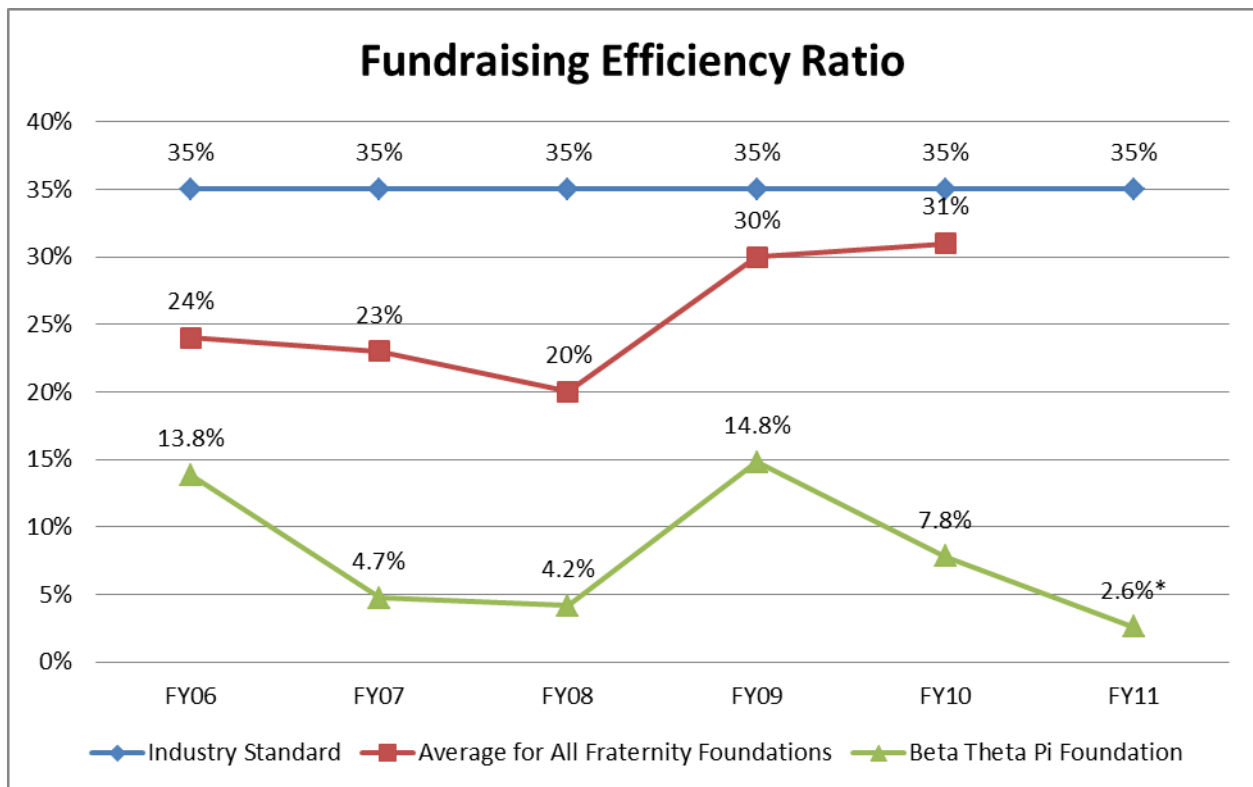




Earning and Strengthening Your Trust

In an effort to earn, maintain, and strengthen the trust of Betas and friends across North America, the Beta Foundation monitors its Fundraising Efficiency Ratio annually. The Fundraising Efficiency Ratio (FER) represents the percentage of each dollar received that is used on fundraising expenses (fundraising expenses/annual support). The chart below compares the Beta Foundation's FER with both the fundraising industry standard of 35% or less, and the average FER for all Fraternity Foundations. The lower we keep our Fundraising Efficiency Ratio, the greater resources we can invest in our undergraduates annually through the leadership development programs and services of the *Men of Principle* initiative.

The data for the chart below is gather by an independent party affiliated with the North-American Interfraternity Conference Foundation (NICF) and is only available through FY10. The Beta Foundation's FER for FY11 is an approximation pending the figures of our annual audit.



Note: The Beta Foundation's *Fundraising Efficiency Ratio* of 2.6% means 97.4% of each dollar raised in FY11 was spent on direct programs and services that influence the development of Beta's undergraduates (and not on fundraising or other expenses.)