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## SPECIAL ANNOUNCEMENT

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Dear Brother <Last Name>,

Recently, Sigma Nu Beta Rho celebrated 125 years at the University of Pennsylvania. This is a time to celebrate the success and longevity of our Chapter and contemplate how we can position Beta Rho for success at Penn over the next 125 years. The fraternal core of the Beta Rho experience has always centered on the bonds of friendship we have built in and around our Chapter House at 3819 Walnut Street. Beta Rho is unique as being only one of three fraternity-owned chapter houses at the University of Pennsylvania. As such, it is the unique responsibility of all Brothers to work together to physically maintain 3819 Walnut. We do this to ensure we have a home at Penn to build the friendships we established at Sigma Nu and to guarantee future generations will build the same lifetime bonds of friendship each of us established during our time at Penn.

As would be expected with a 150+ year old home (in fraternal use since 1921 and without a comprehensive renovation in over 75 years), the physical infrastructure of 3819 Walnut is in substantial need of capital improvement. To systematically address capital needs, the Beta Rho Property Company engaged preservation architects and structural engineers to formally scope and prioritize necessary projects and their potential cost. Aside from structural capital needs for which the capital campaign is primarily geared to address, a growing portion of the Penn student body and their parents have quality requirements for housing that far exceed those of the past. Feeding this demand has been an explosion in the number and quality of off-campus housing options, creating additional housing competition. Housing supply challenges have been compounded by Penn's new requirement that all Sophomores live in on-campus residences, excluding fraternity housing of any kind. As a result, it is more difficult than ever to attract and retain quality brothers to live in our Chapter House.

With these issues before us, it is necessary that we **formally announce our 125th Anniversary Capital Campaign** with a goal of raising \$1 million that is critical to preserve 3819 Walnut for alumni and future Sigma Nu generations. **With this goal met, projects completed will position Beta Rho for the next 50 years.**

Thanks to an initial, small group of generous classes and alumni, **we already have received commitments for one-third of our goal.** While a strong start, we need broad and meaningful Brother participation in the capital campaign to address the preservation roadmap for 3819 Walnut. We look forward to your support.

**Our ask is: 100% participation, a 3-5 year pledge, and that Brothers give what you can, as every amount makes a difference.**

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**The commitment form is enclosed with instructions on how to donate.**

Please note that this appeal is separate from our Annual Fund fundraising effort which primarily offsets the annual cost of communicating with Brothers and holding on-campus events such as our Homecoming and Alumni Day receptions.

Ryan Miller, President of the Beta Rho Property Company, and I are available to discuss the above in greater detail. Please email me at [neil.anand@gmail.com](mailto:neil.anand@gmail.com) should you want additional materials outlining the preservation work needed and projects begun to date. **A detailed presentation also is available on our website.** You can find this by visiting <http://betarhoalumni.com/campaign/>

Fraternally,



Neil Anand, '04  
Vice President, Alumni Relations



Ryan Miller, '00  
President, Beta Rho Property Company



## Beta Rho Chapter 125th Anniversary Capital Campaign Letter of Commitment

This letter outlines my binding commitment to contribute to the Sigma Nu Fraternity Beta Rho Chapter 125th Anniversary Capital Campaign in the amounts listed below. My contribution will be administered by Beta Rho Property Company, Inc. for the maintenance, renovation, restoration and expansion of 3819 Walnut Street, Philadelphia, PA 19104 in furtherance of its fraternity use by our chapter.

### Pledge Information

Donor Name: \_\_\_\_\_ Class Of: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I pledge a total of: \$ \_\_\_\_\_ . Please select a pledge funding plan:

- I pledge to fund amount within 60 days of signature unless otherwise noted.
- I pledge to fund amount in 3 ratable annual payments over 3 years, first payment within 60 days.
- I pledge to fund amount in 5 ratable annual payments over 5 years, first payment within 60 days.

### Checks made to:

Payee: **Beta Rho Property Company, Inc.**  
Memo: 125th Capital Campaign  
(include your name and grad year)

### Contributions mailed to:

**Neil Anand, Alumni Relations Chair**  
Beta Rho Property Company, Inc.  
6 Aberdeen Way  
Southport, CT 06890

### You can also Venmo us:

**@betarhopropco**  
Memo: 125th Capital Campaign  
(include your name and grad year)

### Acknowledgement

Please print your name as you would like it to appear in formal recognitions and/or publications or write "anonymous" should you wish not to be acknowledged formally:

\_\_\_\_\_  
Donor Acknowledged As

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

Note: This letter represents a binding personal obligation of the signatory. Donations to the Beta Rho 125th Anniversary Capital Campaign are not tax deductible.

*Thank you for your support!*