



FOUNDATION
FOR FRATERNAL
EXCELLENCE

FY25 ANNUAL RESEARCH IMPACT REPORT

Research is a core strategic priority of FFE.

Our vision?

By 2026, 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. More than **\$620,000** was awarded this fiscal year in support of industry research initiatives!



**Visit the FFE
Research Hub**
([foundation.org/
research](https://foundation.org/research))

THE SORORITY EXPERIENCE



THE FRATERNITY EXPERIENCE



AMPLIFYING SORORITY

Thank you, donors!

Thanks to Amplifying SorORITY Campaign (ASC) donors, **\$215,920 has been awarded** in FY25 to support **women's-focused, sorORITY research initiatives.**

\$100,000+

Alpha Chi Omega Fraternity
& Foundation
Alpha Delta Pi & Alpha Delta
Pi Foundation
Gamma Phi Beta
Kappa Kappa Gamma
Fraternity & Kappa Kappa
Gamma Foundation
MJ SorORITY
Zeta Tau Alpha

\$75,000-99,999

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

\$50,000-74,999

Pi Beta Phi Fraternity
& Foundation
Cindy H. Stellinghorn

\$25,000-49,999

Alpha Gamma Delta
Fraternity & Foundation
re:Members
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
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Theta Phi Alpha Fraternity &
Theta Phi Alpha Foundation
Upper Crust Food Service

\$5,000-9,999

Alpha Sigma Alpha and
the Alpha Sigma Alpha
Foundation
Bank of America
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Tracy Garner
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Ginger Hicks Smith
Taylor Bell Consulting
Jessica Gendron Williams

\$2,500-4,999

Alpha Epsilon Phi SorORITY
Alpha Xi Delta
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\$1,000-2,499

Jason Butler
Janeen Judah
James R. Paponetti
Meghan Parker
Phi Sigma Sigma
Wendy Pratt
Dawn Victor-Herring

Up to \$999

Katie Jolley Abernathy
Ellen Bower
Hillary Brewer
Ashley Krieg Byrd
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Ashley VanDewark
Julie Waitman
Lisa Wallace
Jennifer Webb
Wilma Wilbanks
Hallee Winnie
Jen Wu
Bonnie Rubenstein Wunsch

Donors as of 08/13/25

FRATERNITIES MATTER

Thank you, donors!

Thanks to Fraternities Matter Campaign (FMC) donors, **\$404,951 has been granted** in FY25 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
Delta Sigma Phi
FarmHouse
Phi Kappa Tau
Pi Kappa Phi
Sigma Nu
Sigma Pi
Zeta Beta Tau
Zeta Psi

\$25,000-\$49,999

Patrick Alderdice
The Chi Psi Educational Trust
Mike Greenberg

\$10,000-\$24,999

Acacia
CSL Management
Delta Kappa Epsilon
FRMT, Ltd.
Psi Upsilon
Jack W. Stickle II - *In honor of Larry H. Hageman, Ph.D.*
Sigma Alpha Epsilon
Sigma Alpha Mu Foundation
Triangle Education Foundation

Up to \$9,999

Phi Delta Theta
Sigma Beta Rho
Tau Epsilon Phi

Donors as of 08/13/25

**"This research shows that fraternities
and sororities are a catalyst for
success in college and beyond..."**

Ken Jessell, Former Florida International University President

AMPLIFYING SORORITY

ASC projects partially or fully funded by FFE in FY25:

- New Member Longitudinal Study (Dr. Meghan Grace, Plaid)
- 2nd – 4th Year Retention Study (Dr. Meghan Grace, Plaid)
- The State of Sorority Women's Mental Health (Dr. Amanda Blakewood Pascale, University of North Florida)
- Alumnae & Donor Engagement Survey (Cygnus Applied Research)
- Parent Perceptions of the Sorority Experience (Culturati Research & Consulting)

Key findings from Amplifying Sorority Campaign-funded research:

- Sororities have an opportunity to tell our story better; **we have what Gen Z women need and want**, they just don't know it yet.
- **There is power in personas** (Memory Makers, Identity Explorers, Comfort Seekers, Focused Achievers). Gen Z is not a monolith, and sororities can enhance communication and chapter activities catered to each.
- **Social connection is the currency of sorority.** It is the most powerful and consistent lever to maintain and improve retention.
- Our new members see **leadership opportunities as a key reason to join**, and benefit from almost immediately upon joining.
- In nearly every single measure, when compared to their peers, sorority women have **more positive mental health and well-being**.



"Having research results that are specific to women's fraternal organizations equips us with the knowledge and language to clearly demonstrate our continued relevance."

**Ashley Byrd, Alpha Omicron Pi Foundation Executive Director
& FFE Board Director**

FRATERNITIES MATTER

FMC projects partially or fully funded by FFE grants in FY25:

- 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)
- Alumni & Donor Engagement Survey (Cygnus Applied Research)



Key findings from Fraternities Matter Campaign-funded research:

- Fraternity members experience **lower levels of anxiety and depression** than unaffiliated peers.
- Fraternity alumni **significantly outpace their peers** — 62% compared to 34% — when it comes to career well-being.
- Fraternity alumni are 5x as likely to **give back financially to their alma mater**.
- Fraternity members show **significantly higher learning gains** than their peers in their first year of college.
- 83% of fraternity members indicate **stronger leadership confidence** as a result of their fraternity membership.
- Fraternity alumni are more likely to **strongly agree their education was worth the cost**.

"Over the past few years, we've moved beyond intuition and anecdote to confidently demonstrate the value of our organizations to prospective members, parents, donors and many others. This momentum has empowered us to articulate our value with clarity and credibility."

**Rob Caudill, Phi Gamma Delta Executive Director
& NIC Research Committee Chair**

AMPLIFYING SORORITY

Thank you to our 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.

2024-25 FFE Research Committee

Meghan Parker, Chair

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Executive Director

Katie Abernathy

Alpha Gamma Delta
Chief Executive Officer

**Dr. J. Patrick Biddix,
Research Consultant**

University of Tennessee
Associate Vice Provost

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National Panhellenic Conference
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Chief Executive Officer

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Former Chief Development Officer

Leslie Loop Martin, MPH, CFRE

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Meghan Parker

Zeta Tau Alpha
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Cindy H. Stellhorn

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Wilma Wilbanks

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Executive Director

FFE Staff Support

Hillary Brewer

Foundation for Fraternal Excellence
Chief Communications Officer

Ashley VanDewark

Foundation for Fraternal Excellence
Former Executive Director

FRATERNITIES MATTER

Thank you to our 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.

2023-25 NIC Research Committee

Rob Caudill, Chair

Phi Gamma Delta
Executive Director

Brad Beacham

Sigma Nu
Executive Director

Michael Church

Sigma Chi
Executive Director

Chris Hancock

Sigma Alpha Epsilon
Former Chief Executive Officer

Jack Kreman

Delta Tau Delta
Executive Director

Troy Medley

Lambda Chi Alpha
Chief Executive Officer

Wynn Smiley

Alpha Tau Omega
Chief Executive Officer

Dr. Dawn Wiese,

Research Consultant

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Executive Director

Mike Greenberg

Past NIC Executive Committee
Chairman

Sigma Chi

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Former Executive Director & CEO

Rex Martin

Alpha Gamma Rho
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Kappa Alpha Order Educational Foundation
Executive Vice President and Former Knight
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NIC and FFE Staff Support

Hillary Brewer

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Chief Communications Officer

Will Foran

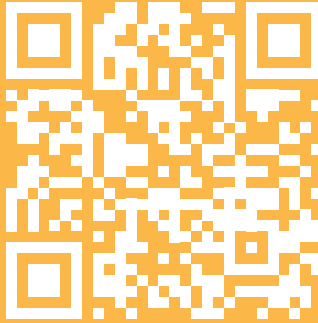
North American Interfraternity Conference
Former Chief Operating Officer

Judson Horras

North American Interfraternity Conference
President & CEO

Ashley VanDewark

Foundation for Fraternal Excellence
Former Executive Director



linktr.ee/fs_research

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 research newsletter distribution lists? Email us at foundation@foundationfe.org.



**FOUNDATION
FOR FRATERNAL
EXCELLENCE**

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