

TOGETHER WE GROW

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.

TOGETHER, SO DO WE.
IT HAS THE POWER TO CHANGE THE WORLD.
AGRICULTURE IS WOVEN THROUGH EVERY FACET OF OUR LIVES.



You are invited to an exclusive evening as the University of Tennessee Institute of Agriculture launches a historic campaign that will enhance lives for generations to come.

TOGETHER
WE GROW

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

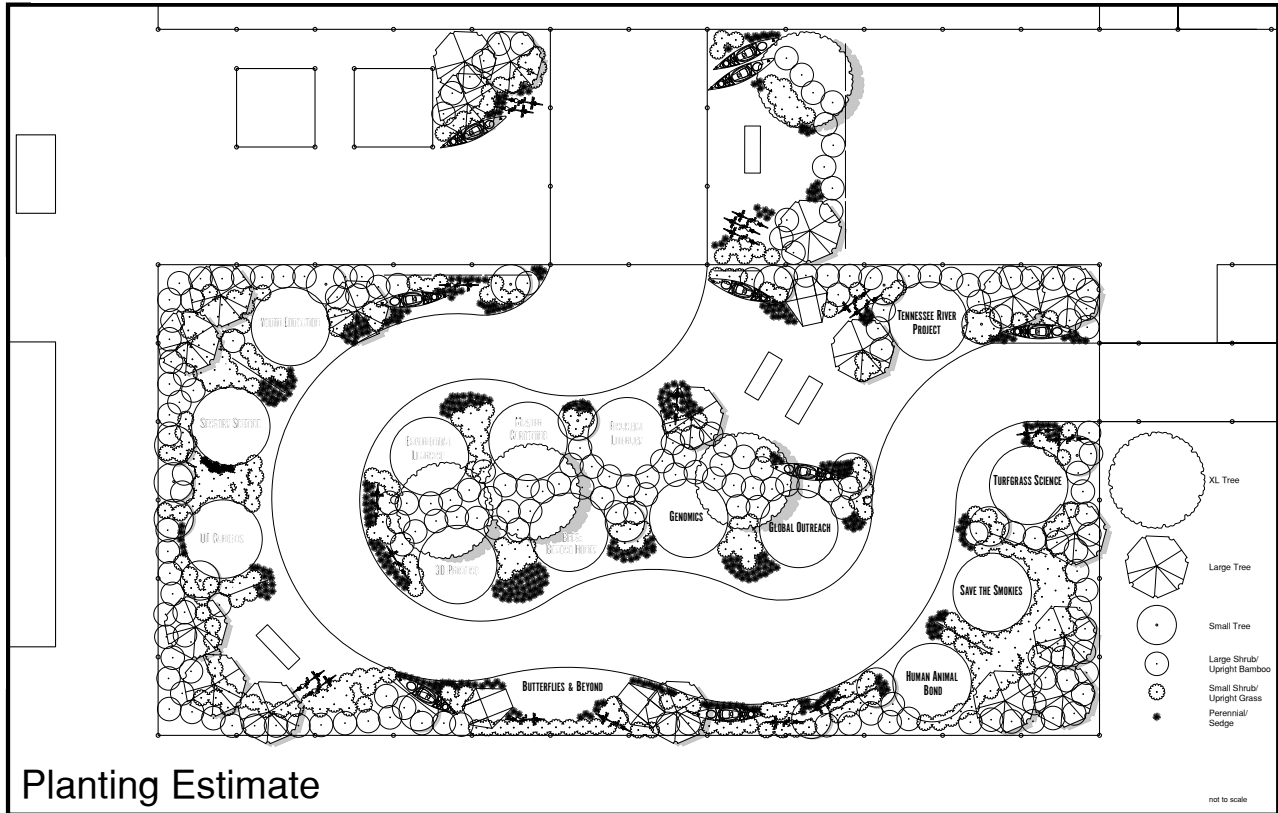
ONLINE AT ADVANCEUTIA.COM/TOGETHER
OR BY CALLING 865-974-5549

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

XL Tree	Large Tree	Small Tree	Large Shrub/ Upright Bamboo	Small Shrub/ Upright Grass	Perennial/ Sedge
Height: 12-14' Spread: 12-14' Quantity: 4	Height: 8-10' Spread: 10-12' Quantity: 19	Height: 6-8' Spread: 6-8' Quantity: 16	Height: 3-8' Spread: 3-5' Quantity: 190	Height: 2-3' Spread: 2-3 Quantity: 300	Height: 1-2' Spread: 1-2' Quantity: 480
Suggested Plants:	Suggested Plants:	Suggested Plants:	Suggested Plants:	Suggested Plants:	Suggested Plants:
Sycamore <i>Platanus occidentalis</i>	River Birch <i>Betula nigra</i>	Weeping Willow <i>Salix babylonica</i>	Virginia Sweetspine <i>Itea virginica</i>	Muhly Grass <i>Muhlenbergia capillaris</i>	Aster Aster
Sweetgum <i>Liquidambar styraciflua</i>	Red Maple <i>Acer rubrum</i>	Redbud <i>Cercis canadensis</i>	Redosier Dogwood <i>Cornus sericea</i>	River Oats <i>Chasmanthium latifolium</i>	Black-eyed Susan <i>Rudbeckia fulgida</i>
Silver Maple <i>Acer saccharinum</i>	Water Oak <i>Quercus nigra</i>	Flowering Dogwood <i>Cornus florida</i>	Oakleaf Hydrangea <i>Hydrangea quercifolia</i>	Winterberry <i>Ilex verticillata</i>	Cardinal Flower <i>Lobelia cardinalis</i>
Sugar Maple <i>Acer saccharum</i>			Silky Dogwood <i>Cornus amomum</i>	Spice Bush <i>Lindera benzoin</i>	Purple Coneflower <i>Echinacea purpurea</i>
			River Cane <i>Arundinaria gigantea</i>	Sweetshrub <i>Calycanthus floridus</i>	Broomsedge <i>Andropogon virginicus</i>
			Bamboo Bambuseae	Button Bush <i>Cephalanthus occidentalis</i>	Fox Sedge Grass <i>Carex vulpinoidea</i>

Together We Grow

Together. It means faculty, staff, and students located across the state of Tennessee and beyond. It means you, your neighbor, your friends. Together includes all of us.

Tomorrow, September 22, 2018, marks the public launch of the University of Tennessee Institute of Agriculture's (UTIA) most courageous campaign ever. The UTIA campaign **Together We Grow** has the ambitious goal of raising \$175 million by the year 2022 from nonpublic sources to extend **Real. 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.

Tonight is about celebrating the work we, together, have already accomplished. We want to show you what gifts invested in UTIA can achieve. We want you to experience the work being done to meet some of humanity's most critical challenges. Just as drops of water can form a mighty river, when we work together, we can achieve spectacular heights.

Together We Grow.

Keith

Keith Barber, UTIA Vice Chancellor for Advancement

As you walk through the exhibits tonight, you are not only experiencing a taste of the best UTIA has to offer through the individual exhibits, you are tracing the future path of the Tennessee RiverLine. Note each exhibit is a mile marker that corresponds with a future stop along the proposed RiverLine. Visit the Tennessee River Project at mile marker 648 or talk to one of the student guides for more information.



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



TOGETHER
WE DINE, FAMILY STYLE

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

TOGETHER
WE GROW

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



TOGETHER WE GROW

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16





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



together.tennessee.edu/growextension

Campaign Launch Video



together.tennessee.edu

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.

It means faculty, staff, and students across the UT Institute of Agriculture (UTIA). It means you, your neighbor, your friends. As each drop of rain joins another and flows from stream to river, together we will chart our course, drop by drop, generation to generation.

MAKE A GIFT



Email



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 Real. 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 together.tennessee.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 Voy 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,

A handwritten signature in black ink that reads "Keith".

Keith Barber
Vice Chancellor of Institutional Advancement

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Phone: 865-974-5779
[Real. Life. Solutions.](#)

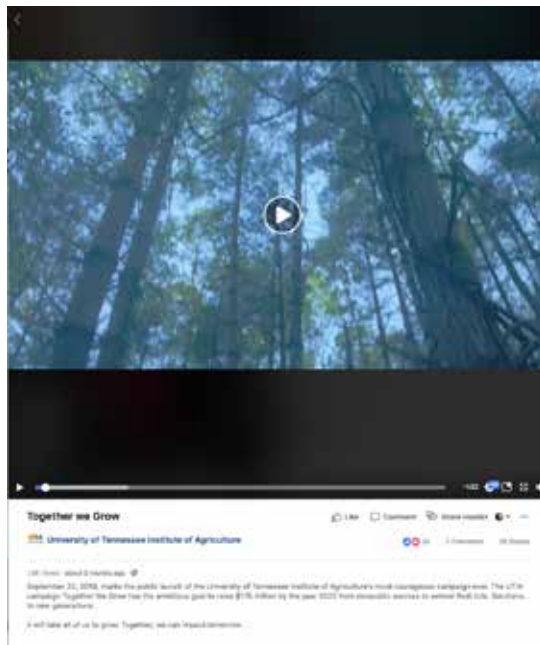
OFFICE OF ADVANCEMENT
UTIA INSTITUTE OF
AGRICULTURE
THE UNIVERSITY OF TENNESSEE

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