



FARMHOUSE FOUNDATION ANNUAL REPORT 2020—2021

FOUNDATION BOARD OF TRUSTEES

LOREN G. PETERSON (NE 75)

CHAIRMAN

Entrepreneurial Advisor & Owner, EAS-MKE, LLC

SCOTT D. NAGEL (MN 85)

CHAIR-ELECT

President, ADM Benson Quinn

ROBERT G. KNIEF (IL 89)

PAST FOUNDATION CHAIRMAN

President, Bartlett Grain Company

RICK A. BERG (ND 78)

Partner, Midwest Management Co.,

Former United States Congressman

LLOYD A. BETTIS (IA 67)

FUNDRAISING CHAIR

*Retired Chairman/CEO, National Bureau
of Property Administration*

MICHAEL D. DYKES (KY 74)

President & CEO, International Dairy Foods Association

GARY L. HANSEN (SD 72)

Attorney & Arbitrator, Retired Risk Manager

L. CRAIG HARRIS (IA 65)

Certified General Appraiser, Peoples Company

JAMES B. HENDRIX (CO 72)

FINANCE CHAIR

President, Progressive Ag Management

JAMES A. KELLY (AU 81)

Retired CPA and Partner, PriceWaterhouseCoopers LLP

CHARLES M. OELLERMANN (NE 77)

Attorney & Of Counsel

Jones Day

ERIC T. THURBER (NE 89)

Co-Founder & Managing Director,

Three Bridge Wealth Advisors

RICHARD L. WITTMAN (ID 68)

GOVERNANCE CHAIR

Principal, Wittman Farms & Consulting

BRIAN N. WOOLLEY (IA 75)

Attorney & Partner, Lathrop GPM

We thank outgoing Trustees during the

FY 2020—21: **SHAYNE WOODARD** (TT 85)

We welcome our newest Trustee for

FY 2021-22: **CHRIS WETZEL** (MN 99)

FOUNDATION STAFF

ALLISON RICKELS, CFRE

Executive Director & CEO, FarmHouse Foundation

JASON BUTLER

Director of Leadership Giving

MICHAELA NORTON

Director of Stewardship

JAYDE PATRICK

Director of Annual Giving

JO BERRYMAN

Part-Time Administrative Assistant

TABLE OF CONTENTS



Foundation Board of Trustees & Staff	1
Table of Contents	2
Letter from Chairman	3
FY20-21 Foundation Highlights	4
FY20-21 Fraternity Highlights	6
PROGRAMS BREAKDOWN	
Equipping Leaders	7
Chapter Consultation	9
Dyad Research	10
Awarding Scholarships	13
Why Giving Matters: Student Perspective	14
Chapter Housing Updates	15
FH Day of Giving	16
DONOR HONOR ROLLS	
Accumulative	17
Honor Roll by Chapter	18
Parents of FarmHouse	19
Friends of FarmHouse	20
New Foundation Donors	21
Corporate Donors	22
FARMHOUSE EXCELLENCE FUND	
Chairman's Club Overview	23
Chairman's Club Donors	24
FarmHouse Excellence Overview	25
FarmHouse Excellence Fund Donors	26
Stars of FarmHouse	27
Advancement Resources	28
Ruby Society	30
ENDOWMENT GIVING	
FY20-21 Endowment Report	31
Donor Advised Funds	32
IRA Giving	34
Perfect gift this Season	35
Olen Newlin Fund	36
LEGACY GIVING	
Your Will: A Reflection of your Life	37
FarmHouse Legacy Society	41
Why I Give	42
Thank you Foundation Volunteers	43
Financial Statements	44
Ways to Give	45

WHY INVEST IN FARMHOUSE?

Twenty years ago, as a fresh-faced college graduate, I started with FarmHouse as the Director of Annual Fund & Communications and the second full-time staff member for the Foundation.

When I interviewed for that first job, I could tell FarmHouse was made of greatness. The headquarters office was modest, the staff was small and the Foundation's assets were \$2.5 million, but I quickly saw the difference they were making in other people's lives. I couldn't help but want to be a part of it. Little did I know the incredible opportunity I would embark on and how quickly time would fly by.

Fourteen years ago, the FarmHouse Foundation Board of Trustees hired me as the second full-time Executive Director & CEO of the Foundation. It was a big leap of faith — I knew it and they did too. I was young, had a lot to learn, would be a woman leading a men's fraternity foundation (a first and still only) and about to have a baby.

While the Trustees, our staff and alumni knew it would be challenging, they didn't sit back to watch. They all stepped up in incredible ways and the Foundation grew. I quickly learned the role of a fundraiser and CEO is a significant responsibility, and the Trustees gave me and our staff the confidence to do it. They believed in me, and we all knew it wasn't really about me at all — it was about making the Fraternity and Foundation sustainable and successful.

Twenty years later, I'm still often asked why I work for FarmHouse. It is my deep belief in FarmHouse to provide a positive, life-changing fraternity experience.

I am fortunate to be able to encourage, develop and foster philanthropy with our alumni donors, parents and friends for the betterment of young people. I truly have a front row seat to the difference we make in others' lives. I then follow it up to say...

...Let me introduce you to our outstanding undergraduates and interact with them at one of our FarmHouse leadership conferences. You will see when the 'lightbulb' goes on for them in how to be an effective leader, role model and team player. And you'll see their reaction when they gain new skills, confidence and learn about their strengths and how to adapt them to their own life. Now more

than ever, our campuses, workplaces and communities need strong, talented, values-driven leaders like FarmHouse young men.

It's a thoughtful handwritten note from a student when he receives an academic scholarship and shares his gratitude about how he won't have to take out an extra loan for tuition.

It is getting to know all our amazing alumni, like you. Men of various successful careers and leadership positions, with varying ages, who share with pride what the Fraternity has meant to them and why they continue to share their time, talent and treasure. The look in their eyes when they talk about meeting their best friends, mentors, spouses and colleagues through FarmHouse is immeasurable.

You should come with me to a FarmHouse chapter meeting, an alumni event or Conclave to see the fellowship that fills the room when members gather. They never shy away from meeting a new face or welcoming an old friend. It's true friendship at its best. And when we couldn't gather in-person these last 18 months, we all felt it in our FarmHouse family and are ready to gather again.

If only you could be a part of the meetings for the International Executive Board, Foundation Board of Trustees or a local association when vital decisions are made, and never taken lightly, for the best interests and future of chapters, members and the Fraternity. These devoted volunteers sacrifice their time, pleasures and comforts to make FarmHouse better tomorrow than it was yesterday.

Perhaps, like me, you have attended a FarmHouse wedding, milestone birthday or funeral, and witnessed the heartfelt appreciation these men have for one another — when together numerous men sing or pray in unison in tribute to a brother. These times with laughter and tears make the deepest impression on what's important in your own life.

And, it's watching a budding college freshman who's naïve and unpolished mature throughout college and then graduate as an all-star leader and student is inspiring. Watching his career path evolve, seeing him become a spouse and possibly a father — and help him give back to a cause that's near and dear to his heart. It is beyond incredible.

I am passionate about seeing young men become gentlemen, devoted spouses,



amazing fathers, find success in their careers and become leaders in their communities. We need this in our world.

And I believe FarmHouse makes it happen as you'll read in our Foundation's Annual Report pages and highlights for our fiscal year 2020-21.

Your generous giving, along with 2,230 other FarmHouse brothers, parents and friends, exemplified your belief in FarmHouse. You joined together to invest over \$2.31 million through the FarmHouse Foundation, awarded over \$1.63 million in 261 educational and leadership grants, and helped grow our assets to nearly \$25 million.

Through your generosity, you continue to help our leaders — students, volunteers and staff — be nimble in the face of ever-changing challenges, create new educational opportunities, and help ensure FarmHouse continues to be relevant, innovative and responsive.

While we have incredible milestones to celebrate from FY 2020-21, we're constantly aiming higher. My favorite line in the FarmHouse Object is, "progress shall mark our every step." We have a big vision, huge goals and new aspirations along with confident donors, volunteers and talented staff who believe this too.

All of these reasons are my why. I invite you to join me for a front row seat to FarmHouse as a donor. Your philanthropy, today and tomorrow, makes a powerful difference in the lives of young men as they experience the life-changing opportunities FarmHouse provides.

Loyally,

Allison Rickels, CFRE
Executive Director & CEO
The FarmHouse Foundation



FARMHOUSE FOUNDATION 2020—21 HIGHLIGHTS

PROVIDED **261 GRANTS**
IN **7 AREAS** TOTALING:

\$1,632,750



4. Leadership Training

\$421,337



was granted to the Fraternity and to individual chapters for leadership programs.

5. Educational Portion of Chapter Housing

\$821,977

was administered for the educational portion of new or renovated chapter houses on 10 campuses.

6. Program Services

\$112,951

for the Foundation staff to administer educational grants to the Fraternity and chapters.

1. Fraternity Support

\$69,340

supported the operations of the International Office, membership database, joint communications and *Pearls & Rubies*.

2. Computer Labs and Affiliated Technology

\$10,826

in grants were made to the Fraternity and three chapters for in-house computers and technology.



3. Scholarships

\$173,758



in academic scholarships were awarded to 186 undergraduates.

7. Research Initiatives

\$22,560

granted to the Fraternity to help inform data-driven decision making demonstrating the positive impact of Fraternity and better understand student members' needs.

THANK YOU!

STEWARDSHIP, GIFTS AND FUNDRAISING

2,230 ALUMNI, STUDENTS
AND FRIENDS GAVE TO THE
FOUNDATION A TOTAL OF

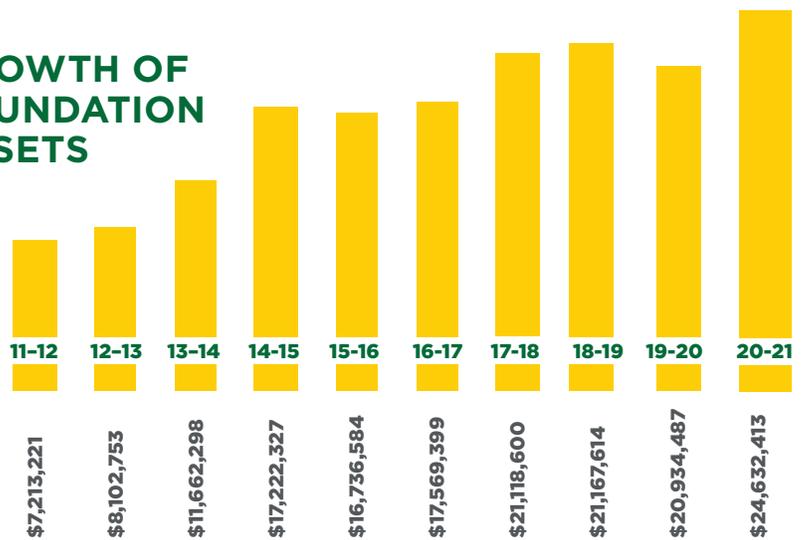
\$2,310,846

OVER **9.57%** OF
FARMHOUSE MEMBERS
MADE A GIFT IN FY 20-21.

40.4% OF ALL
FARMHOUSE ALUMNI
HAVE EVER MADE A GIFT.

**Fraternal foundations average 3%
in alumni participation.*

GROWTH OF FOUNDATION ASSETS



1,357

DONORS GAVE
A RECORD

\$266,046

ON THE FH DAY OF GIVING
AND 116TH FOUNDERS' DAY



\$0.17 FUNDRAISING
EXPENSES

\$1.00 PER DOLLAR
RAISED

**Non-profit Industry average
is \$0.35/\$1.00.*

5 new endowment funds
were established
bringing the total
number of endowed
funds to 182.

936

UNDERGRADUATES
DONATED

\$9,360

TO THE 2021 RUBY SOCIETY



201

ALUMNI, ASSOCIATIONS
AND FRIENDS JOINED
THE 9TH ANNUAL
CHAIRMAN'S CLUB

80

individuals have included
FarmHouse in their estate
plans, totaling over

\$7.2 MILLION

in pledges through the
FarmHouse Legacy Society



FARMHOUSE FRATERNITY 2020–21 HIGHLIGHTS

MEMBERSHIP NUMBERS

36 CHAPTERS **1,492** UNDERGRADUATE MEMBERS **41** MEN AVERAGE CHAPTER SIZE



3.23
COLLECTIVE GPA

MORE THAN
\$40,000

RAISED BY MEMBERS FOR PHILANTHROPIC CAUSES

275 AVERAGE

HOURS OF COMMUNITY SERVICE PER MEMBER



THE FRATERNITY AND FOUNDATION MOVED THE HEADQUARTERS OFFICE INTO A HISTORIC BUILDING LOCATED IN THE HEART OF DOWNTOWN AT 1021 JEFFERSON ST., KANSAS CITY, MO 64105 IN MARCH 2021. THE HOME TURNED INTO OFFICE SPACE WAS BUILT IN THE 1887 AND IS ON THE NATIONAL REGISTRY OF HISTORIC PLACES. THE NEW HEADQUARTERS WILL PROVIDE A COST SAVINGS OF \$168,000 OVER THE TERM OF THE 7-YEAR LEASE.

IN JUNE 2021, FARMHOUSE HOSTED THE MASTER BUILDER RECOGNITION BANQUET IN CONJUNCTION WITH THE POWER OF 7 SEMINAR IN KANSAS CITY, MO. THREE OF THE FOUR 2020 CLASS MEMBERS WERE RECOGNIZED. THIS WAS THE FIRST FARMHOUSE IN-PERSON EVENT THE FRATERNITY AND FOUNDATION HELD SINCE THE PANDEMIC BEGAN.



2021 FARMHOUSE LEADERSHIP INSTITUTE

250+ OFFICERS & ADVISORS ATTENDED VIRTUALLY **600** MEMBERS WATCHED THE KEYNOTE BY ZOOM

EQUIPPING Leaders



FARMHOUSE LEADERSHIP INSTITUTE (FLI)

January 2-5 | Virtual

More than 250 FarmHouse undergraduate leaders attended FLI virtually, representing every FarmHouse chapter. The Institute was designed to address today's challenges and enable student leaders to be a positive change in their chapter on their campuses. Through Strengths-Based Leadership curriculum, leaders explored, defined, challenged and enhanced their skills, personal awareness and commitment to FarmHouse. They also learned best-practice applications for their officer role and chapter experience. As a curriculum of FLI, chapters spent time together creating a goal-setting action plan, which will help them plan their progress for the coming year. The cost to attend the FH Leadership Institute was fully-funded by donations to the FH Excellence Fund and leadership endowment funds.

POWER OF 7 SEMINAR

June 11-13 | The Loews Hotel | Kansas City, Mo.

The Power of 7 Seminar is an engaging first-class think-tank on the national and world business climates, our economy, forces that impact our daily business and personal lives, and an insight into the next generation of business leaders. After the Power of 7 Seminar was cancelled in 2020, we were excited to meet in person again this year. Some of the Fraternity's most prominent alumni and their spouses, the Foundation Trustees and Staff, International Fraternity representatives, 10 top FarmHouse undergraduates and 4 graduates selected for the postponed 2020 Seminar gathered for a weekend of brotherhood, life-long learning and mentoring. The 2021 Seminar was structured in a "go around the table" format with interactive dialogue providing insight on the state of the world today.

HERBERT EDUCATIONAL ENDOWMENT FUND

Thanks to the generosity of Jim (TN 61) and Judi Herbert, the Fraternity's Director of Education and Leadership Development is funded by the Herbert Educational Endowment Fund. Though ongoing grants from their Fund, it covers the salary and benefits, travel, curriculum design resources, professional development and other expenses involved for this key staff member of the Fraternity. This position is responsible to develop curriculum, structure, guidance and educational programs impacting student leaders. It also supports recruiting, retaining and supporting local FarmHouse volunteers.

NEW MEMBER EDUCATION

In Fall 2020, the Fraternity began piloting a virtual new member education curriculum. Covering topics such as FarmHouse's Ritual, History and Organization Civics, the six-week new member education program is designed in a blended learning model that includes individual instruction, peer discussion and real-world application. After completing the interactive content and knowledge checks within the module, each member submits a personalized certificate of completion to their chapter's new member educator. This act of accountability ensures each member learns the proper content. Each new member is to complete one to two online modules each week. Having gained new knowledge from the instruction module, new members then meet with the chapter's director of new member education and fellow new members to discuss the content. Each member brings their own unique experiences and interpretations to the sessions, enabling positive discussions in their small group. This format also enables guest speakers to add a deeper perspective to the conversation. Discussion questions and completing each module enables positive collaboration and helps avoid hazing, which is not tolerated in FarmHouse Fraternity. Each new member is expected to complete all modules on time and participate in each new member education meeting. The pilot program is being administered by the Fraternity staff.

FRATERNITY'S CHAPTER SUPPORT PROGRAM

The Fraternity ensures all chapters receive at least one visit semester from the Staff, with more than 50% of chapters receiving two or more visits. They also continue to receive virtual support, mentoring and resources throughout the academic year and stay in regular communication with officers from each chapter. This increased level of support allows the consultant level of staff to have a year-round educational impact on chapters and members. Funded by the FarmHouse Excellence Fund, this grant provides financial support for the educational costs and staff time associated with chapter visits, chapter resource development and educational program delivery during the academic year. Grants include reimbursement for the hard costs of staff travel, lodging, meals and on-site program facilitation expenses. Additionally, for the first time, these grants included a reimbursement for the staff salaries and benefits related to implementing the consultant program and for chapter support.

ASSOCIATION & ADVISOR EDUCATIONAL SUPPORT

Trained staff work with chapters and associations to assess and monitor the effectiveness of the chapter advisory team leadership. They connect alumni volunteers with chapters and associations and assist in training and educating advisors and association board members on topics and issues relevant to chapters and students. Additionally, grants were made to the Fraternity for hosting webinars and virtual training for chapter advisors and association leaders about COVID-19 and to provide educational resources, best practices and recommendations in support of chapters, their facilities and student members.

SUPPORT FOR INDIVIDUAL CHAPTERS

Through the chapters' Foundation Councils and chapter-based endowment funds, the Foundation provides grants for chapter programming such as chapter retreats, etiquette dinners, community and professional speakers and leadership training seminars on campus and at the national level.



FINDING THE *Silver* *Lining*

CHAPTER CONSULTATION PROGRAM PROVIDES NEW VIRTUAL EXPERIENCE

For many decades, the Fraternity's chapter consultation program has involved cross-country travel, long days of meetings, staying with students in their chapter facility, connecting with volunteers and building relationships with campus administrators.

In the early years of the Fraternity, alumni and International Executive Board members volunteered to conduct consultation visits with chapters. Many weekend road-trips were taken by these volunteers seeing a handful of chapters each semester.

Then 20 years ago, the Fraternity's first full-time staff member was hired to coordinate the consultation program and travel across North America to meet in-person with chapters.

Throughout the last two decades, the consultation program has grown to now being implemented by five full-time staff members with the titles of assistant director of chapter services (ADs) and overseen by the Assistant Executive Director for Student Engagement. In the last 10 years, the Fraternity has ensured all chapters receive at least one visit each semester from the Staff, with more than 50% of chapters receiving two or more visits.

However, when COVID-19 brought travel restrictions and health and safety concerns, the Fraternity's chapter services team moved to a completely remote model. This new virtual coaching and mentoring model has provided many benefits to FarmHouse's chapter support with an increased focus on chapter goals, using the Dyad research and working more directly and more often, such as bi-weekly check-ins with chapter officers.

Andrew Stockmann (Wichita State 17), an assistant director of chapter services, began coaching chapters in December 2020 after working in-person in Columbia, Mo., on the Missouri FH Chapter's re-establishment during the fall 2020 semester. Andrew had ten FarmHouse chapters to support, which meant around 100 officers to meet with virtually throughout the spring semester.

"Getting to see chapter officers and fellow brothers face-to-face virtually, smiling together and talking through challenges was really beneficial," said Andrew. "I could have a check-in meeting with the Michigan State chapter president, review the Dyad Strategies survey results with the Nebraska chapter's executive board then speak with a Tennessee chapter advisor—all in the same day. This type of flexibility is much more difficult when we're on the road and focused primarily on the chapter we're visiting at that time."

Andrew continued, "I was also able to Zoom into chapter planning retreats, which we were usually not able to attend in person unless a chapter visit happened to coincide with one. One example is from the Tennessee FH chapter—they asked me to speak virtually at their chapter retreat in both the spring and fall semesters. When I visited them in-person this September, I was able to follow up on what we had discussed, and we already had strong connections with each other."

Although the Fraternity has resumed in-person visits for the fall 2021 semester, the staff continues to use virtual platforms to stay connected with chapter officers and advisors.

**Andrew Stockmann (WS 17),
assistant director of chapter
development, working remotely.**

Assistant Executive Director Kahlin McKeown said, "Since many people are now accustomed to using platforms like Zoom and Google Meet it is much easier to feel connected and build rapport with chapters even outside of an in-person visit. The COVID-19 pandemic has brought a number of challenges, but our new chapter coaching model is truly a silver lining that will be a mainstay of our program for years to come."

This increased level of support enables the Fraternity to have a year-round educational impact on chapters and members. Thanks to donors who invested in the FarmHouse Excellence Fund during FY 2020-21, over \$184,000 was granted to the Fraternity for the educational costs and staff time associated with chapter visits, chapter resource development and educational program delivery during the academic year.

Grants include reimbursement for the hard costs of staff travel, lodging, meals and on-site and virtual program facilitation expenses. Additionally, these grants included a reimbursement for the staff salaries and benefits related to implementing the educational portion of the consultant program and chapter support.

"We thank the Fraternity Staff and International Executive Board for their efforts and commitment to provide values-based educational programming to FarmHouse members and volunteers, especially during one of the most unique and challenging years," said Allison Rickels, CEO of the FarmHouse Foundation.

"We commend the team for being able to provide virtual chapter consultations, remote learning opportunities, intentional services and support to benefit every FarmHouse chapter and all members. We also recognize these educational initiatives are for the betterment, personal development and skills building of FarmHouse members, which are applicable not only to their Fraternity experience but also to their future careers and life after college."



HARNESSING THE POWER OF DATA

FarmHouse International Fraternity and the FarmHouse Foundation are at a crucial period in time. A higher education enrollment cliff is looming, “Abolish Greek Life” movements are on many campuses and other challenges became more apparent during the pandemic. While there are many obstacles, there are also many opportunities. FarmHouse will use these experiences to learn, change and grow as our membership and the world around us does too.

As an organization, it is crucial to use available resources to help make data-driven decisions and develop a strategic plan to create a positive future and membership experience. These research resources included Dyad Strategies data from undergraduate members, the Foundation for Fraternal Excellence (FFE) alumni engagement survey with Cygnus Applied Research and a national Gallup survey in partnership with the North American Interfraternity Conference (NIC). These three research studies provided key takeaways from our constituents. We assembled both Greek life data and highlights specific to FarmHouse.

NATIONAL RESEARCH REVEALS POSITIVE STUDENT TRENDS

Gallup completed an independent poll of undergraduates with membership in Greek life. Students spend 90% of their time outside the classroom. Fraternities add tremendous benefit to these hours by providing a family – a home – that offers help and guidance when a member needs it most. Fraternities enable students to create a strong support system at a time when college men are experiencing loneliness and depression at increasing rates. Research shows additionally this connection can create a strong sense of belonging, leading members to have more positive mental health and less anxiety and depression than other students. Nearly 80% of fraternity men report excellent to good mental health and wellbeing. When members seek help, they are twice as likely to turn to a brother than anyone else.

Additionally, 83% of members indicate leadership confidence as a result of their fraternity membership. They’re more likely to be thriving in every aspect of wellbeing – career, community, financial, physical and social wellbeing. Nearly half of fraternity members serve in other campus leadership roles, and 78% of fraternity members feel a strong connection to campus and are more satisfied with their college experience. In addition to connection, 75% of fraternity members demonstrate strong satisfaction with their overall student experience. If they had to go to college again, more than 8 out of 10 fraternity members would rejoin their organizations. The fraternity experience today continues to provide a home for young men to develop.

STUDENT MEMBERSHIP ASSESSMENT

Despite a global pandemic that significantly altered the on-campus fraternity experience, FarmHouse members reported high satisfaction with their Fraternity experience. In 2020, FarmHouse had one of the highest satisfaction scores of any of the groups collecting data. FarmHouse members have among the lowest levels of hazing tolerance, with less than 10% of members endorsing tolerance of severe forms of hazing.

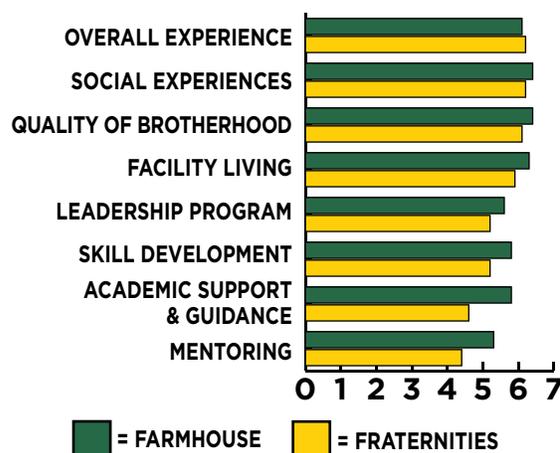
FarmHouse men showed positive scores in a mix of areas similar to the FarmHouse values. Specifically, respectfulness, academic excellence, leadership, duty, service mindset, personal growth, integrity and selflessness.

ALUMNI ENGAGEMENT SURVEY

The Foundation for Fraternal Excellence (FFE) first surveyed fraternity and sorority alumni and supporters in 2010. The survey was completed again in 2015 and 2020. The 2020 study is the largest single piece of research ever conducted on fraternal organizations. It includes feedback from more than 125,000 Greek alumni and supporters from 37 different organizations. This survey focuses on three areas: alumni history, perception and engagement; communications, solicitation and stewardship; and donor acquisition, retention and upgrades.

Amongst all participating organizations, FarmHouse had the highest participation in the survey with 11.3% FarmHouse alumni and supporters and 25.1% of active FarmHouse donors completed the survey.

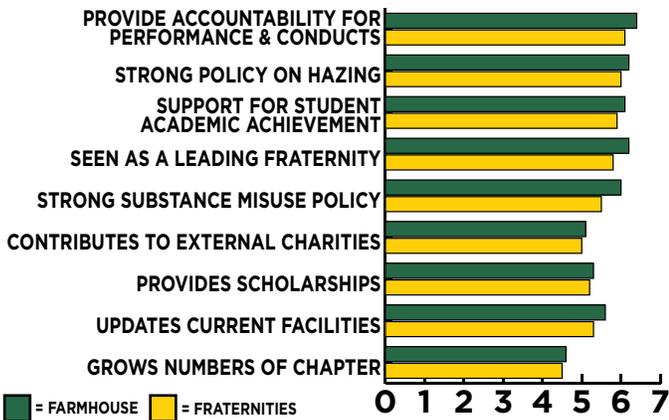
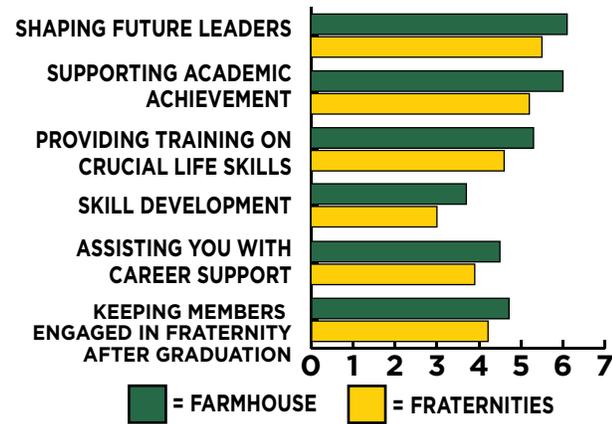
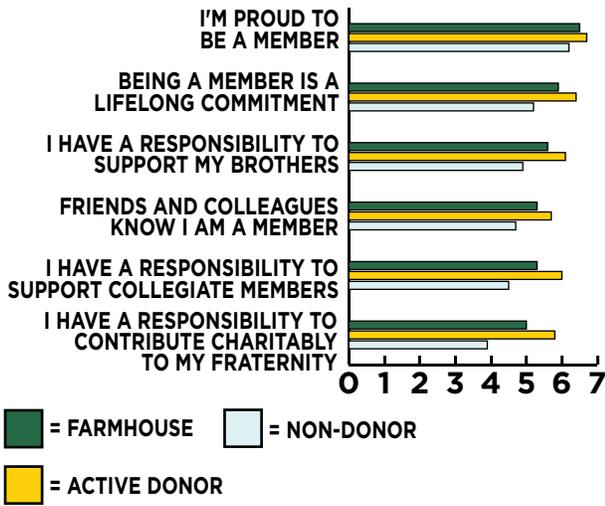
As evident in the undergraduate member assessment data by Dyad Strategies, alumni also rate various aspects of their Fraternity experience very high. FarmHouse ranks higher than other fraternities in all situations with social experiences being the highest and mentoring being the lowest.



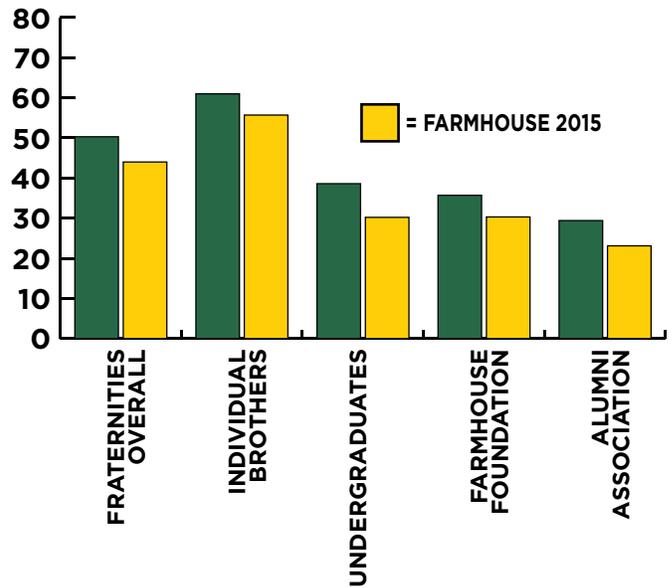
Members, both active donors and non-donors, were asked to agree or disagree with the statement, “I’m proud to be a member.” On a scale of 1 (strongly disagree) to 7 (strongly agree), the overall average response for all three was 6.47.

When asked about the effectiveness of their experience, members ranked training on crucial life skills higher than all other fraternities completing the survey. On a scale of 1 (not at all successful) to 7 (extremely successful), FarmHouse respondents rated this training 5.3 compared to the all-fraternity average of 4.6.

Alumni were asked how important it was to them personally that FarmHouse achieved high caliber related to key programs and standards. Of those 10 areas achieving accountability for performance and conduct, having a strong policy on hazing and holding strong student leadership programs ranked highest.



FarmHouse members were also asked about their overall connection to the Fraternity, Foundation, their chapter or association. FarmHouse members had the highest connection to their individual brothers at 61% saying they have a good or excellent connection.



Highlights from the Cygnus and Dyad research provided feedback related to the experience and values FarmHouse instills in its members.

Members shared:

“I never anticipated I would be Greek. I was surprised by how much it aligned with my values and my decision to join was values-based.”

“For me it was less about a fraternity experience and more about a sense of community.”

“I wanted to become a leader in this Fraternity because I want to make sure that men in the future get the same wonderful experience that I did.”

“We make an effort to recruit around values and academic commitment.”

As you can see, FarmHouse members have a great sense of pride in the organization. Our goal is to continue this, while also increasing engagement and interaction amongst members from all chapters. The findings also provide direction for educating undergraduate members. Many new engagement and education programs started in 2021. Updates to the association dues model, the FarmHouse brand and added education curriculum are just the start. A new strategic plan is being finalized to guide the organization forward.

Fraternities Matter *to today's college men*

Fraternities are an *accelerator for success* in college and beyond.

Students spend 90% of their time outside the classroom. Fraternities capitalize on those hours by preparing men for success in college and in their futures far beyond what their peers experience. And a study of thousands of alumni of diverse backgrounds shows this holds true regardless of an individual's background or socioeconomic status entering college.

Because of higher expectations, as well as the support and network fraternities provide, members experience greater gains in learning and graduate at higher rates than their peers. 83% of members say their confidence in their leadership skills increased because of their membership. Fraternity and sorority members also report higher levels of interaction with people different from themselves, lending to members being more prepared than their peers to join a diverse workforce and community. So, it is no surprise that fraternity alumni are twice as likely to believe their college experience prepared them well for life after college.

4 out of 10 of fraternity men had a brother help them find an internship or job.

Fraternity members can tap built-in alumni networks, finding jobs more quickly than their peers. Research shows almost half of members had a brother helped them find an internship or job and provided them with career advice. Fraternity alumni report being more fulfilled in their careers and lives in every aspect of wellbeing in their lives, from career to community and financial to physical, because of the relationships and resources they can leverage. Membership is clearly a worthwhile investment.

Fraternities create *lifelong connection* to the campus, community and friends.

Fraternity men love their collegiate experience – as students and as alumni. In fact, more than 8 out of 10 fraternity members say they would re-join their organizations.

Research shows, fraternity membership connects men to the university in a way that nonmembers simply don't experience. They're more satisfied as students and as alumni are more likely to recommend and give back to their alma maters.

Members are more engaged inside and outside of the classroom



Fraternity members experience *stronger mental health.*

While college men are experiencing loneliness and depression at increasing rates, fraternities empower students to create a strong support system. This family – this home – that fraternities provide offers help and guidance when a member needs it most.

Research shows that this connection can create a strong sense of belonging, leading members to have more positive mental health and less anxiety and depression than other students. Brothers feel comfortable having tough conversations and learning from each other, and when they seek help, research shows members are twice as likely to reach out to a fraternity brother than anyone else.

80% of fraternity men report excellent to good mental health and wellbeing.

than their peers—they report feeling more supported by their faculty and nearly half serve in leadership roles across campus. They're also more connected to their local communities, with research showing they spend significantly more time volunteering than non-affiliated students.

78% of fraternity men feel a strong connection to campus and are more satisfied with their experience.

AWARDING SCHOLARSHIPS

Thanks to the generosity of the following individuals, the FarmHouse Foundation awarded a record \$173,758 in academic scholarships for 186 undergraduate members.



[CLICK HERE TO SEE SCHOLARSHIP RECIPIENTS](#)

WHY YOUR GIVING MATTERS... MY FARMHOUSE EXPERIENCE

BY GRANT LACH (OHIO STATE 19)

My only regret is that I did not join FarmHouse sooner.

From finding myself in a completely different environment to being comfortable leading the efforts of our chapter, my FarmHouse journey has been filled with challenges, triumphs and plenty of learning opportunities along the way.

The promise of progress made in the FarmHouse Object is a guiding principle in my life, and I know my experience has been made possible because of the generosity and involvement of countless FarmHouse alumni.

I joined FarmHouse as soon as I could. As a sophomore transfer student, I found myself in a new setting, surrounded by people I did not know, being asked to make decisions about my future, even while I was uncertain about what I wanted to do. Plus, I was commuting 30 miles to Columbus, Ohio from my hometown for an 8:00 a.m. class. It was overwhelming to say the least.

My reprieve was found when I was approached by a friend to spend some time at the FarmHouse chapter at Ohio State. Once I had the opportunity to meet members, I was sold! Coming into a new, large university as a sophomore made it difficult to meet people and establish myself within the cohort of my major. With FarmHouse, I was immediately welcomed as a brother and encouraged to pursue what matters most to me.

My involvement in the chapter quickly began to grow as a new member. I had ambitions to attend FarmHouse conferences like the Emerging Talent Retreat, Conclave and the FarmHouse Leadership Institute. However, I wasn't able to since these in-person programs were canceled to prioritize our safety during COVID-19.

I continued to stay involved, became a chapter officer and pursued progress for myself and the chapter. I am also very fortunate to have received academic scholarships from the FarmHouse Foundation to help financially further my education and validate my career aspirations. So I had plenty to show when it came time to apply for the Power of 7 Seminar.

Hearing the news I was selected as one of the student attendees for the 14th Annual Power of 7 Seminar was extremely exciting. The Seminar experience, held in Kansas City, June 10-13, 2021, did so much to help me really think about a multifaceted approach to having a successful life. From discussing the global economy to picking your life partner, so much wisdom and advice was communicated to us as student attendees. I am incredibly grateful I was selected for this distinctive opportunity.

One of the most notable themes of the Power of 7 Seminar is mentorship and having the opportunity to learn from and listen to the experiences of many distinguished and inspiring FarmHouse

alumni. My Seminar mentor was Master Builder Jim Tobin (Iowa State 76). His resume is astonishing, but nothing compares to his thoughtfulness and dedication to make a positive difference in the lives of others through his generosity and involvement. Talking with Jim and the other alumni mentors who helped to make the Power of 7 Seminar possible, not only rooted me deeper into the ambitions I have, but helped me to establish a roadmap of connections that will be helpful in directing my future.

The fellowship and brotherhood during the Seminar weekend is something that will stick with me for the rest of my life. I am hopeful one day I, too, will be able to be among the men mentoring and making the Seminar possible for the future leaders of FarmHouse.

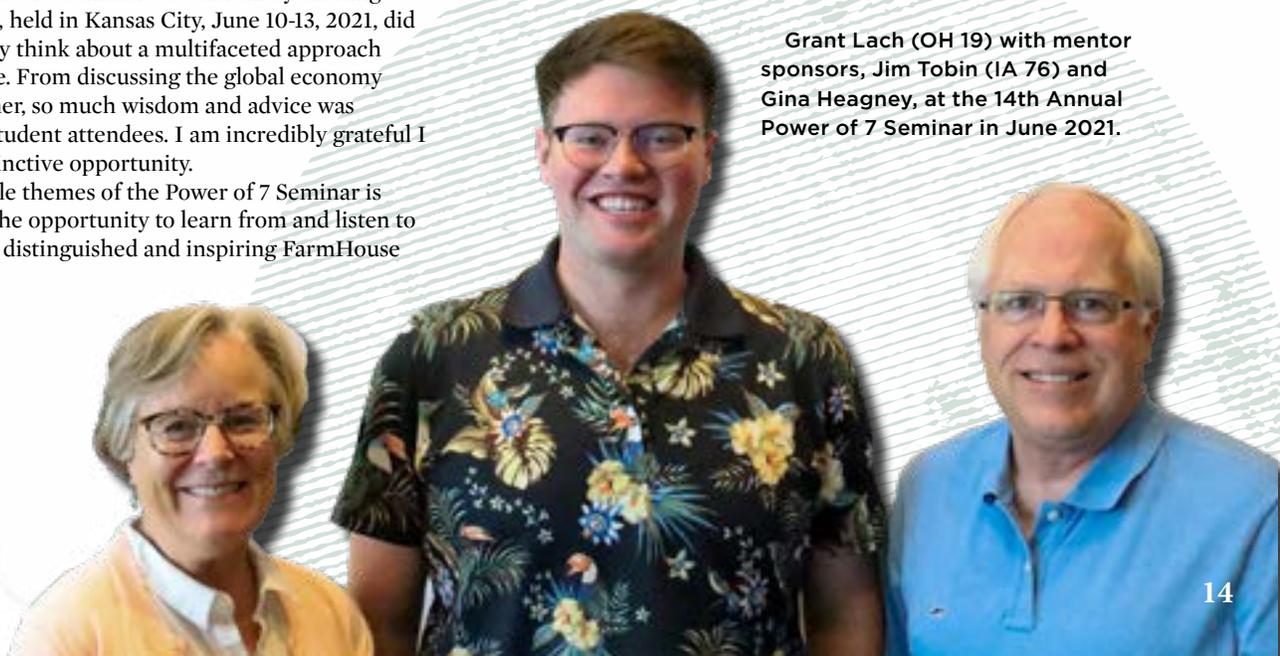
Approaching the close of my undergraduate journey is bittersweet. I ruminate upon the things we have been able to achieve as a chapter, in the face of so many trials, and the fast three years as an undergraduate member.

As I work to be accepted into a graduate school to continue to study astrophysics with a focus on planetary and exoplanetary science, my thoughts are often surrounded by the question, "how will I give back to FarmHouse?"

Without a doubt FarmHouse is a bright light in the sphere of fraternity life, but just like the stars burning through their hydrogen—that brightness must be fueled by the efforts of many. I want to be one of many supporting FarmHouse's bright future.

Thank you to all who have put forth time, effort and support to make the FarmHouse experience possible for me and so many others. The appreciation I have for our alumni and my FarmHouse brothers and friends is unending, and I look forward to paying back this kindness well into my future.

Grant Lach (OH 19) with mentor sponsors, Jim Tobin (IA 76) and Gina Heagney, at the 14th Annual Power of 7 Seminar in June 2021.



SAFE AND AFFORDABLE CHAPTER HOUSING

HOUSING GRANTS FOR FY 20-21

- 24 Chapters with active building funds
- \$821,977 granted for 10 housing projects
- \$1,011,703 was raised for future housing grants
- \$1.56m in Chapter Housing Loans. Since its inception, the Trustees have vetted eight loans, approved seven and now administer three loans. One loan was repaid by Association in FY 19-20.

ARKANSAS

Construction and renovation work were completed in Fall 2018. The Arkansas Association received grants totaling \$26,000 last fiscal year for renovations and debt reduction.

AUBURN

The Auburn FarmHouse Association is raising funds to build a new chapter house with a goal of \$2 million. They have raised over \$904,000 for their building fund.

IOWA STATE

The Association continues to maintain and renovate their chapter house, which the expansion was complete in August 2016. Last fiscal year, the Association received over \$71,000 in grants to maintain, operate and renovate the educational portion of the chapter house.



KANSAS STATE

The Kansas State FH Association completed its \$2.5 million chapter house expansion and renovation project in August 2020. Over \$425,000 was granted to the Association last fiscal year for the project.



MICHIGAN STATE

Grants totaling over \$6,000 were made to the Michigan State FH Association to maintain, operate and renovate the educational portion of the chapter house.

MINNESOTA

The Minnesota FH Association completed their new 18,000-square foot chapter house in 2017, with over \$3 million raised through their building fund. Donations continue to be made to their building fund for expenses to maintain the educational portion of the chapter house.

NEBRASKA

The new chapter house was dedicated in September 2018, and more than \$4.3 million was raised for the educational portion of the chapter house. Grants totaling \$40,000 were made to the Association during FY 20-21.

MISSISSIPPI STATE

Grants totaling \$50,900 were made to the Mississippi State FH Association to renovate, maintain and operate the educational portion of the chapter house.

NORTH DAKOTA STATE

Grants totaling \$16,122 were made to the Association to maintain, operate and update the educational portion of the chapter house.

NORTH CAROLINA STATE

Grants totaling \$28,000 were made to the Association to maintain, operate and update the educational portion of the chapter house.

OKLAHOMA STATE

The OSU Association recently completed their campaign to reduce their mortgage debt. Grants totaling over \$157,000 were made to the Association to maintain and operate the educational portion of the chapter house.

MISSOURI

The Missouri FH Association kicked off a \$2 million capital campaign in November 2021 to build a new chapter house. Construction on the new home, for 60 live-in members, began fall 2021.



THE TIME IS NOW: FH DAY OF GIVING

On April 14-15, 2021, FarmHouse alumni, friends and students celebrated FarmHouse for 1905 minutes for the FH Day of Giving and FarmHouse's 116th Founders' Day. After one of the most unique and challenging years in FarmHouse's history, the FH Day of Giving was record setting! We were deeply humbled, grateful and impressed by the generosity that took place through the FarmHouse Foundation.

A record **1,357 alumni, friends and students** collectively donated **\$266,046** to celebrate the past, invest in today and help secure FarmHouse's future. The majority of donations were designated for the FH Excellence Fund, which enables the Fraternity to provide more virtual learning opportunities, enhance online educational programs, invest in the educational portion of the historic headquarters, support the Dyad research initiative and more. Ultimately, these gifts will strengthen FarmHouse for years to come.

Thank you again to those men and friends who took time to be a part of this special celebration, made a meaningful gift and connected in the name of FarmHouse.

FH DAY OF GIVING HIGHLIGHTS INCLUDE:

- 389 alumni donors
- 936 undergraduate donors
- 32 friends and parents of FarmHouse donated
- Donors from 39 states made a gift
- Donors from 36 chapters
- 78 new donors
- 11 matching gifts and 12 chapter-based challenges
- 44,256 total impressions on social media reaching 10,544 followers
- 5,683 individuals shared, liked or commented on Day of Giving and Founders' Day social media posts
- A virtual Founders' Day celebration was hosted for FarmHouse alumni, undergraduates and friends with more than 60 people participating



SAVE THE DATE

FARMHOUSE DAY OF GIVING

APRIL 14-15, 2022

CELEBRATE. ENGAGE. GIVE.

1905 MINUTES OF BROTHERHOOD

9:15 A.M. to 5:00 P.M.
APRIL 14 to APRIL 15

TIME TO GET INVOLVED:

- **MAKE A GIFT** on April 14 or 15 to them FarmHouse Excellence Fund
- **SHARE YOUR FH STORY** on social media using **#FHProud**
- **CALL A BROTHER** and share how much he means to you
- **OFFER A CHALLENGE** to match donations of your FarmHouse brothers

THERE'S NO BETTER TIME THAN THE FH DAY OF GIVING TO RENEW YOUR SUPPORT AND HELP BUILD A STRONGER TOMORROW FOR YOUR FRATERNITY!

HONOR ROLL BY GIVING SOCIETY



The FarmHouse Foundation gratefully acknowledges the generous support of our donors. Donations totaling \$100 or more, received during fiscal year (FY) 2020-21, are acknowledged below. Donors are listed by accumulative giving clubs. Members of the H.K. Wilson Club and above are listed every year in our Honor Roll. The Foundation would be honored to add your name to our growing list of those who annually make an investment in “Building Men.” We are grateful for every gift, whatever the amount. Since the Foundation is a qualifying 501(c)3 organization, all donations are tax-deductible. If you are interested in becoming a donor or if your name has been omitted or accompanied by incorrect information, please contact the Foundation at (816) 891-9445.

(† denotes deceased)



[CLICK HERE FOR THE HONOR ROLL BY GIVING SOCIETY](#)

CHAPTER HONOR ROLL

The FarmHouse Foundation gratefully acknowledges the generous support of our donors. All donations received during fiscal year (FY) 2020-21 are acknowledged below. They are listed by chapter, in order of founding. The Foundation would be honored to add your name to our growing list of those who annually make an investment in “Building the Leaders of Tomorrow.” We are grateful for every gift, regardless of the amount. Since the Foundation is a qualifying 501(c)3 organization, all donations are tax-deductible. If you are interested in becoming a donor or if your name has been omitted or accompanied by incorrect information, contact the Foundation at (816) 891-9445.

(† denotes deceased)



[CLICK HERE FOR THE HONOR ROLL BY CHAPTER](#)

PARENTS' LEADERSHIP CIRCLE

The Foundation is grateful to the many FarmHouse parents for joining the Parents' Leadership Circle and supported the FarmHouse Foundation during fiscal year 2020-21.

Parents Give Too!

In March 2021, parents of FarmHouse undergraduates were invited to join the new Parents' Leadership Circle by making a gift in honor of their son to the FarmHouse Excellence Fund. They were also encouraged to write a good luck note to their son to return along with their gift to the FarmHouse Foundation.

Those personalized notes were sent to each student honoree. For a gift of \$115 or more, their son also received a special FarmHouse care package with a lucky treat, FarmHouse branded mask, pen, post-its and more.

Parents wished their sons good luck for finishing the unprecedented school year strong. Our favorite parent note was simply, "Call your Mom." Many other parents shared their praise and deep love

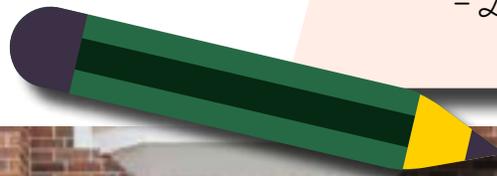
for their son along with compliments about the skills their son has gained from his FarmHouse experience.

As a result, more than 111 parents have given over \$16,000 to the FarmHouse Excellence Fund. We thank these parents for their generosity.

We also thank all parents for trusting FarmHouse with their sons and allowing the Fraternity and Foundation to partner in their development during such a transformational part of their lives.

"Son - Mom and I are very happy that you have found 'your guys' in FarmHouse and are beginning to make life-long friendships with quality individuals! We are very proud of the young man you have become! We are excited about your upcoming years in college and beyond."

- Love Dad



**CLICK HERE FOR THE
PARENTS' LEADERSHIP CIRCLE
DONOR LIST**

FRIENDS OF FARMHOUSE

The Foundation is grateful to the following FarmHouse wives, widows, fraternity and sorority professionals, and other friends who supported the FarmHouse Foundation during fiscal year 2020-21. We are encouraged so many believe you don't need to be a member of FarmHouse to invest in and support our mission of *Building the Leaders of Tomorrow*.



[CLICK HERE FOR THE FRIENDS OF FARMHOUSE DONOR LIST](#)

NEW FOUNDATION DONORS

Welcome, new Foundation donors! We welcomed 426 new donors during FY 2020-21. They are listed by initiation era. Many of these new donors were undergraduate members of FarmHouse who joined the Foundation's Ruby Society. We thank all of our donors for their first contribution.



[CLICK HERE FOR
THE NEW FOUNDATION
DONOR LIST](#)

CORPORATE GIVING

Corporations of all sizes encourage support of charitable causes by offering payroll deductions or to match gifts made by their employees to qualifying 501(c)3 organizations, such as the FarmHouse Foundation. Some employers will match retired employees' gifts too. The FarmHouse Foundation thanks the following corporations that matched employees' gifts to the Foundation during the 2020-21 fiscal year.



[CLICK HERE FOR THE CORPORATE DONOR LIST](#)

CHAIRMAN'S CLUB

Join this growing list of committed donors!

Membership . . .

The Chairman's Club is reserved for those who provide the strongest unrestricted support through the FH Excellence Fund to FarmHouse. Your investment ensures we can meet the top priorities of our growing, progressive and successful International Fraternity and support all FarmHouse chapters.

Last fiscal year results . . .

A total of 201 alumni, friends, associations and foundation councils joined the Chairman's Club for FY 2020–21. Collectively, Chairman's Club members gave over \$592,000 to the FH Excellence Fund, which was over 80% of the unrestricted support of the Foundation. This generosity is incredible and so impactful for our students.

Your membership invests in . . .

- An increased level of hands-on and virtual support for chapters
- Premier leadership training and personal development programs
- Creation of health and safety initiatives
- Enhanced risk management education training
- Mentor and volunteer training programs
- Research-based initiatives and new Dyad assessment
- Future growth and innovation for the Fraternity
- Staff and resources to implement values-based programs and educational opportunities

Your membership includes . . .

- Exclusive Chairman's Club pin for new members
- Special FarmHouse gift as a token of our appreciation
- Members-only virtual sessions with FarmHouse Fraternity and Foundation leadership
- Who's Who Chairman's Club Directory
- Recognition in *Pearls & Rubies*, e-newsletters, Foundation website and the Foundation's Annual Report

Last Fiscal Year Raised for the FH Excellence Fund:
\$731,062

Goal for FY 2021-22: \$800,000

How Your Investment will be used:

- 90% for immediate funding priorities
- 10% for unrestricted endowment to sustain FarmHouse's future

**View a list of 2020–21
Chairman's Club members at**
farmhouse.org/foundation/chairmans_club.htm

Add your name to our growing list of Chairman's Club members for the FH Excellence Fund for the FY 2021–22 and move FarmHouse forward to our goal of 240 members by June 30, 2022.

LEVELS OF MEMBERSHIP

YOUNG ALUMNI

(\$500 or more to the FH Excellence Fund)
For young alumni, 30 years old or younger, you'll receive the benefits listed.

CHAIRMAN'S CLUB

(\$1,000 to \$2,499 to the FH Excellence Fund)
You'll receive the benefits listed.

FOUNDERS' CIRCLE

(\$2,500 to \$4,999 to the FH Excellence Fund)
In addition to the listed benefits, you will be invited to attend special Foundation dinners and alumni events.

SOWER SOCIETY

(\$5,000 to \$9,999 to the FH Excellence Fund)

POWER OF 7 SOCIETY

(\$10,000 to \$24,999 to the FH Excellence Fund)
In addition to the listed benefits, you will receive an exclusive invitation to attend the Power of 7 Seminar, which includes sponsorship of student mentee, 2-night hotel stay and meals.

CRESCENT SOCIETY

(\$25,000 or more to the FH Excellence Fund)
Join Master Builders, Doug Sims (IL 65) and Jim Herbert (TN 61), as donors and members of this premiere giving society. You will receive all of the listed benefits, Power of 7 Seminar invitation and special recognition.

THE POWER OF 7 SEMINAR TRADITION CONTINUES

Transferring wisdom, sharing life lessons, networking, celebrating brotherhood and learning across generations is at the heart of the FarmHouse Foundation's Power of 7 Seminar. It is also a unique fundraising tradition as a part of the FarmHouse Excellence Fund.

Alumni who make a gift of \$10,000 or more to the FH Excellence Fund are invited to attend and mentor one of FarmHouse's top undergraduate leaders.

The 15th Annual Seminar will be held in Washington D.C. on March 11-13, 2022. Current roundtable discussions, exclusive tours and special dinners are being planned for this memorable weekend in the spring. Please contact Allison Rickels at 816-891-9445 or Allison@FarmHouse.org for more information and to reserve your seat today.



CHAIRMAN'S CLUB DONORS

The Chairman's Club is reserved for those who provide the strongest unrestricted support through the FH Excellence Fund to FarmHouse. Your investment ensures we can meet the top priorities of our growing, progressive and successful International Fraternity and support all FarmHouse chapters. A record 201 alumni, friends, associations and foundation councils joined the Chairman's Club for FY 2020-21. Collectively, Chairman's Club members gave over \$592,000 to the FH Excellence Fund, which was over 81% of the unrestricted support of the Foundation. This generosity is incredible and so impactful for our students. These Chairman's Club donors are recognized by clicking below.

† denotes deceased

* denotes young alumni members



[CLICK HERE FOR
CHAIRMAN'S CLUB
DONOR LIST](#)

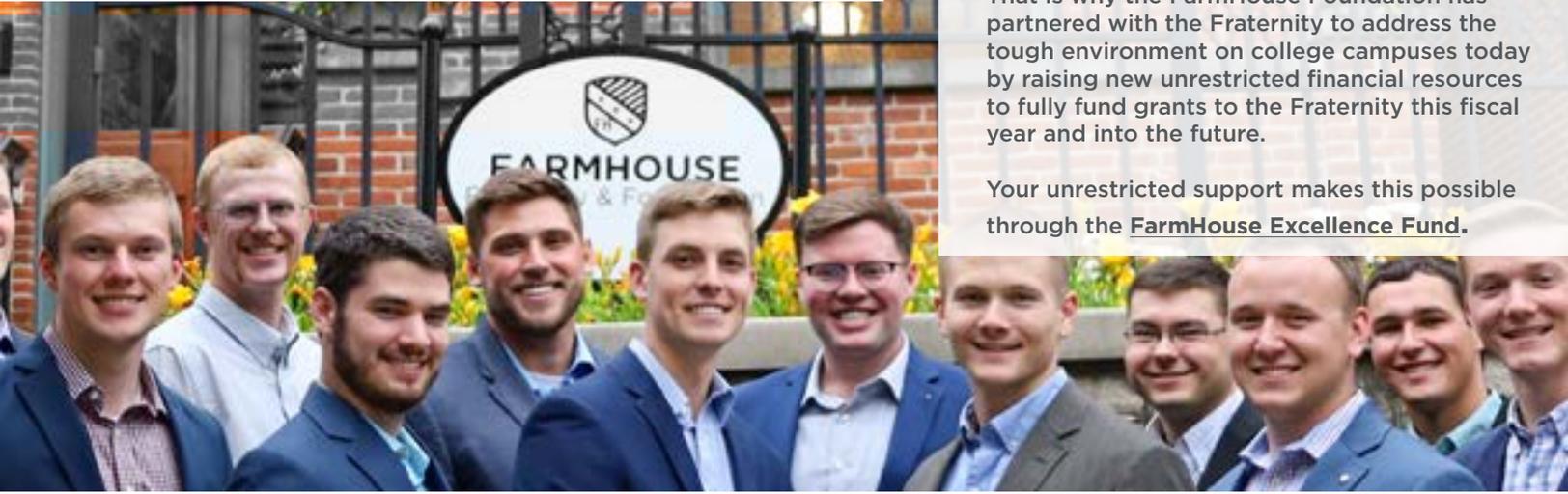


BEGINNING WITH THE END IN MIND

This is a crucial time for the Fraternity and a collaborative approach is required for our shared challenges.

That is why the FarmHouse Foundation has partnered with the Fraternity to address the tough environment on college campuses today by raising new unrestricted financial resources to fully fund grants to the Fraternity this fiscal year and into the future.

Your unrestricted support makes this possible through the **FarmHouse Excellence Fund**.



YOUR EXCELLENCE FUND INVESTMENT MAKES THIS AND MORE POSSIBLE . . .

- \$50,000 funds an educational staff position for one year
- \$25,000 funds one year of research to better inform our programs to meet our values and today's student's needs
- \$10,000 gives you an exclusive opportunity to attend the Power of 7 Seminar and mentor a rising leader
- \$5,000 provides an increased level of hands-on and virtual staff support for one chapter
- \$2,500 gives one chapter, like yours, access to enhanced risk management education training
- \$1,000 impacts future generations of young men through your membership in the Chairman's Club
- \$750 sponsors one undergraduate from your chapter to attend the FarmHouse Leadership Institute
- \$500 sends one new member to the Emerging Talent Retreat
- \$300 underwrites one chapter's online new member education curriculum
- \$116 provides a Clifton Strengths training workshop for one FH undergraduate or volunteer
** per academic year*

YOUR INVESTMENT IN ACTION NOW:

- Enables the professional Fraternity staff to provide **virtual, enhanced and relevant training, coaching and support** to students and volunteers.
- Provides **health and safety education programs** to take care of the young men in each chapter and **protect the assets donors have invested in.**
- Supports **relevant research** chapters can use to make **informed decisions** about the experience they provide.
- Sends 8 chapter officers from your chapter to the FarmHouse Leadership Institute for **hands-on training and personal development.**
- Creates curriculum and resources to provide consistent, values-based member education to **ensure the same, positive FH experience** for all chapters and young men.
- Advances premier leadership training and personal development programs **accessible to all members.**
- Enhances **risk management and mental health** education for chapter advisors, association leaders and undergraduates.
- Ensures staff and resources to implement **values-based programs and educational opportunities.**
- Strengthens every chapter and every member through investments in **growth and innovation.**



FH EXCELLENCE FUND

The FarmHouse Excellence Fund recognizes alumni and friends who provide unrestricted financial resources to the FarmHouse Foundation. Your investment in the FH Excellence Fund helps bridge the gap between the services the Fraternity provides through membership dues and the rising costs of values-based education and leadership experiences. Your philanthropy through the FH Excellence Fund transforms the future – of FarmHouse, all fraternities and the leaders of world needs.

† denotes deceased



[CLICK HERE TO SEE THE
FH EXCELLENCE FUND
DONOR LIST](#)

STARS OF FARMHOUSE

WOW! The Stars of FarmHouse shine bright! More than 1,843 Stars appeared on our virtual *Stars of FarmHouse Wall* for 2020, breaking our 2018 Conclave record! Thank you!

While we couldn't gather in-person for FarmHouse's 51st Biennial Conclave in summer 2020, so many brothers and friends stepped up to help continue our special Stars of FarmHouse tradition, which benefits the FarmHouse Excellence Fund.

For \$10 each, individuals could honor a FarmHouse brother or friend important in their life. These gifts were a great way to let someone know they are thought of, especially during this challenging time when we can all use a boost. Honorees, or their families, were informed of the gift in their honor by email and mail, in addition to adding their name to our virtual *Stars of FarmHouse Wall*.

As one alumnus shared, "We hear in FarmHouse often that as iron sharpens iron, men sharpen men. This was true during my experience and is the reason I recognize these individuals as stars for 'sharpening' my strengths, talents, and gifts today. These men and house mom made my Fraternity experience incredible. It is an honor to recognize them for the contributions and molding they had and have on my life."

If you would like to make an honor or memorial gift, please contact Allison Rickels, Foundation CEO, at Allison@FarmHouse.org. The Stars of FarmHouse will be back for the next Conclave in July 2022!

Thank you to the many FarmHouse alumni and friends for being a part of this record-breaking celebration and ensuring FarmHouse continues to shine bright!



**CLICK HERE TO SEE
THE STARS OF FARMHOUSE**

FROM THE EXPERTS: 2021 DONOR INSIGHTS REPORT

BY ADVANCEMENT RESOURCES

The events of 2020 challenged everyone on both professional and personal levels. Amid the disruptors, philanthropy became more important than ever — and donors responded, through heartfelt contributions that aided relief efforts and continued to drive change in their communities.

Moving forward, the biggest question in the minds of those who give and those whose organizations depend on philanthropy, like the FarmHouse Foundation, is how the events of the past 18 months have affected the donor mindset. Advancement Resources conducted a study to find out exactly how donors are feeling.

“There have been other reports and articles written concerning donors’ giving since the pandemic, but they are all based on surveys or numerical data collection,” says Ven Batista-Pedro, senior researcher with Advancement Resources.

“We created the 2021 Donor Insights Report to complement this information by conducting detailed interviews with donors to gain an in-depth understanding of how they are feeling. What we found was inspiring, useful and can benefit any nonprofit looking to find ways to relate to new donors and deepen their relationships with existing donors.”

Founded in 1999, Advancement Resources has evolved into a leading global provider of professional development in philanthropy—in large part because of their drive to uncover answers about philanthropy through qualitative research. Based in Cedar Rapids, Iowa, their team of 39 staff members have trained over 80,000 professional fundraisers and partners in research-based education, implementation services, strategic planning and breakthrough thinking in philanthropy.

In early 2021, the Advancement Resources research team interviewed 27 individuals about their charitable giving, how the events of 2020 have influenced their philanthropic engagement and whether their philanthropic values have changed.

None of the donors interviewed decreased their levels of commitment to their existing causes. Most stepped up their charitable giving, targeting areas of greatest need exacerbated by the COVID-19 pandemic.

“COVID was an immediate threat, and people respond to immediate threats,” stated one donor. Another donor said, “Our giving went up substantially. It’s probably somewhere between 25% to 35% higher this year.”

Advancement Resources probed how donors felt about the ways in which organizations engaged and interacted with them in 2020. Some donors are eager to get back to in-person meetings and events. Others have embraced the virtual world and appreciate the savings in both time and money afforded by less travel and in-person events. Either way, the donors interviewed said they want to be engaged.

The biggest takeaway from the research is the importance of building relationships and offering meaningful opportunities within organizations, like FarmHouse, have not changed and will not change, no matter what other events may be in the future.

Ben Golding (Iowa State 97), president and CEO of Advancement Resources, said of the findings, “The ‘new normal’ looks a lot like the ‘old normal’ — with some minor changes. The underlying nature of philanthropy remains constant. The joy donors receive from giving has not changed. Donors still want to make a difference for others based on their own personal stories.”

PHILANTHROPY: THE LOVE OF HUMANKIND

ONE FARMHOUSE ALUMNUS EXEMPLIFIES THIS PROFESSIONALLY AND PERSONALLY

For Darrell Godfrey (Iowa State 73), Master Builder, life is all about people and making the world a better place. Fortunately for FarmHouse, countless members, alumni, staff and volunteers have been the beneficiary of his coaching, mentoring and generosity.

Professionally, Darrell is Senior Vice President of Advancement Resources (see sidebar for more about the company). Darrell has extensive experience helping organizations, like the FarmHouse Foundation, develop comprehensive and strategic training programs to significantly raise levels of philanthropic support.

In his leadership role for nearly 14 years, Darrell has presented more than 500 interactive workshops to academic institutions, healthcare organizations and other non-profits. In addition, he provides specialized outcome-based coaching and consulting to academic leaders.

“After my first exposure with Advancement Resources, I learned they were helping philanthropic organizations be better and more effective at fundraising and connecting with donors. I was sold,” said Darrell.

“I thought, I can do that. I knew I was never going to be a big, big donor to organizations even though my wife and I are great donors to causes we believe in. But I knew I could make a major contribution professionally to help organizations improve themselves and positively affect people’s lives.”

“As a research-based organization in philanthropy, we spent hours interviewing donors, fundraising professionals, university deans, administrators and others about why people make philanthropic contributions and what is the best way to connect with those donors,” Darrell shared.

Darrell is a true connector, which he credits much to FarmHouse and has close ties to his work with Advancement Resources.

Darrell grew up on a farm in southwest Iowa and first learned of FarmHouse through 4-H. As a high school senior, he served as an officer on Iowa’s 4-H Council. The late C.J. Gauger (Iowa State 37), Master Builder, was the state’s 4-H Program Leader and became a long-time influence in Darrell’s life. “Through 4-H I learned there were other talented individuals beyond my family, school and community, and there was a bigger world out there. I also understood I had the opportunity to make others’ lives better through volunteering and giving.”

As a college freshman, Darrell joined the Iowa State FH Chapter. “The first time I visited the chapter house, a member asked me, ‘what can you bring to FarmHouse and why should we make you a member?’ It was the first time an organization asked me what I’d do to make an impact. It left a big impression on me.”

In FarmHouse, Darrell quickly got involved as a member and took on leadership roles. “At Homecoming and Founders’ Day, I noticed the many alumni who would attend and see the amazing things they had

accomplished, and that FarmHouse was an important part of their life. I thought, 'I want to be a part of this going forward.'"

After graduating from Iowa State with a degree in agriculture, Darrell worked for Farmland Industries for 10 years. During that time, he worked with several FarmHouse alumni and students as he supervised their internship program.

During his time working for Farmland in Bloomington, Ill., Darrell was approached by his mentor, C.J. Gauger, to start a FarmHouse chapter at Illinois State University, which chartered in 1992 and he was named their Founding Father.

"Helping to start the Illinois State chapter was a unique experience. My frame of reference was a very well established, well financed FarmHouse chapter. Here was a group of young men who wanted something more and to become a FH chapter. We met in a classroom on campus and talked about FarmHouse's values, history and brotherhood. It was a true grassroots effort, grounded in the values of the Fraternity. A full circle moment was meeting the son of one of those founding members when he joined FarmHouse at Iowa State years later."

When Darrell moved from Bloomington to Liberty, Mo., his involvement in FarmHouse didn't stop. He served on the Fraternity's IEB from 1994-98 and was named a Master Builder in 2004.

Shortly after starting with Advancement Resources in 2008, Darrell made a call to Allison Rickels, Foundation CEO, inviting her to a public workshop for fundraising professionals and offered to give a half-day seminar to the Foundation Trustees about the board's involvement in fundraising. Allison quickly jumped at the opportunities after learning about Darrell's new role and the FarmHouse connection.

"The founder of Advancement Resources, Joe Golding and his family, are long-time friends through my wife, Nelda. They went to college together and we stayed in touch. In college, Joe's two sons, Ben (Iowa State 97) and Tim (Iowa State 98), joined FarmHouse. Plus, Allison went to high school with Ben and Tim. Today, Ben is President of Advancement Resources. It's all about connections and building relationships."

Shortly after the Foundation's board workshop, Darrell was invited and became a Trustee, serving from 2010-16. He was fundraising chair during the highly successful "Live. Learn. Lead. — The Campaign for FarmHouse", raising over \$23.6 million. Advancement Resources generously donated video production, coaching and training to the staff and board, thanks to Darrell's leadership.

"Serving as a Trustee was life-changing," he said. "It was another opportunity to be around exceptional people who had accomplished amazing things in their lives and wanted to take what they've learned and share it with FarmHouse. I saw how generous people are to FarmHouse and really enjoyed the opportunity to encourage others to be philanthropic to perpetuate the values and vital programs of our Fraternity."

"We are living in the greatest philanthropic opportunity," said Darrell. "However, philanthropy isn't about the money, it is about the meaning. The definition of philanthropy is 'love of humankind'. It's about understanding why and what motivates someone to give. People today are giving to fewer organizations and really asking themselves, 'what can I meaningfully do with at least a portion of my money that matters.'"

Darrell and his wife, Nelda, have been married for 44 years and they have two grown children, Elizabeth and Mark, who are each married and they have three grandchildren. Nelda is a professor and associate dean of innovative partnerships and practice at the University of Kansas School of Nursing.

They are committed to a number of philanthropic

interests and each serve as board members for organizations dedicated to building into the leadership and scholastic skills of young men and women.

Darrell and Nelda have been exceptionally generous to FarmHouse as long-time donors, annually as a Chairman's Club member and including FarmHouse in their estate plans. "I give to FarmHouse because I want to leave a legacy. Leaving a part of what you've been able to accomplish in a way that will keep an organization that helps people attain their highest potential. I want to be a part of it because it's very important. I highly encourage others to join me in giving generously to FarmHouse. It's much like planting seeds and letting people sit under the shade of a tree you may never see. That's incredibly rewarding."



"THE FIRST TIME I VISITED THE CHAPTER HOUSE, A MEMBER ASKED ME, 'WHAT CAN YOU BRING TO FARMHOUSE AND WHY SHOULD WE MAKE YOU A MEMBER?' IT WAS THE FIRST TIME AN ORGANIZATION ASKED ME WHAT I'D DO TO MAKE AN IMPACT. IT LEFT A BIG IMPRESSION ON ME."

— DARRELL GODFREY (IOWA STATE 73)

RUBY Society

The Ruby Society is the FarmHouse Foundation's exclusive undergraduate giving society for those who give and participate as donors to the FarmHouse Foundation. Membership in the Ruby Society directly supports the Fraternity's undergraduate educational hands-on learning experiences at the Leadership Institute, To Be & Become and Conclave.

Chapters who have 100% of their members donate to the Ruby Society in a year receive special Excelsior recognition, exclusive FarmHouse decals for each member and a virtual or in-person "Lessons in Leadership" with a prominent FarmHouse alumnus.

A gift of \$10 or more to the 2021 Ruby Society is a gift to your FarmHouse brothers and future leaders like you.



The Minnesota Chapter listened to Tom Kopacek (MN 70) during their Lessons in Leadership session this fall as a thank you for joining the 2021 Ruby Society.

BENEFITS

- Networking opportunities
- Lessons in Leadership calls
- Chapter recognition

YOUR IMPACT

- Funds hands-on leadership experiences
- Enhances FarmHouse conferences
- Supports FarmHouse Excellence Fund

INVEST

- \$10 annually per undergraduate

100% PARTICIPATION FOR 2021





THE FARMHOUSE FOUNDATION

FY 2020-21 Endowment Report

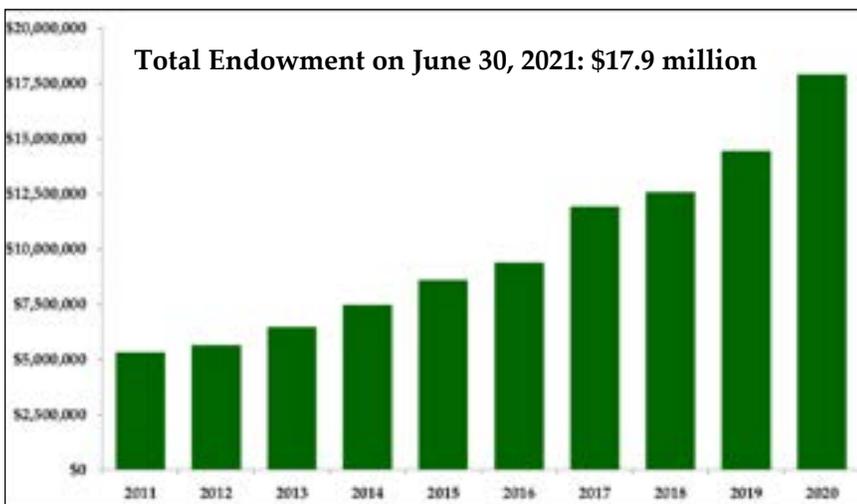
ENDOWMENT OVERVIEW

Endowment funds and the annual support they provide make an extraordinary difference in defining the strengths, opportunities and success of FarmHouse. An endowment is a fund intended to benefit FarmHouse members every year in perpetuity and is a permanent partnership with you, the donor.

The primary function of the FarmHouse Foundation is to serve as manager and administrator of charitable assets and to distribute funds derived from the generation of income from these assets. The Board’s Investment Committee, a sub-group of our Finance Committee, advises and recommends the investment management of the Endowment portfolio, which operates within the Foundation’s Investment Policy Statement.

The Foundation seeks investment returns through a diversified investment portfolio consistent with its Investment Policy Statement. To achieve this objective, the Trustees work with an independent investment advisor, Financial Counselors, Inc. Together, they make investment decisions, provide ongoing evaluation of economic conditions, review performance and provide advice on asset allocation.

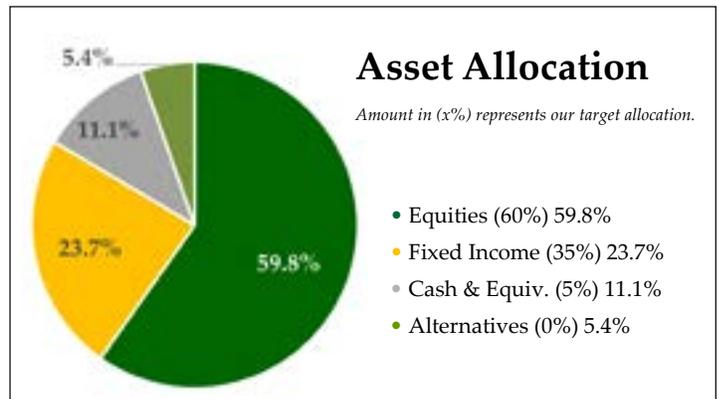
The primary objective of the endowment funds is to generate an increasing stream of income to honor the donor(s)’ designation of their fund while maintaining the permanency of the endowment funds over time. This includes funding for scholarships, leadership training, educational programs, chapter specific initiatives, computer technology, chapter housing and unrestricted support of FarmHouse.



INVESTMENT PERFORMANCE

The Endowment portfolio is calculated on a total return basis, which measures the performance of equity and fixed income. Total return, for purposes of this report, is the combination of income, dividends, gains and losses for the fiscal year, net of investment management fees. Investment performance is determined as a whole rather than on each separate endowment. Depending upon the timing of the creation or additions to an individual endowment, returns on specific endowments may vary.

The Endowment spending allowance is approved by the Board of Trustees annually. It is applied to the 3-year rolling average of the market value of each endowment fund.



BY THE NUMBERS FOR FY 2020-21

- Endowment Fund Assets: \$17,929,239
- During FY 2020-21, \$806,273 in new endowment gifts were received.
- The Endowment had a rate of return (net of fees) of 25.88%.
- Current Spending Allowance: 3.5%
- Current Administrative Expense: 1.75%
- Endowment Funds administered: 182
- New endowment funds established: 5
- Endowment Designations:
 - Unrestricted Support: 24
 - Leadership Training Programs: 37
 - International Scholarships: 10
 - Chapter Specific Programs & Scholarships: 78
- Funds not fully endowed or will be endowed by future estate pledges: 33

Creative Gift Planning:

USING DONOR-ADVISED FUNDS TO INVEST IN FARMHOUSE



Donor-advised funds have become an increasingly popular way to support favorite charitable organizations, like the FarmHouse Foundation. A personal charitable savings account, these funds allow donors to easily track their giving and make an impact, no matter the economic climate. They can make giving easier and help you create a family legacy of giving as these FarmHouse Foundation donors share...

“Setting up a donor-advised fund was attractive for multiple reasons,” said Scott Nagel (Minnesota 85), Foundation Chair-Elect. “We consistently give to three to four organizations. I used to take stock and transfer it directly to the organization. That was lots of work and it often took 30 days for them get it. It is much simpler and quicker with a donor-advised fund. I transfer stock to my Schwab Charitable account, they sell it the next day, and then I make a recommendation on a donation to which the organization. Funding my donor-advised fund is based on when I want to sell stock. It allows me to sell high but avoid being taxed on the short-term capital gains.”

“Donor-advised funds help the community. They are a positive philanthropic tool to support causes you care about,” said Terry Tobin (Iowa State 76).

“From a tax standpoint, if you have a ‘life event’ that creates a tax burden you can contribute to a donor-advised fund that year, take the tax deduction then distribute the dollars over time.”

Terry added, “With the change in tax laws and the standard deduction for a couple being \$24,000-\$25,000, donor-advised funds allow you to ‘bundle’ your charitable contributions in one tax year to get above the standard deduction and then give consistently to support charities over time.”

“My wife, Lisa, and I knew we wanted to continue our philanthropy in retirement but realized our retirement income cash flow would be less,” said David Rock (Kansas State 77). “Our financial advisor recommended establishing a fund to enable planning for current tax and future giving. The ability to get an immediate increase of 30%-plus in our future available giving dollars by harvesting the tax savings up-front, then investing those funds, allowing them to grow was very appealing.”

You can establish a donor-advised fund at any age as young alumnus, Jordan Moore (Oklahoma State 05) explained. “After working with our financial advisor, we decided to set up a donor-advised fund so we could allocate money we’ve earmarked for giving for a tax benefit, but weren’t yet sure where we wanted to give that money specifically yet. We have been pleased to support the FarmHouse Foundation through this fund the last few years.”



HOW THEY WORK

A donor-advised fund is like a waiting room for a charitable donation. You establish a fund using cash or appreciated property with a nonprofit called a sponsoring organization. They then invest and grow your money over time.

There are two ways you can use the money in your fund to support your favorite causes, like FarmHouse.

1. Recommend a grant or recurring grants to the FarmHouse Foundation. This allows you to support our mission today.
2. Name the FarmHouse Foundation as a beneficiary of the entire account or a percentage of the fund. The Foundation would then receive the money left over after your lifetime.

THE BENEFITS

Establishing and giving through your donor-advised fund offers many benefits. You:

- Qualify for an income tax charitable deduction in the year you make a gift to your fund.
- Don’t have to track your contributions (your sponsoring organization does). You will receive a single tax document each year, making record keeping easier.
- Can grow your fund over time if your sponsoring organization invests it, eventually allowing you to give more than you thought.

ALREADY HAVE A FUND?

Don’t let it sit idle! Donor-advised funds are often described as “rainy day funds.” If you have a fund, make sure you put it to work by making recommendations each year. Your gift can be designated to provide funding for the FH Excellence Fund, leadership training, research, scholarships, chapter housing and any other educational programs made possible by the FarmHouse Foundation.

SHARE THE GOOD NEWS

When you make a gift to the FarmHouse Foundation from your donor-advised fund, we may not know who it is from. If you use your fund to make a gift to the FarmHouse Foundation, please let us know by contacting Allison Rickels, Executive Director & CEO at 816-891-9445 or Allison@FarmHouse.org so we can thank you for your generous support.

In Their Own Words...

**DAVID ROCK
(KANSAS STATE 77)**



WHAT IS ATTRACTIVE ABOUT A DONOR-ADVISED FUND AS A DONOR?

I have found a donor-advised fund to be a very useful tool in support of short and long-term giving objectives. The timing of income and tax benefits are not always aligned with giving opportunities. With a donor-advised fund, tax benefits can be realized when monies are put into the fund and thus realized in advance of the donation to a specific cause. Using Fidelity, it is convenient and easy to set up for one time and ongoing scheduled grants. By 'paying' in advance for future giving, the fund is invested and grows in value, increasing the capacity for philanthropic giving. The donor-advised fund also fits in our estate planning. Rather than have our bequests managed by our will and trust and incur the costs of document changes, we've named our daughter to make distributions based on our final wishes. With this plan we have the flexibility to change and adjust our final wishes without incurring the cost of legal fees. The remainder in the fund will become a gift to her to distribute as she chooses.

WHAT MOTIVATED YOU TO ESTABLISH A DONOR-ADVISED FUND?

My wife, Lisa, and I knew we wanted to continue our philanthropy in retirement but realized our retirement income cash flow would be less. Our financial advisor recommended establishing a fund to enable planning for current tax and future giving. The ability to get an immediate increase of 30%-plus in our future available giving dollars by harvesting the tax savings up-front, then investing those funds, allowing them to grow was very appealing.

WHAT OTHER ADVICE WOULD BE HELPFUL FOR ALUMNI TO KNOW?

With the current tax law and increased standard deduction it takes significant levels of giving to realize the tax benefit. With a donor-advised fund you can pull ahead the deductions by bunching them to realize the tax benefit but retain control of the money for giving at a later date.

An Example of How DAFs Work:

Joe wants to give back to FarmHouse in a way that will benefit undergraduate brothers and their educational opportunities. He establishes a \$30,000 donor-advised fund with a community foundation. He receives a federal income tax charitable deduction for the amount of the gift. He also gets time he needs to decide and do research on which 501c3 organizations to support.

Joe recommends grants to the FarmHouse Foundation (which he has supported for years), his church and an area food bank. The community foundation presents the charities with checks from the James Fund, which Joe named in honor of his father.

He also decides to name the FarmHouse Foundation as the beneficiary to receive the account balance after his lifetime. Joe is gratified to start this personal legacy of giving.



MAKE THE MOST OF YOUR IRA

For years, you've faithfully saved for retirement. However, what once worked in your favor—putting money into your IRA and enjoying tax savings—will change when you begin withdrawing funds. That's because you pay income taxes on the amount you withdraw from your IRA.

3 SOLUTIONS BASED UPON YOUR AGE

No matter your age, you can designate the FarmHouse Foundation as the beneficiary of all or a percentage of your IRA. Follow these simple steps to complete your gift:

- Contact your IRA administrator for a change-of-beneficiary form, or simply download a form from your provider's website.
- Name the FarmHouse Foundation (Tax ID #36-6111880) and the gift percentage. Return the form to your IRA administrator.
- Let us know! We want to ensure your charitable intent is carried out.

If you're at least 59½ or older, you can take a distribution and then make a gift from your IRA without penalty. If you itemize your deductions, you can take a charitable deduction for the amount of your gift.

If you're 70½ or older, you can give any amount up to \$100,000 from your IRA directly to the FarmHouse Foundation or another qualified charitable organization without having to pay income taxes on the gift.

Why Consider This Gift?

- Your gift will be put to use today, allowing you to see the difference your donation is making.
- Beginning in the year you turn 72, you can use your gift to satisfy all or part of your required minimum distribution (RMD).
- You pay no income taxes on the gift. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions.
- Since the gift doesn't count as income, it can reduce

your annual income level. This may help lower your Medicare premiums and decrease the amount of Social Security that is subject to tax.

MAKE YOUR GIFT COUNT IN 2021

Still need to take your required minimum distribution for the year? Your gift can satisfy all or part of the requirement up to \$100,000. Act now—you must make the transfer by Dec. 31 to ensure your gift qualifies for 2021. Contact us to learn more about this tax-savvy gift and ways to invest in FH young men.



GIVE THE *Perfect Gift* THIS SEASON

3 WAYS TO HONOR A LOVED ONE AND SUPPORT FARMHOUSE

During the holidays, do you struggle to find the perfect gift for your loved ones, only to settle for something else just so you can cross them off your list?

We've all done it — given a gift that we know the recipient won't love. This holiday season, consider a gift they won't want to return. If you know someone who values FarmHouse's commitment to building men and/or have a FarmHouse brother who has made a difference in your life, consider making a donation in his honor. These tribute gifts are also a great way to remember loved ones who are no longer with us.

To learn how you can extend the impact of a gift to FarmHouse well beyond the holiday season, please contact the Foundation Staff.



HOW TO MAKE A TRIBUTE GIFT

There are three easy ways to give a tribute gift to FarmHouse... none of which require a trip to the store:

1. MAKE A GIFT TODAY

A cash gift can help support the FH Excellence Fund, a leadership program, an educational project, research, scholarships or a chapter housing campaign. For 2021, you can take advantage of extended tax benefits for cash contributions to qualified charities, like the FarmHouse Foundation. If you take the standard deduction, you can deduct up to \$300 for single filers or \$600 for married couples filing jointly. If you itemize your deductions, you can deduct up to 100% of your adjusted gross income.

2. MAKE A GIFT THROUGH YOUR ESTATE PLAN

Include a gift in your will or living trust, stating that a specific asset, certain dollar amount or percentage of your estate will pass on to us after your lifetime in honor or memory of your loved one or another FarmHouse brother.

3. MAKE A GIFT THAT LIVES ON FOREVER

Named endowments can be established for \$10,000 or more, which can be made now or through your estate plan. When you establish an endowment with a gift of cash, securities or other assets, only a portion of the income earned from your gift will be used for the educational purpose you agree to, allowing the fund to grow and support your gift intentions in perpetuity.

TWO FARMHOUSE MASTER BUILDERS PERPETUALLY REMEMBERED

When two Master Builders and pillars of FarmHouse, **John Foltz** (Ohio State 55) and **Owen Newlin** (Iowa State 50), passed away in the last year, their FarmHouse brothers and friends came together to find meaningful ways to remember and celebrate their legacies in FarmHouse. As a result, named endowment funds were established in their memories.

John and Owen each exemplified what it means to be a Builder of Men. They were two of the finest examples of how to build others; be consummate leaders on the national, state and local levels; successful agri-businessmen; devoted spouses, fathers and grandfathers; champions for higher education; and long-time supporters of FarmHouse.

John C. Foltz served as USDA Deputy Undersecretary of Agriculture and in numerous leadership roles for agricultural industry associations. After graduating from Ohio State University, John joined the Navy, was a part of several military tours abroad and became a naval weapons instructor. Following the military, John worked for FFA as public relations manager and then director of the FFA Foundation before joining USDA.



JOHN C. FOLTZ

Prior to retirement, he served as an Assistant Commissioner for the Commodity Futures Trading Commission.

John was instrumental in the merger and bringing FarmHouse to Ohio State University in 2010 and tirelessly served as a long-time volunteer of the Ohio State chapter and association. He served as a FarmHouse Foundation Trustee from 2008-11 and was named a FarmHouse Master Builder in 2010. John passed away Jan. 7, 2021, in Dublin, Ohio.

FarmHouse brothers Larry Hageman (Ohio State 94), Jack Stickle (Ohio State 03) and John's wife, Anne, and son, John Foltz (Ohio State 79) started the **John C. Foltz, Sr. Memorial Endowment Fund** with others contributing as well. The purpose of the permanent endowment fund is to provide grants for leadership training and scholarships to benefit members of the Ohio State FH Chapter.

"Our affiliation with FarmHouse would have never happened had it not been for Brother Foltz," said Stickle. "He recognized the character and values the men of FarmHouse had through his career and knew we aligned. He also knew our standalone chapter of ATZ could benefit tremendously with leadership opportunities, resources and part of a larger network. We will never be able to quantify the impact and insight John offered to our chapter and to many of us individually."

"John was the bridge of generations in our FarmHouse chapter," said Hageman. "Always engaging, listening, wanting to learn more about students and keeping alumni in touch. John always had a welcoming smile and a comforting handshake. By interacting with John, I have become a better man and a better person. It was an easy choice to recognize John for his efforts with an endowed scholarship and to contribute towards it."

John's son, John who serves on the International Executive Board said, "My father was a big believer in people and the

good that people can do. He was supportive of groups that build 'human capital,' and FarmHouse is a great example of such a group. He was also a strong backer of youth development and believed in the mantra that the youth of today are the leaders of tomorrow. The endowment established in his name is a superb way to recognize my dad's legacy and his lifelong involvement in our Fraternity. Thank you to all who have supported it and will support it in the future!"

Owen J. Newlin, PhD., dedicated his entire life to his family and helping farmers feed the world. Prior to his retirement in 1993, Owen served as vice president of Pioneer Hi-Bred International and was a director of the company from 1963 to 1999. He volunteered on numerous national boards in the agriculture industry, on the Board of Regents for the state of Iowa including as president, FFA and on the Iowa State University Foundation. For his countless



OWEN J. NEWLIN

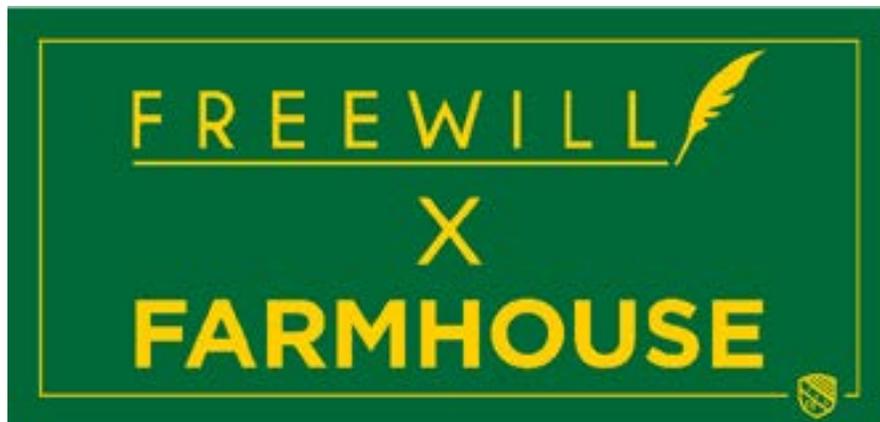
career achievements and involvement, Owen received many prestigious awards and national recognition, including the FarmHouse Master Builder of Men Award in 1998. Owen passed away July 12, 2020, in Des Moines, Iowa.

To honor and remember Owen, with the blessing of his wife, D.J., in September 2020, the **Owen Newlin Memorial Scholarship Endowment Fund** was established. The Fund will annually award a scholarship for international study abroad experiences by a FarmHouse undergraduate. Members of the Iowa State FH chapter will receive first preference, with members of other FH chapters also eligible. D.J. was touched when asked about this idea and shared that offering a scholarship like this would be very appropriate as Owen believed international travel was very important to a young person's development and understanding of how the world works.

Paxton Williams (Iowa State 97), past president of the Iowa State FH Association, said, "I always have been impressed by Owen in my interactions with him, by his humor, good spiritedness and his ability to speak his mind and give his honest opinion in a clear, civil way."

Jim Tobin (Iowa State 76), who spearheaded the fundraising efforts for Owen's scholarship, said, "I recall Owen once saying to me, 'Jim, it is the people and their development as leaders that is the most important part of FarmHouse.' He lived the FarmHouse Object throughout his 92 years of life. Owen truly set an example for us and so many others who he encouraged and supported over his many years. This scholarship fund is an opportunity to permanently thank, honor and remember Owen and his legacy."

Individuals may make a donation in memory of John, Owen or other FarmHouse brothers memory to the FarmHouse Foundation at bit.ly/FHGive. Please choose "Endowment" in the drop-down menu and in the notes section write the person or Fund you would like to support. For more information about how to establish an endowment fund like these, please contact Allison Rickels with the FarmHouse Foundation.



Wrap up 2021 by benefitting FarmHouse members

Doing some end-year planning?

One simple way to get organized for your loved ones is by creating your will. Using the FarmHouse Foundation's new online tool, it only takes 20 minutes to check this item off your to do list and plan ahead.

The FarmHouse Foundation has partnered with FreeWill to make it easy to help you write a legally valid will and 100% free to do. In less than a half hour, you can protect your loved ones. You can also dedicate a portion of your legacy to FarmHouse that has helped shaped your life. If you prefer to finalize your will with an attorney, you can still use this helpful tool to create a draft will and a list of documented wishes.

Nearly 70% of Americans don't have an updated legal will, despite it being an essential task. By planning your estate now, you are able to care for and protect your loved ones in meaningful ways such as:

Prevent disputes. All too often you hear stories of families torn apart by arguments over assets and responsibilities after the passing of a loved one. Having a plan in place lessens conflict and confusion while alleviating stress during an already difficult time.

Save time and money. Without an estate plan, the legal process of the

distribution of your assets can be lengthy and costly for those affected.

Deepen trust and respect. Whether it's the people you designate to handle your end-of-life care or as your children's legal guardians, estate planning shows your loved ones how much you admire and trust them. It's a tangible way to show them just how much they mean to you.

Share your passion. Including a gift to a favorite organization, such as FarmHouse, enables you to express your values, even after your lifetime.

This helpful online tool with FreeWill makes an often-complicated task a bit easier, and presents an opportunity to plan for your future and give your loved ones' peace of mind knowing they are carrying out your wishes as you intended. It is also one of the most powerful ways you can establish a lasting legacy with FarmHouse, without paying a cent today!

When you include the FarmHouse Foundation in your will, you can take a bold step to support the future of young leaders and the Fraternity — not only today, but every day and forever.

Start your will today at: FreeWill.com/FarmHouse

WHY YOUR GIVING MATTERS.

We encourage you to consider adding the FarmHouse Foundation to your estate plan, which will directly impact the next generation of FarmHouse young men. But don't just take our word for it!

Read what some FarmHouse members have to say about the Fraternity's impact and how your philanthropic intentions change lives today and will in the future:

"When I came to college, it was a very tricky time in my life. I was confused, looking for a way to make my college experience worthwhile. After meeting FarmHouse members, I knew I had found where I was supposed to be. You see, this brotherhood was more than just a house; it was a home. Since I've joined, I have made it my mission to help others find their own home here. Through our mission of Building Men, I believe we are using our morals to guide us through the future in a most productive way."

— *Logan Bechanan (Kentucky 18)*

"FarmHouse was a safe place for me when I transferred to Clemson and knew nobody. The brotherhood to me means a strong bond among men that I will have for the rest of my life. FarmHouse has also given me the opportunity to be a leader that I would not have had otherwise."

— *Brinton Shinn (Clemson 18)*

"Being in FarmHouse gives me confidence I didn't have before I was a member. FarmHouse has also given me good morals and guidelines to live by to be the best man I can be."

— *Benjamin Korniak (Purdue 19)*

Write a legally valid will and create a lasting legacy with FarmHouse Foundation

\$4 BILLION +

Amount of money committed to charities through FreeWill

375,000+

Number of people who have created estate plans through FreeWill

20 MINUTES

Average time it takes a user to complete their plan

WHY DO I NEED A WILL?

Everyone should have an estate plan to support their future and protect what they love. A will (or revocable living trust) is the best way to:

- Protect the people, pets and communities you love
- Save your family stress and complications by giving exact instructions on how to handle your estate
- Start a legacy with FarmHouse Foundation and build the leaders of tomorrow for generations to come.

HOW DOES FREEWILL HELP?

FreeWill's self-help solutions for common estate planning needs help you create a legal will completely free of charge, and make it easy to create other important estate planning documents so you are prepared for your future. FreeWill can also be paired with an attorney for more complex needs.

Visit FreeWill.com/FarmHouse to get started

Have you included a planned gift in your will to FarmHouse Foundation? All you have to do now is fill out the form at FreeWill.com/Record/FarmHouse to let us know so we can update our records!

Have an IRA, 401(k), or any other non-probate assets not included in your will? FreeWill can help you make your plans and designate FarmHouse Foundation as a beneficiary at FreeWill.com/Beneficiaries/FarmHouse

WATER LEADER'S LEGACY GIFT CREATES RIPPLE EFFECT

Celebrating Robert Longenbaugh's passions and generosity

It is incredible what foresight, planning and generosity can do to leave a legacy for the future. Robert Longenbaugh (Colorado State 54), was a planner in all facets of his life, including his 55-year career in planning and advocating for Colorado's water resources and its future.



ABOVE: Bob Longenbaugh (CO 54) poses at Colorado State Alumni Association event.

BELOW: Bob's badge donated by his family.

For a number of years, Bob talked to the FarmHouse Foundation staff about his desire to give significantly to benefit young FarmHouse men, through education and developing future leaders, especially those who share his passion for water management. After his passing on Oct. 17, 2020, his thoughtful planning came to fruition.

Bob joined the Colorado State FarmHouse Chapter in 1954 when he enrolled at Colorado A&M, now Colorado State University (CSU). The young chapter was only five years old when he initiated. He was one of the first agricultural engineers to graduate from CSU's new program. The day he graduated in 1957, he was commissioned as an officer in the U.S. Air Force. He was stationed in Guam and served as a meteorologist, further spurring his interests in water, precipitation and storms. Following his military service, he returned to Fort Collins, Colo., to complete a master's degree in agricultural engineering, specializing in soil and water management.

Later, he became a tenured assistant professor in civil engineering. As a faculty member for 19 years, Bob received numerous awards and recognition for his research on water issues and irrigation, working closely with farmers and politicians across the state of Colorado and the nation. In 1975, he was promoted to associate professor.

In 1981, he became the assistant state

water engineer for the Colorado Division of Water Resources where he worked extensively in well permitting, water research, litigation and groundwater issues. He was a pioneer in applying computer methods in water management for the state. He held this position for 11 years until his retirement in 1991. In retirement, he remained active as a consultant in educating people about water issues and the importance of water to agricultural life in Colorado.

"In Colorado, water is truly the lifeblood of agriculture," said Jim Hendrix (Colorado State 72), president of Progressive Ag Management and a FarmHouse Foundation trustee. "Bob was always interested in what was new and advancing in the technological field of irrigation and how water could be used more efficiently. He was a dedicated FarmHouse Alumnus."

"Bob and I held many discussions on Colorado groundwater issues and shared a deep concern about the future of our state in this regard," said Master Builder Greg Bamford (Colorado State 67). "Bob was a devoted and loyal FarmHouse member for the entire time of my association with the Fraternity."

Bob's generous six-figure legacy gift will have a ripple effect on young FarmHouse leaders for many years to come.

It was years prior and planning ahead, when he named the FarmHouse Foundation as a beneficiary of two annuities, which resulted in this generous gift. An endowment fund in his name has been established, which will award annual academic scholarships to recognize and reward outstanding student leaders seeking an undergraduate or graduate water-related degree, support the participation of the Colorado State Chapter in FarmHouse leadership training programs, invest in the educational programs of the International Fraternity and support the operations of the FarmHouse Foundation.

"Bob's relationship with FarmHouse was important to him," said Dwight



Muhlbrandt, Bob's stepson and executor of his estate. "His identity after leaving home and enrolling at what is now Colorado State University was wrapped around two things, CSU and FarmHouse. He grew up on the family farm and ranch in southwest Colorado near Cortez. He was very active in 4-H as a youngster, and it was only natural that he joined FarmHouse. He maintained life-long friendships with some of his Fraternity brothers."

"When we started the estate planning process, he identified three primary entities where he wanted to make a lasting financial contribution," said Dwight. "They were CSU, FarmHouse and the Montezuma County Historical Society. We are pleased he was able to make a lasting contribution to FarmHouse because it was a place that had a very positive impact on him."

We celebrate Bob's life well lived and his desire to invest in future leaders as well as his lifelong devotion to water resources and education. His generous legacy gift guarantees his passions will endure for generations to come.

Bob's example is a reminder of the role FarmHouse has played in shaping and building each of us.

"His continued engagement with all generations of FarmHouse members is a true example of the lifelong commitment we all make to our Fraternity," said John Ortner (Colorado State 04), former FarmHouse Fraternity Board member.

While different generations, John always counted on Bob being at FarmHouse events, advocating for their chapter and supporting the Fraternity experience.

Furthermore, Bob's legacy gift

underscores the opportunity alumni and friends have through the FarmHouse Legacy Society to assure that the Fraternity continues to Build Men indefinitely.



Bob Longenbaugh (CO 54) shares a soil sample.

WOULD YOU CONSIDER BOB'S EXAMPLE AND HOW YOU MIGHT LEAVE A SIMILAR LEGACY WITH FARMHOUSE? YOUR PHILANTHROPY AND DEDICATION, LIKE BOB'S, WILL HAVE A RIPPLE EFFECT AS LIVES ARE CHANGED, NOT JUST SOMEDAY, BUT EVERY DAY AND FOREVER.

Seeing Is Believing!

On the FarmHouse Foundation's Plan My Legacy website, you can:

- Find the right gift for you based on your age, assets or the amount you would like to give.
- Learn about ways to give and how to fund your gift.
- Write your own estate plans through our partnership FreeWill.com.
- Download brochures and watch videos on popular types of gifts.
- See your potential benefits with our Gift Illustrator.
- Get your plans in motion with our Personal Estate Planning Kit.
- See the names of FH Legacy Society donors.

WWW.FARMHOUSE.PLANMYLEGACY.ORG

JOIN THE FARMHOUSE LEGACY SOCIETY



We thank the following donors who have notified the FarmHouse Foundation of the generous gifts they plan to make through their wills, trusts, life insurance, gift annuity or other estate plans to help continue FarmHouse's mission, values and educational initiatives long into the future. These inspirational donors are a part of our FarmHouse Legacy Society.

When you include the FarmHouse Foundation in your estate and share that information with us, you will become a member of the FarmHouse Legacy Society. A deferred gift of any size or type brings an invitation to this prestigious giving society. We invite you to consider joining the Legacy Society. Please download, print, complete and mail or email the FarmHouse Legacy Society Enrollment Form if you would like to share your legacy with FarmHouse young men. For more information, please contact us at (816) 891-9445.

Including FarmHouse in your estate will give future generations of FarmHouse men opportunities to learn and grow both in and out of the classroom through leadership training, relevant educational programs, academic scholarships and a home away from home. Estate giving is the ultimate gift and a lasting tribute to your interest and continued support of FarmHouse, and an inspiration for others to follow. Thank you for considering leaving a legacy with FarmHouse. Your philanthropy and dedication to FarmHouse changes lives, not just someday, but every day and forever.



[CLICK HERE TO SEE
FH LEGACY DONORS](#)

WHY I GIVE

“As a new alumnus, I feel like it is my duty to help support my Fraternity.”

- **TRAVIS RUTLEDGE (OH 19)**

“FarmHouse is the best organization I’ve ever been a part of, I just want to try to give back so more young men can have the same great experience I had in my undergraduate years. FarmHouse gave me an outlet to grow as an individual and to meet lifetime friends that are in a similar field. I am able to be more successful in life because I have a solid base of people that I can get new and creative ideas from.”

- **ALEX NIELSEN (ND 14)**

“FarmHouse further enriched my undergraduate student experience in the 1980s at my alma mater Oklahoma State University. I strive to live out the FH pillars every day in my life. Giving back to organizations that helped me become the person I am today is very important to me. I will always owe a debt of gratitude to FarmHouse!”

- **MILFORD JENKINS (OK 83)**

“I give because I support the Fraternity and its ideals, as well as the high quality of men it produces.”

- **JOHN CROSIAR (OR 68)**



“FarmHouse provided a wealth of leadership and developmental experiences and many of my brothers are life-long friends.”

- **CRAIG DYBEDAHL (SD 78)**

“FarmHouse provided an exceptional environmental to make life-long connections and set me up for a successful career.”

- **TIM BECKER (IA 90)**

“To show gratitude for impact that this organization had on my professional development, and the individuals that invested their time on me.”

- **ADAM FORD (VT 10)**

“FarmHouse has provided me with a community of support I can count on for life. And I believe in paying it forward to the FarmHouse men of the future.”

- **JOHN TORRES (OH 02)**



THANK YOU, VOLUNTEERS!

EXECUTIVE COMMITTEE & COMMITTEE ON BOARD RESPONSIBILITIES

Loren Peterson (NE 75), Chair
Scott Nagel (MN 85), Chair-Elect
Bob Knief (IL 89), Past Chair
Jim Hendrix (CO 72), Finance Chair
Lloyd Bettis (IA 67), Fundraising Chair
Dick Wittman (ID 68), Governance Chair
Allison Rickels, CEO, ex-officio

FINANCE COMMITTEE

Jim Hendrix (CO 72), Chair
James Kelly (AU 81)
Bob Knief (IL 89)
Eric Thurber (NE 89)
Loren Peterson (NE 75), ex-officio
Allison Rickels, ex-officio

FINANCE COMMITTEE

Lloyd Bettis (IA 67), Chair
Rick Berg (ND 81)
Michael Dykes (KY 74)
Craig Harris (IA 65)
Scott Nagel (MN 85)
Loren Peterson (NE 75), ex-officio
Allison Rickels, ex-officio

GOVERNANCE COMMITTEE

Dick Wittman (ID 68), Chair
Gary Hansen (SD 72)
Charlie Oellermann (NE 77)
Brian Woolley (IA 75)
Jim Tobin (IA 76), Trustee Emeritus
Loren Peterson (NE 75), ex-officio
Allison Rickels, ex-officio
Jason Butler, ex-officio

AUDIT COMMITTEE

Jim Kelly (AU 81), Chair
Gary Hansen (SD 72)
Jim Hendrix (CO 72)
Don Ferguson (KS 63)
Randy Oberdiek (MO 81)
Loren Peterson (NE 75), ex-officio
Allison Rickels, ex-officio

STRATEGIC PLANNING COMMITTEE

Brent Bible (PU 93)
Eric Bymaster (PU 90)
Ken Converse (SD 81)
Ryan Downs (NE 88)
Gabriel Eckert (KS 95)
Brian Hogue (TAM 05)
Bob Knief (IL 89)
Scott Nagel (MN 85)
Doug Sims (IL 65)
Eric Steiner (PU 98)
Christian Wiggins, CEO, ex-officio
Allison Rickels, ex-officio
Cody Cramer (OK 08), ex-officio
Kahlin McKeown, ex-officio

INVESTMENT COMMITTEE

Eric Thurber (NE 89), Chair
Jim Hendrix (CO 72)
Andy Jacobitz (NE 85)
Jeremy Settles (NM 94)
Larry Witzel (IA 85)
Loren Peterson (NE 72), ex-officio
Allison Rickels, ex-officio

CHAPTER HOUSING LOAN PROGRAM COMMITTEE

Tom Kopacek (MN 70), Chair
Jim Tobin (IA 76), Co-Chair
Jason Mott (MO 94)
Jeff Davis (SD 78)
Jack Haselbush (CO 67)
Doug Sims (IL 65)
Terry Tobin (IA 76)
Allison Rickels, ex-officio

FUNDRAISING ADVISORY MEMBERS

Ken Converse (SD 81)
Darrell Godfrey (IA 73)
Brian Hogue (TAM 05)
Greg Ibach (NE 81), IEB appointed

INTERNATIONAL SCHOLARSHIP JUDGES

Greg Bamford (CO 67)
Frank Bezdicek (MN 67)
Clark Hanson (SD 61)
Steven Lonergan (IA 85)
Jeff Muchow (SD 66)
Ray Schooley (KS 57)
Noel Stuckman (PU 54)
Sandy Stuckman
Allison Rickels, ex-officio

FINANCIAL STATEMENTS



[CLICK HERE TO SEE
THE FARMHOUSE FOUNDATION
AUDIT REPORT](#)

[CLICK HERE TO SEE THE IRS
FORM 990 FOR FY 2020-21](#)

CASH CONTRIBUTIONS

We greatly appreciate your loyal support! To make a gift today, fill out the enclosed donor card and mail it back in the provided reply envelope with your check or credit card information.



EASY GIVING PLAN

Budget your investment by setting up a recurring gift, giving each month or quarter rather than a lump sum payment.

DONOR ADVISED FUNDS

A donor advised fund gives you the flexibility to recommend how much and how often money is granted to the FarmHouse Foundation and other qualified charities. You can recommend a grant or recurring grants now to make an immediate impact or use your fund as a tool for future charitable gifts.

GIFTS OF GRAIN

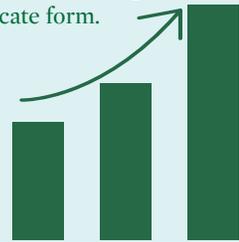
Those with a career in production agriculture can make a gift of grain or other commodities and reduce their taxable income.



GIVING OPPORTUNITIES TO MAKE A DIFFERENCE

STOCK GIFTS

Appreciated stocks and mutual funds can be transferred electronically from your brokerage account or sent through the mail if held in certificate form.



CARES ACT FOR 2021

The new CARES Act expands charitable giving incentives allows taxpayers who take the standard deduction to donate up to \$300 to qualified charities, like the FarmHouse Foundation. For those who itemize, the law allows for gifts to charities be deducted up to 100% of your adjusted gross income for 2021.

ONLINE DONATIONS

Visit bit.ly/FHGIVE to make a gift online to any fund and at any time via PayPal's secure donation system. PayPal accepts all major credit cards. You can also make a gift and see your donor record on MyHerdBook.

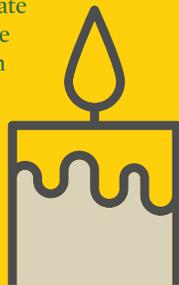


OTHER GIFTS

The Foundation Staff is happy to answer your questions and assist with other gifts such as donor advised funds, life insurance, charitable gift annuities and planned giving. To qualify for a tax benefit in 2021 (when you itemize deductions on your income tax return), you must make your gift by December 31. To learn more, visit FarmHouse.org/Foundation.

MEMORIAL & HONORARY GIFTS

To make a tribute gift, indicate this on your check or include a note in the gift designation field for an online donation.



ESTATE GIVING

Including FarmHouse in your estate plans is leaving the ultimate legacy. Estate gifts include bequests, insurance policies, charitable remainder trusts and gift annuities. Doing so, you will be included as a member of the FarmHouse Legacy Society. To learn more visit www.farmhouse.planmylegacy.org.

MATCHING GIFTS

Your employer may have a matching gift program that can multiply your support. Please ask your employer for the necessary forms.



ENDOWMENTS

Endowment funds are permanently restricted so only the income from the funds is to be used for the purpose agreed to with the donor when the Foundation accepts the gift. Named endowment funds can be established at \$10,000 or more, which can be made in a lump sum, spread over up to five years or as an estate pledge commitment.

CHARITABLE IRA GIVING

Individuals age 70.5 or older can make gifts up to \$100,000 per year using funds transferred directly from their IRA to the FarmHouse Foundation without paying taxes on the distribution.

GIFTS TO A CHAPTER FUND

You may designate your gift for an endowment fund that is designated for a specific chapter as well as give to your chapter's foundation council or building fund.





FarmHouse Fraternity

Unto Whom These Presents Come, Greetings:
Know Ye that the International Convention Board of FarmHouse Fraternity
in the furtherance of the purposes of its organization has heretofore authorized and directed the
establishment of a chapter at University of Missouri, Columbia
to be known and styled as the Missouri Chapter of said Fraternity, and said Chapter
is vested with all of the rights, privileges, and obligations therewith pertaining as conferred and
imposed by the Constitution of the Fraternity and amendments of successive Conventions.
FarmHouse Fraternity hereby designates the following as Charter Members.

GIVE TODAY

Robert Brown	David Brown	Michael Brown	Kevin Brown	John Brown
Robert Brown	David Brown	Michael Brown	Kevin Brown	John Brown
Robert Brown	David Brown	Michael Brown	Kevin Brown	John Brown

In Testimony Whereof, we herewith affixed the signatures of the Officers of the
International Convention Board and the seal of the Fraternity.
Charter issued under date of the twenty-third day of October, 2021 A.D.