



To: Development Committee
 From: Anders Peterson
 Date: 6/10/24
 Re: June 12th Meeting

<u>Objectives</u>	<u>Purpose</u>
I. Approval of May meeting minutes (2 min)	Committee approves minutes
II. FY24 Progress & Actions to Close FY24 (20 min)	Committee is informed
IV. FY25 Planning (30 minutes)	Committee votes on recommendation
V. Other Business (5 min)	Proposed FY25 Dates (tent.): 9/11, 11/13, 1/8, 3/12, 5/14, 6/11

I. May Meeting Minutes (p. 12)

II. FY24 Progress

Group	FY24 Goal	FY24 Progress YTD	FY23 Goal	FY23 Progress YTD	FY23 Final	FY22 Final
Individuals	\$640,000	\$447,824	\$640,000	\$543,664	\$593,093	\$646,867
Toast	\$500,000	\$465,685	\$500,000	\$406,922	\$406,922	\$412,350
Foundations	\$360,000	\$336,000	\$360,000	\$501,000	\$501,000	\$311,500
Grand Total	\$1,500,000	\$1,249,509	\$1,500,000	\$1,451,586	\$1,501,015	\$1,370,717

We are at \$1,249,509 (83%) for the year, compared to \$1,451,586 (97%) at this time last year.

Key remaining LYBUNTs:

- Bogle \$25,000
- Bayer \$15,000
- Bain Cap \$15,000
- See list below (p. 7) for full LYBUNTs. ***We will make another run at all LYBUNTs to close out FY24.***
- Gordon \$10,000
- Zatlyn \$4,000
- Crandall \$2,000

Other updates:

- Foundation decisions pending: Mifflin (\$25,000), **Clowes (\$20,000)**
- New ask: Koster
- 20 Year giving asks to individuals and to wider community before June 30.: Moyer, Benka, Taylor, Sorbo



III. FY25 Planning

FY24 Review

We made strong progress on the Toast in FY24, both in dollars and attendance. The Toast also reflected a giving moment for a number of individuals we'd engaged during the year through a variety of formats, notably the Alumni Networking Event.

While we added several new gifts, foundations, and friends in FY24, including 20 in the \$1,000+ categories, we were not able to add enough transformative gifts, particularly at the \$25,000+ level, to offset downgrades.

Our pipeline for FY25 includes strong potential from the individuals we added and for another transformative grant from the Barr Foundation, but we will need to a) convert new donors to higher levels, and b) continue to develop our pipeline with prospects capable of reaching the \$25,000+ level. Additional detail in the Appendix on page 5.

FY24 Data

Level	FY23 Year End gifts	FY23 Final \$	FY23 Reten tion %	FY23 # of new gifts	FY24 Goal	FY24 YTD gifts	FY24 YTD \$	FY24 YTD new gifts (June 10)	FY24 Retention % YTD
\$25,000 +	18	1,043,279	80%	1	Add 3	19	817,500	1	94%
\$5,000- 24,999	34	346,234	83%	4	Add 6	35	323,502	6	84%
\$1,000- 4,999	49	84,160	73%	10	Add 13	47	79,403	13	72%
\$1-999	100	26,599	39%	43	Add 35	141	29,102	91	45%

Notes:

- We are still pursuing 9 possible \$1,000+ LYBUNTs for FY24.
- We will lose a \$12,000 gift from Patsy Cherney, who passed away this year. Key downgrades: Barr \$275,000 to \$50,000; One8 \$50,000 to \$25,000; Spector \$25,000 to \$10,000; Uncle Larry's \$20,000 to \$10,000.
- Key upgrades: McSwain \$5,000 to \$10,000; Desmarais \$1,000 to \$10,000; Hamilton Companies \$5,000 to \$10,000. Other significant upgrades: Beatty; Borchert; Olsen.

Retention & new donors for \$1,000+ givers

	FY21 Year End	FY22 Year End	FY23 Year End	FY24 Goal	FY24 YTD (June 10)
Retained \$1,000+	87%	80%	78%	80%	80%
New \$1,000+	12	17	15	22	20

FY25 Gift Map - see attached pdf

FY25 Goal

The Development Team recommends a goal of \$1,500,000 for the FY25 annual fund.

- \$600k Individuals
- \$500k Toast
- \$400k Foundations



FY25 Proposed Strategies

- Individuals
 - Bring back successful BOV (October) and Alumni Career (January) events; add additional high impact small events (one fall, one winter)
 - Add a new member to the Committee (tbd)
 - Leverage for growth recent new networks of Committee members and other team members
 - Create connection with ED and high net worth donors and prospects through individual touch points
 - Re-imagine and restart Young Professionals Group (YP4BP)
 - Create plan for strategic attendance at events in community to broaden network
- Toast
 - Add members to Committee
 - Continue to add new sponsors via research, referrals, and new connections
 - Capitalize on energy of 2024 with all stakeholders & create strong theme and program
 - Event Date: April 4, 2025
- Foundations
 - Reconnect with Foundations that previously supported Boston Prep during the founding years: Amelia Peabody Foundation, Mifflin Foundation, Klarman Foundation
 - Next Phase of Barr Foundation: submitting Portrait of a Graduate Proposal on June 11th (Range 3 years \$200,000-\$600,000).
 - Bring in at least 3 new Foundations: Clowes, Balfour, Mildred Dream Foundation, Etc.
 - Capital Projects: identify foundation that fits for the parking lot capital project.
 - Find new and creative ways to engage with current foundations to secure future funding, such as volunteer days, career days, and more.
- Getting the story of Boston Prep out there:
 - Overlay strong communications that tell the stories of those closest to the work
 - Identify what the hook is for different potentials donors and get our people there: identify where Meekerley needs to show up, where will we tell the story of the Ethics working group,
 - Provide a clear narrative and engaging initiatives to support
 - College Prep Academics, underscored by Literacy push
 - Persistence, emphasizing program's multiple value adds
 - Ethics and Culture, including return of Ethics curriculum, int'l travel, social emotional supports
 - Continue to improve systems and communications to stakeholders

Under which initiatives should the team engage your network in FY25? What ideas do you have for where Boston Prep should show up in the community in FY25? What other strategies can we employ or emphasize in order to bring in transformative gifts?

Appendix: Reflection on FY24 Charter Strategies

Reflecting on Strategies in the FY24 Committee Charter

- Create a meaningful connection with each donor in our network over the course of the year.
The focus of our ongoing efforts is to create a positive affinity and connection to Boston Prep that leads to continued giving. This work takes many forms but includes all types of individual communication and small events. In FY24, we communicated individually with every donor in our network multiple times through the year, across written, mass communication, and live (phone, Zoom, in-person) communications. We offered in-person opportunities to connect to every individual at \$1,000+, holding interactions with 88% of that group. We returned the Board of Visitors and Alumni Networking events, both of which yielded positive engagement among attendees and in the case of the Alumni event, drove giving at the Toast.
- Conduct an analysis of our existing donor base to draw back in lapsed donors and upgrade existing donors
We sent out 300+ personalized appeals, with additional follow up to key individuals. We yielded gifts totaling \$15,000 and rekindled two key foundation connections. We conducted follow up (email, invitation) with 77 of these individuals and foundations on the list. We plan to keep pursuing the majority of this group into FY25.
- Capitalize on networks of new Committee members in growing our program
We have added donors and had varying levels of engagement with new networks of Committee members. We added
- Add attendees and sponsors to the Toast in order to make the next shifts in attendance and dollars to meet goal
We made significant progress at The Toast in FY24, in attendees and total dollars. We went from 214 attendees in the room in FY23 to 291 in FY24. We added sponsors and grew the sponsor commitment by \$20,000. The overall take in FY23 was \$406k, in FY24 \$465k.
- 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.
Submitted 19 foundation LOIs, inquiries, or proposals. Yielding 2 new foundations are new funding sources. Conducted regular research using foundation research databases, other charter school or non profits annual reports, and more.
- Provide a clear narrative and engaging initiatives to support; Overlay strong communications that tell the stories of those closest to the work.
The key documents for FY24 were the case for support, annual report, Toast film, and a coordinated social media campaign that led through FY24, including Toast season. We sought to bring those same individuals into contact with our visitors to school and at events. Throughout we centered the work in the authentic voices of students, alumni, and staff.
- Continue to formalize our procedures for individuals and our formal tracking system. *We have more work to do to determine internal and external dashboards, as well as where day to day communications and records live between google docs, Bloomerang, and Notion. We offboarded Erika and Brenda, and onboarded Lily and Lauren.*



Appendix

Full Development Committee Charter (as of September 2023)

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)
- Lily Jewell (school)
- Anders Peterson (school)

Key Strategies for FY24

- Create a meaningful connection with each donor in our network over the course of the year.
 - o 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.)
 - o 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: LYBUNT List

Last FY Total	Name	Latest Transaction Date	Referred By	Note
\$12,000.00	Patricia Cherney	10/19/2022	Anders Peterson	deceased
\$2,551.81	Jeanette Nobles & Carlos Nobles	4/5/2023	Anders Peterson	Amelia
\$2,500.00	Fresh Picks	6/14/2023	Anders Peterson	company changed
\$1,700.00	Red Sox Foundation	5/11/2023	Anders Peterson	Eve?
\$1,250.00	Blake Poole	3/30/2023	Anders Peterson	
\$1,036.27	Jack Daniel	3/28/2023	Anders Peterson	
\$1,000.00	Carolyn Frank Sax	5/31/2023	Anders Peterson	sent
\$880.83	Steve Kadish & Linda Snyder	3/31/2023	Anders Peterson	

\$750.00	AAFCPA	4/6/2023	Anders Peterson	
\$600.00	Trevor Rozier-Boyd & Arivee Vargas	4/27/2023	Anders Peterson	Amelia
\$518.13	Tom and Ariane Agnew	3/31/2023	Anders Peterson	
\$500.00	James & Bess Hughes	11/2/2022	Anders Peterson	John G
\$500.00	Daniel Lewin	3/13/2023	Anders Peterson	
\$414.51	Bryan Ennis & Stella Dubish	3/19/2023	Anders Peterson	
\$362.69	Tracy & Darren Simoneau	3/15/2023	Anders Peterson	
\$259.07	Molly & Michael Jacobson	4/4/2023	Anders Peterson	
\$207.25	Michael Stephenson & Jacqueline Story Stephenson	3/29/2023	Anders Peterson	--
\$181.35	Dom Slowey	12/27/2022	Anders Peterson	
\$150.00	Rebecca & William Torrey	12/30/2022	Anders Peterson	
\$100.00	Veronica Johnson-Eghan	4/27/2023	Anders Peterson	
\$25.91	Kaishaun Bleach	3/30/2023	Anders Peterson	
\$25.91	Kiara Young	3/20/2023	Anders Peterson	Amelia
\$25.91	Bruce Boring	3/13/2023	Anders Peterson	
\$1,036.27	Neal Reenan	6/22/2023	Andrew Kaplan	sent
\$15,000.00	Jesse Bayer Foundation	12/28/2022	Bill Clark	Bill, re-sent
\$10,000.00	Lilli Gordon	6/14/2023	Bill Clark	Bill, re-sent

\$2,000.00	J. Taylor Crandall	12/22/2022	Bill Clark	Bill, re-sent
\$25,000.00	Lynn Bogle	6/20/2023	Claire Newton	CN
\$4,000.00	Nicole Zatlyn	4/26/2023	Claire Newton	CN
\$829.01	Michael & Jacqueline Burkett	3/23/2023	Claire Newton	CN
\$310.88	Margaret Capelle	3/31/2023	Claire Newton	CN
\$259.07	Erin McCarty	4/5/2023	Claire Newton	CN
\$259.07	Marisa Tagliareni	3/31/2023	Claire Newton	CN
\$250.00	Louise Murray	4/13/2023	Claire Newton	CN
\$1,398.97	Dave & Jennifer Wolff	3/31/2023	Dave Wolff	Will give
\$362.69	Mark Siedner	2/14/2023	Dave Wolff	sent?
\$200.00	Nancy Schulman	3/14/2023	Dave Wolff	Done - Anders
\$500.00	Charles Farber	12/22/2022	John Grandin	John G.
\$500.00	Callie Slocum	12/22/2022	John Grandin	John G.
\$1,000.00	Sarah Kim	3/8/2023	Kim Borchert	lily, re sent
\$518.13	Mayeti Gametchu	3/31/2023	Kim Borchert	Sent, re sent
\$518.13	BJ and Laura Grattan	3/31/2023	Kim Borchert	re sent
\$259.07	Marc Mantell	4/3/2023	Kim Borchert	re sent
\$259.07	Marni Payne	3/31/2023	Kim Borchert	re sent
\$259.07	Stephanie Patton	3/31/2023	Lily Jewell	Sent
\$207.25	Audrey Dunin	3/23/2023	Lily Jewell	Sent
\$207.25	Kate & Jay Carter	3/27/2023	Lily Jewell	Sent

\$181.35	Randall Leath	3/31/2023	Lily Jewell	No email
\$181.35	Ale Rodriguez	3/22/2023	Lily Jewell	Sent
\$155.44	Emily Pimentel	3/31/2023	Lily Jewell	Sent
\$150.00	Lois Arthur	3/31/2023	Lily Jewell	No email
\$103.63	Priscilla Muiuane	3/31/2023	Lily Jewell	Sent
\$103.63	Casper Joseph	3/31/2023	Lily Jewell	Sent
\$77.72	Miguel Solano	3/31/2023	Lily Jewell	Sent
\$51.81	Lauren Santilli	3/31/2023	Lily Jewell	Sent
\$25.91	Myisha Cesar	3/22/2023	Lily Jewell	No email
\$25.00	Susan Drake	12/4/2022	Lily Jewell	Sent
\$200.00	Robert N. Shapiro	12/15/2022	Preston McSwain	
\$1,000.00	Jeff & Tania Garr	3/13/2023	Tyler Martin	AP
\$203.63	Patricia Mulvaney Gardner	3/29/2023	Tyler Martin	
\$103.63	Matt & Liza Mone	3/31/2023	Tyler Martin	

\$95,236.67

Appendix: Foundation Plan

SY24 EOY Updates:

- Received Clowes Fund for 40k grant over two years
- Awaiting Mifflin September Decision
- Submitted Lloyd. G Balfour Application June 1
- Submitted Amelia Peabody Proposal May 15th
- Barr Portrait of a Graduate Phase II: Submitted June 11th, will receive feedback tomorrow before submitting final application

SY24 Current Foundations: *Key downgrades this year were Barr from 275,000 to 50,000 and One8 from 50,000 to 25,000. We added HPB Foundation and Paul and Edith Babson Foundation with a new 50,000 and 5,000 extra from Hamilton Charitable Company.*



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	316,000
Remaining	44,000

SY25 Planning

Name	Notes	Amount Requested / Anticipated	Amount Earned	Timeline
Clowes Fund	Submitted Application, waiting for response in June, 40k two year grant	20,000	20,000	Find out June 2024
Clinton H. and Wilma T. Shattuck Trust	Submitted Proposal April 30th	10,000		
Liberty Mutual Foundation	In two year grant, 50k total	25,000	25,000	Submit report in May, Look into new cycle of grants
Charles Hayden Foundation	Earned 86K, will request similar	86,000		November 2024
HPB Foundation	Got 20k grant, requesting more SY25	40,000		

Paul and Edith Babson Foundation	Will Request 10k again in SY25	10,000		February 2025
Barr Foundation	Opportunity to apply for 200k-600k three year grants. Hoping for a higher range.			June 2024
Hamilton Foundation	Earned 10k, will apply again	10,000		December 2024
Wellington Foundation	60k Grant, 8 years of 10 year grant completed	60,000		
One8 Foundation		25,000		
Lloyd G. Balfour	Connected with BOA, Submitted 5/31 two year grant 60,000	30,000		
New Commonwealth Fund	Lean on Lauren's connection, application should come out early of SY25, 20,000-60,000 range			Jan 2025
Klarman	Attending Informational Webinar to learn more about their capital grant			December Proposal
Mildred Dream Foundation	Personal Connection, Submitting in August. \$5,000-\$10,000	10,000		August 2024

Appendix

Minutes from May 7, 2024

Attendees: Claire Newton, Bill Clark, Tom Huff, Kim Borchert, Lily Jewell, Anders Peterson, Lauren Bardsley

- I. The Committee approved minutes from the March Committee meeting.
- II. The Committee discussed the school's progress toward its development goals.
- III. The Committee discussed key initiatives with individuals, foundations, including a debrief of the school's gala event and forecasting the steps needed to meet goals for the year.

FY24 Progress Table

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Appendix: FY24 Analysis

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- Key upgrades: McSwain \$5,000 to \$10,000; Desmarais \$1,000 to \$10,000; Hamilton Companies \$5,000 to \$10,000. Other significant upgrades: Beatty; Borchert; Olsen.

Retention & new donors for \$1,000+ givers

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Appendix: Reflection on FY24 Charter Strategies

We made strong progress on the Toast in FY24, both in dollars and attendance. The Toast also reflected a giving moment for a number of individuals we'd engaged during the year through a variety of formats, notably the Alumni Networking Event.

While we added several new gifts, foundations, and friends in FY24, including 20 in the \$1,000+ categories, and nearly meeting our agreed-upon metric goals, we did not do enough to close our known dollar gap to meet the overall \$1.5M goal, and were not able to add enough transformative gifts, particularly at the \$25,000+ level, to offset downgrades.

Reflecting on Strategies in the FY24 Committee Charter

- In order to pressure test the existing donor base, create a meaningful connection with each donor in our network over the course of the year.
 - *The focus of our ongoing effort was to create a positive affinity and connection to Boston Prep that leads to continued giving. This work takes many forms but includes all types of individual communication and small events. In FY24, we communicated individually with every donor in our network multiple times through the year, across written, mass communication, and live (phone, Zoom, in-person) communications. We offered in-person opportunities to connect to every individual at \$1,000+, holding interactions with 88% of that group.*
 - *We renewed the Board of Visitors and Alumni Networking events, both of which yielded positive engagement among attendees and in the case of the Alumni event, drove giving at the Toast.*
 - *We expanded our partnership with MFS while developing new ones with Deloitte and possibly Berklee.*
 - *We need to find solutions to ensure connection with all donors, including the strategic use of the Executive Director as a key voice.*
- Conduct an analysis of our existing donor base to draw back in lapsed donors and upgrade existing donors
 - *We sent out 300+ personalized appeals, with additional follow up to key individuals. We yielded gifts totaling \$16,000 in FY24 and rekindled multiple key foundation connections. We conducted follow up*

(email, invitations, meetings) with 77 of these individuals and foundations on the list. We plan to keep pursuing the majority of this group of 77 into FY25.

- Capitalize on networks of new Committee members in growing our program
 - *We are at 241 total donors, a promising increase up from 201 total donors in FY23. Our retention numbers are solid, but we need to manage downgrades and convert gifts to increases. Of all the new adds, 20 of the gifts are in the \$1,000+ category. Gifts from the networks of recent additions include: Kim (\$33k), Tom (\$11k), David R. (\$11k), and Lily (\$51k). We believe there is \$150,000 in potential capacity from new donors and networks; our next step will be to mine it.*
- Add attendees and sponsors to the Toast in order to make the next shifts in attendance and dollars to meet goal
 - *We made significant progress at The Toast in FY24, in attendees and total dollars. We went from 214 attendees in the room in FY23 to 291 in FY24. We added sponsors and grew the sponsor commitment by \$20,000. The overall take in FY23 was \$406k, in FY24 \$465k. We spent \$10,000 more on the event in FY24; the net increase for dollar growth is \$49,000.*
- 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.
 - *Submitted 19 foundation LOIs, inquiries, or proposals. Yielding 2 new foundations are new funding sources. Conducted regular research using foundation research databases, other charter school or non profits annual reports, and more.*
- Provide a clear narrative and engaging initiatives to support; Overlay strong communications that tell the stories of those closest to the work.
 - *The key documents for FY24 were the case for support, annual report, Toast film, and a coordinated social media campaign and calendar that led through FY24, including Toast season. We sought to bring those same individuals into contact with our visitors to school and at events. Throughout we centered the work in the authentic voices of students, alumni, and staff.*
- Continue to formalize our procedures for individuals and our formal tracking system.
 - *We have more work to do to determine internal and external dashboards, as well as where day to day communications and records live between google docs, Bloomerang, and Notion. We offboarded Erika and Brenda, and onboarded Lily and Lauren as members of the team.*