Bromeliad
- Andropogon virginicus
- Fox Sedge Grass
- Carex vulpinoidea

Campaign Launch Event
The Campaign Launch featured an exhibit tent that mirrored the Tennessee River and allowed attendees to discover the real-world impacts of UTIA first hand. Each pod along the river highlighted an area of impact and correlated with a mile marker along the proposed Tennessee RiverLine, which seeks to build a multi-modal trail along the whole breadth of the Tennessee River. It is an outreach effort of UTIA’s School of Landscape Architecture and has the support of UT Oak Ridge National Lab Governor’s Chair for Energy and Urbanism. It is important that the campaign’s partners understand how the UT Institute of Agriculture is building a better future to grasp the importance of investing in UTIA for tomorrow. The following is a glimpse into what attendees’ experienced. Links are noted where further digital material is available.
Click the image above or visit together.tennessee.edu/simone to listen to one of the student stories available for attendees to hear.

Dinner
Salad

Traditional Garden Salad with Bleu Cheese and Benton’s Bacon Crumbles
Choice of buttermilk ranch or balsamic vinaigrette dressing

Entrées

Peppered Beef Tips
USDA Black Angus beef filet tips seared to perfection with a mixture of garden-fresh onions and peppers

Apple Smoked Pork Loin with Spiced Apples
Slow-roasted pork tenderloin infused with crisp apple flavor and served with spiced apples

Southern Fried Boneless Chicken Breast
Fresh chicken breast breaded and fried golden brown

Sides

Whole Baby Candied Carrots
Yukon Gold Mashed Potatoes
Haricot Green Beans

Dessert

Choice of Buttermilk Sky Homemade Apple Pie or Pecan Pie

Drinks

Iced Tea and Water
Assorted beer and wine

Welcome
Keith Barber, Vice Chancellor of Advancement
Donnie Smith, Host

Dinner and Entertainment
Tim Nichols and Lee Thompson Miller
Grammy and CMA award winners

“Together We Grow” Presentation
Tim Cross, Chancellor

Closing Remarks and Special Celebration

Angelia Nystrom
The dinner featured entertainment by Grammy and CMA award-winning artists and a presentation of UTIA’s impact and vision for the future.
Video storytelling

together.tennessee.edu/growresearch

together.tennessee.edu/growteaching
Website

The launch of the campaign coincided with the launch of together.tennessee.edu.

The advancement website officially transitioned from advanceutia.com to the new URL and design. The new website features a user-friendly navigation and modern, fresh design to tell the story of philanthropy at UTIA and easily facilitate online gifts.
Together we can impact the future.

We hope you have already heard the news, but September 22, 2018, marked the launch of the UT Institute of Agriculture's most ambitious campaign ever, Together We Grow.

We need your help to raise $175 million by the year 2022 from nonpublic sources to extend Heat. Life. Solutions. to new generations. It’s a big goal because we see the need for big growth so we can address big issues and opportunities. Just as drops of water can form a mighty river, when we work together, we can achieve spectacular heights. Together we grow.

Each year, the UT Institute of Agriculture is pushing the bounds of what agriculture and its related fields can achieve. UTIA is committed to the land-grant mission. We are excited about what our future holds, and we are honored that you are part of that future. Visit togethertennessee.edu today to find out how you can help us sow the seeds that will lead to an even greater future.

We want to share how we are already growing:

Together We Grow Research: The work of associate professor Dr. Brynn Vay is a perfect example of our one health perspective in research. Watch this video to learn how human health, animal health, and even environmental health are intrinsically linked at both the Herbert College of Agriculture and at the College of Veterinary Medicine.

Together We Grow Extension: There is one group that many are calling the future of agriculture. That is our veteran farmers. These are individuals who have served America on the battlefield and are continuing to serve on a different type of field. Watch this video to meet two farmers from East Tennessee who are rolling up their sleeves to feed their community.

Together We Grow Teaching: Both the Herbert College of Agriculture and the College of Veterinary Medicine are dedicated to preparing tomorrow's leaders and educating tomorrow's researchers and professionals. Watch this video to learn how Jerri Marr's connection to UT began through 4-H and has never stopped.

Warmest regards,

Keith Barber
Vice Chancellor of Institutional Advancement
Print Materials

From letterhead to a campaign case statement, all print materials were updated to reflect the campaign branding. A selection of print materials have been mailed to the awards committee.

Social Media

While there has been no official social media campaign yet, the campaign launch video garnered nearly 2,000 views on Facebook.
Where are we?

Goal: raise $175 million by 2022

$175 million
95% funded