



To: Development Committee
From: Anders Peterson
Date: 3/11/2024
Re: March 13th Meeting

<u>Objectives</u>	<u>Purpose</u>
I. Introduction	Committee shares
II. Approval of January meeting minutes (2 min)	Committee approves minutes
III. FY24 Progress (15 min)	Committee is informed
IV. FY24 Strategic Actions: Individuals, Toast & Foundations (30 min)	Committee discusses
V. Upcoming meeting dates (5 min)	We need to move our May 8th meeting date. Here is a poll to find an alternate time: https://doodle.com/meeting/participate/id/ejAlA5zd

II. January Meeting Minutes (p.7)

III. FY24 Progress

Group	FY24 Goal	FY24 Progress YTD	FY23 Goal	FY23 Progress YTD	FY23 Final	FY22 Final
Individuals	\$640,000	\$411,265	\$640,000	\$472,264	\$593,093	\$646,867
Toast	\$500,000	\$278,809	\$500,000	\$259,752	\$406,922	\$412,350
Foundations	\$360,000	\$306,000	\$360,000	\$501,000	\$501,000	\$311,500
Grand Total	\$1,500,000	\$996,074	\$1,500,000	\$1,233,016	\$1,501,015	\$1,370,717

We are at \$996,074 (66%) for the year, compared to \$1,233,016 (82%) at this time last year. We have made gains across individuals, Toast, and foundations but remain behind for the year.



Key additions since January:

Individuals

Burnes	\$25,000
Olsen	\$20,000
Hawkins	\$1,000

Foundations

HPB Found.	\$20,000 New
Babson Found.	\$10,000 New

Toast

Deloitte	\$10,000	New
KPMG	\$10,000	
PWC	\$10,000	
Citizens	\$10,000	
Ropes	\$10,000	
Shoreline Avi.	\$2,500	New
Mitsubishi	\$2,500	New
Arimann	\$2,500	
Insourc	\$2,500	

Still anticipated for YTD planning:

Individuals

Bayer	\$15,000
Cherney	\$12,000
Sorbo	\$10,000
Various	\$17,000

Toast

CFN	\$2,500
Blue Cross	\$2,500
Fresh Picks	\$2,500

IV. FY24 Key Strategic Actions – Key Focus is Adding New Dollars

We are focusing on the strategies in our Committee Charter (see in Appendix below) to make progress in FY24. We are working through a variety of strategies to access new dollars.

a. Toast

- i. Event Date: April 5th, 2024 at Artists for Humanity
- ii. Tickets: <https://www.bostonprep.org/give/the-toast>
- iii. **Dollars to date: \$278,809, with ~\$150k expected; gap is \$71k to goal of \$500k**
- iv. Since our last meeting we have locked in three new sponsors: Deloitte (\$10,000), Mitsubishi (\$2,500), and Shoreline Aviation (\$2,500). We are awaiting word on a handful of additional sponsors - **see detail below**. We have also laid positive groundwork for future dollars, both this year and next. We are ahead of last year's pace but still have work to do to meet our goal. Our best path to additional dollars now is to pack the room on April 5th.

We have finished filming and will finalize. We have a step team performance, alumni speaker, and drum circle performance lined up. We also plan to have student ambassadors and staff present to engage with guests. We are continuing to push staff, Board, Foundation, personal networks, and donor base to join us!

- v. Fund-A-Need Brainstorming: ***How to make it compelling and specific? And successful within a shorter time. Is there a way to connect it back to the 20 years?***

Historically, the “auctioneers” would spend several minutes at each giving level both advertising the programmatic benefits of the level and also prompting the audience to give. This year, we plan to reduce that timing considerably, streamline and shorten the ask, while increasing the signage, QR codes, and signals for moments to give at any point in the evening.



We are also considering an idea of basing the dollar levels on levels of 20, as a reference to the anniversary.

Former levels: \$25,000, \$10,000, \$5,000, \$2,500, \$1,000, \$500, \$100

New levels: \$20,000, \$2,000, \$200, \$20, choose your own amount

We would like your feedback.

Thank you for continuing to rally your network! If individuals cannot attend, they can sponsor a student or faculty to attend.

vi. Toast Fundraising Pulse Check:

YTD Comparisons	2019	2022	2023	2024
Total Raised	\$240,450	\$210,800	\$259,752	\$278,809
Tickets allocated	295	49 (Zoom)	292	310

New Toast Sponsor Asks for 2024

Deloitte	David Russell/AP	DR asking; diligence done 2/6	\$10,000
Morgan Stanley	LJ- Matt O'Keefe	Dec Ask Sent; unlikely	\$0
Shoreline Aviation	Steve S./AP	sent 2/26	\$2,500
Vertex	Arivee/AP	Asked 1/11; followed repeatedly; 2/28	
Mitsubishi	BC/AP	Jan. ask made (25k)--> under consider 2500; 2/28	\$2,500
Barclays	David Russell/AP	unlikely	\$0
JP Morgan	David Russell/AP	unlikely	\$0
Moderna	Joel Del Valle / AP	asked, tbd	
Katie Mineilt	Tyler / AP	1/26 outreach	
PJT	David Russell/AP	followed 2/28; unlikely	\$0
Dominican Consulate	PG/AP	followed 2/16; 2/28	\$0
Marcia Kim-Jackson	Wyatt Jackson/AP	various tbd	
Eastern Bank	AP/LJ	NO	\$0
Boston Foundation	LJ	Ask made	
Fidelity Investments	LJ- online portal	Dec Ask	
Antons Cleaners	LJ	Jan Ask to , decline havent been	\$0

		able to since before covid	
Triumph	LJ	Ask Made 1/31	
Sunbelt Staffing	AP	outreach 1/26	
PN Transport	AP	outreach 1/26	
Nellie Mae Foundation	LJ	outreach 1/29	
The HYM Investment Group	LJ- Darrien Meyers	Dec Ask Submitted, decline will stay involved for next year	\$0
Dellbrook	LJ	Dec Ask Submitted	
Work Day	David Russell		\$0
Flock Boston	LJ- Chris Hussey	Dec Ask Sent	
PNC	Online portal for sponsorships	Dec Ask Submitted	

b. Individuals

- i. **Currently at \$411k, with ~\$150k confidence to retain LYBUNTs; gap is \$79k to the \$640k goal**
- ii. We are using individual meetings at school to create engagement and line up asks.
 - a. Next ask is Koster; looking for increased asks on Sorbo, Taylor
 - b. Prospects: D. McCarthy, MacArthur
- iii. Alumni Networking Event
 - a. Event was a big success for the school and for bringing 15+ new individuals into our network. We are trying to channel those individuals into Toast giving but some of them may become Individual asks.
- iv. Continue to pursue Lapsed Donors via LYBUNT process
 - a. Kaufman, Croll, Kavanagh, Poorvu
- v. Continue to use new connectors (Kim, Tom, David R.) to make introductions

We have made progress adding voices to our Committee. We believe that new networks accessed through new individuals will lead to new gifts. Are there ideas about others to add to our Committee? What ideas do you have for adding new individuals from organizations or career fields where we are currently light in representation (i.e. biotech)?



c. Foundation Plan

In Summary:

- 9 foundations have approved grants for a total of \$306,000 of a \$360,000 goal
- 2 foundations have declined our LOIs or applications
- 6 LOI's/applications have been submitted and awaiting decisions
- 6 foundations are on the docket for submission in the next few months

Current Foundations:

Foundations	Amount
Wellington Management Foundation	60,000
Barr Foundation	50,000
One8 Foundation (Anon)	25,000
Charles Hayden Foundation	86,000
Liberty Mutual Foundation	25,000
Hamilton Charitable Foundation	10,000
The HPB Foundation	40,000
Clinton Shattuck	10,000
Paul and Edith Babson Foundation	10,000
Goal	360,000
Total	306,000

Foundation Planning:

Name	Notes	Refer	Amount
New Foundations	Goal 360K		
HPB Foundation		LJ	\$40,000
Clowes Fund	Invited to apply, late June - target 20k	AP/LJ	
State Street Foundation	Submitted LOI	LJ	
Kelly Family Fund	Submitted LOI	LJ	Declined
Smith Family Found.	Submitted LOI	LJ	
Someone Else's Child	Reaching out for Introductory Meeting	LJ	
Hyam's Foundation	Submitted LOI	LJ	
Dell Foundation	Support new charters, expansion?	LJ	

Viney Wallach Foundation	Support STEM programs	LJ	
Cabot Family Charitable Trust	Application Due Feb 1, Submitted	LJ	
The Nord Family Foundation	Proposal Due April 1	LJ	
The Mifflin Memorial Fund	Application Due April 15	LJ	
Nellie Mae Education Foundation	Reached out, and they told me to sign up for Email List	LJ	
Hanover Insurance Foundation	Reached out for Introductory Meeting	LJ	
Lloyd G. Balfour	Application June 1, Connected with BOA and she suggested this was our best bet	LJ	
Free For All Fund	Submit application 2/8- music focus	LJ	
Eversource	Submit application 4/11	LJ	
Bushrod H. Campbell and Adah F. Hall Charity Fund	Submit application 4/15	LJ	
Stantec	Submitted application 1/30	LJ	
Eastern Bank	Submitted application 1/29	LJ	Declined
Paul and Edith Babson Foundation	Reaching out to personal connection	LJ	10,000

Questions:

- *Mifflin Memorial Fund: Finding a way back in*
 - *Trustees: David Boit, Thomas R. Appleton, Gilbert M. Roddy Jr, William Perkins, Amy Domini, Hugh Warren, Wendy Holding, Amory Logan, Nushin Kormi, David Cuetos*
- *Eversource Employee Connections: application requests connections to Eversource, is anyone in your network connected?*



Appendix

Minutes from 1/10/2024 Development Committee Meeting

Committee Members present: Kim Borchert, Andrew Kaplan, Bill Clark, Tom Huff, John Grandin, Claire Newton, Amelia Cheers

School Staff Present: Anders Peterson, Lily Jewell, Brenda Jones

- I. Minutes from November were approved.
- II. An update on FY24 progress was shared.
- III. The Committee discussed strategic planning actions for Individuals, Foundations, and the Toast.

Appendix

Committee Charter

FY24 Development Committee Charter

Purpose

Boston Prep's Development Committee exists to ensure that Boston Prep meets its annual fundraising needs, including occasional capital and other funds. The Committee also serves as a key networking arm for the organization.

Appointments and Composition

The Committee consists of 7-11 individuals, including at least two Trustees, as well as Foundation Directors and members of the community. Appointments shall be made by the Committee Chair in consultation with the Board Chair, Executive Director and Senior Director of Development.

FY24 Goal

1. Raise \$1,500,000 in the annual fund, with specific goals at the following sources:
 - \$640,000 from Individuals
 - \$500,000 from The Toast
 - \$360,000 from Foundations.

Meetings

The Committee shall meet roughly once every other month during the academic calendar year. Meetings will be scheduled for the following dates:

- 9/13, 11/8, 1/10, 3/13, May TBD, 6/12

FY24 Membership

- Claire Newton (Chair)
- Kim Borchert
- Amelia Cheers
- Bill Clark
- John Grandin



- Andrew Kaplan
- Tom Huff
- Meekerley Sanon (school)
- Brenda Jones (school)
- Anders Peterson (school)

Key Strategies for FY24

- Create a meaningful connection with each donor in our network over the course of the year.
 - In many cases, this will be a one-to-one conversation. (See Development Tiers chart below for how we are conceiving of differentiating among levels.)
 - Run regular, engaging individual opportunities & events for donors and prospects to engage with school; the key is to offer manageable opportunities, finding the right lever for each donor or prospect (See table below for Proposed Engagement Chart below.)
- Conduct an analysis of our existing donor base to draw back in lapsed donors and upgrade existing donors
- Capitalize on networks of new Committee members in growing our program
- Add attendees and sponsors to the Toast in order to make the next shifts in attendance and dollars to meet goal (*Tentative date: April 5, 2024*)
- Submit 19 foundation requests for funding, 11 of which would be new sources of funding. Research will be done on a rolling basis to identify other potential sources of funding.
- Provide a clear narrative and engaging initiatives to support
- Overlay strong communications that tell the stories of those closest to the work
- Continue to formalize our procedures for individuals and our formal tracking system

Appendix

Lapsed Donors and Prospect List

Name	Name L	Ind/Found/Corp	Lifetime giving	Refer	Last gift date
General Atlantic Foundation		c	\$20,000.00	Alan Ghelberg	12/12/2016
Gary	Darman	I		Anders	
John	Garber	I		Anders	
Kyle	Weaver	I		Anders	
Tomfhrde Foundation		F		Anders	
Schrafft Chatitable Trust		F		Anders	

Plymouth Rock Foundation		c		Anders	
Local Motion		C		Anders	\$250
Newk Stillwell		i		Anders	
Michael	Blitzer	I	\$10,600.00	Anders Peterson	12/31/2014
Steve	Giannoccaro	I	\$20,020.00	Anders Peterson	5/16/2018
Burberry Foundation; The		C	\$85,500.00	Anders Peterson	6/30/2014
W.T. Rich		C	\$14,500.00	Anders Peterson	2/6/2019
Clipper Ship Foundation, Inc.		F	\$10,000.00	Anders Peterson	7/29/2013
Wayne	Deveydt	i		Andrew	
Chris	Gordon	i		Andrew	
LEK Consulting		c		Andrew	
John	Connaughton	i	\$25,000.00	Andrew Kaplan	5/24/2017
Kevin	Koslosky	i	\$10,600.00	Andrew Kaplan	3/1/2021
Mark	Nunnelly	i	\$146,000.00	Andrew Kaplan	6/30/2022
Cove Hill Partners		c	\$45,000.00	Andrew Kaplan	3/1/2021
Norm	Alpert	i	\$45,000.00	Bill Clark	8/7/2019
Richard	Dresdale	i	\$27,250.00	Bill Clark	6/30/2012
Alan	Ghelberg	i	\$29,715.47	Bill Clark	3/12/2021
John	Howard	i	\$15,000.00	Bill Clark	6/23/2008
Dan	O'Connell	i	\$37,000.00	Bill Clark	3/12/2021
Bernadette	Rehnert	i	\$20,400.00	Bill Clark	5/21/2012
Geoff	Rehnert	i	\$17,000.00	Bill Clark	7/29/2013
Nellie Mae Education Foundation		f	\$28,000.00	Bill Clark	6/30/2013
Rob	Hale	i		Brenda	
Jim	Hughes	i		Carol T	
Amelia Peabody Foundation; The		f	\$300,000.00	Carol Taylor	12/18/2017
Teresa	Koster	i		Carolyn	

William	Coughlin	i	\$19,292.70	Carolyn Osteen	5/30/2017
Plymouth Rock Foundation;The		f	\$20,000.00	Carolyn Osteen	4/27/2015
Mike	Roberge	i		Claire	
Telis	Bertsekas	i	\$29,700.00	Claire Newton	3/31/2020
Michael	Burkett	i	\$13,545.00	Claire Newton	11/22/2021
Paul	Gordon	i	\$52,755.00	Claire Newton	5/31/2022
Shippy Foundation		f	\$200,000.00	Danielle Pape	8/2/2021
Alice Willard Dorr Foundation		f	\$71,500.00	Danielle Pape	8/23/2016
Linde Family Foundation		f	\$40,000.00	Danielle Pape	12/13/2021
Ellis L. Phillips Foundation		f	\$35,000.00	Danielle Pape	11/21/2019
The Hestia Fund		f	\$25,000.00	Danielle Pape	7/25/2017
Blue Hills Bank		c	\$19,740.00	Danielle Pape	6/16/2016
Marion DeCrow Foundation		f	\$10,000.00	Danielle Pape	7/6/2015
Derek	Kaufman	i	\$275,986.00	Derek Kaufman	7/1/2018
Victoria	Croll	i	\$17,500.00	Hans Ziegler	5/8/2017
Frank	Trainer	i	\$30,000.00	Hans Ziegler	1/1/2018
Peter	Wilson	i	\$26,500.00	Hans Ziegler	1/4/2016
Hans	Ziegler	i	\$271,750.00	Hans Ziegler	\$5,000
Mabel Louise Riley Foundation		f	\$300,000.00	Hans Ziegler	6/30/2015
Jeff	Hawkins	i		John	\$1,000
John	Garber	i	\$30,085.00	John Garber	8/15/2018

Gordon & Wendy	Cromwell	i	\$14,140.82	John Grandin	1/27/2022
Henry	Trentman	i	\$195,151.68	John Grandin	2/14/2020
Esther Kahn Foundation		f		John Grandin	
Seth Sprague Educational Trust		f		John Grandin	
Poorvu Family Foundation		f	\$50,000.00	John Grandin	3/5/2018
Esther B. Kahn Charitable Foundation		f	\$30,000.00	John Grandin	6/10/2021
John H. and Naomi Tomfohrde Foundation		f	\$20,000.00	John Grandin	3/8/2011
Seth Sprague Educational and Charitable Foundation		f	\$10,000.00	John Grandin	11/14/2008
Prio Wealth Management		c		John Grandin	
Patrick	Benzie	i	\$16,500.00	Mark Culliton	1/4/2016
Lewis Family Foundation		f	\$20,000.00	Mark Culliton	12/6/2016
Joe	Basile	i		Mike Stankavish	
Bill	Irving	i	\$15,000.00	Mike Stankavish	1/8/2020
Kevin	Kavanagh	i	\$93,000.00	Phyllis Vineyard	1/5/2021
Phyllis	Vineyard	i	\$36,893.88	Phyllis Vineyard	1/1/2018
Citizens United for Charter Schools		f	\$15,000.00	Phyllis Vineyard	4/12/2006
Jason	Brady	i	\$50,500.00	Scott McCue	12/31/2018
Howard	McCue	i	\$48,892.50	Scott McCue	3/3/2022
Laurie	Swett	i	\$10,000.00	Scott McCue	6/22/2020
Walton Family Foundation;The		f	\$210,000.00	Scott McCue	1/1/2004
Boston Foundation; The		f	\$86,172.25	Scott McCue	1/9/2020

Elizabeth F. Cheney Foundation;The		f	\$67,000.00	Scott McCue	9/30/2011
Cabot Family Charitable Trust;The		f	\$25,000.00	Scott McCue	12/19/2013
Schrafft Charitable Trust;The		f	\$25,000.00	Scott McCue	1/5/2015
John Merck Fund		f	\$15,000.00	Scott McCue	10/7/2011
Seth & Beth	Klarman	i		Sharon	
Joan	Benzie	i	\$22,500.00	Sharon Lisanckie	12/11/2018
Lawrence	Coolidge	i	\$272,600.00	Sharon Lisanckie	6/7/2017
Keith	Morris	i	\$15,725.00	Sharon Lisanckie	4/17/2014
Fidelity Investments		c	\$250,000.00	Sharon Lisanckie	12/14/2020
Kim	Davis	i	\$20,000.00	Tim Palmer	1/1/2018
Tom	Olivier	i	\$40,835.00	Tom Olivier	4/3/2018
Brian	Shortsleeve	i	\$15,750.00	Tom Olivier	3/24/2021
McKenzie	Scott				
Clipper Ship Found.		f			