



To: Development Committee

From: Anders Peterson

Date: 9/9/2024

Re: September 11th Meeting

<u>Objectives</u>	<u>Purpose</u>
I. Approval of June meeting minutes (2 min)	Committee approves minutes
II. Confirming FY25 goal & pipeline assessment (10 min)	Committee discusses
III. FY25 Progress YTD (10 min)	Committee is informed
IV. FY25 Proposed Activities toward goal (20 min)	Committee discusses
V. Narrative for FY25 (15 min)	Committee discusses
VI. Other Business (3 min)	FY25 Dates: 11/20, 1/22, 3/12, 5/28

I. June Meeting Minutes (p.8)

II. Confirming FY25 Goal

After our meeting in June, the school team did further analysis of our program and the landscape in which we're operating. The key contextual items are:

- We underperformed the dollar goal in FY24, despite good growth in total numbers of donors and solid progress in both dollars and attendees at the Toast.
- Fundraising on a national scale is in a decline post-pandemic. We saw that lag come to our numbers amid a disruptive last four years.
- An assessment of our pipeline reveals a very solid and committed base. We retain additional potential from some existing donors.
- We worked over the summer to identify a number of new prospects to add as donors in FY25. Top new targets for FY25: TJX Corp., Point32 Health, Morgan Stanley, Eastern Bank, Barclays, Brookline Trust, Rockland Trust, Teresa Koster, State Street, Converse, Thermofisher, Beth Israel Deaconess, Lloyd Balfour Foundation, Klarman Foundation, Mildred Dream Foundation.



Pipeline

Name	Amount	Count	Forecast to close gift	Description
Green	\$1,108,000	109	90%	Top committed donors
Yellow	\$735,000	208	70%	Existing donors needing more stewarding; top prospects for new or increased giving over nominal entry gifts
Orange/Red	\$313,000	86	20%	Danger of dropping or significant cultivation needed; Sunsetting donors; Disconnected angel prospects
	\$2,006,000	408	\$1,573,000	

Gift table needed to get to a \$1,500,000 goal

Gift Level	Number of Gifts Needed	Total Gifts Needed		Number in Pipeline	Green or Strong Yellow	Need to add or upgrade	Pipeline Total
\$200,000	1	\$200,000		1	1	0	\$200,000
\$100,000	1	\$100,000		1	1	0	\$100,000
\$75,000	2	\$150,000		2	2	0	\$150,000
\$50,000	5	\$250,000		5	4	1	\$250,000
\$25,000	15	\$375,000		24	16	8	\$600,000
\$10,000	30	\$300,000		35	19	16	\$350,000
\$5,000	25	\$125,000		28	14	14	\$140,000
\$1,000	50	\$50,000		80	65	15	\$80,000
\$100	Many	\$10,000		100+	100	50	\$10,000
		\$1,560,000					\$1,880,000

- After reviewing this data, here are the **key strategic approaches** to help us meet the goal in FY25:
 - Expand our pipeline: add new donors and prospects with strong giving capacity (*Top Priority*)
 - Engage our stakeholders in new and different ways to reflect the growth past disruptions of the past four years
 - Level up existing donors where possible

III. FY25 Progress

Group	FY25 Goal	FY25 Progress YTD	FY24 Goal	FY24 Progress YTD	FY24 Final	FY23 Final
Individuals	\$600,000	\$370,000	\$640,000	\$331,250	\$505,315	\$593,093
Toast	\$500,000	\$0	\$500,000	\$0	\$465,685	\$406,922
Foundations	\$400,000	\$260,000	\$360,000	\$145,000	\$336,000	\$501,000
Grand Total	\$1,500,000	\$630,000	\$1,500,000	\$476,250	\$1,307,000	\$1,501,015

- Multi-year gifts are currently reflected in these numbers for FY25 (\$475,000 total for this year). For FY26, we currently have \$390,000 committed.
- We are off to an on-goal pace to FY25. We secured three significant multi-year commitments:
 - Randy Peeler new five-year \$1M (\$200k per) pledge
 - New Barr Foundation three-year grant (\$130k, \$90k, \$60k, totaling \$220k)
 - New MFS four-year pledge toward Persistence (\$200k total).
 - The new Barr money and the new MFS money are new incremental dollars for FY25.

IV. FY25 Proposed Activities Toward Goal – Where we need your help!

We will prioritize our top strategy of adding new donors to the annual fund, thoughtfully making use of the Executive Director's time with top prospects. We will also use the ED in opportunities with top insiders. The team will prioritize creating connections that lead to giving with our top new prospects. The team will also partner with Committee Members to further engage networks. See Appendix below (p.7) for Activities by each area. ***Looking at the list of new prospects above (p. 1), do you have connections with any of those organizations or individuals?***

For the fall and early winter, here are our top group engagements, and where we need your help to populate guest lists.

- ***Please help us build out our collective presence and mobilize networks for these events.***
- ***If there are individual meetings you would like us to host, please share.***
- ***If you can help connect us to any of the new names on p. 1, please do!***

Event	Timing	Key Dev Comm. Personnel	Notes
Board of Visitors	11/1	School Team, Dev Comm., Foundation	Proposed focus on Ethics; hybrid format
House Party	Fall/Early winter	Tom Huff, School Team	
House Party	Fall/Early winter	TBD	Integrate new BOT
Bain Cap brown bag	Fall	David R., Andrew K., School Team, Bill	
Events/convenings	Various		Specific events to target for ED?

Individual meetings	Various	School Team & Dev. Comm.	
Alumni Network. Event	Jan. 9	School team	
The Toast	April 4, 2025	Toast Comm.	At AFH

V. Narrative for FY25

We want to walk through the attached pdf of our three focus areas for the year in the meeting, so that the whole team is familiar with what's new in FY25!

Appendix:



Board of Visitors List

Name	Name L	invite	Note 2
Randy	Peeler		
Bill	Clark	y	Foundation
Tamar	Dor-Ner		
Tamara	Olsen	y	Foundation
Bruce	Buxton	y	Foundation
John	Grandin	y	Foundation
Scott	McCue	y	Foundation
Carol	Taylor	y	Foundation
Preston	McSwain	y	Foundation
Carolyn	Osteen	y	Foundation
Jeremy	Benedict	y	Foundation
Tom	Sorbo	y	Foundation
Garth	Greimann		
Andrew	Kaplan	y	Foundation



Barr Foundation			
Tom	Huff		
Claire	Newton		
Amelia	Cheers		
Kim	Borchert		
One8 Foundation			
Claye	Metelmann		Wellington
Hayden Foundation			
Liberty Mutual			
Lynn	Bogle		
Georgia	Murray		
Jude	Jason		
Maureen	Bryan		MFS
Michelle	Thompson-Dolberry		MFS
Eric	Silverman	Y	
Brian	Spector		
Emi	Winterer		
Rick	Burnes		
Bob	Bayer		
Frannie	Moyer		
Dick	Benka		
Alison	Poorvu		
Scott	Seider		
Teresa	Koster		
Callie	Slocum		
Maisie	Pollard		
Ilana	Finley		Converse
Michael	Chambers		CAR
Robert	Lewis Jr.		B&G Club
TJX Corporation			



Appendix: FY25 Foundation Progress and Planning

Foundation	Amount (Received, In Progress, Declined)
Barr Foundation	130,000
Mifflin Memorial Fund	15,000
Clowes Fund	20,000
Clinton H. and Wilma T. Shattuck Charitable Trust	10,000
Liberty Mutual Foundation	25,000
Wellington Management Foundation	60,000
Donald and Susan Babson Foundation	6,000
Paul and Edith Babson Foundation	10,000
Mildred Dream Foundation	10,000
Hamilton Company Charitable Foundation	10,000
Charles Hayden Foundation	86,000
Lloyd G. Balfour Foundation	30,000
One8 Foundation	25,000
HPB Foundation	25,000
Amelia Peabody Foundation	50,000
New Commonwealth Fund	
Klarman Family Foundation	
Yawkey Foundation	
Martin Richard Foundation	
Total Received	260,000



Appendix:
Development Committee Scope & Sequence FY25

<i>Month</i>	<i>Development Committee</i>
September 9/11	<ul style="list-style-type: none"> ● Review pipeline & Confirm FY25 goal ● Discuss strategy & first quarter calendar ● Review FY25 narrative
November 11/20	<ul style="list-style-type: none"> ● Review FY25 progress ● Annual report prep ● Foundation deep dive / Re-launch of Young Professionals ● Toast sponsor brainstorm ● Alumni Networking event prep
January 1/22	<ul style="list-style-type: none"> ● Review FY25 progress re: end of calendar year ● Evaluate progress of new additions and fall meetings/events ● Enlist Committee help for key Toast inputs ● Career Networking Event follow up
March 3/12	<ul style="list-style-type: none"> ● Review 3rd quarter progress ● Final Toast plans and Toast follow up plan
May 5/28	<ul style="list-style-type: none"> ● Actions to close out FY25 ● Debrief FY25 ● Plan for FY26 - strategy and goals

Appendix:
FY25 Strategies

- Expand our pipeline: add new donors and prospects with strong giving capacity (Top Priority)
- Engage our stakeholders in new and different ways to reflect the growth past disruptions of the past four years
- Level up existing donors where possible

FY25 Activities by Focus Area

- 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 potential 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

Appendix: Minutes from June 12, 2024 Meeting

- I. The Committee voted to approve the May meeting minutes.
- II. The Committee discussed FY24 Progress & Actions specifically to close the Goal for FY24.
- III. The Committee discussed plans for the FY25 program, and voted on a goal of \$1,500,000.

Members on call: Anders Peterson, Lily Jewell, Lauren Bardsley, Meekerley Sanon, Claire Newton, Amelia Cheers, Bill Clark, John Grandin, Tom Huff, Kim Borchert.

Meeting minutes by Anders Peterson.