

# CE&CF

## BOARD MEETING

### February 12, 2021

Present via Zoom Teleconference: Dick Fenstermacher, Bill Giesler, Wayne Gilsdorf, Bill Hoeb, Jerry Lang, Steve Simendinger, John Strobach, Jim Sparrow, and Barry Wanninger.

Approval of October 30, 2020 Board Minutes – Wayne Gilsdorf moved to accept; Bill Hoeb seconded – unanimous.

Approval of January 7, 2021 Email Amendment to Fund and Rename Fall Pledge Award to C. Thomas Clifton Fall Pledge GPA Award – Jerry Lang moved to accept; Bill Hoeb seconded – unanimous.

#### **President's Report – Bill Giesler**

##### CE&CF:

The Planned Giving ad hoc committee has developed a solicitation letter (attached) targeted for our alumni initiated in 1970 and before. The letter will initially be emailed on March 1 and depending on SHA's initiative to improve alumni email info, we may snail mail some letters afterwards. Bill asked that any Board comments be emailed to him by Monday February 15.

##### Active Chapter

By: Sam Kendall, Active Chapter President

As the unprecedented year of 2020 came to a close, the brothers of Alpha Xi finished up a successful calendar year with several exciting activities. In early November, the Upsilon New Member Class was initiated into the bonds of Pi Kappa Alpha after a fantastic new member experience led by brother Cam Carlin. During the new 4-week new member process, a recent change by the International Fraternity, the Upsilon Class learned about Alpha Xi, the UC Greek Life Community, the International Fraternity, and most importantly, what it means to be a PIKE. The initiated class has already begun making an impact on Alpha Xi through their leadership on campus and within the operations of our chapter.

Furthermore, during the month of November, there were several brothers of Alpha Xi elected to executive positions within our chapter and across campus. Within the Alpha Xi chapter, brothers Matthew Mohn and Jaydon Kaufhold were elected to become our next Treasurer and Recruitment Chair, respectively. These two outstanding leaders will be undergoing the transition process throughout the early months of 2021 as they prepare to officially begin their terms in April. Additionally, brothers Joe Kemper and Chase Kendall were elected President and Vice President of Recruitment for the University of Cincinnati Interfraternity Council. Lastly, many of our brothers have stepped up into leadership roles for 2021 across campus in organizations, such as Lindner Ambassadors, Student Alumni Council, Lindner Student Association, and Students Consulting for Non-Profits.

Just before the end of the Fall semester, Alpha Xi hosted some successful and COVID-friendly brotherhood and philanthropy events. With many COVID-19 restrictions still impacted normal chapter operations, our executive board and cabinet position holders have continued to think outside the box. Brother Michael Brown set up an exhilarating day of paintballing at Paintball Country in which over 60 brothers were able to partake in some friendly, socially distanced competition between brothers. Additionally, brother Will Gapinski hosted a brotherhood event at Stones Lanes that saw many brothers unfortunately come up short in their quests to bowl a 300. Nevertheless, the event had a great turnout and provided a fun

night for our brothers. Lastly, Alpha Xi hosted a No-Shave November philanthropy event in which several brothers competed to grow the best facial hair in order to receive monetary votes to raise money for the Karen Wellington Foundation. Brother Ganesh Raevla and his team congratulated Xander Wells the winner of the competition and donated over \$500 to the Karen Wellington Foundation.

To begin the 2021 Spring Semester, nearly 60 brothers applied for the CE&CF Scholarships. Our chapter is beyond grateful for the continued support from the alumni boards and are looking forward to the virtual Scholarship Awards Ceremony slated for March 23<sup>rd</sup>. Additionally, we were able to host brother Ryan Atkins during our virtual chapter meeting in late January to speak about his Alpha Xi experience and his new book *One Step Closer: How a Life-Altering Accident Led Me to Everything I Almost Missed*. Our brothers enjoyed hearing about Ryan's story and are looking forward to learning more through his book. In the coming weeks, about 30 brothers will be attending PIKE University virtually to learn more about the International Fraternity and how to successfully network with our brothers across the country. Lastly, Spring Rush Week will occur in mid-February as our Recruitment Chair Chase Kendall and team look to find the next great new member class to further propel Alpha Xi at the University of Cincinnati. We are forever grateful for our brothers, alumni, and the University of Cincinnati for making all of this possible. Thank you and Rush PIKE!

Bill Giesler complimented the Chapter for its ability to sustain its excellent leadership and all-around performance over a number of years.

### SHA

By: Mark Woods, SHA President

"After pausing in person events in 2020, we are starting the new year with an effort focused on data improvement for the alumni ranks. Out of our ~1,600 alumni, we don't have emails for over 800, and another 150 are uc.edu addresses which are no good. So, in transitioning to digital communications, we are missing over 60% of our brothers. This means we have to continue with mailers, which bring added cost and complexities. To fix this, Brother Armsey has joined SHA to lead an Era Captains project. We are in the process of recruiting and assigning brothers to help us update our alumni contact information. This will lead to more effective communications in the future; saving money and time for our alumni orgs while allowing us to better engage our brothers. We anticipate this project wrapping up end of March.

We are continuing to follow covid updates so that we may reactivate in-person events. In all likelihood, Homecoming may be our first opportunity to encourage brothers to once again gather. We will continue to put the safety of our brothers first, but look forward to re-engaging in person down the road."

The Board is encouraged with this new effort led by Steve Armsey that will improve opportunities for communication with alumni.

### UCPHC

By: Alex Glutz

The first semester went very well with respect to COVID, excluding move in week there were zero reported cases at the house. As a result of that success, we are continuing the "Health and Sanitation Officer" role for monitoring all COVID related matters, house rules, cleaning, supplies, tracking cases, etc. We are currently expecting at least 26 residents in 2021-2022

After many years of service, Bill Giesler, former President of UCPHC, resigned from the Board of UCPHC at the end of the year. His experience and perspective will be missed, but he left

the Board in a position of organizational and financial strength that will serve as the basis for our continued success. He will remain in an advisory role on a number of projects.

Jim Sparrow has been working with Doug Cushman to transition him into the role of Treasurer. While a number of responsibilities were transferred over in the fourth quarter of last year, Jim will continue to do tax returns for the foreseeable future.

### **Treasurers Report - Jim Sparrow**

Gift from John Pecsok Estate – Jim was contacted by a law firm representing the estate of Marilyn Pecsok, John’s widow, who passed away recently. CE&CF is a two-fold beneficiary of the estate: 1) a Fidelity IRA account to be split among eleven charities; and, 2) a two percent interest in the assets of the remaining estate.

Jim has provided the law firm with all required CE&CF information. The size of the gift is not known as yet – it is expected that it could take up to a year to liquidate the estate. The funds could be designated for the John Pecsok Endowed Scholarship Fund.

### **Fundraising Report – Bill Hoeb**

#### Annual Fundraising Program (AFRP)

Our 2020-2021 contributions have grown to \$53,745 as of today. The request for “Christmas Scholarship Luncheon” contributions with the modified Bernie Meese modified Chinese Raffle was successful. It resulted in the addition of \$3,560 to the General Fund.

#### Association Connection (A/C)

We continue to be pleased with Association Connection. The new website continues to attract information and contributions from previously “inactive” alumni Brothers.

At Bill Giesler’s request, we have researched and developed an effective but efficient way for Bill to send a personal thank you note to contributors.

Our recent thoughts include an email series focusing on the recipients of the 2020-2021 CE&CF awards. Those receiving this year’s awards will receive a congratulatory letter that will include a short questionnaire for them to complete and return to us along with a personal photo. Their “stories” will appear in email blasts, relating their feelings/ appreciation for the award(s) they received. Bill Hoeb noted a recent thank you in the January Alpha Xi Pike Newsletter from Jeffery Bogenschutz, the 2020 Jack Van Fossen Award recipient noting his gratitude for the award.

We continue to look for and develop communications to attract the attention of and contributions from those on our email list.

Bill Giesler added that 2021 services with AC will remain at 2020 pricing levels.

### **Investment Committee Report – John Strohbach**

The Investment Committee met with Johnson Investment Co. on Feb. 9, 2021 to review the 1<sup>st</sup> Half of Fiscal year 2020-2021. The results were:

Value on 12/31/2020    \$1,431,783  
Contributions    \$38,395; Expenses    \$17,196  
Adjusted Value    \$1,410,584; Beginning Value 6/30/2020    \$1,249,727

Net Investment Return \$160,857 or 12.6% - Blended Benchmark 14.1%

Equity 24.2% - Blended Benchmark 24.7%

Fixed Income 0.9% - Barclays Capital Benchmark 1.1%

The Committee found these results to be acceptable.

The last 12 quarters average portfolio value is \$1,174,445; Sustainable fiscal spending (4%) is \$46,977

The prediction for the market in the 2<sup>nd</sup> half is for minor changes. The potential for additional US deficit spending, corporate tax increases and inflation are not expected to significantly impact the market. It is expected that we will keep the current relationship of equities to fixed income (60/40 %)

We agreed the committee will make a recommendation to the Board of Trustees at the end of the current Fiscal year (6/30/2021) regarding the amount of funds to be used for scholarships during the following fiscal year.

### **Scholarship Committee Report – Barry Wanninger**

We received 59 applications via the [UCPikes.org](http://UCPikes.org) website by the January 8th deadline. They were then all distributed to the scholarship committee members for ranking in one single PDF file (Progress!) that Megan at AC compiled in alphabetical order. The committee met via Zoom on January 26th to select the 2021 recipients. The only two recipient choices missing to date are for The Quinn Family and Brookline scholarships. Kyle Quinn and Mark Wood have promised to have the recipients to us by February 17th at the latest. After we receive the final two recipient's scholarship envelopes, letters and checks can be printed. Megan will assist with this process too.

The amounts of the scholarship endowment payouts from PiKA Foundation are as follows. Checks will be requested from the PiKA Foundation and sent to our CE&CF address to be deposited at Johnson Investments.

Michael Dever Leadership Award – January 1 Balance: \$26,228; 2021 Award: \$1,046

William R. Nester Brotherhood & Ideals Award – January 1 Balance: \$73,532; 2021 Award: \$2,934

Chris Jones Scholarship Fund – January 1 Balance: \$17,073; 2021 Award: \$681

Alpha Xi Chapter Endowment Fund – January 1 Balance: \$53,642; 2021 Award: \$2,140

The CE&CF scholarships and awards will be announced by Barry Wanninger during an Alpha Xi active chapter Zoom meeting starting at 6 PM on Tuesday, March 23rd. Bill Giesler and Sam Kendall (SMC) will also do a CE&CF and active chapter update. This online meeting will be open to all actives and alumni. Blanket emails will go out to our alumni base with an announcement and the Zoom meeting connection link. The scholarship and award letters and checks will be presented by only Bill Giesler and Barry Wanninger to the active chapter recipients on Monday, March 29th at the Nester house from 6-7 PM to comply with COVID safety protocol.

## **Old Business:**

### 1. Approval – Level and Source of Funding – 2021 Scholarships

John Strobach moved that “CE&CF funding of 2021 Scholarship Awards is not to exceed \$50,339.” Seconded by Bill Hoeb – unanimous approval.

### 2. CE&CF Succession – Johnson Charitable Gift Fund (Quasi-Endowment Agreement)

Steve Simendinger reviewed the attached Agreement. Comments are to be forwarded to Steve by next Friday, February 19. Tabled to May 14, 2021 Meeting.

### 3. Planned Giving Initiative – Next Steps

As noted in the President’s Report, Bill Giesler asked that any suggested changes in the letter to be sent to Alums 1970 and earlier be emailed to him by Monday February 15.

### 4. UC Bearcat Scholarship Recipients – Eligibility for CE&CF Awards

Eligibility for Scholarship Awards is well documented in our Articles of Incorporation and Scholarship Award selection criteria. No further discussion.

### 5. Possible Effect of Covid on Founders Day –

Founders Day has been cancelled for the year. We look forward to gathering at KCC again in 2022.

## **New Business:**

Rename Presidents Scholarship Award – Bill Hoeb moved “that the Board change the name of the annual CE&CF President’s Award to the William S. Giesler President’s Award. An annual award of \$5,000 will be presented to the winner and will be fully funded by the CE&CF General Fund.”

Bill Hoeb noted that it is indeed an honor to suggest we rename this award in recognition of the “continuing years of leadership” Brother Giesler has provided in support of our mission. In 2010, he was elected to a two-year term and is about to enter the eleventh year of his presidency.

Dick Fenstermacher seconded – unanimous approval.

Bill Giesler thanked the Board and stated his appreciation for the support received from the Board and noted the encouragement that is to him..

**Adjourn:** 11:00 AM – Wayne Gilsdorf moved, second by Jerry Lang - Unanimous

**Next Meeting:** May 14, 2021

Dick Fenstermacher, Secretary

**ENDOWMENT AGREEMENT ESTABLISHING  
THE COLLEGE EDUCATIONAL AND CHARITABLE FOUNDATION  
SCHOLARSHIP FUND**

This QUASI-ENDOWMENT AGREEMENT is made the \_\_\_\_ day of \_\_\_\_\_, 2021, by and between the Board of Trustees of the College Educational and Charitable Foundation (the “Donor”), and the Johnson Charitable Gift Fund (the “Gift Fund”), an Ohio non-profit corporation, to establish a Scholarship Fund (the “Scholarship Fund”).

**WITNESSETH:**

WHEREAS, the Donor desires to establish a Scholarship Fund to support the general charitable purposes set forth in this Agreement, which are charitable purposes recognized by the Internal Revenue Service under 26 USC §501(c)(3) (“Section 501(c)(3)”); and,

WHEREAS, the Gift Fund is a public charity described in Section 501(c)(3) of the Internal Revenue Code and is willing to accept such scholarship fund in accordance with the provisions of this Agreement; and,

WHEREAS, the scholarships to be distributed from this fund will be awarded on an objective basis pursuant to the Gift Fund policies, which are, in part, intended to ensure compliance with applicable sections of the Internal Revenue Code and corresponding regulations and procedures;

NOW, THEREFORE, the parties agree as follows:

1. The Donor intends to give, assign and transfer to the Gift Fund, and encourage other Donors to make gifts, in cash or intangible property acceptable to the Gift Fund, in one or more transfers to be managed in accordance with the provisions of this Agreement. The Donor or others may from time to time, by gift, bequest, or otherwise, make additional gifts to the Gift Fund to be added to this Scholarship Fund and to be administered in accordance with this Agreement.

2. The Scholarship Fund established by this Agreement shall be known as “The College Educational and Charitable Foundation Scholarship Fund.”

3. The Gift Fund hereby accepts such gifts and agrees to hold, manage, control, invest and reinvest such gifts in a Scholarship Fund in accordance with policies and guidelines established from time to time by the Gift Fund's Board of Directors, and principal of the Scholarship Fund up to and including all of the funds held in the Scholarship Fund. Distributions from the Scholarship Fund determined in accordance with policies established by the Gift Fund's Board of Directors shall be used to support one or more annual scholarships to be distributed pursuant to the terms set forth in Exhibit A.

4. The authority for expenditures supported by the Scholarship Fund shall be directed by the Board of Directors of the Gift Fund, after due review by the Board of Directors to ensure compliance with applicable procedures, laws, and regulations. The Gift Fund agrees to hold, manage, control, invest and reinvest such gifts in a Scholarship Fund in accordance with the goals of the Donor in establishing the Scholarship Fund, as set forth in Exhibit A, to the extent said goals will not conflict with applicable procedures, laws, and regulations.

5. Administrative expenses, and investment management and custodial fees shall be chargeable to the endowment fund and paid out of income and principal appreciation of the fund according to the Gift Fund's regularly published fee schedule.

6. In the event the purpose of the Donor as described in this Agreement can no longer be carried out, or is impractical or inappropriate due to changing conditions, the Donor expressly authorizes and empowers the Gift Fund to utilize the Scholarship Fund for such alternate purposes that may be deemed proper in its sole discretion, but the Donor's wish is that the fund shall continue to bear the name designated above and the amended terms shall adhere as closely as possible to the Donor's original intent expressed in this Agreement. The Donor expressly confirms that such alternate purposes could include support of undergraduate scholarships for students enrolled in the University of Cincinnati. Before utilizing the Scholarship Fund for

alternative purposes, the Gift Fund will first make reasonable efforts to review such changes with representatives of the Donor, if available.

IN WITNESS WHEREOF, the Donor and Gift Fund have executed this Agreement as of the date written above.

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[Donor]

JOHNSON CHARITABLE GIFT FUND

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By: Michael D. Barnes, Esq.,  
Its: President



**THE COLLEGE EDUCATIONAL AND CHARITABLE FOUNDATION  
SCHOLARSHIP FUND**

EXHIBIT A

Donor has created this fund to provide one or more annual scholarships and grants to student members of the Alpha Xi Chapter of the Pi Kappa Alpha Fraternity at the University of Cincinnati.

The following general criteria are to be utilized by Scholarship Committee in determining potential qualified recipients of the scholarship(s), so long as these criteria are not at any time determined to be subjective or discriminatory under applicable provisions of the Internal Revenue Code:

1. Member of the Alpha Xi Chapter of the Pi Kappa Alpha Fraternity at the University of Cincinnati or relative of a Pi Kappa Alpha Fraternity alumnus attending the University of Cincinnati.
2. Exhibits an exemplary behavioral record, both scholastically and personally.
3. Demonstrated leadership, either chapter and/or University.
4. Demonstrated superior academic performance.
5. Engaged in extracurricular activities.
6. Participated in Varsity, Club, and intramural athletics.
7. Current with Fraternity financial obligations.
8. University of Cincinnati student in good standing.

The Scholarship Committee shall meet to determine which student best exhibits the criteria for a scholarship(s) supported by the Scholarship Fund. The Scholarship Committee shall consist of a minimum of seven Alpha Xi Alumni, which people cannot be related to any scholarship recipient, as "related to" is defined in applicable tax code sections and regulations and as interpreted by the Gift Fund's Board of Directors.

In the event the role of the Scholarship Committee is assumed by the Johnson Charitable Gift Fund, no representative of the University of Cincinnati acting on behalf of the Scholarship Committee shall award a scholarship to a relative.

SCHOLARSHIPS, AWARDS, AND SELECTION CRITERIA  
(Board Manual Pgs. 59 to 63)

## Planned Giving Alumni Solicitation Letter:

Alpha Xi continues to thrive – even in these times of pandemic, masks, no travel and social distancing. We hope you have been receiving the regular updates from Active Chapter. How they recruited and initiated 28 new men during the 2020 fall semester, we don't know, but they made it happen.

OUR fraternity, that we enjoyed so many years ago, is now exceeding anyone's expectations – high GPAs, routinely winning Smythe Awards, routinely winning "Best Chapter on Campus", doing charitable projects regularly and, developing great young men.

We know, things are different now but the important thing to us is the continuance of our chapter's envied alumni support to make today's experience meaningful for the actives and incoming new members (formerly known as pledges). In the last 15-20 years, alumni have contributed – both time and money – to:

1. Build the Nester House.
2. Increase our endowment fund to over \$1.3 million, supporting our scholarship effort.
3. Endow over 20 named scholarships.

Wonderfully, the active chapter and the CE&CF<sup>1</sup> are on firm financial footing and we want to keep it that way.

One way to ensure the future viability of CE&CF is to increase our "Planned Giving" sources. In the past few years, several of our alumni from the 1950s and 60s have supported CE&CF through their wills, trusts, and other planning methods. Several of these were terrific surprises to us.

In 2021-2025, we are embarking on a concerted effort to add 25 new planned gifts benefitting CE&CF's scholarship and other educational endeavors. This is a five-year effort to sustain the endowment, hopefully into perpetuity.

How can you participate? Planned Giving<sup>2</sup> can be done several ways. Please look at the options on the attachment.

Alternatively, some people are interested on making a significant gift that is immediate and can have impact right away. Attached are some ideas for immediate gifts as well. I hope you'll strongly consider the beneficial impact your continued financial support will have on sustaining Alpha Xi.

Bill Giesler

Nick Orphan

Mark Serrienne

PS: Interestingly, from our recent survey, many brothers told us being an Alpha Xi alum is really about two things—*lifetime friendships* and *giving back*. Perhaps these strike a meaningful chord for you, too.

ADD A RETURN CARD OR EMAIL IN ADDITION TO THE CONTACT INFO ABOVE. RETURN CARD MIGHT BE SOMETHING LIKE THIS:

I am interested in more information and details on the following, please call me:

- Naming CE&CF in my will or trust
- Naming CE&CF as a beneficiary on my IRA or Life Insurance
- Gifting a life Insurance policy
- Making a QCD from my IRA
- Gifting appreciated securities
- Making a contribution from my Donor Advised Fund
- Other type of contribution

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<sup>1</sup> College Educational and Charitable Foundation, 501-C-3

<sup>2</sup> Please consult your tax advisor or CPA for tax implications in your situation