



JOHN REILY KNOX CLUB

June 1, 2020

Dear Loyal Beta Supporter,

Thank you for your ongoing commitment to the Beta Foundation and the John Reily Knox Club (JRK Club). It truly takes a consistent commitment from our most generous donors to allow the Beta Foundation to fuel the fraternity's "engine" of programs and services each year.

Since 2008, this exclusive club has recognized donors who give \$1,500 or more to the Beta Foundation on an annual basis. In fact, membership in the club has grown from 159 members in 2008 to just over 350 members in 2020. In that same span of time, however, Beta's undergraduate membership has increased 44%, which has put an increased demand on Foundation support each year. Moreover, as our chapters navigate the challenges of COVID-19, the Beta Foundation is working to meet their needs by offering need-based relief scholarships, increased Men of Principle Scholarship grants, and an expanding field of online educational tools.

Knowing this, the Foundation Board came to grips with the notion that it was probably time to increase the JRK Club giving level. But the board did not want to act without first hearing from our members. Thankfully, the majority of our responding JRK Club members agreed, as they indicated support for this increase in the Foundation's annual survey.

So, I wanted you to be among the first to know that beginning this fiscal year (June 1, 2020 – May 31, 2021) the giving threshold for the John Reily Knox Club will increase to \$1,839, symbolizing the year of the fraternity's founding.

Also, for the first time, Betas within 10 years of graduation can join the club by making a \$500 BLF gift.

As we implement this increase to the JRK Club, we hope that you, too, will secure your membership with a gift of a least \$1,839 to the Beta Leadership Fund this year! Your giving has made a direct impact on the development of so many young Betas. We look forward to your continued support, as we couldn't do it without you!

Fraternally and yours in ___kai___,

Michael Feinstein, MIT '82
Chairman, Beta Theta Pi Foundation