

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 MCSPA. 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	
New - HPB Foundation	\$50,000	Received 5 year commitment, 50k per year
New - Paul and Edith Babson Foundation	\$2,000	
New - Hamilton	\$10,000	
New - Charles Hayden	\$86,000	
New - 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 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:
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
Insource	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			
Thermofisher	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.