



BULLETIN

Number 2
02/26/07

NEWS & INFORMATION FOR CAMPAIGN DONORS AND INTERESTED PARTIES

News from the campaign trail. “Changing Lives: The Campaign for CSW” recently traveled to the West Coast for several special alumni celebrations in Los Angeles (January 22) and San Francisco (January 24). **Jan Miner**, director of development, **Terri Houston**, director of major gifts, **Tom Evans**, art faculty, and **Diane Garthwaite**, chair of the Campaign Leadership Committee, were on hand to greet alums, show the campaign video and provide updates on the most comprehensive campaign in the school’s history. A record number of alumni attended upbeat reunion gatherings at the Cicada Restaurant in LA and at the SF home of **Tom Hall ’49** and his wife Liz. The Halls graciously opened their beautiful home, with spectacular views of the city, to host CSW alumni representing classes from the 1940s to 2003! Tom is the son of **Elizabeth Hall** (esteemed educator and former CSW faculty member) and the brother of **Margaret R. Whitfield Courant ’51**. To view the photographs from these events, please visit the photo gallery at: <http://alumni.csw.org>.

The CSW visitors also enjoyed several individual meetings with CSW alumni, including: **Michael Fleming ’81**, **Matt Johnson ’96**, **Helen Drake Muirhead ’54**, **Jonathan Roberts ’73**, **Augusta Talbot ’67** and **Albert M. Adams**, former head of school.

Alorie Parkhill event invitation receives rave reviews. Everyone is commenting on the unique invitation gift packages for the March 11 Alorie Parkhill event. The package, which includes four complimentary postcards of the CSW campus, were designed and donated by **Joan Bachenheimer** (P of **Aaron Fleishman ’03** and **David Fleishman ’06**, and founding principal of BBK Worldwide). Proceeds from the March 11 event at the Weston Golf Club will benefit **The Alorie Parkhill Endowed Fund for Teacher Mentoring and Training** which will help perpetuate the school's legacy of outstanding teachers and inspired teaching. The fund's goal has been set at \$500,000. A generous gift of \$35,000 was donated by the Parkhill family as an initial investment in the fund. To reserve your place, make a contribution, or obtain more information on the event, contact Jan Miner at jminer@csw.org, or (781) 642-8611. To request additional copies of the event invitation package, contact Jill Burrows at jburrows@csw.org.

Campaign efforts are bolstered by new staff. **Mattie Eisenberg ’99**, a Smith College alumna with language study experience from Spain and Venezuela, brings her education, marketing, PR and language expertise to the development effort as a development assistant. One of her major tasks will be to reach out to younger alumni, and lead the annual senior class gift initiative. **Terri Houston**, major gifts officer, will serve as the interim director of alumni relations, during the current search for a new alumni relations director.

Planned Giving site is up and running on the CSW website. A new addition to the CSW website provides access to all you wanted to know about planned giving. Opportunities range from bequests willed to CSW, including: gifts of securities; charitable lead and charitable remainder trusts; real estate; personal property (art, silver, coin collections, etc.); life insurance; or securities. The site also specifies how to supplement your retirement income, work with financial advisors, or set up an endowment fund. To access this information from the CSW home page, click on “Giving to CSW,” then select “Planned Giving,” which will take you to the new site. Once you’ve had a chance to visit the site, let us know what you think.

(Planned giving, con't)

To help individualize your planned gift to CSW, contact Terry Houston at thouston@csw.org.

Garthwaite Center offers “Hard Hat” tours. Construction of the new Garthwaite Center for Science and Art, named after CSW trustee **Diane Garthwaite** (P of **Darcy Brennan '99**), is progressing quickly. The construction crew is currently working on the interior of the “green” building which will offer 22,000 sq. ft. of learning space, art galleries, space for independent study projects and six state-of-the-art science laboratories. The many sustainable features of the new building will also promote stewardship of our environment. To set up your own private tour of the building, contact Linda Foley in the Development Office at lfoley@csw.org.

TABLE OF GIFTS

Development uses this progress and projection tool on an ongoing basis to keep tabs on campaign gifts and progress:

# OF PROJECTED GIFTS	GIFT LEVEL	PROJECTED \$ TOTAL	# OF GIFTS RECEIVED TO DATE	\$ RECEIVED TO DATE
1	\$5,000,000	\$5,000,000	1	5,055,500
1	3,000,000	3,000,000	0	
3	1,000,000	3,000,000	3	3,138,934
4	500,000	2,000,000	0	
6	250,000	1,500,000	5	1,410,894
8	100,000	800,000	6	691,499
20	50,000	1,000,000	7	355,778
40	25,000	1,000,000	15	398,772
60	10,000	600,000	24	238,158
100	5,000	500,000	25	127,517
MANY	<5,000	1,240,000	1373	574,694
GOAL		\$19,640,000	1459	\$11,991,746

02/16/07

DATES & EVENTS OF NOTE

- MARCH 7** Solicitors’ Meeting, 4 p.m. Development Office
- MARCH 11** Alorie Parkhill Gala Event, Weston Golf Club, Weston, MA, 5 p.m.
- MARCH 15** Development Committee Meeting – Mugar Recital Hall, 7:30 a.m.
- APRIL 12** 32nd Annual Law Day (Affirmative Action), 8:30 a.m. – 1:30 p.m.
- APRIL 24** Past Trustee Dinner – Mugar Recital Hall, 6 p.m.
- APRIL 28** CSW in Bloom, Parents Benefit Auction, Cheek Dining Hall 7 – 9 p.m.

To RSVP, or for more information on any of these events, contact Linda Foley at lfoley@csw.org.

DONOR HIGHLIGHTS

Alumni gifts are central to the success of the capital campaign. In making her generous gift to the capital campaign, **Helen Muirhead '54** said: “I felt valued as a student at CSW. I see that the school is a community that continues to value the uniqueness of each individual and where every voice is important. This educational philosophy, along with the well thought out plan to increase annual giving and develop a strong endowment for the education of creative people, absolutely affirms my commitment to The Cambridge School. I am happy to be able to support the capital campaign.”