



FOUNDATION
FOR FRATERNAL
EXCELLENCE

FY24 Annual Research Impact Report

Research is a core strategic priority of FFE.

Our vision? By 2025, FFE will be the leader in **championing, funding, and facilitating** research to advance fraternal excellence and enhance the ability of the industry to share the value and positive impact of all fraternity/sorority member experiences.

And, we're on our way. Nearly **\$750,000** was awarded this fiscal year in support of industry research initiatives!



Amplifying Sorority Campaign Individual Donor



I invested in this work because I am concerned about the pressures that exist on the future membership of sororities and fraternities. I believe that the research initiatives allow us to leverage the power of the fraternal community to truly understand the pressures and threats and help us shape member organizations to address the needs and expectations of our members, the next generation of members, and the host institutions. I am excited to help support this important work."

TRACY GARNER

ALPHA DELTA PI FOUNDATION PAST PRESIDENT
AND TRUSTEE & FFE BOARD OF DIRECTORS

AMPLIFYING SORORITY

Thank you, donors!

Thanks to Amplifying SorORITY Campaign (ASC) donors, **\$266,040 has been awarded** in FY24 to support **women's-focused, sorORITY research initiatives.**

\$100,000+

Kappa Kappa Gamma
Fraternity & Kappa Kappa
Gamma Foundation
MJ SorORITY
Zeta Tau Alpha

\$75,000-99,999

Alpha Chi Omega
Fraternity & Foundation
Chi Omega
Gamma Phi Beta
Kappa Delta Foundation
The Tri Delta Enterprise

\$50,000-74,999

Alpha Delta Pi & Alpha
Delta Pi Foundation
Delta Gamma
Kappa Alpha Theta
Fraternity & Kappa Alpha
Theta Foundation
Pi Beta Phi Fraternity
& Foundation
Cindy H. Stellhorn

\$25,000-49,999

Alpha Gamma Delta
Fraternity & Foundation
Billhighway & greekbill
National Panhellenic
Conference & NPC
Foundation
Phi Mu Fraternity
& Phi Mu Foundation
Revela
Tri Sigma & Tri Sigma
Foundation

\$10,000-24,999

Alpha Omicron Pi
Fraternity & Foundation
Alpha Phi Fraternity
& Foundation
Alpha Sigma Tau
SorORITY & Foundation
Blue & Co.
CSL Management
Sigma Delta Tau & Sigma
Delta Tau Foundation
Sigma Kappa SorORITY,
Foundation and National
Housing Corporation
OmegaFi | Pennington
& Company
Theta Phi Alpha Fraternity
& Theta Phi Alpha
Foundation

\$5,000-9,999

Delta Zeta SorORITY
Diane Eggert
Tracy Garner
Marsha Grady
Heather Matthews
Ginger Hicks Smith
Trek Advancement
Jessica Gendron Williams

\$2,500-4,999

Alpha Epsilon Phi SorORITY
Alpha Sigma Alpha and
the Alpha Sigma Alpha
Foundation
Alpha Xi Delta
Dianne Chipps Bailey

\$1,000-2,499

Jason Butler
James R. Paponetti
Meghan Parker
Phi Sigma Sigma
Wendy Pratt

Up to \$999

Keo Frazier
Emily Freed
Katie Gaffin
Brian Gill
Kristin Henkenius
Amber Shaverdi Huston
Mary Jane Johnson
Jennifer Mores
Erica Ochs
Mary Pat Rooney
Vicki Ryan
Elizabeth Sordi
Cindy Svec
Ashley VanDewark
Wilma Wilbanks
Hallee Winnie
Bonnie Rubenstein
Wunsch

Donors as of 08/26/24

FRATERNITIES MATTER

Thank you, donors!

Thanks to Fraternities Matter Campaign (FMC) donors, **\$480,423 has been granted** in FY24 to support **men's-focused, fraternity research initiatives.**

\$150,000+

Alpha Gamma Rho
Alpha Tau Omega
Beta Theta Pi
Lambda Chi Alpha
Phi Gamma Delta
Pi Kappa Alpha
Richard G. Miller
Foundation

\$100,000-\$149,999

Delta Chi
Delta Tau Delta
Kappa Alpha Order
Sigma Chi

\$75,000-\$99,999

Delta Upsilon
Favor & Company
Phi Kappa Psi

\$50,000-\$74,999

Chi Phi
FarmHouse
Phi Kappa Tau
Pi Kappa Phi
Sigma Nu
Sigma Pi
Zeta Beta Tau
Zeta Psi

\$25,000-\$49,999

Mike Greenberg
Patrick Alderdice

\$10,000-\$24,999

Acacia
CSL Management
Delta Kappa Epsilon
Psi Upsilon
Sigma Alpha Epsilon
Triangle Educational
Foundation

Up to \$9,999

The Chi Psi Educational
Trust
Phi Delta Theta
Sigma Beta Rho
Tau Epsilon Phi

Donors as of 08/26/24



AMPLIFYING SORORITY

ASC projects partially or fully funded by FFE in FY24:

- Sorority Market and Persona Research (Culturati Research & Consulting)
- New Member Longitudinal Study (Plaid)
- 2nd–4th Year Retention Study (Plaid)



Amplifying Sorority Campaign Organizational Donor

The Amplifying Sorority Campaign Research Committee has worked collaboratively to plan and execute studies that address the short- and long-term goals of the sorority community. This data and the corresponding toolkits will help our industry to build a robust case for support to drive growth and retention across all 26 NPC member organizations. I have already witnessed the application of key data across groups and relish the opportunity to serve in this way—the future is bright for sorority!”

MARY PAT ROONEY

KAPPA KAPPA GAMMA FORMER FRATERNITY PRESIDENT
& ASC RESEARCH COMMITTEE MEMBER

FRATERNITIES MATTER

FMC projects partially or fully funded by FFE grants in FY24:

- Joining Insights Project (Prevention Strategies)
- Fraternity Growth Index (NIC Staff)
- Masculinity Study (Prevention Strategies)
- Social Norming & Bystander Intervention (University of Washington)
- Learning Outcomes of Fraternity Membership (Piazza Center)
- Rites of Passage (Kent State University)
- Peer Accountability (Plaid)
- Junior and Senior Member Experience and Retention Research (Plaid)

Fraternities Matter Campaign Organizational Donors

The research results have been extremely helpful as Beta has embarked on its recent capital campaign. When telling our campaign story, we often start with this research because it clearly advocates for the value of fraternity. It is so nice to finally have proven research from reputable sources that validates what many of us have felt in our hearts for a long time."

PHIL FERNANDEZ

BETA THETA PI CHIEF FOUNDATION OFFICER
& FFE BOARD OF DIRECTORS

We needed to pool our resources for the common good. This research has allowed AGR and our Educational Foundation to show our donors that the fraternal experience continues to benefit them and our new members. We can be proud of what we do."

REX MARTIN

ALPHA GAMMA RHO CHIEF EXECUTIVE OFFICER
& NIC GOVERNING COUNCIL MEMBER

AMPLIFYING SORORITY

Thank you to our 2023-24 volunteers!

Without the dedication of the following volunteers, this work would not be possible. We're grateful for their service in pursuing a sorority-focused, sorority-led research agenda.

Campaign Committee

- **Marsha Grady, Chair**
Alpha Chi Omega Foundation
Chief Development Officer
- **Leslie Loop Martin**
Delta Gamma Foundation
Executive Director
- **Meghan Parker**
Zeta Tau Alpha Executive Director
- **Cindy H. Stelhorn**
MJ Sorority Executive Vice President
- **Wilma Wilbanks**
Delta Gamma Former Foundation
Board Trustee & Former President
- **Hallee Winnie**
Pi Beta Phi Foundation
Former Executive Director
- **Jennifer Webb**
Alpha Delta Pi Foundation
Executive Director

FFE Research Committee

- **Meghan Parker, Chair**
Zeta Tau Alpha Executive Director
- **Katie Abernathy**
Alpha Gamma Delta CEO
- **Dr. J. Patrick Biddix, Research Consultant**
University of Tennessee Professor
and Research Director
- **Melissa Kish**
Sigma Delta Tau Executive Director
- **Heather Matthews**
Kappa Delta Director of Marketing
and Communications
- **Laura Miller**
Chi Omega National President
- **Erica D'Angelo Ochs**
Kappa Alpha Theta
Fraternity President
- **Aja Pirtle**
National Panhellenic Conference
Chief Marketing Officer
- **Mary Pat Rooney**
Kappa Kappa Gamma
Fraternity President
- **Dani Weatherford**
National Panhellenic Conference CEO

FFE Staff Support

- **Hillary Brewer**
Foundation for Fraternal Excellence
Director of Marketing
- **Ashley VanDewark**
Foundation for Fraternal Excellence
Executive Director

FRATERNITIES MATTER

Thank you to our 2023-24 volunteers!

Without the dedication of the following volunteers, this work would not be possible. We're grateful for their service in pursuing research to prove the value of fraternity.

Campaign Committee

- **Patrick Alderdice, Chair**
Pennington & Company CEO
- **Rob Caudill**
Phi Gamma Delta Executive Director
- **Mike Greenberg**
Past NIC Executive Committee
Chairman and Past Grand Consul,
Sigma Chi
- **Jerod Breit**
Delta Chi Former Executive
Director & CEO
- **Rex Martin**
Alpha Gamma Rho CEO
- **Ben W. Satcher, Jr.**
Kappa Alpha Order Educational
Foundation Executive Vice President
and Former Knight Commander

NIC Research Committee

- **Rob Caudill, Chair**
Phi Gamma Delta Executive Director
- **Brad Beacham**
Sigma Nu Executive Director
- **Mike Church**
Sigma Chi Executive Director
- **Chris Hancock**
Sigma Alpha Epsilon CEO
- **Jack Kreman**
Delta Tau Delta Executive Director
- **Troy Medley**
Lambda Chi Alpha CEO
- **Wynn Smiley**
Alpha Tau Omega CEO
- **Dr. Dawn Wiese, Research
Consultant**

NIC and FFE Staff Support

- **Hillary Brewer**
North American Interfraternity
Conference Director of Marketing
- **Will Foran**
North American Interfraternity
Conference Chief Operating Officer
- **Judson Horras**
North American Interfraternity
Conference President & CEO
- **Ashley VanDewark**
Foundation for Fraternal Excellence
Executive Director



Stay engaged with FFE's research initiatives.

Scan the QR code above to access the women's and men's research findings, donate to each fund and view the most recent campaign newsletters.

FFE aims to advance a balanced research agenda to advocate for both the fraternity and sorority member experiences, and, to facilitate research to enhance fundraising case making by:

- Educating and empowering fraternal foundations on how to fund and how to use industry research and
- Planning and coordinating research to guide changing generational dynamics and fundraising philosophy.

Interested in being added to the ASC and/or FMC newsletter distribution list(s)? Email us at foundation@foundationfe.org.



**FOUNDATION
FOR FRATERNAL
EXCELLENCE**

Foundation for Fraternal Excellence, Inc. is a registered 501(c)3 organization with a federal EIN 35-1873572. Donations made to FFE are tax-deductible in the U.S. to the extent allowed by law.