Communication
Research has created a weekly e-newsletter, Research Newswire, to share and push informative and useful news to the development office at large. We will continue to share some tips for searching the Internet through our brown bag lunch series. Over the next few months, our research web site, www.yale.edu/devresearch, will be redesigned. Planned re-launch date is May.

Prospecting
We are pursuing more focused prospecting efforts in 2006 beginning with non-legacy parents of current students and other sources including the Venture Capitalists members and the Rich List. We will review other segments and look forward to sharing the results.

Special Projects
As with every other year, we have a list of special projects that we will pursue this year. Some of these include making Yalies on published top lists more readily available to look up, mapping relationships in Benefactor and Bert more fully, and investigating the companies that have been founded by Yalies.

Hedge Fund Project Spotlight
This fall, Lew Nescott and student intern Michael Katz ’08 have coordinated on a project designed to proactively identify and rate Yale alumni partners at U.S.-based hedge funds.

Mike scanned member and performance lists from Institutional Investor, MAR Hedge Fund, and the Hedge Fund Association, and also conducted investigations in the discovery of previously unknown wealth. The project has already yielded substantial data, including the identification of one prospect whose position and experience warranted a preliminary rating of two!

Under the supervision of Lew, Mike has been using wealth indicators to estimate giving potential. The names uncovered will be showing up in monthly research ratings report and are in the process of being flagged as Hedge Fund Management in the individual's prospect profile affiliations list.

FACT
The number of family foundations has grown during the past six years, with an estimated 33,000 in operation, according to the Foundation Center. The growth is attributed to America’s growth in affluence, with 2.7M people in 2004 registering a net worth over $1M.

C & F Spotlight
Happy New Year! The latest issue of Currents magazine, published by CASE, highlights the rewards and challenges of the Corporate Foundation Relations officer. In “A Different Beat,” freelance writer Debbie Goldberg describes the unique perspective of fundraising with corporate and foundation donors, offering insight from officers in the field about the current landscape.

A complementary article by Yale’s own Kenna Barrett, Director of CFR for the Law School, suggests how one can measure success in cultivating these prospects. In addition to counting the amount of money actually raised, her recommendations emphasize the importance of tracking quality internal activity with the institution’s faculty and administrators, as well as how the solicitation with the donor was moved forward.

BY THE NUMBERS
$400 million: The biggest individual gift (bequest) announced in 2005 made by the late Cordelia Scaife May (#193315) to the Colcom Foundation (Pittsburgh)
(Source: Chronicle of Philanthropy, January 1, 2006)
Through the generosity of this railroad baron (1803-1883), Yale was the recipient of several gifts, including a Yale College residence. (Hint: His descendant bequeathed 43 Hillhouse Avenue, future official residence of the President of Yale.)

Brown Bag Lunches
Back by popular demand—training sessions on Search Engines and Online News Sources and Biographies. All sessions are from 12:00-1:00 pm in the large conference room.

February 2nd—Biographies
February 28th—Search Engines and Online News Sources

Coming Soon—a “Research Q&A” page on our website that will be a compilation of information created from these training sessions.

Yale Trivia!

Building on momentum from the recently installed Torosaurus statue, and in anticipation of a lively capital campaign, *Rich Horne* has been working with Liza Cleveland and the Peabody Museum development team to identify and qualify potential donors, old and new, friends and alums.

Nathan Bixby and Joseph Jolly from Peabody recently coordinated with Development’s IT team to conduct a BERT/Benefactor screening of their membership lists. They are now preparing for a comprehensive electronic wealth screening with an outside vendor to augment Peabody’s current development initiatives which center on identifying friends within the Yale community and beyond.

Goodbye and Good Luck!

Lisa Vacco has left Yale University to become the Director of Prospect Research and Management at Sacred Heart University in Fairfield, Connecticut. Over the last four and a half years, Lisa has served the Development Office in progressively more responsible roles. She first began here as an administrative assistant for Major Gifts and, less than a year later, joined the Research Department as a research analyst. Most recently, Lisa moved down Wall Street to establish and direct the Yale Law School’s first development research effort. We will miss the insight, intelligence, dedication, professionalism and expertise Lisa has brought to Yale.

Research Tip of the Month

Interested in seeing who is on Top Lists? Check out:

- **2005 San Francisco Chronicle 200**: the newspaper’s scorecard on Bay Area (California) companies.
- American Lawyer magazine’s 2005 *AmLaw100 and 200*, as well as other rankings.
- **China’s 400 richest people** released 10/2005
- **Forbes List Index**: links to their various lists, including wealth and top company lists.
- **Forbes 2002 China Rich List**
- **Gary Price List of Lists**: compilation of hundreds of lists
- **Mother Jones MO JO 400**: more political giving.
- **Political Money Line**: name lookup of political donors, 2006 cycle and earlier.
- **Silicon Valley 150**, 2004 report

Email your guess to: prospectresearch@yale.edu

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

Do you know the answer?

Congratulations to last month’s winner, Erin Levi. She was one of the individuals to correctly guess 5,340 as the average number of times per minute Visa cards are used during the holiday shopping season.