



Raising Our Game

The Campaign for Delta Upsilon @ Cornell



Delta Upsilon has always been the best fraternity on The Hill and continues to set the standard for Greek life at Cornell. Over the years, the wear and tear of fraternity life has taken a toll on our chapter house, which is over 100 years old. The ***Raising Our Game Campaign*** seeks to raise \$3 million to implement major restorations to the home we hold so dear.

This campaign is about taking our fraternity and brotherhood to another level. DU was not built on the shoulders of idle men. DU brothers are leaders, innovators, coaches, CEOs, Presidents, Generals and professionals of the highest pedigree. Our chapter house should reflect the caliber of brotherhood we know DU to be. Outlined in the following pages, you will find our renovation plan detailing how we will use the funds raised during this campaign.

We cannot do this without you!

Our goal is to provide future generations with the best 21st century living and learning environment possible during their time at Cornell. The bond forged among the privileged few who become Cornell DUs is worth preserving. We sincerely thank you for your commitment to Delta Upsilon and we humbly ask you to join us as we Raise Our Game and propel our fraternity to new heights at Cornell University!



CornellDU.org

CAMPAIGN LEADERSHIP



DOUG PORTER '78

National Campaign Co-Chairman



TOM SCOTT '78

National Campaign Co-Chairman



NELSON SCHAEENEN, JR. '50

Honorary Campaign Chairman



PETER GOGOLAK '64

Honorary Campaign Chairman



JOHN PAXTON, JR. '73

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TIM RING '79

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TONY CASHEN '57
TONY MURRAY '60
BOB VERNA '68
MAL MCLAREN '73
JOSEPH WASILEWSKI '74
SCOTT KEENUM '76

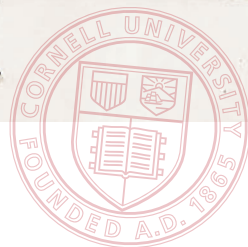
FRANK TATASEO '76
DALE MUELLER '77
JOHN NEFF '77
JOHN JAMESON '80
DON STRANG '80
DAN GILROY '86
MARC STOLFE '86

BRIAN MILLER '85
DAVID O'ROURKE '87
JOHN HOCK '90
LANCE POLIVY '08
BRANDON POTTER '09

UNDERGRADUATE REPRESENTATIVES

BILLY BERNIS '19

NOAH WARTELS '19



Key Steps to Date

The Cornell Delta Upsilon Association hired OmegaFi, a nationally renowned fraternity fundraising firm, to conduct an unbiased feasibility study to determine if DU alumni agreed with the idea to raise money to renovate the chapter house. The study results were presented on August 8, 2016 and reported a vast majority of alumni agree with the proposed development plan and indicated a willingness to support the campaign with their time and money.

It is vital to our future success to address renovation needs NOW.

Annual "DUes" have supported *The Moose* and key events like Homecoming and reunions, while generous individual gifts have helped with investments in the house over the years. Your participation in these appeals is appreciated. But now it is time to take bold and decisive action to ensure the house is updated for today's university environment and the brotherhood remains a strong and vibrant contributor to the Cornell community.

Through careful planning and consultation with our architect, we know that a \$3 million capital campaign will allow us to make the necessary renovations to preserve the best living and learning experience for DU brothers.



WHY I GIVE

"DU has been an important influence and part of my life since my undergraduate days. Alumni like **Jack DeForest '19**, **Bert Antell '28**, **Nelson Schaenen, Sr. '23** and **Nels Schaenen, Jr. '50**, along with my classmates have been steady mentors. I've tried to give back a little in return for what I've received from my DU associations, hoping the experience of new brothers will be equal in value to what I've received. The **Raising Our Game** campaign will help sustain our cherished Cornell DU heritage." —

TONY CASHEN '57

Our Construction Plan

Our plan calls for major renovations to key areas of the house which the Alumni Board believe are vital to its infrastructure. Campaign Construction Chairman, **Duane Phillips '78**, led a comprehensive study for the implementation of these projects to ensure minimal disruption of undergraduate life which included alumni feedback and extensive conversation with engineers, technical experts and Cornell University. The feasibility study further cemented our plans by understanding the majority of alumni agree with the needs as they were presented.

Construction efforts will focus on the following areas in order of greatest need and construction timing:



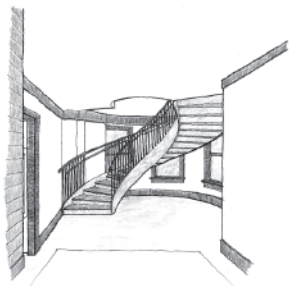
THE GREAT HALL

The Great Hall will feature a refurbished first floor entrance, refinished floors, improved lighting, replaced murals and repaired molding. As the featured room of our house, renovating the Great Hall will be our first priority.



LIFE SAFETY/ADA ENHANCEMENTS

Our chapter house is poorly lit in many areas. In addition, our electrical infrastructure requires significant upgrades. Safety is job one for the alumni. We will invest in all life safety recommendations by our experts. ADA access to 6 South Avenue is long overdue. Our renovation plans will trigger required ADA compliance.



THE RETURN OF THE SPIRAL STAIRCASE

The spiral staircase will serve as a gateway to our newly refurbished social spaces that will be a key feature of our newly renovated house!

WHY I GIVE

"The generosity, support and guidance of DU alumni had a tremendous impact on my experience at Cornell and throughout my career. This is about giving back." —

JOHN HOCK '90



REFURBISHED SOCIAL SPACES

The newly installed spiral staircase will give way to a renovated basement designed to resemble a pub-like atmosphere. TVs, game tables, bar area and furniture will turn this space in to the premier social space on The Hill with the goal of transforming the currently underutilized space.



LIBRARY/STUDY AREA

The area currently known as The Library (also known as the pool room) will become a dedicated study area. Interior French doors will be installed on both sides of the fireplace to close off this room for quiet study. Library tables, study carrels, reading lamps, computer outlets and other study materials will promote a scholarly environment where DU members can devote time to their studies.



DINING

Our plans will provide enhanced kitchen capabilities and dining areas. The Class of '61 led the refurbishment of the upstairs dining and we want to build upon that generosity, adapting to lifestyles on campus today. Specific, detailed alternatives are still under consideration.



RESTROOMS

Whether for alumni, women or parents visiting the house, it is critical to have a clean, modern facility on the first floor in close proximity to the public social spaces. New restrooms will also be added downstairs adjacent to the primary social areas. In addition, investment is required in existing bathrooms and careful consideration will be given to upgrading current facilities on the bedroom floors.

On Campus Today



Thanks to a tremendous rush effort when the rest of the Greek community experienced soft rush numbers at Cornell, DU saw 23 new brothers pledge and join. The Alumni Board is constantly impressed by the leadership shown by the undergraduates.

Their input and participation in this process proves again that they are worthy of our support.

They continue to set the standard and raise their game on campus, in the classroom and throughout the community.



UNDERGRADUATE HIGHLIGHTS:

- Led and mentored by **Cal Fastuca '78**, DU is a leader in community service efforts to help those less fortunate.
- Members of the DU Global Service Initiative traveled to Jamaica for multiple service projects.
- “Ivy Man” for Women’s Cardiac Care.
- “Alpha Phifa” for Women’s Heart Health.
- DG Anchor Slam for “Service for Sight”.
- Intramural All-Sport Champions 2 out of the last 3 years.
- Northeastern Collegiate Hockey League South Champions (NECHL) (ACHA D1). DU members accounted for all 8 goals (6 goals scored, 2 goals assisted).
- Cornell DUs helped found Cayuga’s Watchers, a nationally recognized group of students who promote responsible and safe drinking, a critical factor in today’s campus environment. Donated \$5,000 to Cayuga’s Watchers in 2016.
- Strong alumni presence including mentoring program. Every undergraduate executive board member is assigned to an alumni advisor.
- Supported by **Tony Cashen '57**, Chapter Advisor, Ryan Coles, is a 2019 ILR Ph.D candidate tasked with guiding, advising and supporting DU and its officers as well as monitoring the chapter’s progress.



WHY I GIVE

“I went to Cornell, but I graduated from DU.” — MARK KAMON '75



How You Can Help

The ***Raising Our Game Campaign*** is for all DU brothers and our ultimate success depends on your involvement. Pledges to the campaign are payable over five years and you will receive credit at both the University and Fraternity levels. Your gift is **tax deductible** through Cornell University and we offer flexible gift options that allow you to contribute at a level that makes sense for you, such as:

- Cash
- Corporate Matching
- Life Insurance
- Multi-Year Pledge
- Bequest
- Charitable Gift Annuity
- Stock Transfer
- Retirement Plan
- Charitable Remainder Trust

Now is the time to act!

With questions or special requests, please contact one of the following:

Doug Porter '78 – Campaign Co-Chairman – 312.305.4280 – dcp1056@gmail.com
Tom Scott '78 – Campaign Co-Chairman – 901.483.0353 – tom.scott78@gmail.com
John Ross – Campaign Counsel, OmegaFi – 800.276.6342 – jross@omegafi.com

\$3 Million Goal

Example of gift structure to reach our \$3 million goal.



Raising Our Game

The Campaign for Delta Upsilon @ Cornell

| Number of gifts needed | Amount | Total raised at this level | Monthly payment over five years |
|------------------------|-----------|----------------------------|---------------------------------|
| 1 | \$500,000 | \$500,000 | -- |
| 1 | \$250,000 | \$250,000 | -- |
| 2 | \$100,000 | \$200,000 | -- |
| 10 | \$50,000 | \$500,000 | \$833 |
| 25 | \$25,000 | \$625,000 | \$417 |
| 35 | \$10,000 | \$350,000 | \$167 |
| 55 | \$5,000 | \$275,000 | \$83 |
| 65 | \$3,000 | \$195,000 | \$50 |
| 70 | \$1,500 | \$105,000 | \$25 |
| 264 | | \$3,000,000 | |