

How to Conduct Prospect Research

Apra Pennsylvania Virtual Presentation

in collaboration with the Regional Foundation Center at the Free Library of Philadelphia

10 August 2020

Presenters: Jessica Wade & Lauren Woodring

- Free Resources
 - [LinkedIn](#)
 - Requires making a profile to see the most information
 - [Facebook](#)
 - Requires making a profile to see the most information
 - [Zillow](#)
 - County Property Records
 - [City of Philadelphia](#)
 - [Montgomery County](#)
 - [Bucks County](#)
 - Chester County
 - I haven't been able to figure out how to use their site.
 - [Delaware County](#)
 - Salary
 - [Salary.com](#)
 - [Glassdoor](#)
 - [Guidestar](#)
 - [FEC Filings](#)
 - Can only search by a candidate or other political entity, cannot search for donor
 - [SEC Filings](#)
 - Tip: find the search confusing? Most public companies publish these filings on their websites, often under the "investor relations" section
- Paid Vendor Resources
 - [WealthEngine](#)
 - [RelSci \(Relationship Science\)](#)
 - [DonorScape | GG+A](#)
 - [Nexis for Development Professionals](#)
 - Part of LexisNexis
 - [iWave](#)
 - [Foundation Directory Online](#)
 - [NozaSearch](#)
 - [Donor Watch](#)
 - [DonorSearch](#)
 - [Equilar](#)
 - [Dow Jones Factiva](#)
 - [Blackbaud](#)
 - They have several services including prospect research tools
 - [Wealth-X](#)
 - [Windfall](#)
 - When I was making this, the website wouldn't load, hopefully it is working now!
 - [WealthQuotient](#)
 - [InfoRich](#)

- Ethics Resources
 - [Apra Statement of Ethics](#)
 - [More Apra Ethics Information](#)
 - [AFP Donor Bill of Rights](#)
 - Note: if you want to reproduce this, you will have to fill out a form to get their consent
- Books on Prospect Research
 - "Prospect Research: A How To-Guide" by Bobbie J. Strand (Contributor), Michael D. Brown, Susan Hunt (1986)
 - "A Kaleidoscope of Prospect Development: The Shapes and Shades of Major Donor Prospecting" by Bobbie J. Strand (2008)
 - "Prospect Research for Fundraisers: The Essential Handbook" by Jennifer J. Filla and Helen E. Brown (2013)
 - Available at the Free Library!
 - "Prospect Research: A Primer for Growing NonProfits" by Cecilia Hogan (2007)
 - Available at the Free Library!
 - "Prospect Research Is a Verb: Fundraising Is the Subject" by Meredith Hancks and Cara Rosson (2013)
 - "Getting Started in Prospect Research" by Meredith Hancks (2011)
 - "Fundraising Research Made Easy: A Practical Guide for Fundraisers" by Meredith Hancks and Cara Rosson (2013)
 - "Prospect Research Fundamentals: Proven Methods to Help Charities Realize More Major Gifts" edited by Elizabeth Dollhopf-Brown (2013)
- Professional Organizations
 - [Apra International](#)
 - Membership dues: \$240 a person
 - [Apra PA](#)
 - Membership dues: \$50 a person
 - [Association of Fund Raising Professionals \(AFP\)](#)
 - Membership dues: \$280+ chapter dues for a professional membership
 - There are other membership tiers as well
 - [AFP - Greater Philadelphia Chapter](#)
 - Membership Dues: \$350 (\$250 to AFP and \$100 to AFP Philadelphia)
 - [CASE](#)
 - Membership dues not published online, it is by institution
 - All advancement staff are able to receive member benefits
- Other Resources
 - [Prospect Research Institute](#)
 - [Helen Brown Group](#)
 - [Apra PRSPCT-L](#)
 - Mailing list of researchers where you can pose a question or issue to the larger research community

Prospect Research Resources

Select Bibliography for Further Reading

- Brown, Helen E., and Jennifer J. Filla. *Prospect Research for Fundraisers: The Essential Handbook*. The AFP Fund Development Series. Wiley: 2013.
- Fay, Nathan. *Precision Prospect Development: How To Get a Seat at the Table and Be An Influencer*. Precision Philanthropy: 2019
- Hancks, Meredith. *Getting Started in Prospect Research: What You Need to Know to Find Who You Need to Find*. 2011.
- Hogan, Cecilia A. *Prospect Research: A Primer for Growing Nonprofits*. Jones and Bartlett, 2004.
- MacDonell, Kevin, and Peter B. Wylie. *Score! Data-Driven Success for Your Advancement Team*. CASE: 2014.
- Strand, Bobbie J. *A Kaleidoscope of Prospect Development: The Shapes And Shades Of Major Donor Prospecting*. 2008.
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Professional Organizations

Apra (formerly American Prospect Research Association)

<http://www.aprahome.org/p/us/in>

Apra is committed to serving, representing and advancing the professionals and practices that enable the philanthropic success of institutions that rely on fundraising for achieving their missions. We foster a collaborative environment for sharing and discussion, while leading the development, dissemination and advancement of best practices, resources, thinking and trends.

To locate a local Apra chapter: <https://www.aprahome.org/page/chapter-locations>

Apra has 29 chapters across the United States, Canada, and Australia, serving over 2,000 members.

Apra Pennsylvania <https://aprapa.wildapricot.org/>

Apra Pennsylvania is the Pennsylvania Regional Chapter of Apra. The chapter currently serves over 100 active members. Apra Pennsylvania supports Apra's mission at the regional level by offering members and non-members regular professional development and networking events in their local area. Apra PA offers opportunities for members to build professional skills in a variety of ways, including through presenting at conferences, writing for chapter publications, and taking on leadership roles in the organization. Apra PA members are encouraged, but are not required, to join Apra International.

Association of Advancement Services Professionals (aasp)

<https://www.advserv.org/>

Aasp is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations.

Association of Fundraising Professionals (AFP)

<http://www.afpnet.org/about/?navItemNumber=500>

Since 1960, the Association of Fundraising Professionals (AFP) has inspired global change and supported efforts that generated over \$1 trillion. AFP's nearly 30,000 individual and organizational

members raise over \$100 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.

Association for Healthcare Philanthropy (AHP)

<https://www.ahp.org/>

The Association for Healthcare Philanthropy (AHP) is an international professional organization dedicated exclusively to development professionals who encourage charity in North America's health care organizations. Established in 1967, AHP is the source for education, networking, information and research in health care philanthropy. AHP's 4,500 members represent more than 2,200 health care facilities around the world. They embody all aspects of health care fundraising, from executive directors and chief development officers, to major gift officers, annual campaign managers, event coordinators, and grant writers.

Council for Advancement and Support of Education (CASE)

<https://www.case.org/>

The Council for Advancement and Support of Education is a membership association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

Free Resources to Locate Donor Information

BoatInfoWorld

<https://www.boatinfoworld.com/>

BoatInfoWorld has data on over 416,000 vessels with details on owner, contact info, hull identification number, year built, builder, hailing port, vessel dimensions, and more.

To search for corporations that match their employees' gifts

<http://www.matchinggifts.com/uofpa>

Candid www.candid.org

Foundation Center merged with GuideStar in February 2019 to form a new organization, Candid.

- To find funding
 - Foundation directory Online
 - Foundation Maps
 - Candid Learning [the new name for GrantSpace]
- Candid Training <https://learning.candid.org/training/>
- Locate a Candid Funding Information Network (FIN) location near you
<https://learning.candid.org/find-us/>
 - **Regional Foundation Center at the Free Library of Philadelphia**
www.freelibrary.org/nonprofit
Free access to:

- Foundation Directory Online (on-site at Parkway Central Library)
- WealthEngine (on-site at Parkway Central Library)
- Foundation Directory Online Essential (on-site at Parkway Central Library and remotely with library card and PIN)
- Reference USA (on-site at Parkway Central Library and remotely with library card and PIN)
- Training and workshops

Gimme That Old Time Financial Statement

<https://lippincottlibrary.wordpress.com/2012/10/31/gimmie-that-old-time-financial/>

A selection of resources available through the Penn Libraries for finding annual reports from the early 19th century to date.

Nonprofit Explorer

https://projects.propublica.org/nonprofits/name_search/index?utf8=%E2%9C%93&q=

Project of ProPublica; to research tax-exempt organizations

GuideStar <https://www.guidestar.org/>

Foundation Center merged with GuideStar in February 2019 to form a new organization, [Candid](#).

GuideStar gathers, organizes, and distributes information about U.S nonprofits. We obtain data from public sources, other organizations that promote philanthropy, and the nonprofits themselves. We then aggregate it into GuideStar Nonprofit Profiles, one profile for each organization in our database. Every nonprofit on our site is invited to update its profile. There's no charge to update. Users obtain this information through our website, our products, and more than 200 sites and applications that incorporate our data.

Hoovers Company Information

<http://www.hoovers.com/company-information.html>

D&B Hoovers leverages the world's largest commercial database of 120 million business records and analytics to deliver a sales intelligence solution that enables sales and marketing professionals to focus on the right prospects so they can generate immediate growth for their business.

US Securities and Exchange Commission

<https://www.sec.gov/edgar.shtml>

All companies, foreign and domestic, are required to file registration statements, periodic reports, and other forms electronically through EDGAR. Anyone can access and download this information for free. Here you'll find links to a complete list of filings available through EDGAR and instructions for searching the EDGAR database.

Tax Assessor Databases

Example: <http://pulawski.net/>

Zillow Real Estate Values

<https://www.zillow.com/>

To Learn More about Donor Advised Funds

National Philanthropic Trust

<https://www.nptrust.org/what-is-a-donor-advised-fund/>

The 2018 DAF Report

<https://www.nptrust.org/reports/daf-report/>

Foundation Directory Online

https://eyeonfdo.foundationcenter.org/2018/10/partners-in-philanthropy-how-to-work-with-donor-advised-funds.html?j=38366&sfmc_sub=3113973&l=121_HTML&u=1089453&mid=100009411&jb=360&utm_medium=email&utm_source=Marketing%20Subscribers%20-%20Opt-ins%20Only&utm_campaign=Your+Inspiration+10082018

Vendors that Supply Wealth and/or Donor Data

AlumniFinder <http://www.alumnifinder.com/>

Donorscape <http://www.donorscape.com>

Donorsearch <http://www.donorsearch.net>

Donorwatch www.j3donorwatch.com

InfoRich Group <http://www.inforichgroup.com/screening.html>

iWave <https://www.iwave.com>

Target Analytics (ResearchPoint; WealthPoint) <https://www.blackbaud.com/target-analytics>

Wealth Engine <https://www.wealthengine.com>

Ethics Resources

Apra Ethics Toolkit

<http://www.aprahome.org/page/statement-of-ethics>

Association of Fundraising Professionals (AFP)

<https://afpglobal.org/ethics/code-ethics>

Association for Healthcare Philanthropy (AHP)

<http://www.ahp.org/about-AHP/governance/professional-standards-of-conduct>

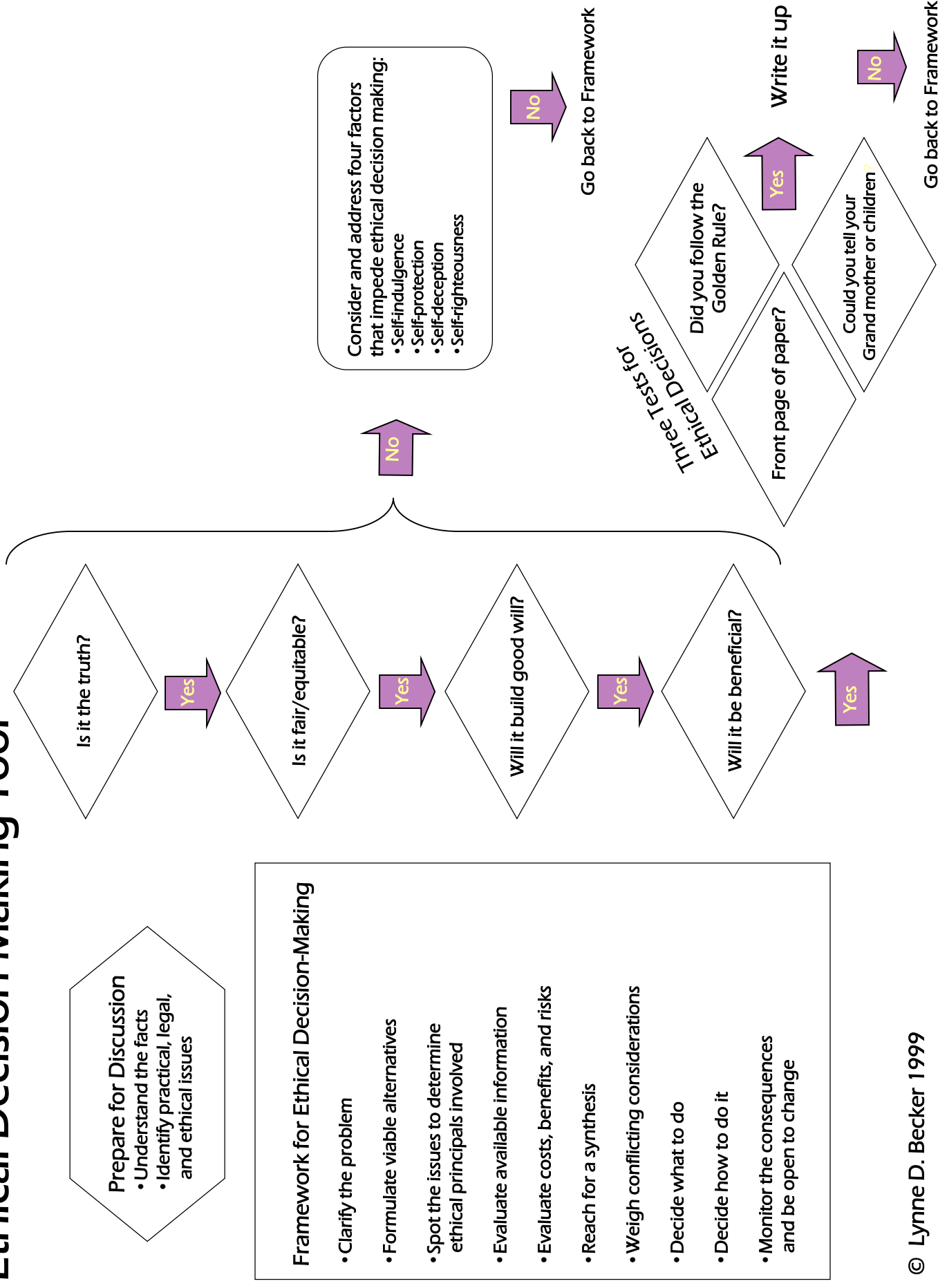
Council for Advancement and Support of Education (CASE) Statement of Ethics

[https://www.case.org/Samples Research and Tools/Ethics Resources and Issues/CASE Statement of Ethics.html](https://www.case.org/Samples%20Research%20and%20Tools/Ethics%20Resources%20and%20Issues/CASE%20Statement%20of%20Ethics.html)

General Data Protection Regulation (GDPR) – For constituents residing in the European Union

<https://eugdpr.org/>

Ethical Decision-Making Tool



Prospect Research Newsletters & Listservs

Apra

- **Connections** <http://connections.aprahome.org/page/connections-home>
Connections is Apra's online resource for sharing the intelligence of our members on topics that include research, analytics, campaigns, prospect management, professional development, ethics and advocacy.
- **PRSPCT-L** <http://www.aprahome.org/prspct-l>
PRSPCT-L is a discussion group and mailing list of subscribers who work in non-profit fundraising, specifically those engaged in prospect research, data mining and analytics and relationship management. Members may include practitioners who work directly in these capacities for a non-profit organization, who are self-employed independent and freelance researchers, or who are employed as fundraisers, consultants and vendors within the industry. This robust membership represents diverse perspectives and can provide opportunities for sharing opinions, views and expert advice.

Network for Good: *The Nonprofit Fundraising Blog* <https://www.networkforgood.com/nonprofitblog/>

Network for Good is a hybrid organization—a nonprofit-owned for-profit. Network for Good's nonprofit donor-advised fund uses the Internet and mobile technology to securely and efficiently distribute thousands of donations from donors to their favorite charities each year. Our donor-advised fund is accredited by the Better Business Bureau Wise Giving Alliance and meets all 20 of its standards for charity accountability. Our Certified B Corporation software company offers innovative, easy-to-use fundraising software and coaching for nonprofits. We also work with corporate partners to implement effective cause initiatives with its proven online giving platform. We provide nonprofits, corporations, and software developers with simple solutions to power the good they do with supporters, employees, and consumers.

NonProfit PRO <https://www.nonprofitpro.com/>

NonProfit PRO is the go-to source for nonprofit management and strategy. Developed for thought leaders and innovators, we cover topics ranging from internal issues such human resources, board and volunteer management to technology to tax and legal matters, news and, of course, raising funds. We offer a magazine, website and daily e-newsletter, *NonProfit PRO Today*, with a fresh look and quick, hard-hitting content as the go-to source for modern nonprofit professionals. *NonProfit PRO* also offers a wide range of tools, including live, full-day conferences, webinars, videos, our annual Virtual Show, and custom publishing.

The Nonprofit Quarterly (NPQ) <https://nonprofitquarterly.org/>

The Nonprofit Quarterly (NPQ) is an independent nonprofit news organization that has been serving nonprofit leaders, charitable foundations, educators, independent activists, and others involved in the civil sector for more than fifteen years. NPQ's guiding philosophy is that an active, engaged, and sometimes disruptive civil sector is critical to a healthy democracy in the same way that a free and independent press is. NPQ is striving to be the authoritative independent news source for civil society, and we will only get there with your involvement. Nonprofits make thriving communities, a responsive government, and a vibrant democracy possible, and NPQ's mission is to provide quality information to help them perform at a better level.

NPQ launched as a national print journal in the winter of 1999, with the mission to provide credible, research-based articles for nonprofits about management and governance. The editorial mission evolved to cover issues related to the operating environment for nonprofits—specifically, public policy and philanthropy. NPQ's quarterly magazine soon became the leading journal of the nonprofit sector.

NPQ has expanded into an array of digital media platforms to deliver a constant stream of well-analyzed, time-sensitive, and contextualized information to help nonprofit practitioners negotiate their rapidly changing landscape filled with unprecedented opportunity and challenges.

NPQ partners actively with many other groups to make sure that its readership community is continuously expanding and that it reflects the mix of organizational sizes and types in the civil sector.

npENGAGE <https://npengage.com/>

npENGAGE is the premier resource for trends, best practices, and need-to-know news for organizations across the social good ecosystem. Self-identified geeks in their individual areas of expertise, npENGAGE bloggers like Steve MacLaughlin and Frank Barry, are here to propel your cause to new heights. Like most blogs, *npENGAGE* is a living, breathing forum. As you read and converse with our experts, please let us know what you love, what you'd like to see more of, and how we can better serve you.

Prospect Research Institute <https://www.prospectresearchinstitute.org/>

The Prospect Research Institute is a vibrant, online learning community that provides high-quality educational content, the opportunity to connect with peers, and an outlet for new ideas in the field of nonprofit fundraising research. We offer online courses, a membership community, and other educational content that prepares prospect development professionals for their work in prospect research, fundraising analytics and relationship management.

Wealth-X <https://www.wealthx.com/industries/not-for-profit/>

Wealth-X products and data help not-for-profit organizations unlock the massive giving potential of the world's wealthiest individuals by identifying opportunities to strengthen relationships and cultivate shared visions and values.

Patricia Smith

Personal

Born: May 20, 1960 in Houston, TX
Spouse: Leonard Smith (deceased 2007)
Children: None

Education

PhD, Chemical Engineering, University of Massachusetts, Amherst (1989)
BS, Chemical Engineering, Massachusetts Institute of Technology (1983)

Career

1989-Current Various Positions, E. I. du Pont de Nemours and Company
1982 Project Intern, Exxon Chemical Company

Boards & Affiliations

Director, Free Library of Philadelphia
Trustee, Massachusetts Institute of Technology
Director, United Way of Greater Philadelphia and Southern New Jersey

Connections to the Institution

Recent Events: Annual Gala, May 2018

<u>Giving:</u>	Total	\$8,300 (from 2005-2020)
	Last Gift	\$200 (April 2020)
	First Gift	\$25 (October 1995)
	Greatest Gift	\$750 (December 2015)

Assigned Solicitor: Gilbert Washington

Last Recorded In-Person Action: Meeting with Gilbert Washington at the Annual Gala, May 2019

Philanthropy & Financials

Estimated Wealth Range: \$500,001 - \$1,000,000
Gift Capacity Range: \$25,001 - \$50,000

Donations to Other Organizations

\$2,500	American Association for the Advancement of Science
\$25,000	Massachusetts Institute of Technology
\$8,000	New Jersey Conservation Foundation
\$1,500	United Way of Greater Philadelphia and Southern New Jersey
\$2,500	University of Pennsylvania

Prospect Summary

08/10/2020
CONFIDENTIAL: For internal use only

Created by: SPC

Luke Skywalker

RE ID: 500464978

Biographical Information

Names/DOBs on Record: Bio1: Luke Skywalker 1977
Spouse:

Preferred Address

1983 Senate Way Home
Coruscant,

Other Addresses

19 Jar Jar Binks Memorial Lane Alternate
Naboo,

138 Moisture Farm Place Alternate
Tatooine,

Phones/Email

Section 1: Giving, Ratings and Solicitors

Giving History

Summaries	Yearly
	Ops Total
First Gift:	
Last Gift:	FY2021
Largest Gift: \$0	FY2020
Lifetime Total:	FY2019
2001 FUND Total:	
Lenfest Challenge Total:	
Work of Art Donor:	
Fiske Kimball Society Member: No	
Membership Category:	

Campaign Giving	Open Pledges
	Pledge Amount Balance
Endowment: \$0	
Programming + Operations: \$0	
Capital Projects: \$0	
To Be Designated: \$0	
Total: \$0	

Named Positions or Spaces	Gifts of Works of Art
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Ratings and Solicitors

Ratings	Prospect Status and Classification
ISHTAR:	Status: Established
GG+A (v): \$250,000 - \$999,999	Classification: Prospect - DEV Primary As
Major Gift Cap.:	
RFM Score 25	Will Not Give

Solicitors
DEV Primary: Sarah Cadbury
DEV LAG: Lauren E. Woodring
DEV PG:
DEV GOWA:
Curatorial Liaisons:

Prospect Summary

Section 2: Organizational Affiliations

Primary Business		Personal/Family Foundations		
Jedi Academy	Headmaster and Professor		Foundation Assets	
		Force for Good Foundation	\$38,539	2016
		Skywalker Ranch Foundation	\$5,203,453	2017
			Grants Given	
		Force for Good Foundation	\$7,830	2016
		Skywalker Ranch Foundation	\$75,000	2017

PMA Current Committee Involvement

Volunteer Involvement

Other Organization Involvement

Boards

Ewok Arts Center on the Moon of Endor	Board Member
Jedi Academy	Board Member
RA Hosptial Foundation	Board Member Emeritus

Gifts to Other Organizations - Last 5 FY

2020 Alderan Refugee Fund	\$2,500	\$2,500-\$4,999; annual gift
2020 Organa Solo Campaign Fund	\$5,000	Leia Organa
2019 ActRebel	\$2,900	PAC
2019 Ewok Arts Center	\$10,000	\$10,000-\$25,000; annual gift
2018 ActRebel	\$2,900	PAC
2018 Ewok Arts Center	\$10,000	\$10,000-\$25,000; annual gift
2017 ActRebel	\$2,900	PAC
2017 Ewok Arts Center	\$100,000	\$100,000-\$250,000; capital / campaign gift
2017 Ewok Arts Center	\$10,000	\$10,000-\$25,000; annual gift
2017 Friends of Senator Organa	\$300	Leia Organa
2017 Friends of Senator Organa Solo	\$5,000	Leia Organa
2016 Alderan Refugee Fund	\$2,500	\$2,500-\$4,999; annual gift
2016 Ewok Arts Center	\$100,000	\$100,000-\$250,000; capital / campaign gift
2016 Ewok Arts Center	\$10,000	\$10,000-\$25,000; annual gift
2016 Friends of Senator Organa Solo	\$5,000	Leia Organa
2016 International Visitors Council of Tattoi	\$500	\$500-\$999; annual gift
2015 Ewok Arts Center	\$100,000	\$100,000-\$250,000; capital / campaign gift
2014 Ewok Arts Center	\$100,000	\$100,000-\$250,000; capital / campaign gift

Foundation Gifts to Other Organizations - Last 5 FY

Force for Good Foundation		
2016 Clone Wars Veterans' Fund	\$330	
2016 Jedi Academy	\$5,000	
2016 Tusken Re-education Center	\$2,500	
Skywalker Ranch Foundation		
2017 Center for Prosthetics	\$50,000	
2017 Ewok Arts Center	\$20,000	
2017 RA Hosptial Foundation	\$5,000	
2016 Center for Prosthetics	\$50,000	
2016 Ewok Arts Center	\$20,000	
2016 RA Hospital Foundation	\$5,000	
2015 Jedi Academy	\$2,000,000	
2014 Jedi Academy	\$2,000,000	

Prospect Summary

Foundation Gifts to Other Organizations - Last 5 FY (cont'd)

2013 Jedi Academy

\$2,000,000

Section 3: Biographical/Personal Information

Education

Luke Skywalker

*NONE LOCATED

Bachelor

Interests

Family and Colleagues

Family

		DOB	Deceased?
Padmé Amidala	Parent		(Deceased)
Beru Lars	Relative		(Deceased)
Owen Lars	Relative		(Deceased)
Sola Naberrie	Aunt		
Leia Organa	Sibling	1977	
Anakin Skywalker	Parent		(Deceased)
Shmi Skywalker	Grandparent		(Deceased)
Ben Solo	Nephew		
Han Solo	Brother-in-law	1977	(Deceased)

Section 4: Research Information

Financial Sketch

Luke Skywalker Financial Sketch

Prospect Summary

Business

Jedi Masters do not earn a high salary for their work; the average salary according to Glassdoor is \$57,425 per year. The Jedi Order provides a living wage but it's not enough to support a major gift to the institution. However, Luke has other assets, which is unusual for a Jedi. Please see below.

Stock

Luke inherited the deceased Jedi Knight Mace Windu's stock in Lightsaber Inc. As of June 14, 2018, Luke holds 5,982 shares, which have a value of \$145.68 per share as of January 23, 2019. This makes the value of his shares \$871,457.

Luke also inherited half of Master Yoda's shares of Frank Oz & Sons Co. The other half went to his sister, Princess Leia. He owns 178,473 shares as of September 9, 2018 that are valued at \$36.98 a share as of January 23, 2019 making his holdings worth \$6,599,951.

Family

Luke is the son of Padmé Amidala and Anakin Skywalker. His mother was the Princess of Theed and later Queen of Naboo. After her reign (Queens in Naboo are democratically elected), she served as a member of the Galactic Senate. Her parents were very well off in Naboo, owning several businesses. While some of those businesses were harmed during the Clone Wars, Luke and his sister likely inherited some wealth as Padmé only had one sister.

Luke's father, Anakin Skywalker (aka Darth Vader), also possibly passed along considerable wealth to his two children after his death. As the number two leader in the Galactic Empire, he had considerable assets. It is difficult to know, however, how much of that was could be given to his children when the Empire fell. Some of the funds may have been used as restitution for the over twenty-year destruction that the Empire caused. However, if any assets were remaining, they would go to Luke and his sister Leia as they were Anakin's only living relatives. Anakin's paternity was unknown, and his mother has passed away.

Luke was raised by his step-uncle, Owen Lars, and Owen's wife Beru, on the planet of Tatooine. Owen and Beru were killed by stormtroopers and had no children of their own. Their moisture farm was successful, and Luke inherited the land, but the farm was destroyed by the stormtroopers who killed them.

Luke has one sister, Leia Organa. Leia is married to Han Solo, a pilot and friend of Luke's. Luke and Leia have one son, Ben Solo, aka Kylo Ren. Luke was instrumental in raising Ben and may have helped pay for his education at the Jedi Academy. However, Ben and Luke have a contentious relationship ever since Ben turned to the dark side. This could free up any resources Luke was using for Ben.

It is possible that Luke has a child. Many in the galaxy believe that Rey, a young adult with unknown origins, who shows great promise as a potential Jedi Knight, could be his daughter. It is possible that he is secretly supporting her education to become a Jedi. This rumor cannot be confirmed.

Property

As previously mentioned, Luke owns his uncle's moisture farm on Tatooine. The value of the land is about \$875,000 according to Zillow. A purchase price or date is unknown as Tatooine does not keep property records.

Luke is a co-owner of his grandparents' home on Naboo, although he has stated that he rarely visits, and it is primarily occupied by his aunt. The other co-owners are Leia and Luke's aunt, Sola Naberrie. Luke's grandparents purchased the home 83 years ago for \$1.2 million and it has a current Zillow estimate of \$4.3 million.

Luke rents a small apartment on the capital planet of Coruscant, near the Galactic Senate. Zillow estimates that the rent for the apartment is \$1,450 per month.

Prospect Summary

Other Indications of Wealth

Luke possesses a personal collection of historic lightsabers, although he is very reluctant to talk about them in public. It is believed, according to Jedi Fan magazine, that he is searching for lightsabers that once belonged to famous Jedi Masters and Jedi Knights. Rumor states that he owns the lightsabers of Yoda, Mace Windo, Qui-Gon Jinn, and Plo Koon. A recent article states that he is still hunting for the lightsaber of Obi-Wan Kenobi, his old master. The value of these lightsabers is extremely high, although they do not come on the market frequently. A lightsaber believed to belong to Kit Fisto recently was sold, at auction, for \$5.3 million. The buyer was anonymous and could have been Luke. A lightsaber for a better-known Jedi, such as Kenobi, would be much higher.

As the one of the last living Jedi, it is possible that he inherited other assets from deceased Jedi. Jedi are not required to pay taxes or disclose their wealth, so their assets are generally unknown. Before the fall of the Jedi, they had an extensive archive, considerable property holdings, and an extremely valuable art collection. It is possible that Anakin Skywalker aka Darth Vader seized some of these assets when he took control. However, it seems likely that some of them would have been returned to the Jedi Order after the fall of the Empire.

Analysis/Conclusions

While most Jedi do not possess great wealth, Luke is likely an exception. As one of the last living Jedi at the time, he received stock holdings for Master Yoda and Mace Windu. He also has sole ownership of a moisture farm in Tatooine and is part-owner of a large estate on Naboo. He also may have inherited assets from his parents. Jedi are private about their wealth, so the monastic lifestyle Luke leads may be in contradiction to the wealth he holds. He likely has the capacity to make a major gift to our campaign.

1/23/2019 10:30:01 AM lauren_woodring

Philanthropic Sketch

Luke Skywalker Philanthropic Sketch

Foundations and Funds

Luke is the sole director of the Force for Good Foundation. As of the last available 990 in 2016, the foundation had assets of \$38,539 and paid grants of \$7,830. Most of the grants given have been in the three or four figure range.

Gifts between 2013 and 2016 over \$5,000:

- \$5,000 to the Jedi Academy in 2016
- \$5,000 to the Jedi Academy in 2015
- \$5,000 to the Jedi Academy in 2014
- \$5,000 to the Jedi Academy in 2013
- \$5,000 to the Tusken Re-education Center in 2013

Luke is also the President of the Skywalker Ranch Foundation. The only other director is his sister Leia Organa who serves as the Vice President. As of 2017, the foundation had assets of \$5,203,453 and gave grants of \$75,000. All the foundation's grants are five, six, or seven figures.

Gifts between 2013 and 2017 over \$20,000:

- \$2,000,000 to the Jedi Academy in 2015
- \$2,000,000 to the Jedi Academy in 2014
- \$2,000,000 to the Jedi Academy in 2013
- \$50,000 to the Center for Prosthetics in 2017
- \$50,000 to the Center for Prosthetics in 2016
- \$50,000 to the Center for Prosthetics in 2015
- \$25,000 to the RA Hospital Foundation in 2013
- \$20,000 to the Ewok Arts Center in 2017
- \$20,000 to the Ewok Arts Center in 2016
- \$20,000 to the Ewok Arts Center in 2015
- \$20,000 to the Ewok Arts Center in 2014
- \$20,000 to the Ewok Arts Center in 2013

Board Service of Note

Current

- Ewok Arts Center on the Moon of Endor
- Jedi Academy
- RA Hospital Foundation (emeritus)

Prospect Summary

Former
-Alderaan Refugee Center

Gifts of Note

Luke personally gives to organizations where he feels a connection, including planets where he lived, organizations supporting Rebel veterans, the Ewok causes, and Jedi organizations. Luke's gifts range in size from \$200 to \$10 million.

Luke's largest gift was \$10,000,000 to the Jedi Academy, where he has been a board member for twelve years. The gift named the training facility the "Anakin Skywalker Memorial Training Facility" in 2010. He also has a personal interest in training new Jedi, so that the ancient order to which he belongs does not cease to exist. Please refer to the Great Jedi Purge where most of the Jedi order was wiped out by Darth Vader and his associates. Also, since Luke's nephew, Ben, was converted to the Dark Side he has a greater interest in supporting the education of new Jedi apprentices.

Personal gifts from Luke of \$10,000 or more since 2013:

- \$100,000-\$250,000 campaign gift to the Ewok Arts Center in 2015 (likely a \$500,000 pledge)
- \$100,000-\$250,000 campaign gift to the Ewok Arts Center in 2014 (likely a \$500,000 pledge)
- \$100,000-\$250,000 campaign gift to the Ewok Arts Center in 2013 (likely a \$500,000 pledge)
- \$10,000 - \$25,000 annual gift to the Ewok Arts Center in 2015
- \$10,000 - \$25,000 annual gift to the Ewok Arts Center in 2014
- \$10,000-\$25,000 annual gift to the Ewok Arts Center in 2013

Luke also gives political gifts, primarily to Friends of Senator Organa and the Organa Solo Campaign Fund. Leia Organa is his sister, so this is a logical area of support. Gifts have ranged in size from \$200 to \$5,000 to Leia's campaigns and PACs.

Additional Information

A former coworker, who worked for the Droid Rehabilitation League, mentioned that she believed that Luke was a major supporter. There was no indication that this is the case in our databases, but we know that they do not show all gifts. This support would not be surprising given Luke's friendships with the droids C-3PO and R2D2.

Analysis / Conclusions

Luke Skywalker is a major philanthropist in the Rebellion-controlled territories. He has given to a wide range of organizations in the political, human rights, health, arts, economic development, and education fields. He gives personal gifts as well as gifts through his two foundations. The largest support, both personally and through his foundations, has been to the Jedi Academy where he is a teacher and is training young Jedi. He has a personal interest in the cause, since he is training the next generation of his ancient order.

His giving patterns indicate that he may have an interest in our campaign to save transform the moon of Endor. He has donated to other economic development organizations, although the largest gift was \$5,000. However, he has given extensively to and is on the board of the Ewok Arts Center, showing his interest in Endor and the Ewok population. The Center has received the most gifts from him --15 since 2011 -- with total giving of around \$650,000. He may feel responsible about leading the Galactic Empire to the moon and being a part of the battle that ravaged the moon and the native Ewok population.

It is known that Luke maintains a friendship with Wicket W. Warrick, who is on the board of our campaign. They gave several interviews to Alliance Daily newspaper after the Battle of Endor and subsequent press releases show that they have maintained the relationship. We should ask Wicket if he is willing to approach Luke to gauge his interest.

1/23/2019 10:30:25 AM lauren_woodring

Prospect Summary

08/10/2020
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Section 5: Recent PMA Activity

Proposals in Process

Recent and Upcoming Actions

☒ 01/23/2019 Woodring, Lauren
Create Record, Add Research Information,
Financial & Philanthropic Sketches

DEV Research

Recent Events