



SERVE THE KING

A letter from our founder.

In his own words — on founding Serve the King. August 2026.

Founding STK

Words cannot express how much I love the Lord Jesus Christ, how much I appreciate all the amazing things that He has done with my life, or how genuinely awestruck I am to have the honor of introducing Serve the King (STK) to the public. Love, gratitude, and reverent fear for the Lord thy God are what motivated me to found STK, which, ultimately, is a not-for-profit organization that hopes to generate revenue by selling some great hats while also engaging in fundraising opportunities from time to time.

In a **perfect world**, STK would sell tens of millions of hats and enthusiastic volunteers would rapidly raise their hands and ask *how they could be of service*. This would help us complete our grand ambition of renovating, restoring, repairing, or even recovering one of the Lord's many beautiful Churches, which for one reason or another has found itself in a state of disrepair, unoccupied, or could just use a hand with the real-life difficulties caused by maintaining aging infrastructure here on earth. However, the truth is that **we live in a fallen world** and that STK's assets are mostly limited to its founder's hopes and prayers for its future.

Regardless of whether we go on to sell a million hats or none at all, STK's mission will always be to seek the Lord, listen for His voice, and pray for His approval. Although we are somewhat of an *if you build it, they will come* organization, we do have a business plan, and I am pleased to report that we have already accomplished the following:

- Finalized a kickoff campaign and marketing initiative.
 - *This includes our Beatific Champion Program.*
- Confirmed the review process that will be used to select, identify, and award Beatific Champions.
 - *STK is extremely blessed to have the support of amazing Catholic sisters (nuns).*
- Recruited an outstanding group of professionals to serve on our board of directors.
 - *STK is blessed to have a Father who is proud to celebrate the traditional Latin Mass.*
- Fully developed a website.
 - *This includes our email accounts (hello@stk.org and champions@stk.org) and our functional merchandise store.*
- Set up a business bank account, which is fully funded to support the financial award element of our *Beatific Champion* initiative.
- Developed a full inventory of products ready for market.

- *There is no doubt that STK is blessed with style.*
- Written a compelling first story.
 - *I pray that *The Belly of the Beast* serves its intended purpose of helping draw awareness to our organization and can help us Americans find common ground by calling to mind this nation's long tradition of loving its fathers.*

We have now reached the point where it is time for me to just take a step back. My faith is in the trustworthy hands of the one who is faithful and true, the Lord Jesus Christ, and as shown in *The Belly of the Beast*, I believe I have done enough talking for a lifetime.

Truly, I'm looking forward to simply hurrying up so I can stop talking, but the bullet points below are issues that I'd like to clarify before I ride off into the sunset.

- The United States has a *divorce crisis*. Statistically, divorce was practically unheard of before 1900; it exploded after WWII and has worsened in recent times. While this can be seen in the forms of countless graphs and charts, the missing component is consideration for the *economic activity* that coincides with changes to customs, practices, and attitudes regarding the sanctity of marriage. Naturally, divorce attorneys represent the primary culprits, but in states like Illinois, entire ecosystems have been created.
- *The Belly of the Beast* provides one of countless examples illustrating the reality that this system has no incentive to help parents reconcile. Rather, encouraging conflict is not only good for this business but is a fundamental element required to perpetuate its sheer existence.
- In states like Illinois, these cases are not decided by applying state law to resolve facts and circumstances. The de facto deregulation of the divorce industry I speak of creates extreme hostility, makes accountability to law and order nothing short of a naïve fairy tale, capitalizes on moments of personal weakness, and causes situations that are already bad to become much worse.
- The reality is that children are gifts from God. Legal advice that degrades the life of a child into gamesmanship, a tool for financial leverage, or a mechanism to retaliate against a loving parent does a disservice to the human condition and should never be tolerated.

In my opinion, these issues represent public policy concerns of the highest order, should be evaluated carefully by lawmakers, and acted upon with the appropriate levels of compassion, care, and urgency. Likewise, I hope my story is understood by the American people as a sign of our times, a call to repentance, and an invitation to renew our fidelity to the Lord Jesus Christ.

Despite the great misery it took for me to get to this point, I am happy that I can turn my sufferings to the Lord Jesus Christ, thankful that I can shift my attention to His Beatific Vision, and so very excited by the opportunity to not only complain about the world's problems, but to be a part of the solution.

Lastly, many thanks to the friends, coworkers, and family who have helped along the way. Only the Lord knows where we will go from here, but in God we trust!

Sincerely,

Alex Turner

Serve The King

Founder & Director