The Short Report
A MONTHLY GLANCE AT DEVELOPMENTS IN PROSPECT RESEARCH

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On the web at: www.yale.edu/devresearch

Yale University Office of Development

High net worth, ho! Concentrating on the results of our recent alumni survey, we have been sifting through wealth capacity information on Yale alums who self-reported high net worth. We’ve been combing public records and professional resources with our own version of a beachgoer’s metal detector, digging for the kinds of buried treasure for which no “X” marks the spot.”

In particular, we researched family relationships for hidden gems when there were no other indicators of wealth. In this way, we were able to link Susan (Greenburg) Richardson ART ’56 to the Richardson Family of the Vicks VapoRub fortune and the former Mrs. Rupert Murdoch to Bill Mann ’50. In the last two months, PRD has qualified 8 new principal prospects and suggested upgrades for many others based on revised and updated asset valuations.

Medical School researchers have also been scanning the horizon for non-Yale alum prospects by looking at The Rich Register, and PRD’s crew of students has been hard at work using the Selectory Online to reveal potential donors who own private companies.

We’re awash with prospects, maties! Ahoy!

C & F Spotlight

The annual Ivy/MIT/Stanford Corporate & Foundation Relations Conference was held in early July. Highlights included:

- Foundation giving rose 7% to an estimated $32.4 billion in 2004.
- A rising stock market and an increase in new gifts to foundations contributed to the year-over-year increase in giving. Another factor was the number of new, and sometimes rather large, foundations that were established in the past several years. The number of larger foundations created since 2000 has already exceeded the number of active larger foundations formed during any decade prior to the 1980s.
- Giving by independent foundations—which include most family foundations—increased by 6.8% to $24.1 billion. Corporate foundation giving increased by 4% to $3.6 billion and community foundation giving increased by 8.6% to $2.7 billion.
- Recent changes to the tax code—which affect corporations, foundations and individuals in different ways—will continue to have significant effects on foundation assets. In particular, it will be interesting to track how Sarbanes-Oxley affects governance in the non-profit sector.
- Foundations and corporations will continue to focus on establishing metrics, particularly used to determine their Return on Investment, to assess the efficacy of gifts made to non-profits—including universities.

We will continue to work with corporate and foundation relations staff to determine how these trends will affect giving to Yale.

Hot Sites!

Follow that stock:

$ Yahoo! Finance.com
Get same-day stock quotes from the major U.S. and overseas exchanges.

$ BigCharts.com
Find historical stock prices dating back to 1985.

$ Reuters.com
Easy-to-read chart with click-through access to key company data. Free registration required.

Google Tip of the Month

Combining two of Google’s most popular functions, basic text searching and mapping, Local Search identifies the closest restaurants, hotels or other amenities to a specific address in an intuitive map format. Simply type the target address in Google, click ‘Map of (your address),’ then click Local Search (top), and enter your search term in the field provided. Presto! Pasta in Pretoria or lobster in L.A!
**REMINDER**

*The Short Report* will not be published in August. PRD wishes you and your families a safe and happy summer!

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**Name That Donor!**

This ’95 SOM grad started a beverage company with Professor Barry Nalebuff.

► Who is this donor?

**Hint:**

[Image]

Email your guess to: prospectresearch@yale.edu

The winner will receive a gift and be named in next month’s *Short Report*!

Congratulations to last month’s winner, Kenna Barrett! She was one of six who correctly named Richard U. Light ’24 as the mystery donor.

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**Professional School in Focus: Law**

Lisa Vacco reports that the Yale Law School Development Office made great strides this past year in its growth and preparation for the forthcoming campaign. Since the summer of 2004, the staff has almost doubled in size, with the addition of a new Major Gifts program to include three major gift development officers and a development researcher. A brand new Annual Fund team have begun their efforts this summer to raise donor participation and introduce new programs for the coming year. Research is currently implementing the results of a custom data modeling program which will increase the current prospect pool for major gifts, the annual fund, and also planned giving.

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**Farewell and Welcome**

PRD bids a fond farewell to medical school researcher, Erica Thomas ’03, who will be attending the Yale School of Management this coming fall. Go well Erica! We also warmly welcome Monica Keith as our new associate director for central research. A graduate of the State University of New York, Albany (’98 B.A., ’00 M.B.A.), Monica comes to Yale from Bennington College in Bennington, Vermont where she served as Director of Development Operations.

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**Researcher of the Month**

Melinda Papowitz began her career in Prospect Research in 1996 as a research analyst for Harvard Medical School. She later served as a development associate doing front-line fundraising for Harvard’s Interfaculty Initiatives, and in 2000 she joined the PRD as director of research. Melinda has also taught courses on prospect research at NYU’s Center for Philanthropy. She is a graduate of the University of Wisconsin at Madison, Harvard Divinity School and the University of Chicago. Melinda is a Connecticut native and has spent the last two years renovating her East Rock home.

Q: How do you think the Prospect Research field has changed since you first became a researcher?

A: When I first started in prospect research in 1996, you could research ten prospects a day because all of the information came from books and a single electronic database. Now there are so many sources to check that the skill and the art in research is knowing which are the best sources to use to answer a given question.

Q: What do you think is the hardest part of your job as Director of Research?

A: One of the challenges—and opportunities—is that prospect research intersects with so many different parts of the development office. In particular, we work closely with IT, Alumni Records, Information Services and offices across the university to provide the best information possible. Also, as our fundraising efforts increasingly include museums, libraries and other departments, our research has expanded to meet the diverse information needs of these areas. As you can see, staying on top of everything from database design to prospecting for friends keeps us on our toes!