

“Brothers For _____”
University of North Carolina at Chapel Hill

<https://www.facebook.com/BrothersFor>

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“Brothers For _____”

I. Our Mission and Purpose

The mission of “Brothers For _____” at the University of North Carolina at Chapel Hill is to unite members of different fraternities to work together to change the UNC and Chapel Hill community for the better. Our organization is committed to promoting Greek unity and transcends the differences and rivalries between Greek organizations by allowing them to work together to positively impact both the campus and the town community. By working together, we can make a very significant positive impact not only on our community but also within the Greek system at UNC. We are partnered with Habitat for Humanity of Orange County and are committed to serving those who are seeking affordable housing. Finally, we are committed to continuing this project and our commitment to Habitat for Humanity in the years to come. We would like to encourage other Greek communities, including both fraternities and sororities, across the nation to consider adopting our model.

II. Our Organizational Structure

Our organizational structure is set up so that each fraternity involved in our project has an equal voice and equal representation. Each fraternity has officers who are dedicated to planning and organizing the project. The president and philanthropy/service chairs of each fraternity serve in an integral role in the planning of the project. The presidents and philanthropy/service chairs have met at least twice each semester to discuss the fundraising goals for the year, to plan each Habitat build for the semester, and to discuss any difficulties each group might be facing. Further, the presidents are responsible for overseeing all of the operations of the project and working together to communicate with one another. The philanthropy/service chairs are responsible for the fundraising efforts and for organizing events to raise money for the project.

Each fraternity has also selected a volunteer coordinator who is responsible for holding those members who sign up for the builds each weekend accountable. It is the job of the volunteer coordinator to make sure that members show up at the build site on time.

In addition to the internal leadership of each fraternity, a few staff members from Habitat for Humanity of Orange County are committed to working with us during the course of our project. These staff members have played a very important role in our project and have helped us plan, fundraise, and coordinate our efforts. They have helped us set attainable goals, taught us effective ways to fundraise, and have served as advisors to answer any questions we might have for them. They have also held us accountable for our fundraising goals and for our building commitments. We are in contact at least once weekly with these staff members, and this frequent communication has kept us focused on the project.

III. Our Motivation

The members of “Brothers For _____” believe in serving those who are in need. In the Chapel Hill community, there are many families who are seeking affordable housing, and many of these families are those of university employees. We are committed to serving those in the Chapel Hill community—whether that service be with our time dedicated to building or with our financial commitment to fund the Habitat house. This commitment to service is illustrated by our mission statement, which is essentially to bring peoples of different groups together through service to those in need. This service brings many different groups of people together, including not only members of different fraternities but also members of the Chapel Hill community who come from many different backgrounds. By working together for a common good, we are all able to come together and form relationships that we might not make otherwise. Our commitment to serving others allows us to transcend differences and rivalries and unite around effecting a positive change in the community.

IV. Strategy and Activities

We promote philanthropic practice and awareness on the UNC campus by promoting the “Brothers For _____” project and by hosting events that are centered around the project. “Brothers For _____” has been featured in a few articles on campus and has gotten a lot of attention because of its ability to bring together members of groups that do not often interact. Our project has generated a lot of buzz because it has inspired others to pursue service to others.¹

In addition to promoting our project on campus, each fraternity has also hosted events at their houses to fundraise and promote awareness of both the project and service to others. Each fraternity has carried out a letter writing campaign in which members sent out letters to friends, family, and alumni to promote awareness of the project and to fundraise for it. Each fraternity has also hosted events like benefit dinners and charity golf tournaments to raise money and to promote our project.

V. Results

Our work has a direct, visible, and significant impact upon the Chapel Hill community and its residents. We are currently in the second year of the project, and we have already funded and built a home for a family in need. We are currently in the process of building a home for another family in need and have already completed a significant portion of the fundraising needed to fund that home. Thus, our positive impact in the community is very visible and very tangible for both those

¹ See links to articles referenced above:

<http://www.unc.edu/public-service/brothers-band-together/>

<http://www.dailytarheel.com/article/2013/01/brothers-for-david>

who participate in the building of the house and for those who get to move into the home.

VI. Budget

The budget for the Habitat home we built for Ms. Redmond and her three grandchildren in 2012 was approximately \$50,000. We were able to raise the money and build the home in the matter of a few months after we decided to organize the project in January.

The budget for the Habitat home we are building in 2013 is approximately \$78,000. Each fraternity's goal is to raise around \$10,000 on their own through the letter writing campaigns and through other fundraising events throughout the year.

VII. Sustainability Plan

We believe that our project is very sustainable and can be implemented in Greek communities on college campuses across the nation. Because of our partnership with Habitat for Humanity of Orange County, we will be able to work with the same organization in the years to come. Thus, the relationships that we have made with those staff members will be able to continue and will not end after one year. This fact can be seen in the fact that we are already in our second year of operation and have continued our relationships with those staff members even after the leadership transitions with each fraternity.

With our focus on incorporating new members into our project, we believe that our project will be able to sustain itself because of the training new members received in their first months of membership in the fraternities involved. During those few months, the new members worked with staff members from the Habitat office and learned how to write effective fundraising letters and also were educated about the project. We will be able to use a similar format in the 2013 fall semester, but it will be even more effective because the experienced members from the previous years will be able to train the new members who join in fall 2013.

Additionally, there is already a lot of infrastructure in place to ensure the sustainability of "Brothers For ____." Because we got a late start in January 2013, we had not spent a full year working on the "Brothers" project. When we incorporated several new fraternities into our group, we had to start from scratch with those fraternities to write fundraising letters, plan events, and carry out training. In the years to come, however, all of those aspects are now already in place and can be easily modified and replicated for use in the next year.

Finally, we have a lot of alumni investment in and support for our project. In February, we hosted a sustainability breakfast with fraternity alumni, parents, and university administrators to garner support and seek feedback to ensure this unique collaboration continues to grow each year. We had a really impressive turnout, and several alumni flew in from around the country to attend the event. We feel that this level of alumni commitment is very encouraging and is definitely a positive for the future of our project. Thus, it is for all of these reasons that we feel that the "Brothers For _____" project is a sustainable one.

VIII. Lessons Learned

The biggest lesson that we have learned in working on this project is to start our planning as early as possible. When we started in January 2013, we definitely got a late start and had a difficult time planning all aspects of the project effectively. We felt very pressed for time and rather disorganized.

Thus, when we decided to build another home and invited other fraternities to join our project, we started planning in June 2013 for the build that was going to start in January 2013. We held a meeting for all of the presidents in August and got the new members of each fraternity involved in September. We started fundraising as early as October, and we tried to be as forward-thinking as possible. Now, we have already completed a significant portion of our fundraising—and building—efforts and still have time to finish strong.

For others who might decide to adopt this project on their campuses, it would be best to start the planning process far in advance of the targeted build dates.



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March 14, 2013

AARON BACHENHEIMER
Director

To the Generous U Award Selection Committee:

Please let this letter serve as confirmation that the "Brothers For" Habitat project is an initiative of the following officially recognized student organizations at UNC-Chapel Hill:

Alpha Tau Omega
Chi Phi
Chi Psi
Delta Kappa Epsilon
Sigma Alpha Epsilon
Sigma Chi
Zeta Psi

This is a tremendous project worthy of strong consideration.

Sincerely,