

Here's a compelling draft letter to alumni, tailored to UVA and Darden graduates, that positions Main & Wall® as the grassroots complement to Just Capital — and invites their participation:

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Dear Fellow Wahoo,

As an alumnus who shares your deep respect for the University of Virginia and its commitment to leadership, integrity, and public service, I write to invite you into a mission grounded in those same values — and built for the future of capitalism and democracy.

At Main & Wall®, we believe capitalism needs to be modernized — not abandoned, but reimaged. Our initiative, Modular-FinanceinMotion (MFIM), is our contribution to that future. It's a call to action — a framework designed to empower the next generation of financial professionals, investors, students, and athletes to align capital with conscience, and performance with purpose.

We see ourselves as the grassroots version of Just Capital — working from the ground up to democratize access to opportunity, to financial education, and to modern tools of economic participation. Where Just Capital influences boardrooms, we mobilize classrooms, locker rooms, and local communities.

Our efforts are deeply rooted in UVA values:

- Inspired by stakeholder theory from Darden's own Ed Freeman, and
- Aligned with national voices like Just Capital, Morning Consult, and USAFacts, who bring the people's values into the public square.
- Built to support athletes through Dealiyo, and designed to unlock human capital through career coaching, NIL equity, and alumni engagement.

This is more than a project. It's a platform. A movement. And as a fellow Hoo, I know you understand the importance of standing up when the moment calls. This is that moment.

If you believe, as I do, that capitalism can — and must — become a force for good...

If you see leadership as a responsibility, not a title...

Then we invite you to join us. Collaborate. Mentor. Invest. Guide.

Together, we can build a system that reflects the best of what we learned at UVA — and put it to work for the world ahead.

With purpose and resolve,

[Your Name]

Founder, Main & Wall®

Architect of MFiM

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Would you like this stylized for print, email, or formal mail? Want to add a PS call-to-action or an option to include donor tiers, mentorship roles, or advisory seats?