THE SHORT REPORT

A MONTHLY GLANCE AT HOW PROSPECT RESEARCH IS WORKING TO ADVANCE, DISSEMINATE, AND PRESERVE KNOWLEDGE IN DEVELOPMENT.

Yale University Office of Development

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BULLDOG DAYS OF SUMMER

2010 PARENTS’ SCREENING

This summer, the Research Team, led by Jenni Whitfield and with the help of student interns Marcelo Kim ’09 and Jacques Wood MUS ’08, screened almost 400 non-legacy parents of the Class of 2010. Including those parents to whom we had been alerted during the admissions process (e.g. Steven Spielberg), we have identified 7 principal prospects and 97 major gifts prospects! The breakdown is as follows:

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<th>Rating</th>
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<tr>
<td>1</td>
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<td>2</td>
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<td>3</td>
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<td>4</td>
<td>35</td>
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<td>5</td>
<td>38</td>
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In addition, many strong volunteers for the Annual Fund have been identified by Lainie Lipsher. Lainie and Steve Clark both will have their work cut out for them on Parents Weekend (October 20-22) and beyond!

HEDGE FUND PROJECT

February 1, 2006 marked the implementation of a short-lived SEC rule change requiring most hedge fund advisers to register with the SEC under the Investment Advisers Act.

Although the rule was recently overturned by the U.S. Court of Appeals, this summer hedge fund project leader Lew Nescott and student intern Dave Werner ’06 used the registrant information to identify 183 prospects with a total of $115,012,903 in new giving capacity! This figure excludes proceeds from successful investments; the portion of investment activities that contributes most often to the outsized profits that equity partners earn.

Accordingly, the Research Team believes the actual capacity for this group, assuming a modest level of investing success, would be in the range of $300 to $500 million!

WE ARE PLEASED TO WELCOME . . .

- Michele Whitney has joined us as Associate Director. Michele worked at the School of Forestry & Environmental Studies since 2001, most recently as the Assistant Director of Development. Prior to Yale, Michele was a web producer for Hothouse Interactive in Sydney, Australia.

- Dana Ciccone has joined us in the role of Associate Research Analyst. Dana graduated summa cum laude with a dual bachelor degree in magazine journalism and in English from Syracuse University. Prior to Yale, Dana worked at the UnitedHealth Group, as the proposal and marketing manager for its subsidiary Ingenix.

WE SAY GOODBYE TO . . .

- After a year with the Research team, Jordan Chapman ’05 leaves us for his native Michigan to take an advertising position at Google’s brand new office in Ann Arbor. Jordan’s last day will be September 22.

- It is with great happiness that we wish to congratulate Melinda Papowitz and her husband Gary on the birth of their son Ronan, who is now almost a month old. Ronan was born on August 22. However, we’ll miss Melinda until she returns sometime in 2007! Hopefully we’ll get to meet Ronan before then . . .
C&F Spotlight: APRA Conference

The annual APRA International Researchers Conference held August 9-12 in sunny Orlando was attended by more than 850 participants, including two members of our own research staff. Keynote speaker Dr. Claire Gaudiani, a Professor at NYU’s Center for Philanthropy & Fundraising and former President of Connecticut College, delivered an inspirational message on how to stimulate both the moral & creative imagination of donors in order to spur their moral ambition for supporting our great institutions & programs.

Other highlights from the C&F perspective included sessions on: cultivating direct corporate “sponsorships” into more mutually beneficial long-term “partnerships;” assessing the industry dynamics of a successful business and applying these critical market factors and company imperatives into compelling arguments for support; as well as looking at the emerging philanthropic markets continuing to develop in China, India and Russia and some new resources of information on these elusive international prospects.

~Natasha

ENERGY SAVING TIPS: TURN OFF THE LIGHTS

Not all of the lights in our office are on timers, and for those that are, we can still turn them off manually when they are not needed. Here are a few ways to support Yale’s energy reduction initiative:

• When you leave for lunch and at the end of the day, turn off the lights in your office—both the overhead and those under the shelves above your desk.
• Don’t forget to turn off conference room lights when your meeting is over.
• If you work late, turn off the kitchenette lights on your way out.
• Whenever possible, use natural light, instead of electric.

Hot Sites!

For great real estate info, check out these free websites:

• loopnet.com
  Online commercial real estate listing service. Search for recent sales or leases of commercial properties: Office, Retail, Industrial, Hotels and other types; for a city or an individual zip code. Free registration is required.

• zillow.com
  Gives home values for specific addresses. Covers over 65 million residential properties. Look for “Bird’s Eye View Images” that allows a physical inspection of the homes. (This feature only available for major metropolitan areas.) No registration required.

• domania.com
  The “home price check” shows recent home sales in the neighborhood or on the street of a selected address. Includes a map from Mapquest. Free registration is required.