We have revised our methodology for assessing prospects by removing the giving estimate part of our recommendations. Going forward, rather than suggesting “Research Capacity Ratings” (RCRs), we will be determining a “Wealth Assessment” (WA) based solely on an evaluation of a prospect’s known assets. This way, front-line staff who are in the position to consider financial information in combination with inclination and overall strategy will determine gift capacity ranges. This change will be supported through the use of the Major Prospect Financial (MPF) screen in Benefactor.

In MPF, we will:

- Record how donors make contributions (e.g. through a donor-advised fund, etc.)
- Code sources of wealth by type, including securities, art collections, or inheritance.
- Track donations to other organizations. In time, we will be able to pull lists of individuals who have shown commitment to interest areas such as Performing Arts.
- Provide a WA (Wealth Assessment) dollar range which will allow us to differentiate donors at even the highest levels of wealth.

Shortly, we will provide you with our updated Wealth Assessment guidelines. Most importantly, we will continue to summarize our findings for you in text-based reports so that you can clearly understand the basis for the assessments as well as the relative strength of the arguments.
**Farewell & Welcome**

We said two goodbyes this month, first to Michele Whitney, our associate director of research for almost 1 1/2 years and acting director during Melinda’s maternity leave. Michele began her Yale career in development at the School of Forestry and Environmental Studies. She spent 4 1/2 years there, leaving as the assistant director for development. Michele moves on to the Robinhood Foundation (www.robinhood.org) where she will be senior manager of development operations.

In addition, after 2 1/2 years with Research, Bill Jarmuz ’05 leaves to join SeaChange Capital Partners, a Goldman Sachs-funded non-profit financial firm which matches educational non-profits with growth capital. Bill started in central research in 2005, but shortly thereafter became the designated researcher for the Yale School of Management.

With these farewells, we are very pleased to announce that we have just been joined by new associate research analyst Steven Towns, who comes to us via Japan, California, and Kentucky. Most recently, Steven was a contributing editor at Seeking Alpha (seekingalpha.com). He also previously worked with Japanese diplomats engaged in economic and commercial activities in the United States. Prior to that, he was a research associate at a boutique economics consulting firm. Steven earned a master’s degree in International Management and Finance from the University of Maryland University College and is fluent in Japanese!

**Yale Trivia!**

Yalies in sports history—Take your pick: 4, 5, or 6??

- Runs scored by Yale in their 1939 game against the Boston Red Sox:
- Yale records held by runners/former development associates Kate and Laura O’Neill ’03:
- Olympic Bobsledding medals won by Yalies:

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

---

Congratulations to Jim Gerhardt for being the only respondent to provide the correct common names of these Yale Trusts (better known as Secret Societies).

- Stone Trust = Book & Snake
- Kingsley Trust = Scroll & Key (shown)
- Russell Trust = Skull & Bones
- Phelps Trust = Wolf’s Head
- Knight’s Trust = Mace & Chain

**Departmental Changes**

This January we formalized four functional areas within Research which have been in place for a while: Special Projects, C&F, Data Analysis & Prospect ID, and Individual Prospect Research. These areas, while distinct, will continue to work closely together to maximize our strengths.

Jenni Whitfield will continue to bring her project management and analytic skills to the Special Projects area, which includes oversight of everything from the Yale Family Trees Project to the annual Parents’ screening to the Student Intern Program.

Dana Ciccone, who used her data analysis skills to initiate our recent large-scale prospecting initiatives, will lead the Data Analysis & Prospect ID area. She will be joined by long-time researcher, Dorian Harding-Morick, who will also concentrate on these functions.

Sam Sims, although new to Yale, brings to the office a background in management and entrepreneurship. He will oversee Individual Prospect Research which will continue to rely on the research skills of Nancy Faughnan, Michael Lasala, and Lew Nescott, as well as of new arrival Steven Towns.

Rich Horne, who took over a number of functional areas when he was acting associate director, will remain head of the Corporations & Foundations area. Rich will work in tandem with Natasha Cuozzo, ensuring that our efforts in C&F continue to shine.