



PHI KAPPA PSI FRATERNITY

BUILDING FOR THE FUTURE
IOWA BETA CAPITAL CAMPAIGN



IOWA BETA BUILDING FOR THE FUTURE

A campaign for the Iowa Beta Chapter of the Phi Kappa Psi Fraternity at Iowa State University

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.





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PROJECT LEADERSHIP

Phi Psi was more than a mere campus interlude. The Fraternity provided us with a common foundation which has profoundly impacted our lives as men and as brothers. Iowa Beta taught us how to lead with integrity, hold ourselves to a higher standard and find joy in serving others. No matter the path we chose in life, we can look back at our time in the Iowa Beta house as some of the most formative years of our lives.

CAMPAIGN COMMITTEE



Bill Good '69



Jim Watson '70



Bob Wolter '71



Miles Moore '80



Peter Anderson '07



Eric Lathrop '11

HOUSE CORPORATION OFFICERS

Randy Minear '76, President
Peter Anderson '07, Vice President
Andrew Allard '10, Secretary
Doug Fuller '74, Treasurer

HOUSE CORPORATION DIRECTORS

Jim Grabenbauer '73
Michael Gilhooly '78
Greg Sanders '78
Eric Lathrop '11

CAMPAIGN COUNSEL

Lee Fuller, Phi Kappa Psi Foundation
Phil Mikos, Phi Kappa Psi Foundation
Drew Thawley, Phi Kappa Psi Foundation



BUILDING FOR THE FUTURE

Our Iowa Beta story began 109 years ago in 1913. Although we have had our ups and downs, Phi Kappa Psi at Iowa State has endured. That tells me – maybe there really is something to this idea of fraternal brotherhood! What do you think?

Retiring in Ames has allowed me to engage in my Phi Psi “hobby” up close and personal. My observation is that our undergraduate brothers are developing and enjoying their fraternal bonds, just as much as we ever did. The chapter has been thriving, and it is so much fun to watch.

This year, our chapter celebrates the 100th anniversary of our chapter house at 316 Lynn Avenue – the only chapter house any of us have ever known. It was the focal point of our fraternal experience, our home away from home. And the stories those walls could tell!

As you know, our house was extensively renovated in 2006. Since then, three chapters at ISU have done their own extensive renovations and three more have done complete tear-down-and-rebuilds. While our house has been aggressively maintained and will serve our needs for some time, we are clearly no longer the “new kid on the block.” The day will come when another extensive renovation or rebuild will be necessary for our chapter to remain competitive at Iowa State.

Our renovation in 2006 was started under dire conditions. We had a broken-down house, little money, and no chapter. And many alumni were skeptical – and rightly so! – since our chapter had lost its charter in 1999 and still didn’t have it back. It was tough sledding and not much fun. The renovation we had hoped for had to be scaled back for lack of funds. And still, we ended up with more mortgage debt than was prudent given the circumstances.

I want the conditions to be different next time we need to redo the chapter house! I want the House Corporation to have the necessary resources to do the next redo right, based on what the circumstances at the time require for us to stay competitive. No more scaled back or get-by approach!

And I want us to be able to do that with minimal risk. That means with very little debt, if any. A large mortgage would put the property at risk if there was a downdraft in the popularity of the Greek Community or in the chapter’s fortunes (and those things happen from time to time).

Why don’t we just do a capital campaign right before doing the project? Because professional fraternity and sorority fundraisers tell us that very few capital campaigns succeed in raising all of the money needed to do the project at hand. Our alumni leadership believes that kicking the can down the road and hoping that somehow it will all work out is irresponsible planning. We are not interested in that approach.

We believe the answer is to build up a large down payment, so that if a capital campaign at the time falls short, the desired project could still be completed with little, if any, debt.

That’s why we believe that our *Building for the Future* campaign at this time makes absolute sense. Any renovation or rebuild of the chapter house will be expensive. (Recent projects in the ISU Greek Community have ranged from \$3.5 to \$7.0 Million). And the only way to accomplish a financial goal this large is to start early and stick with it (like starting retirement planning in one’s 20s, instead of waiting until one’s 60s). This campaign will kick-start that process greatly.

Our goal is to raise \$1,500,000 – \$1,000,000 in cash gifts and \$500,000 in planned gifts. The money raised in this campaign will be invested and professionally managed in an “Iowa Beta Housing Fund” within the Phi Psi Foundation. It will be available to the House Corporation only for chapter house purposes – a future renovation or rebuild, or if needed, maintenance along the way. An option is also available for alumni to make non-tax-deductible gifts directly to the House Corporation, if preferred.

The money raised in this campaign won’t get us all the way. But the compounding earnings on money raised, the continued rentals from the undergraduates, plus the regular ongoing alumni giving should put us in a very good place.

We believe the approach we’re taking is prudent, business-like ... and necessary. To paraphrase my former boss, mentor, and friend, the late Executive Director Emeritus Dud Daniel *Arizona Alpha ’47*, we’re trying to run this chapter like men, not boys.

In the spirit of “Live Ever, Die Never,” we ask you to consider our plans, offer your feedback, and engage in the essential process of investing in our beloved fraternity.

Thank you in advance for your part in our collective future.



Bill Good '69

Chairman, Iowa Beta *Building for the Future* Campaign Committee

TODAY'S IOWA BETA

Since Iowa Beta's recharting in 2007, the chapter has improved steadily. Today, we are considered one of the top chapters on the Iowa State campus, leading the way in academics, membership, community service, campus involvement and leadership.

CHAPTER HIGHLIGHTS

Fall Semester 2021

- 3.33 GPA, third among 28 IFC fraternities; placed in top five for the last nine semesters
- 2,500 community service hours
- 102 active members
- 37 in-house brothers (full capacity)

AWARDS

- Grand Chapter 2019
- ISU Fraternal Awards of Excellence: Cardinal Circle 2019, Gold Circle 2018
- Homecoming & Greek Week
First and Second in two of the last three years

www.phipsiisu.com



THE ROAD AHEAD

The following factors require a proactive plan so that Iowa Beta can continue to lead Iowa State's Greek community and provide for future brothers as it has for many alumni.

MAINTAINING CHAPTER HEALTH & EXCELLENCE

Future investments are needed to sustain the caliber of individuals Iowa Beta can recruit and to provide a competitive and safe living-learning environment.

Iowa Beta has developed a well-respected reputation in recent years and is currently among the top fraternities at ISU. This is the result of an intentional focus on the caliber of recruits Iowa Beta attracts each and every year. But the quality of the housing we offer also plays an important part, and in this regard, many of our competitors have upped their game considerably in recent years. It is clear to alumni leadership that future investment in our chapter house will be needed to maintain the chapter at a level that keeps us at the top of our game and leading the Iowa State Greek community forward.

CHAPTER HOUSE CONSERVATION

Our beloved chapter house has served us well the last 100 years. We must maintain our physical plant and make it an attractive place to live and to learn while remaining competitive among our peers.

Since our previous house renovation in 2006-2008, the Iowa Beta House Corporation has aggressively supervised and maintained 316 Lynn Avenue. But since then, three ISU fraternities have also done extensive renovations and three more have done total tear-downs and rebuilds. Those projects' costs varied between \$3.5M and \$7M. To stay competitive among our Greek peers and to recruit the best students at ISU, our House Corporation knows that we, too, will eventually need a comprehensive renovation or rebuild. Traditionally such a need has required the House Corporation to raise funds at that time and then to borrow to cover the remaining costs. But waiting until the need is imminent leads to uncertainty as to whether such a project would even be doable. Would the money raised in the capital campaign conducted at the time be sufficient? Would the borrowings required simply be too much to cash-flow? We want to avoid those uncertainties. We want to proactively prepare for the future of Iowa Beta, just like any well-run business should.

ERAS LACKING IN ALUMNI SUPPORT

We must prepare for the future and engage with alumni now while affinity and support are elevated.

Through the years, some fraternities experience occasional periods of low alumni support. At Iowa Beta, this is a foreseeable problem due to the dwindling number of initiates during the 1990s and no initiates during the years 1999 through 2006. This is a 17-year period in which we now have either few alumni or no alumni, and this age group will soon be reaching their peak earning years. We must take the initiative to plan now, to preserve the chapter's success and maintain the facility while accounting for this 17-year gap in alumni numbers.



OUR PLAN

CHAPTER HOUSE PRESERVATION WITHOUT MAJOR DEBT SERVICE

In preparing for the future housing needs of the chapter, the House Corporation plans to get ahead of the usual timeline by taking the initiative to raise funds now. Doing so will allow us to build significant reserves for the eventual renovation or rebuild and will therefore minimize future debt.

CHAPTER HOUSE 100TH ANNIVERSARY

2022 marks the 100th anniversary of 316 Lynn Avenue. Shortly after World War I the chapter relocated and built the house that, little did they know, would continue to be the fraternal home to over 1,700 Iowa Beta brothers. This is an important time to celebrate those who came before us, while looking to the future to preserve this legacy for the next 100 years.

ENGAGE ALUMNI NOW TO PREPARE FOR FUTURE FINANCIAL SUPPORT GAP

Alumni are the lifeblood of any fraternity chapter. Iowa Beta has a long history of strong alumni support and is considered a high-functioning group among Phi Psi chapters. But we know that the 17-year gap referenced above will be with us for decades to come.

We plan to proactively prepare now for this future challenge by rallying our alumni well before the day of reckoning is upon us. The House Corporation has begun to set aside reserves from student rentals to help meet this challenge, but that is simply not enough. Alumni financial support is needed now if we are to meet our goal.

OUR CAMPAIGN

109 years in Ames has taught us that maintaining a great chapter requires a combination of a great facility, well-rounded undergraduate men, and capable and committed alumni. In recent years we have been blessed to have impressive undergraduate men and outstanding alumni; however, we know the facility will eventually need an update to remain an attractive housing opportunity to prospective members.

To prepare for our future housing needs, Iowa Beta is launching the ***Building for the Future Campaign*** with the goal to raise **\$1,500,000** from alumni by August 31, 2022 – **\$1,000,000** in cash and pledges, which can be given over five years if preferred, and another **\$500,000** in planned (estate) gifts. The money raised in this campaign will be invested and professionally managed in an “Iowa Beta Housing Fund” within the Phi Kappa Psi Foundation. It will be available to the House Corporation only for chapter house purposes – a future renovation or rebuild, or if needed, maintenance along the way. An option is also available for alumni to make non-tax-deductible gifts directly to the House Corporation, if preferred.

It is important that we maintain our house in such a way that it remains attractive in the eyes of prospective members and their parents, while also functionally meeting the needs of our undergraduate brothers. The house is our foundation and nucleus. Student housing facilities on- and off-campus have improved significantly in recent years. Iowa Beta must start now to make sure we have the resources to keep up with our competition. Please consider an investment in the future of Iowa Beta today!



GIVING LEVELS

Recognizing investments in Iowa Beta

FAYETTE CLIFTON BARNEY PLANNED GIVING SOCIETY

Honoring those that name the Phi Kappa Psi Foundation in their estate plans, designating an Iowa Beta Fund.

FOUNDER'S CIRCLE SOCIETY

\$100,000 +

1913 TRUST SOCIETY

\$50,000 - \$99,999

CARDINAL RED & HUNTER GREEN SOCIETY

\$25,000 - \$49,999

AMICI CIRCLE SOCIETY

\$10,000 - \$24,999

316 LYNN AVENUE SOCIETY

\$5,000 - \$9,999

OUR STRONG BAND SOCIETY

\$1,000 - \$4,999

IOWA BETA BROTHERHOOD SOCIETY

\$1 - \$999

MAKE AN HONOR AND MEMORIAL GIFT

Each year, Iowa Beta 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

NON-TAX-DEDUCTIBLE GIVING

Non-tax-deductible gifts to the campaign can be made out to the Iowa Beta House Corporation and mailed to the Phi Kappa Psi Foundation at 5395 Emerson Indianapolis, IN 46226.

TAX-DEDUCTIBLE GIVING

Gifts to the campaign can be made by cash, check, credit card and appreciated securities; paid over five years, if desired; All gifts are 100% tax-deductible if given through the Phi Psi Foundation.

ONLINE

Giving with your credit card online at www.pkpfoundation.org/iowa-beta is a quick and secure way to make an investment in our Iowa Beta 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 Iowa Beta 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 Iowa Beta project to the Phi Psi Foundation at Phi Kappa Psi Foundation, 5395 Emerson Way, Indianapolis, IN 46226. Please be certain to indicate Iowa Beta Housing Fund 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 Iowa Beta

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 Iowa Beta Housing Fund.

Firm: Buckingham Strategic Wealth
Advisor: Tim Jost (tjost@bamadvisor.com | 314.783.2918)

For DTC:
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.

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)



PHI KAPPA PSI FOUNDATION
Invest today. Change tomorrow.

CONTACT US

For more information about volunteering for the campaign or assistance about giving to benefit Iowa Beta please contact a member of the Iowa Beta House Corporation or the Phi Kappa Psi Foundation staff team at 317.275.3400 or pjm@pkpfoundation.org.



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WHAT WILL YOUR IMPACT BE?