

## **Case Statement**

#### **Our Proud History**

The Kappa Delta Rho Foundation's mission is **"to financially support the educational, leadership, and character development programs undertaken by the National Fraternity of Kappa Delta Rho."** To fulfill its mission, the Foundation enlists support of our more than 29,000 alumni brothers, as well as family and friends, to provide the resources for programs that affect our undergraduate brothers. These programs help them maximize their college experience to be better men and better leaders as they graduate and move on with their careers. At times, needs emerge that seem to dwarf the ability to respond. We face one of those challenges now, and rather than bury our heads, the collective leadership of the National Fraternity and Foundation have agreed: KAP will respond. KAP will lead.

#### **Our Need**

College students today face more complex challenges than at any other time in the American history of higher education. It is not uncommon for people dealing with these issues to turn to self-medication through alcohol or controlled substances. Sadly, these circumstances can lead to situations of self-harm and suicide.

To provide context, in the last year:

- 62% of students reported overwhelming anxiety, equating to 1,001 of our undergraduate brothers.
- 40% of students experienced depression severe enough to make functioning difficult. This equates to 646 of our undergraduate brothers.
- 29% of students reported a diagnosis and/or treatment for a mental-health concern, equating to 468 of our undergraduate brothers.
- 11.5% of students reported serious thoughts of suicide. This equates to 186 of our undergraduate brothers.
- During the past 10 years, KΔP has experienced an average of one suicide per year (that we know of). In the past 12 months, we experienced three.

#### **Our Response**

#### **BROTHERS' KEEPER**

Brothers' Keeper is a multi-faceted program intended to develop positive physical and mental health behaviors and habits, and to educate and encourage brothers to reach out for professional help for themselves or a friend when in distress. Ample evidence supports that positive life skills, including health behaviors and building positive social connections promote mental health and help limit substance misuse and suicide.

As our brothers' keepers, we should be aware of possible warning signs and subtle calls for help. We do not have to be mental health professionals to recognize our own, or someone else's difficulties, and seek assistance. **We cannot stand idly by and expect that brothers struggling with mental health issues such as depression, anxiety, or substance abuse will ask for help or resolve these issues on their own.** A brotherhood means that we support each other, and we put a hand out to those brothers who need it; we do not wait to be asked or invited. Sometimes, the request for help doesn't come and the effect of a brother's death on everyone whose life he touched is profound, and forever.



#### THE PROGRAM IS INTENDED TO PROVIDE:

- Lifeline: KΔP, in collaboration with the JED Foundation, developed online resources on mental-health concerns through a KΔP-branded website, **kappadeltarho.ulifeline.org**.
- Talkspace (www.talkspace.com): Access available online to a talk therapist (24 hours a day) for those at risk or their peers.
- Legion Member Education Program: An award-winning total member education that utilizes blended learning and is self-directed after the initial period of membership.
- TIPS Training: Training for Intervention ProcedureS is educational programming and training for the responsible service, sale, and consumption of alcohol.
- Educational programming at the Consuls Academy and Elmon M. Williams Leadership Academy: These programs are to educate the undergraduates on the current mental-health issues and effective leadership skills, as well as the resources available to support them.
- Mental Health First Aid (www.mentalhealthfirstaid.com): Mental Health First Aid teaches you how to identify, to understand, and to respond to signs of mental illness and substance use disorders in your community.
- Director of Health & Wellness position. An endowed position of director of health and wellness, whose responsibility it is to oversee the implementation of the Brothers' Keeper program and risk-management education.





## FAQs

#### Why are we conducting a capital campaign?

Implementing the Brothers' Keeper program requires resources. Developing endowed resources supporting the program is the best long-term course-of-action to address program. This secures a consistent income from the invested endowment supporting each year going forward.

#### What are Brother's Keeper's associated costs?

The goal of the campaign is to raise between \$2,300,000 and \$2,500,000 to endow or partially endow the following programs: Brothers' Keeper, Consuls Academy, New Member Academic Achievement Scholarships, Elmon M. Williams Leadership Academy, and a staff position, Director of Health & Wellness. Fully endowing all these programs would require between \$3,250,000 and \$3,500,000.\*

#### How long are pledges to the campaign payable?

Pledges to the campaign can be paid over a five-year period to allow each brother or donor to make the very best stretch pledge possible.

#### Will my donation be tax deductible?

All pledges and contributions will be routed through the Kappa Delta Rho Foundation, a 501(c)(3) charitable foundation. Contributions are tax deductible for income tax purposes to the extent allowed by law.

#### How are donors recognized?

Donors to the Brothers' Keeper Campaign will be recognized in the giving society appropriate to their pledge. A digital donor board on the website will permanently display the donors by giving category.

#### Are memorial gifts recognized?

Yes. If a brother, group of brothers, and/or family members wish to honor and memorialize a brother who passed they may do so.

The brother's plaque, "In memory of Joe Brown, A'19" will be placed on the donor board at the level of the combined commitments in his memory. So, for example, if 50 classmates all pledge \$1,500 each (total of \$75,000) and the family pledges \$25,000, the "in memory of" plaque will be at the \$100,000 level.

In the case of campaign pledges in memory of a brother, those individuals or brothers making pledges will themselves appear on the donor board at the level of their individual pledge. The group may also request to be recognized collectively. For example, "The class of 2019." The class recognition plaque would be placed at the level where the group collectively fit—if 25 brothers in the class all pledged \$1,000, then the class plaque would be at the \$25,000 bracket. If one or more brothers in the class desired to be listed individually, they would be recognized at the level where their individual pledge placed them.

#### Do gifts to the annual Fund count as part of the campaign in terms of campaign recognition?

Like any organization, the Annual Fund is vital to the ongoing annual support of programs and operations for the Kappa Delta Rho Foundation each year. Every brother who supports the Brothers' Keeper Campaign is encouraged to separately support the Annual Fund at the best level he is comfortable. That said, only gifts designated to the Brothers' Keeper Campaign will count toward campaign giving recognition.

\* See Additional Program Details sheets for more information on highlighted programs.



## FAQs cont'd.

#### Don't universities have their own programs that the students can use? Why us?

Yes, all colleges and universities have programs and resources in place to support their students, varying by institution. In some cases the resources are over-taxed. Campus counseling centers see only about 10 percent of students on campus nationally (Schwartz & Davar, 2016). K $\Delta$ P leadership believes a brother would more likely turn to his fraternal family and its resources before he would reach out to an unfamiliar organization or setting. Research suggests that 80 percent of those who complete suicide have never been seen by their campus mental health service (Ketchen Lipson et al., 2015).

KΔP recognizes this is an overarching societal problem and we have chosen to respond to support our undergraduates. While institutional resources are reactive, the goal of Brothers' Keeper is to be proactive as well. By educating and training brothers and leaders, we believe we can have a higher likelihood of successfully reaching and helping brothers in distress.

#### How do we know the Brothers' Keeper program will be relevant in the future?

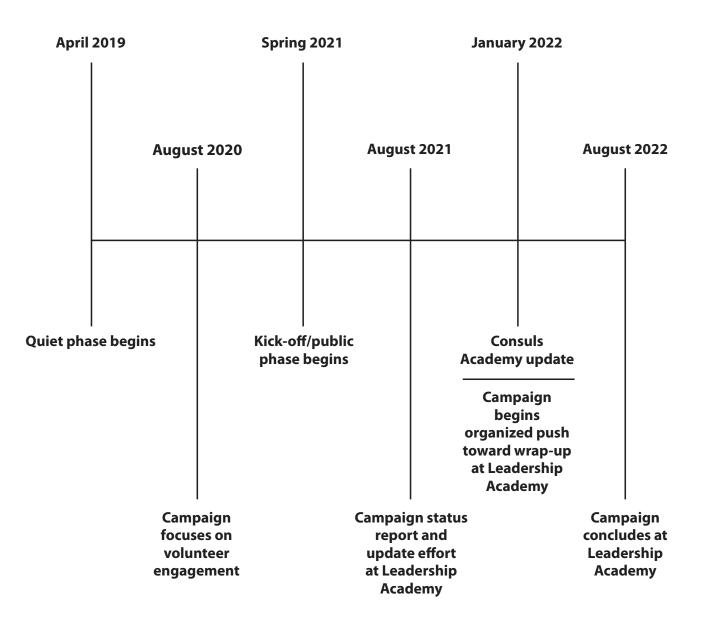
By creating a permanent program endowment, we create a permanent, endowed stream of income for the future. None of us can predict what challenges our undergraduate brothers will face in five, 25, or 50 years, however, the future will inevitably bring challenges to confront, and opportunities for us to improve lives through programs and resources that are relevant at the time.

#### How can I make a gift?

Gifts can be made by check, credit/debit card, cash, stock, or corporate matching. If you would like to pay by stock or would like to verify if your employer has a matching gift program, you can contact our Director of Office Operations, Rachel Womack, at doo@kdr.org or by phone at 800-536-KDR1 ext. 11.

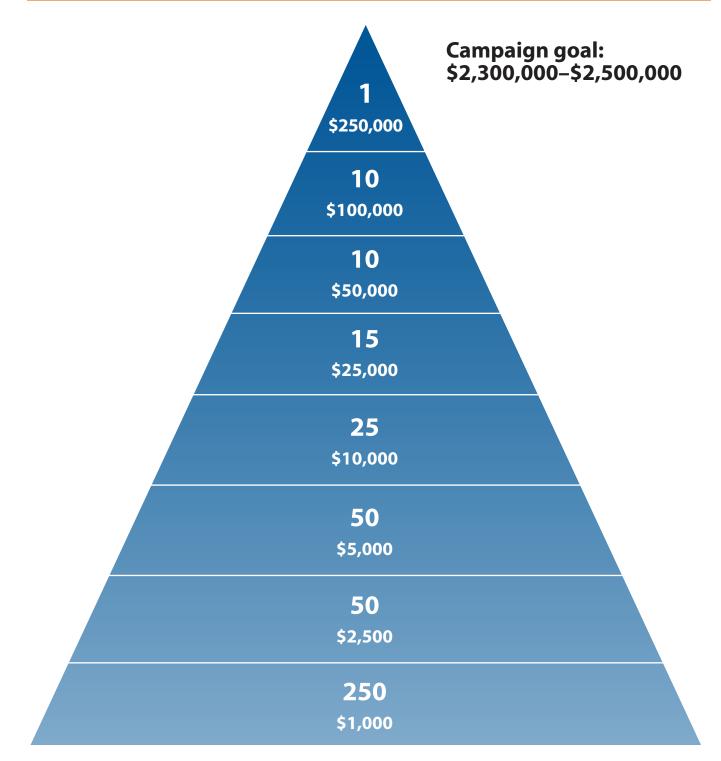


**Campaign Timeline** 











## Leadership

#### CAMPAIGN STEERING COMMITTEE

James C. Hubbard CO-CHAIRMAN Psi '66 – Lycoming College **William J. Paris** CO-CHAIRMAN Eta '87 – University of Illinois

**Dr. Joseph Rosenberg**, Xi Alpha '96 Temple University

> **Eugene L. Spencer**, lota '76 Bucknell University

Matthew R. Lenno, Alpha Beta '95 University of Delaware Mark S. West, Upsilon Alpha '88 St. Louis University

Brian J. Stumm, lota Beta '92 Rochester Institute of Technology

> Matt Jarrard, Epsilon '05 Franklin College

**Gregg Klein**, Omicron Alpha '96 Rutgers University

**Ryan Giallonardo**, lota '20 Bucknell University

**Jodi Jones Smith**, Mother of Nick Smith, Beta Gamma '12 Christopher Newport University

#### **Fraternity Board of Directors**

PRESIDENT Scott Bradley, Zeta Beta '99 – Tarleton University

Executive Vice President **Dr. Joseph S. Rosenberg,** Xi Alpha '96 – Temple University

VICE PRESIDENT OF ADMINISTRATION AND FINANCE Eugene L. Spencer, lota '76 – Bucknell University

VICE PRESIDENT OF RISK MANAGEMENT & STANDARDS **Patrick J. Horan**, Beta Gamma '09 – Christopher Newport University VICE PRESIDENT OF EDUCATION **Matthew R. Lenno,** Alpha Beta '95 – University of Delaware

TREASURER **Reginald V. Davenport,** Omega Alpha '92 – Virginia Commonwealth University

SECRETARY **Zachary K. Gooding,** Eta '09 – University of Illinois

Robert R. Saltzman, Beta '75 Cornell University

**Robert G. McCormick**, Eta '79 University of Illinois Randal S. Saunders, Sigma '79 Oregon State University

**Directors** 

**Mark Hannon**, Omega Alpha '94 Virginia Commonwealth University Christopher Stewart, Nu' 13 Indiana University

Jarrett Lujan, Eta Gamma '17 Angelo State University

#### **Director Emeritus**

Joshua L. Smith, Alpha Beta '93 University of Delaware Robert L. Swinney, Sigma '58 Oregon State University

#### **Director Emeritus Posthumous**

Robert D. Corrie, Beta '53 Cornell University Robert D. Lynd, lota '67 Bucknell University



## Leadership cont'd.

### **Foundation Board Trustees**

#### Officers

PRESIDENT J. Hall Jones Jr., Lambda Beta '91 – James Madison University

> VICE PRESIDENT OF INVESTMENTS Gregg R. Steamer, Delta '74 – Colgate University

VICE PRESIDENT OF DEVELOPMENT AND COMMUNICATIONS Mark S. West, Upsilon Alpha '88 – Saint Louis University

SECRETARY Daniel LaPlaca, Beta '96 – Cornell University

TREASURER Brian J. Stumm, lota Beta '92 – Rochester Institute of Technology

#### **Trustees**

**Gregg Klein**, Omicron Alpha '96 Rutgers University

James C. Hubbard, Psi '66 Lycoming College

**Gerald L. Murray**, Theta '66 Purdue University

William J. Paris, Eta '87 University of Illinois Arthur H. Smith, Xi '57 Colby College

Allen Peterson, Sigma '66 Oregon State University

Steven M. Stastny, Mu Alpha '88 Columbia University

**Alok Kapoor**, lota Beta '93 Rochester Institute of Technology

**Brian Winters**, Iota Alpha '88 University of Pittsburgh at Johnstown

#### **Emeritus Trustees**

Thomas V. McComb, Nu '59 Indiana University **Paul A. Downes**, Gamma '68 State University of New York at Albany

#### **Trustee Emeritus Posthumous**

Robert D. Corrie, Beta '53 Cornell University



## **Giving Societies**

#### INDIVIDUAL GIVING SOCIETIES

EXEMPLAR \$250,000 + HONORABLE FELLOW \$100,000-\$249,999 PLATINUM \$50,000-\$99,999

**GOLD** \$25,000-\$49,999

**SILVER** \$15,000-\$24,999

BRONZE \$10,000-\$14,999

JUBILEE \$5,000-\$9,999

**LEADER** \$2,500-\$4,999

**CONSUL** \$1,000-\$2,499

SUPPORTING BROTHER UP TO \$999

#### **CHAPTER RECOGNITION SOCIETIES**

BROTHERS' KEEPER SOCIETY \$500,000 +

**KIMBALL SOCIETY** \$250,000-\$499,999

**OLD PAINTER HALL SOCIETY** \$100,000-\$249,999

**1905 SOCIETY** \$50,000-\$99,999

FOUNDERS' SOCIETY \$25,000-\$49,999

BROTHERHOOD SOCIETY \$10,000-\$24,999

#### **HONORARY OR MEMORIAL GIFTS**

A family or group of brothers or individuals can collectively provide individual pledges to the campaign in memory of a lost brother.

- The Brother's plaque, "In memory of Joe Brown, A'19," will be placed on the donor board at the level of the combined commitments in his memory. So, for example, if there are 50 classmates who all pledge \$1,500 each (total of \$75,000) and the family pledges \$25,000, the "in memory of" plaque will be at the \$100,000 level.
- In the case of campaign pledges made in memory of a brother, those individuals or brothers making individual pledges will themselves appear on the donor board at the level of their individual pledge.
- The group may also request collective recognition. For example, "The class of 2019." The class recognition plaque would be placed at the level where the group collectively fit—if there were 25 brothers in the class and they all pledged \$1,000, then the class plaque would be at the \$25,000 bracket. If one or more brothers in the class desired to be listed individually, they would be recognized at the level where their individual pledge placed them.



## **Additional Program Details**

#### 2017-2018 Impact by the numbers

- 115 brothers were provided educational leadership opportunities
- \$105,000 in scholarships were awarded
- 465 brothers completed sexual violent prevention programming
- 655 brothers participated in "The Legion" online leadership education

#### Lifeline

Lifeline provides online resources on mental-health concerns through a KAP-branded website, **kappadeltarho.ulifeline.org**. Kappa Delta Rho Lifeline was developed in collaboration with JED. It is a digital portal that demonstrates our commitment to greater mental health awareness, accurate education, and appropriate treatment resources. Lifeline is tangible evidence of our goal to provide mental health education and awareness as well as access to mental health crisis resources 24 hours a day.

LIFELINE STATS FROM ACADEMIC YEAR 2020–2021 SEPTEMBER 2020 TO PRESENT		LIFETIME USAGE JAN. 2019 TO PRESENT
505	unique views to the website 90% are new users	1,959 76.6% new
0	men accessed the Self Evaluator	34
20	people accessed the Get Help Now feature*	75
20	people accessed the Help a Friend feature*	41

\* These features provide the National phone number and number to text for suicide prevention and also where they can go on their specific campus to get assistance

#### Talkspace – Online Therapy www.talkspace.com

It can be difficult to wait days or weeks until your next appointment. With Talkspace, you can send your therapist a message whenever you're near a laptop, tablet, or smartphone. Your conversation carries over seamlessly across devices and uses bankinggrade encryption to keep it safe and confidential. Kappa Delta Rho has a professional relationship and private access to the Talkspace service. Our undergraduate members can access support and get the counseling they need to help them succeed and thrive.

People also know it as e-therapy, distance therapy, internet therapy, and web therapy. Therapists and online therapy networks use a variety of mediums such as apps for texting, video chatting, voice messaging, and audio messaging. Studies have proven the efficacy of therapy via the internet to the point where it has become a viable alternative and supplement to in-office therapy.

#### **Elmon M. Williams Leadership Academy**

The Leadership Academy is Kappa Delta Rho's highly successful annual flagship leadership conference. The multi-day event brings in experienced speakers and alumni volunteers. On average, nearly 100 undergraduate leaders from around the country participate in programming to aid in their personal development to gain confidence, to learn more about their leadership style, and to develop an ability to be more productive as an individual and a leader.

#### **Consuls Academy**

The Consuls Academy is an established program that happens each January for the newly elected consul from each chapter. The programming focuses on personal development and the development of leadership skills required to lead an



## Additional Program Details cont'd.

organization. Each Consul gains a better understanding of his role as the CEO of his chapter, as well as the resources available to help them. They develop a useful network of fellow Consuls to whom they can turn for support and guidance.

#### New Member Academic Achievement Scholarships

Kappa Delta Rho offers a scholarship of \$100 to any new member from any chapter who attains a 3.0 GPA or higher during his pledge semester. The only requirement is that he apply for the scholarship and provide his transcript. History shows that new members who get higher grades tend to stay active longer in the chapter and are more likely to graduate. This leads to stronger and more stable chapters. Through the success of the Brothers' Keeper Campaign we hope to increase the size of the scholarship offered.

#### **Legion Member Education Program**

The Legion is a total member education program that utilizes blended learning and is self-directed after the initial period of membership.

Legion is anchored in Roman legion archetypes and is designed as a four-part program. Legion is defined in Latin as "to choose or one's choice," which is very fitting to our program and fraternity. A brother's educational path will be their choice based on areas of leadership they want to develop. Most of today's graduates lack key job skills of problem solving, strategic thinking, leadership, and group communication (2015 Bloomberg Job Skills Report). Membership in KΔP and participation in the Legion provides experiences and training in these key skills. Current national statistics indicate that a graduate has a 40 percent better opportunity of securing employment if they can demonstrate these critical leadership skills."

#### **TIPS Training Program**

TIPS (Training for Intervention ProcedureS) is a dynamic, skills-based training program designed to prevent intoxication, drunk driving, and underage drinking by enhancing the fundamental "people skills" of servers, sellers, and consumers of alcohol. TIPS gives individuals the knowledge and confidence they need to recognize potential alcohol-related problems and intervene to prevent alcohol-related tragedies.

#### Mental Health First Aid www.mentalhealthfirstaid.com

Mental health first aid training to the undergraduates, starting at the Consuls Academy and Elmon M. Williams Leadership Academy and ultimately done at the chapter level. Just as CPR training helps a person with no clinical training assist an individual following a heart attack, mental health first aid training helps a person assist someone experiencing a mental health crisis, such as contemplating suicide. In both situations, the goal is to help support an individual until appropriate professional help arrives.

Mental health first aiders learn a single five-step strategy that includes assessing risk, respectfully listening to and supporting the individual in crisis, and identifying appropriate professional help and other supports. Participants are also introduced to risk factors and warning signs for mental health or substance use problems, engage in experiential activities that build understanding of the impact of illness on individuals and families, and learn about evidence supported treatment and self-help strategies.

An important component of the mental health first aid course is the opportunity to practice the intervention strategy rather than to just learn about it. This simple experience can make it easier to apply the knowledge in a real-life situation. The goal is to have the entire national staff trained as mental health first aid trainers by the start of the 2019–2020 academic year, so every chapter can then be trained in mental health first aid."

#### **Director of Health & Wellness**

Kappa Delta Rho today has good programs and the vision of the future through the successful conclusion of the Brothers' Keeper Campaign is to expand and improve upon these great programs. The breadth, depth, and important impact of the programming cannot happen without the guiding hand of an experienced staff person who is dedicated to planning, organizing, and implementing the programs.



## Where does the money go?

## You the Alumnus

Your tax-deductible gifts to the Annual Fund

## Kappa Delta Rho Foundation

The foundation uses approximately 75% of the contributions in the General Fund to make grants to support programs undertaken by the National Fraternity.

The other 25% covers basic administrative and fundraising costs.

# Scholarships

The foundation manages the scholarship endowments and programs for Kappa Delta Rho. KΔP provides 154 different scholarships, totaling \$110,000.

#### Your tax-deductible gift to the Brothers' Keeper Campaign

## Brothers' Keeper Campaign

Gifts to the Brothers' Keeper Campaign will help to create a substantial endowment for the foundation.

Income from the endowment will stabilize and enhance the foundation's ability to make grants to support the Brothers' Keeper program.

## **National Fraternity**

Nearly 12.7% of the National Fraternity's annual budget comes from grants made by the foundation. The foundation contributes around \$142,000 dollars to the National Fraternity budget, with the National Fraternity's income totaling \$1.1 million.

## Programs

Foundation grants support programs undertaken by the National Fraternity each year. These programs include but not limited to:

The Williams Leadership Academy Leadership Consultant Program Consuls Academy Legion – Award Winning Program Mental Health First Aid Training CPR training

Lifelines

These programs directly touch the lives of nearly 1,700 young men each year.



## How can you give back to your fraternity?

#### **Tax-Deductible Pledge Samples**

All pledges will be paid to the Kappa Delta Rho Foundation. Below are examples of how the tax-deductible pledge breaks down over a five year period.

Five-Year Pledge Amount	Monthly	Quarterly	Semiannually	Annually	After-tax pledge amount (presuming a 40% tax rate)
\$1,000	\$16.67	\$50	\$100	\$200	\$600
\$2,500	\$41.67	\$125	\$250	\$500	\$1,500
\$5,000	\$83.33	\$250	\$500	\$1,000	\$3,000
\$10,000	\$166.66	\$500	\$1,000	\$2,000	\$6,000
\$25,000	\$416.66	\$1,250	\$2,500	\$5,000	\$15,000
\$50,000	\$833.33	\$2,500	\$5,000	\$10,000	\$30,000
\$75,000	\$1,250.00	\$3,750	\$7,500	\$15,000	\$45,000
\$100,000	\$1,666.66	\$5,000	\$10,000	\$20,000	\$60,000
\$250,000	\$4,166.67	\$12,500	\$25,000	\$50,000	\$150,000



#### Annual Report and Quill & Scroll Released

The fourth edition of the Kappa Delta Rho Foundation's annual report has been released, along with the most recent issue of the *Quill & Scroll*. Check out the annual report to learn more about how your donations to the Kappa Delta Rho Foundation are impacting our undergraduate brothers, see a complete list of donors, and learn more about how you can provide a legacy that will benefit future generations of K $\Delta$ Ps! Check out the *Quill & Scroll* for the award winners from the 104th National Convention, the leadership



thoughts of Ken Coulter, lota '92, as he spoke at convention, and more! Visit www.kdrfoundation.org to read the annual report and the *Quill & Scroll*.

#### **Expansion at Kappa Delta Rho**

- lota Gamma Chapter at Towson University chartered on November 18, 2018.
- Lambda Chapter at University of California – Berkeley chartered on May 4, 2019.
- Lambda Gamma chapter at Frostburg University will be chartered during the 2019–2020 academic year.
- Theta Gamma Chapter at Indiana University Purdue University Fort Wayne will be chartered during

the 2019-2020 academic year.

- We have expanded to **The Col**lege of New Jersey (TCNJ). They are currently at 22 men. We hope to be chartered by spring 2020.
- Recolonization has begun for the Kappa Chapter at Ohio State University. The chapter's petition for "group of intent" recognition from the National Fraternity of Kappa Delta Rho was granted by the national board of directors at their meeting on Wednesday, November 14, 2018.



#### Follow Us Online

Fraternity: ◆ kdr.com ◆ www.facebook.com/kdrnational Foundation: ◆ kdrfoundation.org ◆ www.facebook.com/kdrfoundation



VITAL STATS*				
1,549	active undergraduate brothers			
39	total chapters (33 active chap- ters, 6 provisional chapters)			
17	chapters with GPA above the all men's average			
2.86	average GPA of all K∆P undergraduate brothers			
384	undergraduate brothers with a 3.24 GPA or higher who have received Order of Constantine			

\*These data points are as of the middle of the 2018–2019 academic year.

#### **Scholarships**

Over the course of the past academic year, the Kappa Delta Rho Foundation awarded over \$150,000 in scholarships to over 100 Brothers.

For a complete listing of scholarship winners, visit our website: www.kdrfoundation.org.

On January 1, 2019, a new initiative at KΔP, the **Kappa Delta Rho Lifeline**, was launched. This initiative is more important than ever in today's world. Lifeline is part of a collaboration with **The JED Foundation** (www.jedfoundation.org), a leading non-profit organization that exists to protect the emotional health and to prevent suicide for our nation's teens and young adults, led by Brother John MacPhee, Nu Alpha '89.

All Brothers, both undergraduate and alumni, are encouraged to visit the Lifeline site kappadeltarho.ulifeline.org. By knowing what tools and resources are available, one can act quickly and confidently when they recognize a brother in need. Lifeline is a resource that will truly help all brothers be Their Brother's Keeper.

Kappa Delta Rho Foundation Treasurer, Brian J. Stumm, lota Beta '92, Cole Murphy, Zeta Beta '18, and Fraternity President, Eugene L. Spencer, lota '76 at the 2018 Foundation Scholarship Luncheon.