



THETA CHAPTER



The Campaign to Restore & Expand Malmud House

Honoring Our Past. Securing Our Future.

"Coming from Omaha, I barely knew anyone at Penn. At Theta, I knew I belonged. I want all future ZBT Brothers to have a place to go where they are accepted, respected, and treated as brothers."

— David Slosburg, *Major Gifts Chair*



What distinguishes the Brothers of the Theta Chapter is their core commitment to excellence. Long looked upon as the "best house at Penn," the Theta Chapter of ZBT has won numerous national awards for scholastic achievements and educational prowess, including the recent 2013 Madeira Cup for Fraternity Excellence.

Chartered in 1907 by six outstanding young Jewish men, the University of Pennsylvania's Theta Chapter of the Zeta Beta Tau fraternity has long been a "powerhouse of excellence," dedicated to recruiting and developing men of good character. As one of ZBT's oldest chapters, Theta Chapter holds a very special place in Zeta Beta Tau history and for over 100 years has graduated Brothers dedicated to Theta's founding virtues of Intellectual Awareness, Social Responsibility, Integrity, and Brotherly Love.



The Theta Chapter House is an integral part of the ZBT experience at Penn and provides a space that allows Brothers to realize the high aspirations of the Chapter. The Theta Chapter House provides a special place to gather and socialize on a campus that can at times feel overwhelming, cold, and unfriendly. At the Theta House, Brothers are welcomed into a community of mutual respect and pushed to excel in all areas of life. Lingering after dinner, talking or playing cards late into the night, Brothers develop long-lasting friendships, bonds that span decades and bridge gaps in both geography and life changes.



ZBT THETA CHAPTER
100th Anniversary Celebration
November 1, 2008

"The Theta Chapter is forever indebted to Lenny Malmud. The Malmud House will serve as a home for all Theta Brothers, where we will honor the service that Lenny gave to our House and make sure that future generations are able to enjoy their time at ZBT as much as we did."

— Allan Bell, *Theta Capital Campaign Co-Chair*



Giving Back While Looking Ahead: *The Malmud House at the University of Pennsylvania*



Since its earliest days at 235 South 39th Street, Theta Chapter has occupied a building that now houses 83 years of memories. During that time, the structure has undergone only relatively minor repairs and upgrades over the years. Consequently, due to significant infrastructure problems that followed years of ongoing deterioration, the House now requires a complete renovation. And a complete renovation requires serious investment.

The needs of current students at the University of Pennsylvania are very different now. Bike parking, wireless access, and modern security systems are just a few of the new resources that Penn undergraduates require to thrive on campus. Increased demand for membership in ZBT also exceeds the space available to live within the current building. Therefore, a newly renovated and expanded House must be created that both draws on the existing resources as well as brings fresh

facilities forward that combine to create a modern home befitting of the ZBT reputation.

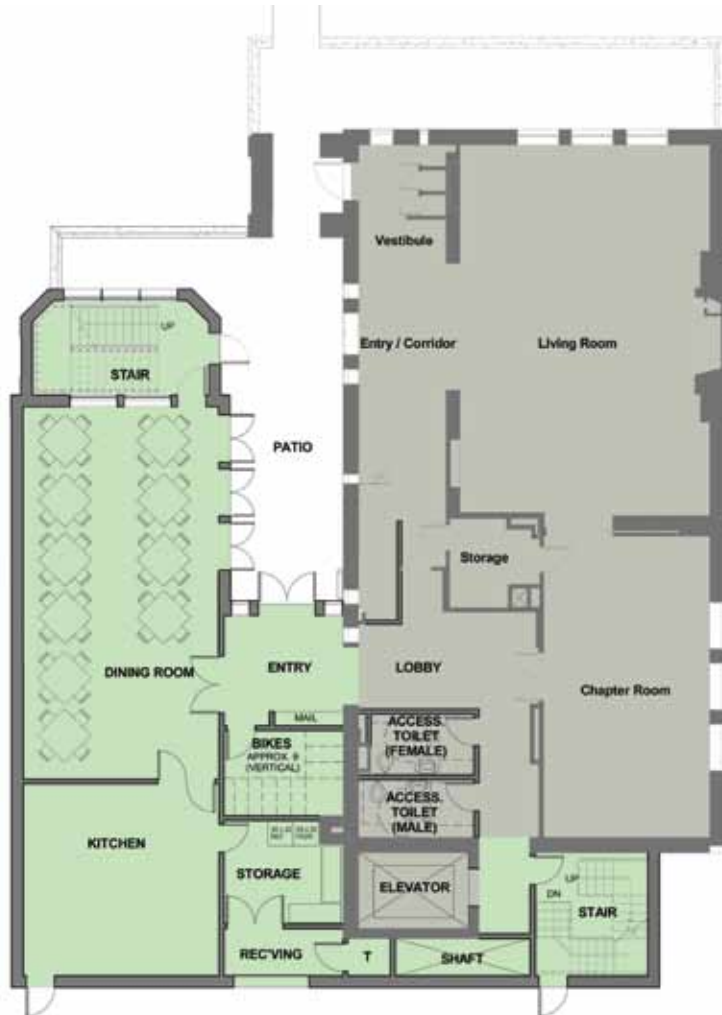
This renovated and expanded House will honor the legacy of our Brother **Leonard Malmud** ('45), who has dedicated over 50 years of service to Theta and ZBT. Lenny was honored at ZBT's National Convention and Leadership School for the positive influence he has had on the undergraduates of Theta Chapter and his role in developing them into responsible men.





“My happiest memories at Penn are of times spent at the Theta Chapter’s House. If we are to remain the premier fraternity at Penn and within ZBT, our House needs to be renovated to meet the needs of today’s Brothers, and tomorrow’s.”

— John Levy, *Theta Capital Campaign Co-Chair*



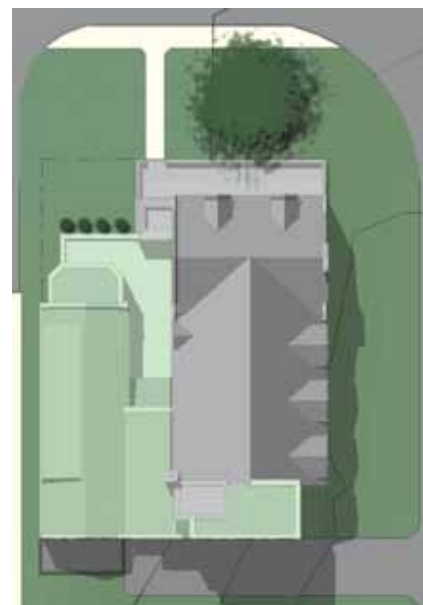
GROUND FLOOR PLAN



SECOND FLOOR PLAN

To achieve our ambitious vision for our new home, the Theta Chapter has recruited renowned architectural firm Brawer & Hauptman Architects to design ZBT’s Malmud House. David Brawer (’74), a nationally recognized architect, has completed a master plan to completely renovate the House that builds on its iconic architecture while bringing it into the 21st century. These plans were reviewed and approved by the University, and key features include:

- The new addition, featuring six (6) additional single bedrooms as well as the necessary storage and bathroom facilities
- A state-of-the-art kitchen and spacious dining room, allowing Brothers to prepare group dinners and host community service events with ease
- Enhanced courtyard and green space for picnics, barbecues, and other social events
- Bike storage, accessibility features, and much more



"I'm honored to create the blueprint for what will surely be a transformative update to the Theta Chapter's House. My vision for the Malmud House is to create a home for all ZBT Brothers: past, present, and future."

— David Brawer, Architect



The Theta Chapter of ZBT and the University of Pennsylvania recently entered into a 99-year lease, ensuring that the Theta House will have a home at Penn into the next century and beyond. Importantly, this long-term lease represents a joint commitment from both ZBT and the University to ensure the continued presence of ZBT on campus and establish an enduring presence for the historic fraternity that will positively impact the culture of the University for many years to come.

Most importantly, the Malmud House will serve as the epicenter of the ZBT-Theta Chapter's increased community outreach and alumni activities. The renovated and enlarged House will serve as a home not only for current Theta Brothers, but also for *all* Theta Brothers. Inspired by this vision for the future, the current leadership at Theta has a renewed commitment to serving their alumni, their University, and their world. By learning from past challenges and leveraging the momentum of the Theta Capital Campaign, the new and improved Theta Chapter will maintain its rightful position as the "best house at Penn."



We are well on our way to our goal of \$5 million, thanks to Brother Steve Cohen ('78), who has pledged \$1 million plus an additional \$1 million to match donations of other Brothers.





"I hope my gift will motivate other ZBT alumni to give generously so that future ZBT Brothers can have the same positive undergraduate experiences that we had."

— Steven Cohen, ZBT Theta Chapter 1978



Creating the Future of the ZBT Theta Chapter:

Your Role in Our Success

Now is the time to secure ZBT's future on the University of Pennsylvania campus and ensure that for the next 100 years, Theta Brothers have a welcoming and safe home to learn what they need, meet who they want, and celebrate as they deserve. With the updated facilities, new leadership, and transformational vision in place, Theta Chapter now needs you to make this vision for Malmud House a reality.

The first \$1,000,000 in contributions will be matched dollar-for-dollar, thanks to the generous challenge created by Brother Steve Cohen ('78).

Brother Cohen has pledged \$1 million to begin the Theta Capital Campaign, plus an additional \$1 million to match the donations of other Brothers.

We cordially, fraternally, and sincerely ask you to join your fellow Theta Brothers in donating generously to the Theta Capital Campaign. Every gift to the Theta Capital Campaign is appreciated and important to making the Malmud House a reality.

All contributions to the Theta Capital Campaign are fully tax deductible, will be made payable to the University of Pennsylvania, and will be held in a special restricted fund to be used only for our Theta Chapter's capital improvements. You may have your regular annual contribution to the University directed to the Theta Capital Campaign.

Your gift to the Theta Capital Campaign will honor our Brother Lenny Malmud, restore beauty to our Chapter's home, and express your appreciation for ZBT and the Theta Chapter. Dedication opportunities are available to suit a range of preferences.

Recognizing the generosity
of Theta Chapter ZBT Brothers
are the following
special distinctive categories:

**\$1,000,000 and over
Founders**

**\$250,000 – \$999,999
Protectors**

**\$100,000 – \$249,999
Builders**

**\$50,000 – \$99,999
Designers**

**\$25,000 – \$49,999
Planners**

**\$10,000 – \$24,999
Supporters**

**\$2,500 – \$9,999
Patrons**

**Under \$2,500
Friends**

**To make a gift to the Theta Capital Campaign, please contact
Campaign Co-Chairs Allan Bell (abell@sillscummis.com or 973-643-5988), or
John Levy (johnfl1689@aol.com or 201-650-6269).**



Support the Campaign to Restore & Expand Malmud House

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Zeta Beta Tau Theta Chapter • 235 S. 39th Street • Philadelphia, PA 19104 • zbttheta.org

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Dedication Opportunities

The ZBT Center	\$2,000,000
Building Dedication	\$1,000,000
Living Room	\$500,000
Dining Room	\$500,000
Chapter Room	\$500,000
Main Lobby	\$250,000
Existing Vestibule	\$100,000
Main Entrance	\$100,000
Elevator	\$100,000
Environmental Upgrading	\$100,000
Kitchen	\$100,000
Multi-Purpose/Game Room	\$100,000
Patio - 39th Street	\$100,000
Patio - Courtyard	\$100,000
Main Staircase	\$100,000
Living Room Furnishings	\$100,000
President's Room	\$75,000
Vice President's Room	\$75,000
Donor Wall Recognition	\$75,000
Officer's Room	\$75,000
New Staircase	\$50,000
Fireplace	\$50,000
Food Storage Area	\$50,000
Bedrooms (23)	\$50,000 each

Kitchenette	\$50,000
Wall of Presidents	\$50,000
Laundry Room	\$50,000
Garden of Remembrance	\$50,000
Front Entrance Mezuzah	\$36,000
Courtyard Entrance Mezuzah	\$36,000
Front Entrance Doors	\$36,000
Courtyard Entrance Doors	\$36,000
Lobby Floor Artwork	\$36,000
Exterior Sign	\$36,000
Fireplace in President's Room	\$25,000
Cornerstone	\$25,000
Time Capsule	\$25,000
Bike Storage	\$25,000
Wall of Tributes	\$25,000
Chapter Room Furnishings	\$25,000
Classes Composite Display	\$25,000
Lobby Furnishings	\$25,000
Chandeliers (9)	\$25,000 each
Lobby Display Cases (3)	\$18,000 each
Room Mezuzahs	\$10,000 each
Stained Glass Windows & Doors	\$10,000 each
Pool Table	\$10,000
Poker Table	\$10,000

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Frequently Asked Questions

What is the current status of the Theta Chapter with the University of Pennsylvania?

Theta Chapter enjoys a very positive relationship with the University and was named the 2012-13 winner of the Madeira Cup for Fraternity Excellence at UPenn.

If we renovate and expand Malmud House, how do we know that Theta Chapter will be able to continue to occupy it?

While there are no guarantees, Theta Chapter has entered into a 99-year lease on the property. Included is a requirement that there be adequate supervision from both the University and Fraternity to ensure that there are no activities that would result in any negative consequences for the Chapter.

Why does Theta Chapter need this campaign?

The Malmud House as it currently stands is both in serious need of renovation and is inadequate to meet the needs of the Brothers who live and wish to live at the House.

What is the goal of the Campaign?

The goal of the Campaign is to raise at least \$5 million to renovate and expand Malmud House.

How can I contribute to the Campaign?

Donors may support the Campaign in many tangible ways, especially through current gifts of cash and appreciated securities. Numerous naming and dedication opportunities exist, and we have established appropriate honor categories to recognize Brothers who generously support this campaign.

How does a gift to Malmud House fit with my annual gift to the University of Pennsylvania?

Unless your gifts are restricted, you can designate your gift to the Campaign and it will still be recorded as a gift to the University.

How long do I have to pay for my pledge to the Campaign?

Campaign gifts of \$25,000 or more may be paid over as many as five years.

Is my contribution tax deductible?

One hundred percent of every contribution to the Campaign is tax deductible. The timing of the tax deductions can depend on how a donor's contribution is structured. Please consult your tax professional to confirm the appropriate timing of your gift.

Who are the current trustees of the Theta Chapter?

The current trustees are Allan Bell, John Levy, Ivan Ross, and Trustee Emeritus Leonard Malmud.

How do I get involved?

We welcome all who would like to become involved in the Campaign as contributors and as volunteers. Please contact our Campaign Co-Chairs, Allan Bell ('81) at abell@sillscummins.com, or John Levy ('77) at johnfl1689@aol.com.