

[illegible]

# THE CREED OF PHI KAPPA PSI

I believe that Phi Kappa Psi is a brotherhood of honorable men, courteous and cultured, who pledge throughout their lives to be generous, compassionate, and loyal comrades;

I believe that I am honor bound to strive manfully for intellectual, moral, and spiritual excellence; to help and forgive my Brothers; to discharge promptly all just debts; to give aid and sympathy to all who are less fortunate;

I believe that I am honor bound to strengthen my character and deepen my integrity; to counsel and guide my Brothers who stray from their obligations; to respect and emulate my Brothers who practice moderation in their manners and morals; to be ever mindful that loyalty to my Fraternity should not weaken loyalty to my college, but rather increase devotion to it, to my country, and to my God;

I believe that to all I meet, wherever I go, I represent not only Phi Kappa Psi, but indeed the spirit of all fraternities; thus I must ever conduct myself so as to bring respect and honor not to myself alone, but also to my Fraternity;

To the fulfillment of these beliefs, of these ideals, in the noble perfection of Phi Kappa Psi, I pledge my life and my sacred honor.





PHI KAPPA PSI FRATERNITY

## **PRIDE IN OUR PAST, BUILDING FOR THE FUTURE**

### **VIRGINIA ALPHA**

Phi Psi Brother,

Thank you for taking an interest in Virginia Alpha. Perhaps like me, you owe the chapter and 159 Madison Lane a debt of gratitude for providing you lifelong friendships and important life lessons that have proven valuable to you since leaving UVA. The older I get, the more it seems I lean on those friendships and lessons and the more I appreciate just how special Phi Psi is to me.

Today, our beloved 159 Madison Lane is in dire need of repair and renovation. For decades we have made smaller capital improvements such as a new roof, renovated bathrooms and the occasional upgrade to the kitchen. But what we face now is much more significant. The foundation of the building is in disrepair. Water is penetrating through the walls, the central heating, electrical and plumbing infrastructure are in decay, and the interior conditions cannot be bandaided any longer. We have had structural engineers and architects look deep into the bones of the house; everyone concurs it is time for a major investment in our chapter's home if we want her to be there for Phi Psi in the future.

Additionally, we must support the tradition of a strong undergraduate chapter at UVA. So many of our brothers are in need of personal and career mentors, leadership development support and chapter management training. As we invest in the physical house, we must also set aside some sustainable resources to support the chapter.

Almost 10 years ago now, we saw the chapter's future flash before our eyes with the fake Rolling Stone article. The chapter received some monetary settlement in the aftermath of that fiasco, but that money only gets us about 20% of the way to the funding necessary to fix the house and support the chapter.

In addition to using the funds from the settlement, we must raise significant money from alumni to save the house and support the chapter. This brochure provides the details and answers to many of your questions.

Many of us have achieved some level of success in life, and often that has translated into the ability to support organizations and causes that are important to us as individuals. I ask you to think about the value that Phi Psi has had on you, personally, and then consider a meaningful gift to this project. You can make a gift all at once or over a multi-year period and can be anonymous if desired. Gifts are 100% tax deductible and we have partnered with a reputable partner in the Phi Kappa Psi Foundation to manage contributions of all sizes.

I hope you will answer when we call on you.

Live Ever, Die Never...

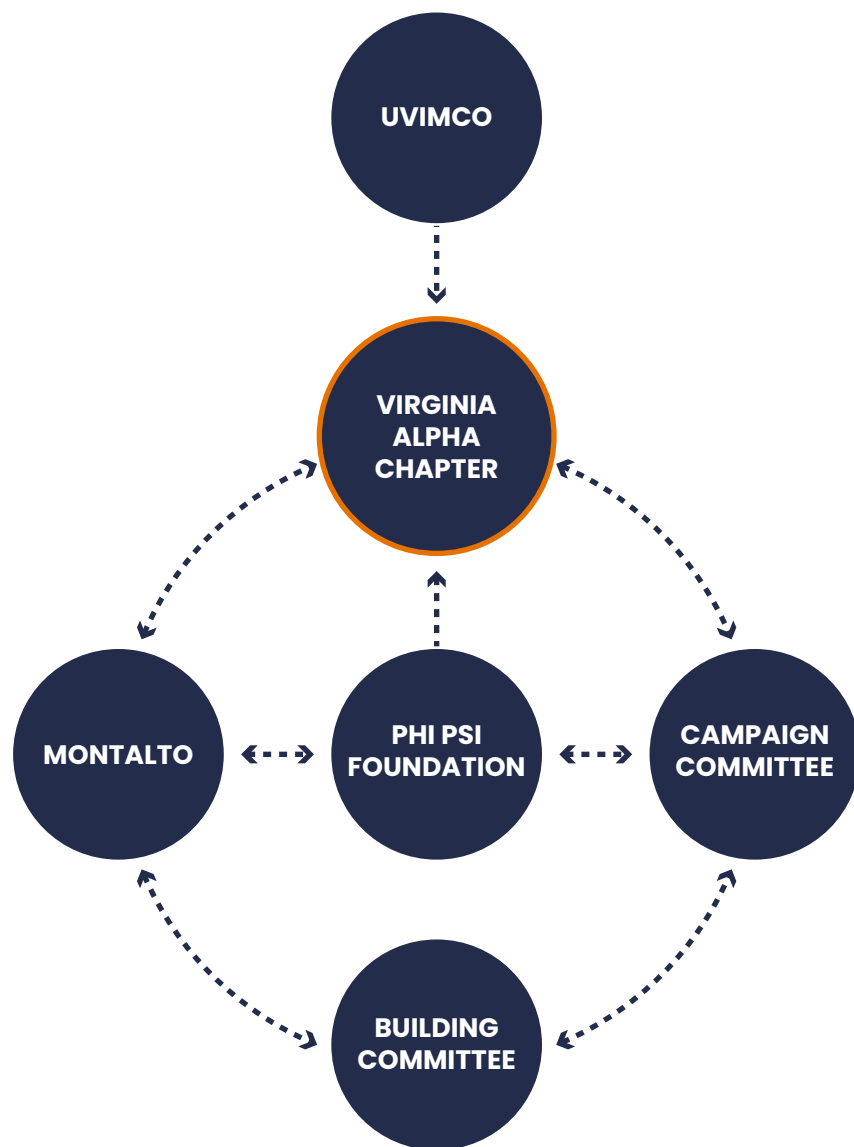
Michael Mancusi '91

Chairman, Virginia Alpha Campaign Committee





# ANATOMY OF OUR CHAPTER



## VIRGINIA ALPHA CHAPTER

Founded in 1853, the undergraduate group of initiated Phi Kappa Psi brothers is the Virginia Alpha Chapter. It has its own budget, liability insurance, elected officers and policies. This is the entity that we are all members of and it is a part of the national organization of Phi Kappa Psi Fraternity which is headquartered in Indiana. The Virginia Alpha Chapter is the entity that received the settlement funds from Rolling Stone and therefore, the funds held at UVMCO are under its control with the support of an advisory board of alumni.

## MONTALTO

Established in 1914, the Montalto Corporation owns and manages 159 Madison Lane with annual cash flows of roughly \$90,000. It is governed by volunteers who are alumni of the Virginia Alpha Chapter.

## UVMCO

The University of Virginia Investment Management Company ([uvimco.org](http://uvimco.org)) manages most of the University's investable assets. It also provides investment services for organizations related to the University. When the Rolling Stone settlement was realized, the Virginia Alpha Chapter decided to put funds with UVMCO.

## PHI PSI FOUNDATION

Also established in 1914, the Phi Psi Foundation is formally The Endowment Fund of Phi Kappa Psi Fraternity and is a 501(c)(3) tax exempt charitable foundation. The Foundation exists to serve the charitable needs of Phi Kappa Psi and its alumni. It manages assets of roughly \$30M with over 175 individual chapter funds. The Foundation uses flat fee fiduciary investment advisors with Buckingham Wealth Management. It is governed by a Board of Trustees who are Phi Psis. Montalto engaged the Foundation to assist in developing a chapter needs assessment and campaign feasibility project. The Foundation manages two funds for Virginia Alpha: a Virginia Alpha Housing Fund and a Virginia Alpha Endowment.

## CAMPAIGN COMMITTEE

The Virginia Alpha Campaign Committee is a group of volunteer alumni committed to the success of our current campaign to raise \$4,000,000 for the chapter. We are professionally supported by the Foundation's fundraising consultants.

## BUILDING COMMITTEE

An ad hoc group of Phi Psis assembled out of a clear need to have architects and engineers positioned to make decisions about the structural repairs and renovations to the house.

## CAMPAIGN COMMITTEE

**Mike Mancusi '91**  
Campaign Chairman

**Bruce Quackenbush Jr. '70**  
Honorary Campaign Chairman

**Ed Mitchell '60**

**Bobby Craig '82**  
Architectural Counsel

**Todd Pooser '85**

**Bob Gatewood '88**

**Jeff Gore '91**

**Chris Perkins '91**

**Martin Engel '92**

**Pat DiGregory '06**

## BUILDING COMMITTEE

**Jack Cann '60**  
Montalto President

**Bobby Craig '82**

**Bruce Quackenbush Jr. '70**

**Chip Anastasi '89**

**Phil Johnson '90**

## CAMPAIGN COUNSEL

**Drew Thawley  $\Lambda\Sigma\Phi$  '94**  
Phi Kappa Psi Foundation

**Phil Mikos *IUPUI* '12**  
Phi Kappa Psi Foundation

**Lee Fuller *Ohio* '09**  
Phi Kappa Psi Foundation



**Mike Mancusi '91**  
Campaign Chairman



**Bruce Quackenbush '70**  
Honorary Chairman



**Jack Cann '60**  
Montalto President



**Ed Mitchell '60**



**Bobby Craig '82**  
Architectural Counsel



**Todd Pooser '85**



**Bob Gatewood '88**



**Chip Anastasi '89**



**Phil Johnson '90**



**Jeff Gore '91**



**Chris Perkins '91**



**Martin Engel '92**



**Pat DiGregory '06**



**Drew Thawley  $\Lambda\Sigma\Phi$  '94**  
PKP Foundation



**Phil Mikos *IUPUI* '12**  
PKP Foundation



**Lee Fuller *Ohio* '09**  
PKP Foundation

# TODAY'S VIRGINIA ALPHA

Today's members of Virginia Alpha envision that 159 Madison Lane is considered the safest and most welcoming house for all members of the University community.

Virginia Alpha's mission is to develop men of strong character and empathy who share joyful and challenging times throughout their lives, hold each other accountable, and offer their talents in service of others.

## WE VALUE

- Lifelong bonds of friendship and support
- Diversity of race, ethnicity, religion, socioeconomic status, place of origin, and sexual orientation
- The safety of all members and guests
- Continual intellectual, moral, and spiritual growth
- Stewardship of the house
- Serving others



## CHAPTER HIGHLIGHTS

- 82 active brothers, initiating 19 new members in the spring of 2022, making Virginia Alpha the ninth largest of twenty-four fraternities on campus
- Chapter GPA of 3.42 ranking 11 of 24 among IFC Fraternities
- Brothers maintain leadership roles in multiple student organizations, most notably the Interfraternity Council, UVA Student Council and Virginia Consulting Group
- Sponsor fundraisers and regularly volunteer at the Sexual Assault Resource Agency (SARA) and Habitat for Humanity
- Strengthens Hoos Hungry, a campus club founded by four Virginia Alpha brothers, that partners with Charlottesville's fraternities, sororities and restaurants to redistribute otherwise wasted foods to members in the community who struggle to feed themselves
- Supports multiple brothers committed to serving their country through ROTC
- Recently supported two active brothers in the launch of a new business enterprise, a local restaurant called the Yolk Shack



# STANDARDS OF CONDUCT

To be a Phi Kappa Psi brother requires taking a membership oath, reciting and comprehending the Phi Psi Creed, and abiding by the fraternity's standards and values. At Virginia Alpha, brothers are also required to agree to a written "Standards of Conduct".

The Standards of Conduct serves as a contract with members that spells out the role of the University, the Chapter and each Brother. It establishes expectations of membership and details how members will be held accountable to those expectations by fellow brothers and the Standards of Conduct board. It also details how 159 Madison Lane is to be used, treated and respected.

The undergraduate chapter leadership, the Standards of Conduct board and the alumni leadership board all use these standards to help Virginia Alpha undergraduates understand the obligations of members and the way they can best represent themselves, Phi Kappa Psi and the University of Virginia.



## MISSION STATEMENT FROM STANDARDS OF CONDUCT Adopted August 2016

The Virginia Alpha Chapter of Phi Kappa Psi serves as a haven for young men to grow lifelong friendships, establish a network for professional success, and further enjoyment of the University of Virginia experience. We welcome all University men regardless of race, ethnicity, religion, socioeconomic status, place of origin, or sexual orientation. We recognize the importance of providing a safe space for socializing, for both men and women at the University, and proclaim this to be our foremost responsibility. We will strive through these standards to be role models for UVA's Greek community, UVA, and the nation. Adherence to these standards will strengthen us as individuals and as a brotherhood.





# OUR CHALLENGES

159 Madison Lane is in desperate need of serious repair, and our undergraduate chapter requires more alumni involvement and individual mentoring. It is clear the time is now to engage and remedy our challenges.

## MENTORING, LEADERSHIP TRANSITION AND SUSTAINING CHAPTER HEALTH

*Invest in the single most powerful democratic living-learning experience on a college campus.*

How can we make Virginia Alpha stronger and more prepared for the future? We must strengthen our efforts around mentoring, leadership transition and accountability. We must manage our mentoring structure so young brothers have access to willing alumni. We must support our undergraduate leaders as they navigate the complexities of their roles. And we must make investments in leadership development programming, recruitment scholarships and academic excellence.

## A HOUSE FOR A BROTHERHOOD

*Our brothers want to take advantage of the opportunity to live together in a chapter house designed and maintained to support brotherhood activity that is safe and clean.*

Beyond the physical plant itself, our chapter house lacks important attributes that help foster and maintain brotherhood. To be and remain competitive, we must have 24-hour food availability, secure doors, flexible-use space with furniture for brothers to dine and connect together, a wireless network that works well in a new world full of Zoom calls and remote learning, and adequate services for guests.

## CHAPTER HOUSE CONSERVATION

*Our beloved chapter house is in need of repair. We must maintain our physical plant while making it an attractive place to live and to learn.*

The foundation under the porch is compromised. Our windows are beyond their useful life. The exterior doors and porch must be overhauled, our wiring must be replaced, and our plumbing is in need of repair. Our HVAC system must be overhauled. Our interior spaces require basic preservation, new steel-framed doors, and some new configuration to meet today's needs. And our façade requires some work to remain a strong and beautiful presence on Grounds.



# OUR VISION

The Virginia Alpha Alumni leadership team is looking to make important investments in both the undergraduate chapter and the physical chapter house. To accomplish this, we are looking to undertake a **\$4,000,000 campaign** centered on providing a state of the art, safe and modern chapter facility, increasing the interactivity between alumni and undergraduates through a chapter based mentoring program and building a chapter endowment so we can continue to invest in the strength of the brotherhood and the condition of the house.



## ALUMNI MENTORING AND LEADERSHIP SUPPORT

Today's undergraduates require alumni involvement, particularly in the two key areas of leadership support and individual mentoring. As alumni, our ability and desire to engage with the chapter changes dramatically through time, but with 820 living alumni and the rapid adoption of technology to effectively communicate, our alumni base ought to be able to offer our undergraduate brothers adequate support and mentoring opportunities.

We plan to adopt a mentoring platform that will formalize a Virginia Alpha Mentoring Program. The program's goal will be to match each interested undergraduate with a mentor who will engage through a structured warm-up period. The program is an evolving experience that expands and contracts through time, but will make Phi Psi a better, richer, more developmentally effective experience for both alumni and undergraduate brothers.

We will also expand our Chapter Advisory Team to give each key officer in the chapter a formal alumni advisor who is adept at supporting a particular chapter officer position. Going beyond a single advisor, we feel that the chapter president needs a panel of past presidents that will aid in supporting decisions and contribute to the effective transition of leadership so critical to maintaining a strong, directed chapter.

All told, we anticipate needing 50 mentors, three Montalto house corporation members, four past presidents to serve on the Chapter President's Council, and six other officer advisors.



## CHAPTER HOUSE RENOVATION NOW

159 Madison Lane requires an immediate investment of roughly \$3,600,000 to cure structural problems, renovate dilapidated facilities, secure the facility and properly light and furnish many common areas.

Our chapter house has 8,051 square feet, of which 68% is deemed to be educational in nature. This means that we can fund 68% of renovation costs and 68% of annual operating costs with charitable dollars (dollars donated by alumni who then get to reduce their taxable income).

With 68% of the renovation expenses coming from \$3,100,000 in charitable contributions, the remaining \$500,000 will be funding with the settlement funds that are currently held with UVIMCO.



## CHAPTER HOUSE MAINTENANCE AND EDUCATIONAL INVESTMENTS FOR THE FUTURE

The House Corporation's foresight to look to the future of Virginia Alpha's needs led to the creation of a Chapter OneFund with the Phi Kappa Psi Foundation. It is paramount that we not only focus on the physical structure, but also fortify its pillars of leadership and scholarship which support the integrity of operations within its walls. The endowed fund will make strategic investments in programming, mentoring activities, scholarships, and the annual upkeep of 159 Madison Lane to the tune of \$44,000 annually.

# ALUMNI MENTORING & LEADERSHIP SUPPORT

One of the greatest attributes of brotherhood is the multi-generational relationships that can have significant impact and influence on young brothers. As we prepare to ask alumni to invest in the future of the chapter, we must secure our financial footing not just to renovate the house, but to secure 159 Madison Lane as a place of personal learning and multi-generational influence. This will require an increase in the number of alumni volunteers and a shift in focus from existing volunteers so-as to reduce energy spent on operations and increase energy spent on impact.

Like never before, our young Virginia Alpha Brothers desire and often need alumni mentors to reveal new pathways, support brave ideas and empower accountability. Phi Psi's *The Great Joy of Serving Others* is a joy that can come as much from serving our own brothers as it can come from external communities.

Creating the structure for volunteering and mentoring itself does not cost much, but having financial resources available to our alumni advisors so they can support undergraduate programming initiatives does have associated costs. The comprehensive nature of this campaign will provide needed funding.

## ESTABLISHED OBJECTIVES

- Engage alumni with more frequent events and opportunities to know the brothers
- Recruit a deep bench of alumni volunteers to mentor brothers and support chapter leadership
- Improve University relations through recruitment of a Faculty Advisor
- Return Montalto Corporation to its intended role as title-holder and landlord
- Hire a professional property management company to collect rents and perform maintenance, freeing alumni volunteers to focus on mentoring and leadership support
- Incorporate regular service projects into the Virginia Alpha experience
- Develop an ongoing member education series on various topics: chapter history, leadership development, current events, sexual assault prevention, professional development, etiquette, men's health, and other topics at the chapter's request





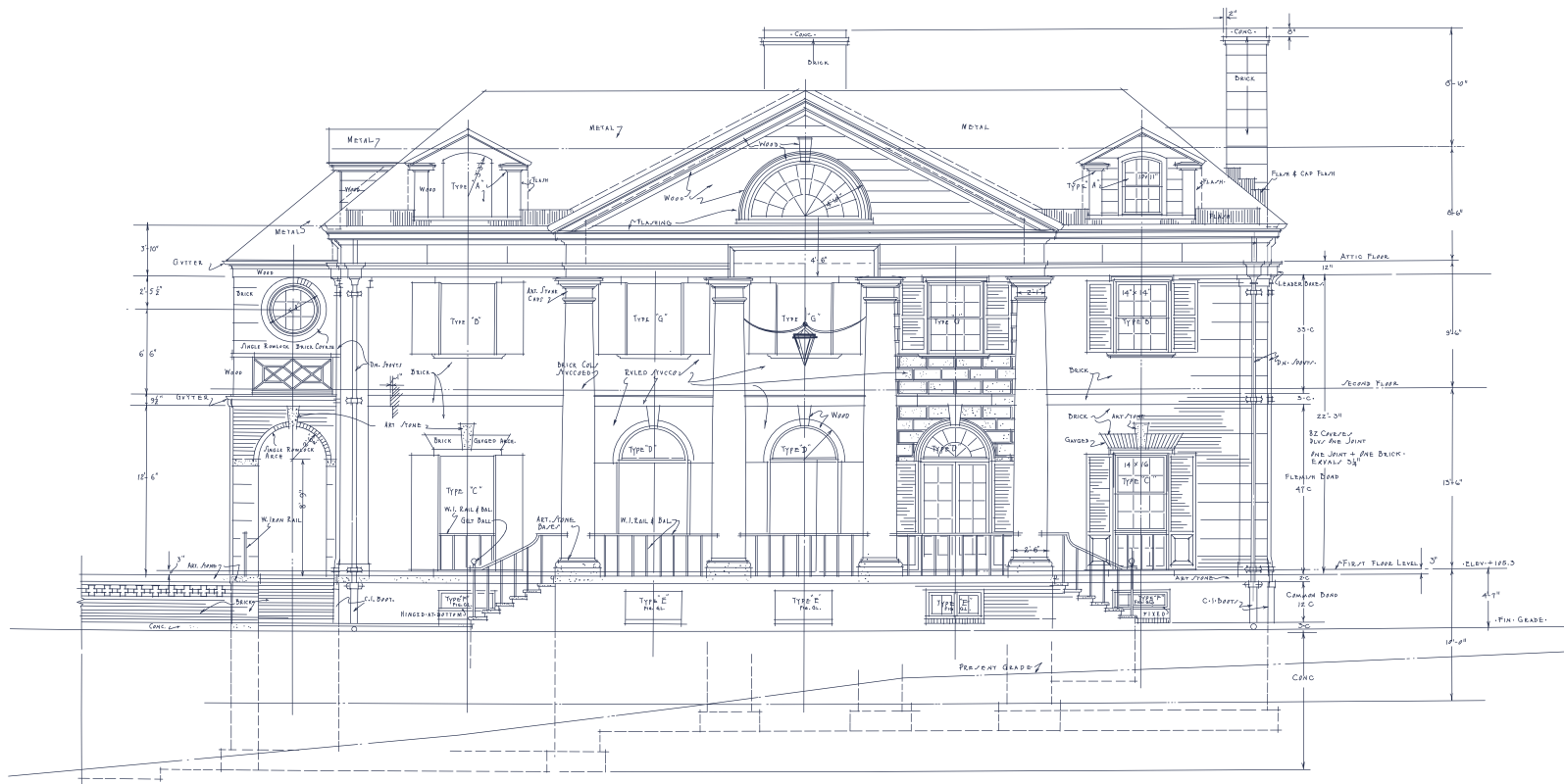
# MAIN STRUCTURE

**Estimate Cost: \$896,000**

The exterior of 159 Madison Lane is iconic, and yet it sits on a crumbling, old, and water damaged foundation. Most of the problem areas are in the front and along the left side, including stairways and the porch. Significant site work, demolition and repair work must be completed in order to protect what we see as our chapter house. Providing the funding is there, much of this work will begin the day the students leave the house in May 2023. In addition, new historically approved windows are needed everywhere and some soffit and repointing is needed in places.

Damaged roofing will be replaced as needed and the gutters and downspout system of the house will be inspected, cleaned and repairs as needed to ensure proper water evacuation from the building.

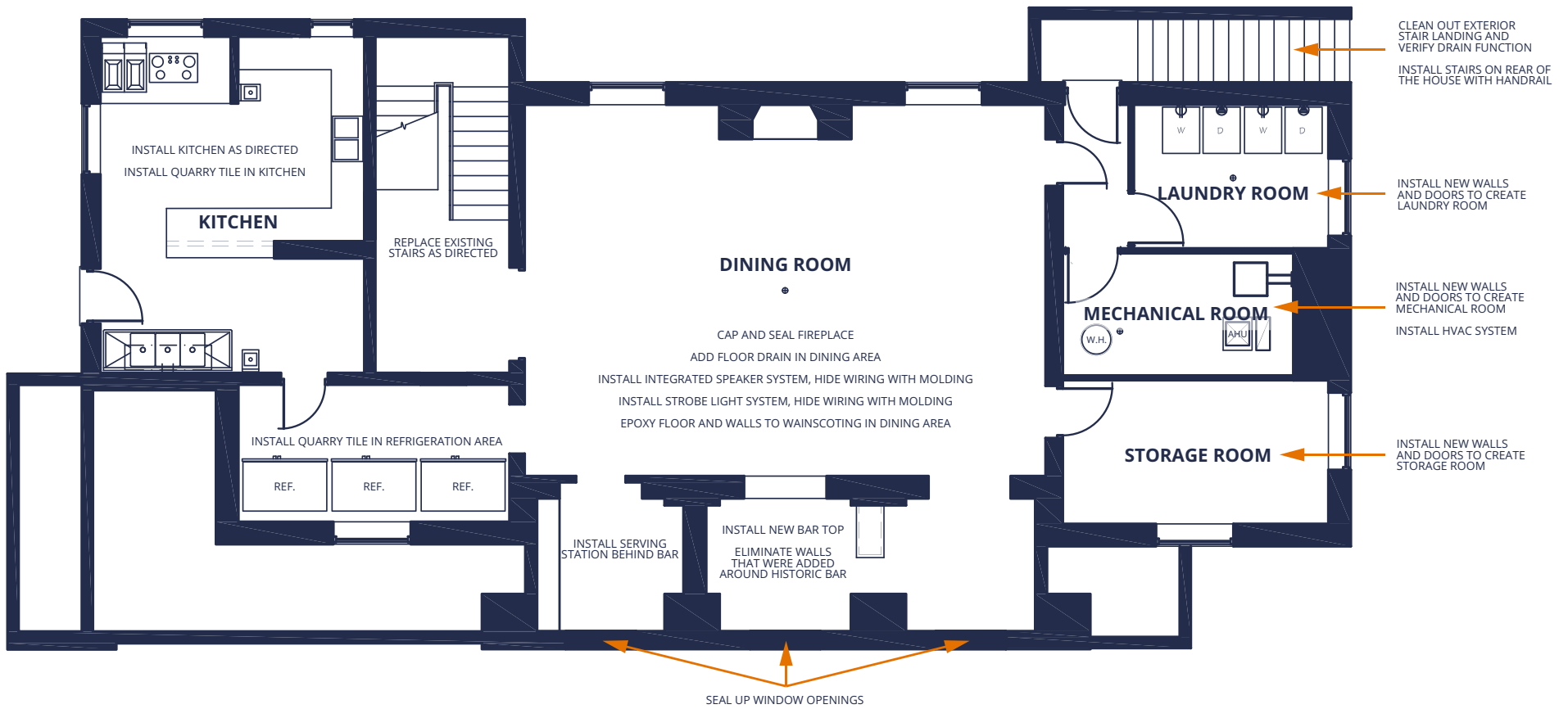
The entire house will receive a significant investment in mechanicals. Old wiring and heat ducts will be removed bringing the house back to it's original interior proportions. All of this will be replaced with modern wiring, networks and HVAC solutions that will serve future needs while eliminating the need for hazardous and costly solutions such as window A/C units and complex extension cord power solutions.



# LOWER LEVEL

**Estimate Cost: \$716,800**

The basement will receive significant attention as we work to reintroduce food service, upgrade laundry space and increase access to limited food and food preparation spaces. We will redesign the use of space where today's Mechanical Room is located and will add dedicated storage. We will also cap and seal the fireplace to preserve its esthetics but secure it for safety.

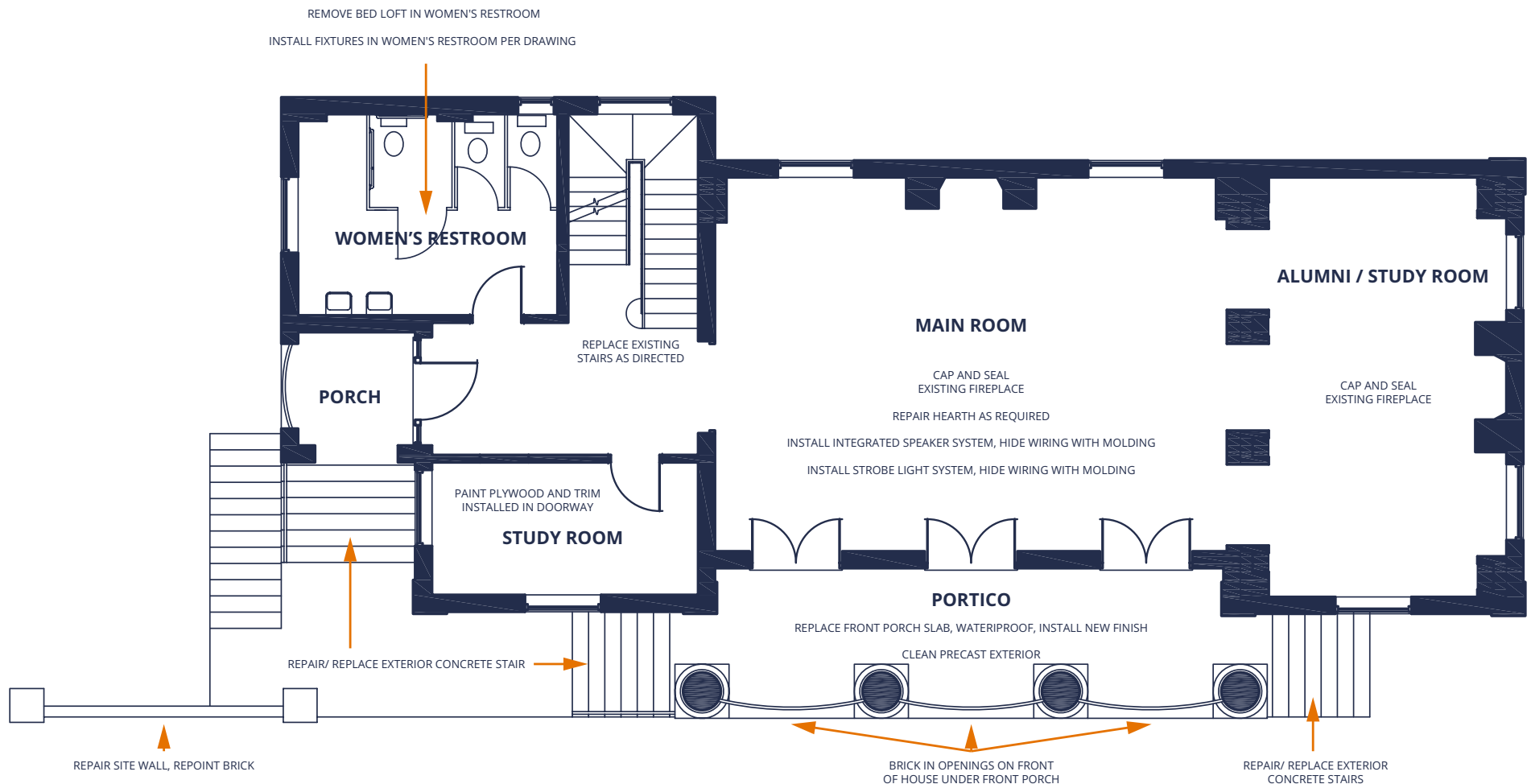




# FIRST FLOOR & WHOLE HOUSE

**Estimate Cost: \$824,320**

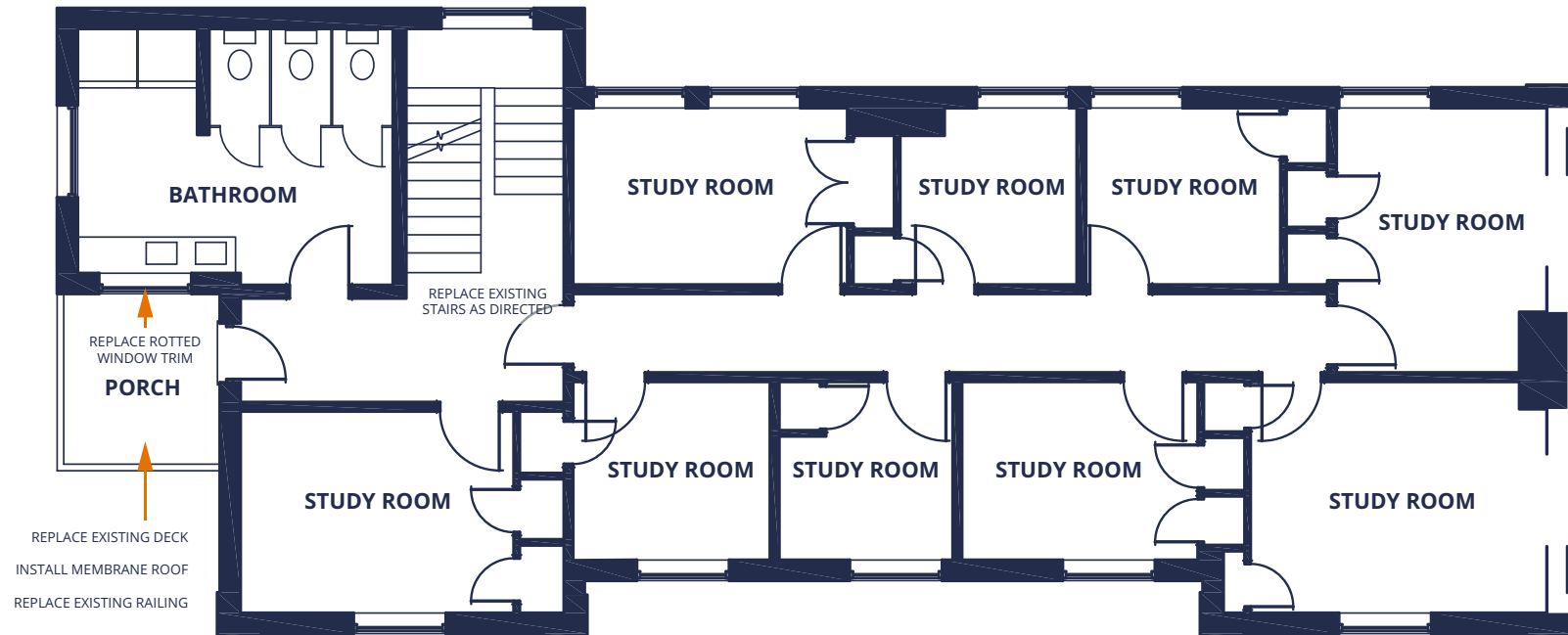
The main floor serves many purposes. It is where guests are received, where social events happen, where alumni gatherings occur and where all brothers cross paths. The main floor will receive both a renovation of existing molding, floors, and trim, but also first be secured with steel framed doors. In addition, the bedroom will be repurposed to a proper women's restroom and the closets will be combined to one small study area. We will also clean up years of patchwork wiring and portable speakers with an integrated speaker system and contemporary wiring.



# SECOND FLOOR

**Estimate Cost: \$501,760**

The second floor will receive all new exterior and interior steel framed doors, a new deck with proper underlayment, and a renovation of original molding and trim. The bathroom was replaced recently and remains in good order.

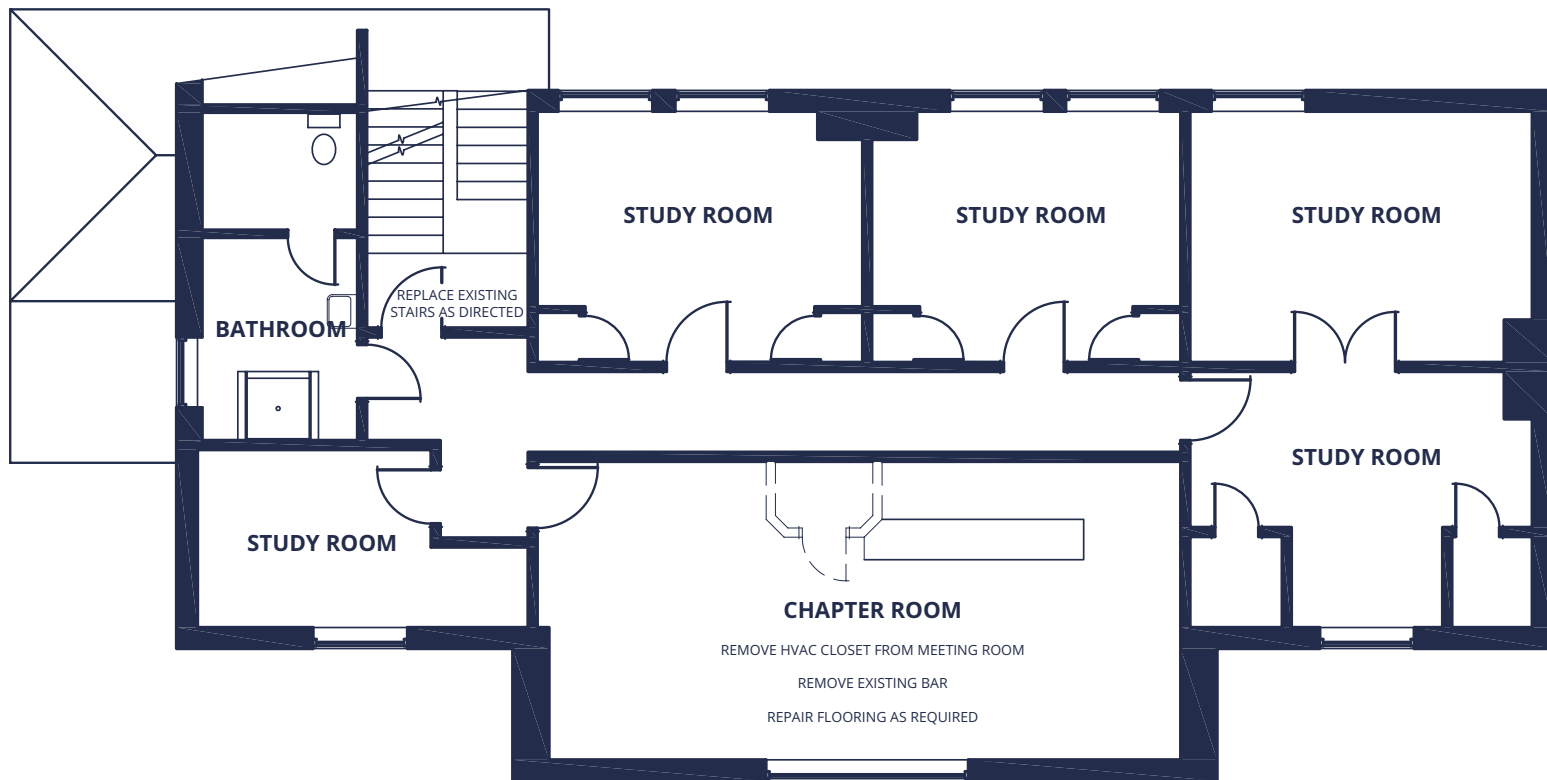




# THIRD FLOOR

**Estimate Cost: \$645,120**

Similar to the second floor, the third will receive new steel framed doors, redone flooring and trim and wood renovation. We will remove the existing HVAC closet which will reconstitute our Chapter Room. We will also ensure the integrity of the front central half moon window to ensure it is functional and safe.



# CHAPTER HOUSE RENOVATION

Estimate Cost: \$3,584,000



# PRIDE IN OUR PAST, BUILDING FOR THE FUTURE

This **\$4,000,000 campaign** is a necessary investment in our Virginia Alpha that will secure the future of the chapter house while giving the chapter and Montalto the resources needed to thrive well into the 21st century.



**CHAPTER ENDOWED ONEFUND GOAL: \$900,000**

Montalto has established the Virginia Alpha Endowed OneFund within the Phi Kappa Psi Foundation. This fund has already provided annual distributions of \$41,000 per year as a resource for the volunteer leadership who support the chapter to meet the chapter's needs from year to year by offsetting the cost of education through scholarships, providing unique leadership opportunities and maintaining a safe and clean chapter facility. In doing so, we will have introduced a totally new revenue stream for the chapter, thus keeping student fees down while enabling a near-constant investment in the upkeep of the facility and the chapter that lives and operates there.



**CHAPTER HOUSE FUND GOAL: \$3,100,000**

Montalto has established the Virginia Alpha Chapter Housing Fund with the Phi Kappa Psi Foundation. This temporary Chapter Housing Fund will directly fund 68% (\$2,900,000) of the renovation project that is educational, plus development and permitting costs (\$200,000). These are funds raised, invested in a short-term investment pool, and distributed for the renovation. The remaining 32% of the housing project will be funded with \$500,000 held with UVIMCO.

This investment in the house will stabilize the structure's foundation, make the house secure and safe, and will bring the mechanicals up to standard. It will also moderately spruce up the house and preserve its special character.





# VIRGINIA ALPHA FINANCIAL MODEL

VIRGINIA ALPHA FINANCIAL MODEL	2022	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 10	YEAR 15	YEAR 20	YEAR 25
<b>VA Alpha UVMCO</b>										
VA Alpha UVMCO Beginning Balance	\$700,000	\$735,000	\$511,859	\$277,066	\$283,687	\$293,957	\$310,627	\$328,130	346,620	\$366,152
<b>INCOME</b>										
Investment Return (assumes net 5% returns)	\$35,000	\$36,750	\$25,593	\$13,853	\$14,184	\$14,698	\$15,531	\$16,407	17,331	\$18,308
<b>EXPENSES</b>										
Distribution to Montalto for Renovation or Capital Projects	-	(\$250,000)	(\$250,000)	-	-	(\$7,349)	(\$7,766)	(\$8,203)	(8,665)	(\$9,154)
Tax on Investment Returns	-	(\$9,891)	(\$10,386)	(\$7,233)	(\$3,915)	(\$4,008)	(\$4,341)	(\$4,586)	(4,844)	(\$5,117)
VA Alpha UVMCO Ending Balance	\$735,000	\$511,859	\$277,066	\$283,687	\$293,957	\$297,297	\$314,051	\$331,747	350,441	\$370,188

<b>VA Alpha Funds (Housing Fund and Endowment)</b>										
Phi Psi Foundation- VA Alpha Funds Beginning Balance	\$260,000	\$231,100	\$1,056,411	\$43,103	\$412,398	\$601,771	\$814,625	\$853,629	\$923,759	\$968,329
<b>INCOME</b>										
Fundraising from Alumni	\$10,000	\$1,500,000	\$800,000	\$700,000	\$500,000	\$500,000	\$10,000	\$250,000	\$10,000	\$250,000
Bequests to Chapter Funds	-	-	-	-	-	-	-	-	-	-
Investment Return (assumes net 5% returns)	\$13,000	\$11,555	\$52,821	\$2,155	\$20,620	\$30,089	\$40,731	\$42,681	\$46,188	\$48,416
Short-term Construction Loan	-	-	\$800,000	-	-	-	-	-	-	-
<b>EXPENSES</b>										
Fundraising and Alumni Communications Fees	(\$41,500)	(\$99,000)	(\$45,000)	(\$44,000)	(\$35,000)	(\$35,000)	(\$10,500)	(\$22,500)	(\$10,500)	(\$22,500)
Grant to Montalto for House Renovation	-	(\$500,000)	(\$2,600,000)	-	-	-	-	(\$200,000)	-	(\$200,000)
Payoff Mortgage	-	(\$78,000)	-	-	-	-	-	-	-	-
Short-term Construction Loan Payments	-	-	-	(\$287,999)	(\$287,999)	(\$287,999)	-	-	-	-
House Operating Grant to Montalto (2% of corpus)	-	(\$4,622)	-	-	-	(\$12,035)	(\$16,293)	(\$17,073)	(\$18,475)	(\$19,367)
Scholarship or Leadership Grant to Chapter (2% of corpus)	(\$10,400)	(\$4,622)	(\$21,128)	(\$862)	(\$8,248)	(\$12,035)	(\$16,293)	(\$17,073)	(\$18,475)	(\$19,367)
Phi Psi Foundation- VA Alpha Funds Ending Balance	\$231,100	\$1,056,411	\$43,103	\$412,398	\$601,771	\$784,790	\$822,271	\$889,665	\$932,496	\$1,005,512
<b>VA Alpha Cash and Cash Equivalent Total</b>	\$966,100	\$1,568,270	\$320,170	\$696,085	\$895,727	\$1,082,087	\$1,136,322	\$1,221,412	\$1,282,937	\$1,375,701

<b>Cumulative Impact Over Time</b>										
Annual 159 Madison Lane Investment	-	\$754,622	\$2,850,000	-	-	\$19,384	\$24,058	\$225,276	\$27,141	\$228,520
Cumulative 159 Madison Lane Investment	-	\$754,622	\$3,604,622	\$3,604,622	\$3,604,622	\$3,624,006	\$3,741,960	\$4,065,879	\$4,198,935	\$4,538,749
Annual Undergraduate Support	\$10,400	\$4,622	\$21,128	\$862	\$8,248	\$12,035	\$16,293	\$17,073	\$18,475	\$19,367
Cumulative Undergraduate Support	\$10,400	\$15,022	\$36,150	\$37,012	\$45,260	\$57,296	\$137,259	\$221,046	\$311,709	\$406,741
<b>Total Accrued Support: 159 Madison/Undergraduates</b>	\$10,400	\$769,644	\$3,640,772	\$3,641,634	\$3,649,882	\$3,681,302	\$3,879,219	\$4,286,925	\$4,510,643	\$4,945,490

## GIVING LEVELS

Recognizing investments in Virginia Alpha

### 1853 LEGACY SOCIETY

Honoring those that name the Phi Kappa Psi Foundation in their estate plans, designating a Virginia Alpha Fund.

### LETTERMAN AND MOORE SOCIETY

\$250,000+

### PRESIDENT'S CIRCLE

\$100,000 - \$249,999

### MADISON LANE SOCIETY

\$50,000 - \$99,000

### DOROTHY "BUZZ" HARRIS SOCIETY

\$25,000 - \$49,999

### RUGBY ROAD SOCIETY

\$10,000 - \$24,999

### VIRGINIA ALPHA SOCIETY

\$5,000 - \$9,999

### 159 SOCIETY

\$1,000-\$4,999

### MAD BOWL SOCIETY

\$1-\$999

## NAMING OPPORTUNITIES

Naming opportunities exist for gifts of \$25,000 and greater and provide a unique occasion to remember a family member or fellow chapter brother. They also allow Virginia Alpha to show its appreciation to generous benefactors.

## MAKE AN HONOR AND MEMORIAL GIFT

Each year, Virginia Alpha brothers make gifts in honor or memory of a fellow chapter brother, family member or friend. The Foundation will contact each individual honored (or a surviving family member) to share the news of your generosity.

# GUIDE TO INVESTING

Gifts to the campaign can be made by cash, check, credit card and appreciated securities; paid over five years; and designated to the renovation of the facilities or funding of the endowment. All gifts are 100% tax-deductible.

### ONLINE

Giving with your credit card online at [pkpfoundation.org/virginia-alpha](http://pkpfoundation.org/virginia-alpha) is a quick and secure way to make an investment in our Virginia Alpha project. Online, you can make a one-time gift or establish a recurring gift in monthly, quarterly or yearly increments.

### ESTATE GIFTS

The Phi Psi Foundation staff, our fundraising counsel, will work with you and your estate planner in designing a planned gift that meets your short and long-term financial goals and ultimately benefits our Virginia Alpha Chapter. Planned gifts include but are not limited to cash, bonds, stock, securities, personal property, retirement plan assets and insurance policies.

### BY MAIL

You can mail a check or credit card gift for our Virginia Alpha project to the Phi Psi Foundation at Phi Kappa Psi Foundation, 5395 Emerson Way, Indianapolis, IN 46226. Be certain to indicate Virginia Alpha Housing Fund or Virginia Alpha Endowment in the memo section of the check.

### APPRECIATED STOCK/SECURITIES

Multiple benefits are realized when using appreciated stock as a means of giving. The Phi Psi Foundation staff, our fundraising counsel, can work with your financial advisor to ensure your stock gift maximizes charitable tax benefits, while also making a direct impact on Virginia Alpha

If you hold shares in an electronic account, simply contact the Foundation's investment manager at the information below. Please indicate/note within the transfer that the gift is designated for the Virginia Alpha Housing Fund or Virginia Alpha Endowment.

Firm: Buckingham Strategic Wealth

Advisor: Tim Jost ([tjost@bamadvisor.com](mailto:tjost@bamadvisor.com) | 314.783.2918)

Custodian: Fidelity

DTC Number: 0226

Account Information: 676-810825 (The Endowment Fund of the Phi Kappa Psi Fraternity)

### MATCHING GIFTS

Numerous companies match an employee's personal donation to non-profit, tax-exempt foundations. Ask if your employer participates in a gift-matching program.

### ANONYMOUS GIVING

Making anonymous gift can happen one of two ways:

1. Make a gift to the Foundation indicating that you would like to remain anonymous. The Foundation will acknowledge your gift to you for tax purposes, but will not list your name on any donor lists or recognition plaques.
2. Make a gift from a Donor Advised Fund. When setting up the gift, indicate that it is an anonymous gift. Your gift will arrive without attribution and even the customer service representatives at your financial institution will be unable to tie the gift to you.

### THE FOUNDATION'S INFORMATION

Tax ID: 36-6130655

Legal Name: Endowment Fund of the Phi Kappa Psi Fraternity  
(d/b/a Phi Kappa Psi Foundation; Phi Psi Foundation)

# FREQUENTLY ASKED QUESTIONS

## **Have Virginia Alpha alumni answered the call for support before?**

Absolutely. 15 years ago, a group of 32 Virginia Alpha alumni raised \$294,500 to address immediate and dire physical infrastructure needs at 159 Madison Lane. This effort included replacing the old, leaky metal roof with new copper roof, installing central air conditioning and heat on the top two floors, repairing bathroom tile and plumbing, and other important and necessary projects. That effort was structured as a loan, \$170,000 of which was ultimately forgiven by the alumni lenders, while the balance was rolled into a mortgage, which Montalto still carries. The two largest gifts, which came from brothers in the “Old Boy” era, 1950 through the early 1960’s, were \$100,000 and \$50,000, respectively, while 11 of the participants were from a more recent 1991 to 1994 era of graduates.

Not long after this effort, the brothers who were at the University during that time formed the Masons Fund in appreciation of the alumni support when it was needed most. Over 60 brothers from the 2008 to 2012 era continue to support the Masons Fund which has generated over \$35,000 in contributions to the House while creating a culture of sustained giving back for the members of this group.

Then, during the 2014-2015 Rolling Stone ordeal, alumni once again rallied to support the chapter financially. Funds were donated to cover the cost of security staff and the installation of a security system during the most intense period when 159 was the repeated target of vandals and protestors. This is also when \$30,000 was raised to fund the renovation of the kitchen. For years, since the death of the beloved Dorothy “Buzz” Harris, the chapter had not had a functioning kitchen. Thanks to the generosity of our alumni, in 2016, Montalto was able to turn the old, defunct kitchen into a modern, commercial grade kitchen, and the brothers once again were able to retain professional cooks and eat meals together in the chapter house.

While many other fraternities at the University have folded or lost their houses in the last 30 years, it isn’t an accident that Virginia Alpha has persevered. Strong undergraduate leadership combined with an active housing corporation and alumni support when most needed have been vital to the continued success of the chapter. However, with the ever increasing costs of higher education and the age of 159, it is clear that just responding when circumstances are dire is no longer sufficient. A larger, planned effort that encompasses both important capital upgrades to the chapter house and funds to endow scholarships, leadership programming and other financial assistance for the undergraduate brothers will be the key to ensuring another 168 years of Virginia Alpha success.

## **What happened to the Rolling Stone money?**

The chapter settled the libel suit with Rolling Stone for \$1.65M. After paying the lawyers and taxes, and accounting for growth at UVIMCO, there is approximately \$815k remaining from the settlement. It is intended that those funds augment the proceeds from this capital campaign, the combined total exceeding \$3M. A \$3M endowment at the Foundation would produce \$120k in annual income which can be spent on maintenance of the academic areas of the house as well as scholarships, operating expenses, and character-development programming.

## **How is this tax-deductible?**

By classifying some areas of the house as dedicated to academics, the tax law allows a charitable organization, in this case the Phi Kappa Psi Foundation, to collect and spend tax-free gifts on upgrades, maintenance, and operating expenses. In our case, 68% of the square-footage of the house can be considered academic.

## **What about the non-academic parts?**

The remaining 32% of upgrades, those not considered academic, will be funded with money we received from the Rolling Stone settlement, and any gifts from donors who wish not to receive a tax credit. If this is not sufficient, we will be able to take a market-rate loan from our VA Alpha Endowment Fund to cover the difference.

## **Is a VA Alpha Endowment a good financial move for the chapter?**

In our view, establishing an endowment is one of the fundamental ways we can secure our chapter’s financial future, particularly if we can supplement that endowment every 10 years with a smaller fundraising campaign. The endowment will provide annual income to the chapter and Montalto, but it will also serve as an asset from which we can take a loan in the future should we have an unfundable capital need. If we exercise this option, our fund would continue to make annual distributions and our interest payments would go into the fund as well.





### **CONTACT US**

For more information about volunteering for the campaign or assistance about giving to benefit Virginia Alpha please contact a member of the Virginia Alpha Campaign Committee or the Phi Kappa Psi Foundation staff team at 317.275.3400 or [pjm@pkpfoundation.org](mailto:pjm@pkpfoundation.org).