



To: Development Committee
From: Anders Peterson
Date: 1/20/2025
Re: January 22nd Meeting

| <u>Objectives</u> | <u>Purpose</u> |
|---|--|
| I. Approval of November meeting minutes (2 min) | Committee approves minutes |
| II. BP Mission Moment (8 min) | Highlight BP living our mission day to day |
| III. FY25 Progress YTD & Forecasting (15 min) | Committee is informed |
| IV. FY25 Actions To Goal (20 min) Top Action Item: <ul style="list-style-type: none"> ● Mobilizing Around the Toast <ul style="list-style-type: none"> ○ Growing attendance ○ Sponsorships | Committee discusses |
| VI. Other Business (3 min) | FY25 Dates: 3/12, 5/28 |

- I. **November Meeting Minutes** (p. 10)
- II. **Mission Moment: Career Networking Night**

We held our annual career networking night Thursday, January 9th. We hosted 28 professionals and 65 alumni and students for a night of panels, networking, LinkedIn workshops, and mock interviews.

The night was filled with so many wins. For example, Janaisha (12th Grade), participated in the mock interviews with Adkeem from MCSA. He provided her with valuable feedback on the importance of preparing thoughtful questions for interviews. Janaisha immediately wrote the feedback down and implemented it during the networking portion. It was awesome seeing students like her actively learning and applying new skills in real time!

Special shoutout to John, Kim, and Tom for joining us!



III. FY25 Progress

| Group | FY23 Final | FY24 Final | FY24 Goal | FY24 Progress YTD | FY25 Goal | FY25 YTD |
|-------------|-------------|-------------|-------------|-------------------|-------------|--------------------|
| Individuals | \$593,093 | \$505,315 | \$640,000 | \$365,303 | \$600,000 | \$414,300 |
| Toast | \$406,922 | \$465,685 | \$500,000 | \$145,250 | \$500,000 | \$175,063 |
| Foundations | \$501,000 | \$336,000 | \$360,000 | \$276,000 | \$400,000 | \$473,000 |
| Grand Total | \$1,501,015 | \$1,307,000 | \$1,500,000 | \$791,553 | \$1,500,000 | \$1,062,363 |

- FY25 Projections:
 - We are ahead for the year, and still need to collect an **expected \$40,000** for Individuals and **expected \$40,000** Toast that we had this time last year (calendar year end).
 - Into the spring, we expect an additional \$100,000 in retained Individual gifts, and additional \$195,000 in retained Toast gifts.
 - Projections of Expected Money:

| | |
|-------------|---------------------------------|
| \$1,062,000 | YTD |
| \$140,000 | 85% expected Individual returns |
| \$235,000 | 85% expected Toast returns |
| \$1,437,000 | Subtotal |
 - Projections of New Money:

| | |
|--------------------|---|
| \$25,000 | Potential new individual giving |
| \$50,000 | 25% of Potential New Toast Sponsors & Attendees |
| \$25,000 | 40% of Potential New Foundations |
| \$1,537,000 | Projected Total |

While we are making progress this year, and stand ahead of last year's pace in total dollars and on a comparative basis YTD, **the keys to FY25 are increases from newer donors and new gifts we've charted across Toast, Individuals, and Foundations** to reach our \$1,500,000 goal. Right now, **the Toast is our primary focus for this growth.**

- Other Notes:
 - We are at 71% (\$1,062,363) of FY25 Goal YTD, compared to 52% (\$791,553) in FY24 YTD.
 - Committed multi-year gifts– FY25: \$555,000; FY26: \$470,000.
 - New Multi-year commitments:
 - HBP Fdn five year commitment, \$50,000 per year
 - Lloyd G. Balfour Fdn two year commitment, \$30,000 per year
 - FY25 Recent Gifts and Grants of Note:

| | | | |
|----------|-------------|----------|------------|
| \$86,000 | Hayden | \$10,000 | Citizens |
| \$40,000 | MFS (Toast) | \$10,000 | Olsen |
| \$25,000 | Bogle | \$10,000 | Hamilton |
| \$25,000 | K & E | \$10,000 | Mildred Dr |
 - Annual Report Mailing
 - We sent out 302 reports, with individualized notes. That mailing yielded \$54,000 to date, and we expect more to come. Thank you to Claire, Bill, and John for helping with the note writing!

IV. FY25 Activities Toward Goal – Focus Toward New Money & Connections

The Toast

We are in full Toast season. We have another great program taking shape, with an **emphasis on Ethics - largely through the lens of student travel and summer opportunities - and Persistence.**

There are two main strategies we are employing to grow the event:

- **Increasing attendees:**
 - Proposal for accessing new networks from the Board of Trustees: **The BOT will account for 90 tickets sold for the Toast.**
 - We want to access the networks of newer Trustees so we can grow the school's network of friends and supporters. It is especially important to do so as key Trustees have rolled off.
 - *In the meeting, we hope to discuss how best to narrate and execute on this proposal.*
 - Growing attendance through individual meetings, events (BOV & Career events), new Toast Committee members, staff, and others
- **Increasing sponsorships:** We have identified ~20 corporate sponsors through multiple different individual connections. We have not yet secured any but there is confidence we will secure a portion of the potential at \$10,000-\$25,000 giving levels. See Appendix for yellow highlighted sheet starting on p.8. **These sponsorships are the single biggest way to increase Toast giving, and provide access to new networks via employee engagement.**
 - *Are there any potential sponsors on the lists below where you can help us push toward closing a commitment?*

Individuals

We are adding individuals via our events - Board of Visitors and Career Networking. We had a very positive meeting with Gaurav Rao and are pushing other new connections to access new networks. We continue to pursue new connections sourced by new contacts. We continue to set and hold meetings with top insiders to get time with Meekerley, and time at school when possible.

Updated Activity Calendar FY25

| Event | Timing | Dev Comm. Personnel | Notes |
|-----------------------|-----------------------|--|--|
| Board of Visitors | 11/1 | School Team, Dev Comm., Foundation | Best attended Board of Visitors meeting to date! |
| Career Network. Event | 1/9 | School team | Hosted ~30 professionals and 65+ students and alumni |
| Individual Meetings | Ongoing | Anders, Meekerley, possibly Dev. Comm. members | Next up: Dor-Ner, Spector, Bayer, Winterer, Burnes |
| Bain Cap brown bag | Pushed to Feb. / Mar. | David R., Andrew K., School Team, Bill | To be hosted by David Russell |
| The Toast | April 4, 2025 at AFH | Toast Comm. | Grow attendees and sponsors |



Foundations

January Update: \$400,000 Goal

- \$473,000 Received
- \$66,000 Anticipated

| Confirmed Foundations | Amount Received/Pledged | Notes |
|---|-------------------------|---|
| Wellington | \$60,000 | Year 10 of 10 year grant, held wellington visit and communicating about where to go from here |
| Liberty Mutual | \$25,000 | In 2nd year of 2 year grant, looking to solidify a way forward |
| Mildred Dream Foundation | \$10,000 | New Grant through LJ connection |
| Mifflin | \$15,000 | Old Friend of BP, looking to solidify a relationship moving forward |
| Clowes | \$20,000 | Year 1 of 2 year grant |
| Barr | \$130,000 | Year 1 of 3 year grant |
| Shattuck | \$10,000 | |
| One8 | \$25,000 | |
| <i>New</i> - HPB Foundation | \$50,000 | Received 5 year commitment, 50k per year |
| <i>New</i> - Paul and Edith Babson Foundation | \$2,000 | |
| <i>New</i> - Hamilton | \$10,000 | |
| <i>New</i> - Charles Hayden | \$86,000 | |
| <i>New</i> - Lloyd G. Balfour | \$30,000 | Received 2 year commitment, 30k per year |
| Total Received | \$473,000 | |

| Expected Foundations | Amount Anticipated | Notes |
|----------------------------------|--------------------|--|
| Paul and Edith Babson Foundation | \$10,000 | LJ will reconnect about 10k commitment |
| Susan & Donald Babson Foundation | \$6,000 | LJ will reconnect |
| Mabel Louise Riley | \$50,000 | Approved LOI, submitted official application last week |
| Esther Kahn | | Reaching out this month |
| Total | ~ \$66,000 | |

Reminder on Funding Priorities:

- **Library/Literacy:**
 - Our goal is to create an inclusive space where every student can access diverse materials and develop the literacy skills crucial for their success in school and beyond. Our dedicated librarian, Tori Crossman– who is currently pursuing her graduate degree in youth librarianship– is leading this initiative that aims to provide equitable access to books and resources, promote independent learning, and more.
 - \$100,000 helps us sustain the library’s growth over the next 5 years
- **Student Travel & Experiences:**
 - Junior Year Spain Trip
 - 8th Grade New York Trip
 - Wishlist Items:
 - HBCU College Tour & Overnight Stay
 - DC Trip for 9th and 10th graders
 - Additional summer/winter enrichment opportunities: MIT Program, journalism program, etc.
 - FY25 Student international travel: \$150,000; field trips: \$35,000

Foundation/ Funding Priorities Ask:

- *Foundations: connect with Lily if have any connections to these foundations or their board members*
- *Funding Priorities: Who in your network would be interested in supporting these initiatives? Corporations, families & individuals, etc.*



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 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



Appendix:
Toast Sponsorship List

| Name | Refer | 2025 Notes | 2025 Amount | 2024 Amount |
|--------------------------------|---------------|--|------------------|------------------|
| <i>Total</i> | | | \$122,500 | \$170,750 |
| Returning Sponsors | | | | |
| <i>Subtotal on Individuals</i> | | Individuals - kaplan 12/12 ask, borchert, newton, olsen 12/19 call; Paley | \$32,500 | \$42,500 |
| Insourc | AP | sent 12/12 | \$2,500 | 2,500 |
| Arimann | AP | sent 12/12; followed 1/13 | | 2,500 |
| Ropes & Gray | Andrew | in process 12/10, check 1/14 | | \$10,000 |
| KPMG | Andrew | in process 12/10, check 1/14 | \$10,000 | \$10,000 |
| MFS | AP | ask 11/20; mtg. 12/17; likely to move to new presenting level of \$40k; check 1/14 | \$40,000 | \$35,000 |
| K & E | Andrew | in process 12/10; check 1/14 | \$25,000 | \$25,000 |
| HR Knowledge | AP | 12/12 ask, followed 1/13 | \$2,500 | \$2,500 |
| Deloitte | David Russell | in process 12/10; check 1/14 | | \$10,000 |
| PWC | Andrew | in process 12/10; check 1/14 | | \$10,000 |
| Citizens | AP | 12/12 ask; follow Jan. 1 | \$10,000 | \$10,000 |
| Shoreline Aviation | Steve S. | Steve asking 1/6 | No | \$2,500 |
| Blue Cross | AP | via HRK 1/6 | | \$2,500 |
| Mitsubishi UFG | BC | sent 12/17 | | \$2,500 |
| Local Motion | AP | | | \$250 |
| Krokidas | AP | unlikely given shift away in services | No | \$500 |
| Don & Pam Peterson | AP | spring ask before Toast | | \$2,500 |
| | | | | |

| Top Leads in '25 | | | | |
|----------------------|---------------------|---|--|--|
| Butcher Box | JB | AP pursuing w/ Jon Beck | | |
| TJX | LB | has done feeler | | |
| Goulston Storrs | AP | Peter Kaplan - AP asking | | |
| State Street | LB | LJ looking; LB has feeler | | |
| Converse / Nike | LB | LB, KB, CN connections; AP to pursue with Kim, CN | | |
| Puma | PM | Pivel M connection during toast kickoff; followed 1/7 | | |
| Eastern Bank | LB | | | |
| Thermofishe r | LB | | | |
| BIDMC | LB | | | |
| Liberty Mutual F. | LB | event sponsorship | | |
| Morgan Stanley | LJ; Matt O'Keefe | unlikely | | |
| Barclays | David Russell | in process; followed 1/13 | | |
| JP Morgan | David Russell | in process; followed 1/13 | | |
| AAF CPAs | AP | AP to ask 1/6 | | |
| Barton Gilman | LB | LB to ask | | |
| Triple Tree | David Russell | Connection through David Russell, mentioned during 10/29 toast committee; followed 1/13 | | |
| Workday | David Russell | Kate Russell Work place; followed 1/13 | | |
| NCF | LB | start w Career event | | |



Appendix: Minutes from November 20th Development Committee Meeting

Committee members present: Bill Clark, Claire Newton, John Grandin

School staff present: Anders Peterson, Lily Jewell, Lauren Bardsley

Members of the public present: None

- I. The Committee approved minutes from the September 11, 2024 meeting.
- II. Anders Peterson shared an update on Progress for FY25 across individuals, foundations, and Toast.
- III. The Committee discussed strategies for engagement around the annual report mailing, career networking event, Toast sponsorship, and foundations.

Meeting minutes by Anders Peterson.