In addition to following-up on two major efforts reported on in September, the SEC Hedge Fund project and the annual incoming non-legacy parents screening, we are working on a number of other prospecting projects:

- As a follow-up to our evaluation of individuals who self-reported high incomes and net worths on the 2004 alumni survey, we are taking a closer look at all respondents who self-reported working in the financial industry. Alumni in finance have consistently been some of Yale’s best prospects, and yet a significant number remain unrated.

- An upcoming electronic screening will target the friends and members of some of the many Schools & Centers for which we provide support. The screening will match our data with “zip plus four” aggregate wealth information, identifying individuals who live in the wealthiest areas for further investigation.

- A source with great potential is the ALICE database, because it tracks the recipients of stewardship information on endowed funds. Recipients are sometimes the donors themselves, but are often relatives or friends of the donor (both alumni and non-alumni), and are frequently unrated. The first enormous step in evaluating these recipients is working with Major Gifts, Stewardship and IT to identify them in BERT, which is not currently integrated with ALICE!

- We also perform screenings on an ongoing basis to help us find new prospects, reevaluate current ratings, and update relationship information. Sources include:
  - The Rich Register, Social Register, and Hamptons “Blue Book”
  - Forbes’ 400 Richest Americans, Most Influential Women, and more
  - Investment Banks’ annual “tombstone lists” of new managing directors

Look to upcoming issues for more on data mining and prospecting for planned giving!
**Yale Trivia!**

Here’s some timely trivia—hope you all had a nice holiday!

What was the name of the 19th-century Yale Thanksgiving tradition first developed by students unable to travel home for the holiday?

Please email answers to: prospectresearch@yale.edu.
One correct respondent will win a prize!

Congratulations to Liz Muller at the Yale School of Music for correctly guessing that ALICE, the acronym for the stewardship database, stands for “All Information Concerning Endowments.”
(Sorry to disappoint, but there’s no connection to any Jefferson Airplane songs!)

**Lew’s Sojourn**

"...Proud, industrious, open, educated, curious, and quietly anxious about their future... these are some of my lasting impressions of the people I met in Iran."

On October 15th, Senior Research Analyst Lew Nescott safely returned from his latest exotic adventure. Lew traveled to Tehran, Iran, at the beginning of the month on an expedition to learn about the people, politics and culture and to climb to the summit of Mount Damavand (18,601 feet). While in Iran, Lew traveled to Shiraz (home of the wine!) and made an excursion to ancient sites, such as Persepolis, and to Isfahan, a beautiful Persian city. Lew also found time to visit the former American Embassy in Tehran, which was the site of the student revolts that kept Americans hostage in 1979-1980. The site is now a government building that is rumored to be the home of the Iranian Secret Police.

For more about the trip and the country, see Lew’s blog for *The New Haven Register.*

**Fantastic New Arrival**

No, not another baby, but a publication on private equity from across the ocean!

When evaluating hedge fund managers, we are virtually always forced to underestimate their income. We are able to calculate management fees: industry average is 2-2.5% of assets, and assets are regularly reported. However, we rarely are able to calculate fees collected on return, or “carry,” which is often around 20%.

British firm Private Equity Intelligence Ltd. set out to tackle this problem by compiling and scrutinizing information on deals in which funds have been involved and businesses in which they have invested. The result is a report estimating carry for 300+ hedge funds in the U.S. and U.K., which we have just purchased. This valuable information is now being integrated with what we learned from the SEC hedge fund screening and what we know about other top alumni prospects in the field.

**Hot Sites!**

This gift-giving season, consider these alternative presents!

- Have you ever given a goat, a donkey, or a baby alpaca? Through donations to [PracticalPresents.org](http://PracticalPresents.org) or [Heifer.org](http://Heifer.org), you can fund the provision of animals and other resources for some of the poorest communities around the globe.

- Looking for something to wrap but still want to support a great cause? Consider [MercadoGlobal.org](http://MercadoGlobal.org) founded by Ruth DeGolia ’04 and Benita Singh ’04. This organization provides fair wages to the members of women’s cooperatives in Guatemala by bringing their crafts to market, while also helping to send their kids to school.

Llamas provide warm fleece to wear or sell and a source of transportation.