

October 2007

Dear parents,



It has been almost two years since the Board of Directors started the process of developing a philanthropic Capital Campaign for Baldwin School. We felt that it was important for Baldwin to undertake such a task if we were to truly take the school from good to great.

We first began by hosting over 25 breakfast meetings with all the parents of the school. During those encounters, we found a consensus from the parents that the project we should undertake is the development of a Performing Arts Center for Baldwin.

Right away the Board activated the Fundraising Committee, of which I am the Chairman, to begin studying the different options for such an endeavor.

Working closely with the Head of School, we began to approach architects and embark on research for the different options available to us in this area.

We also met with fundraising consultants who helped us to design an effective strategy for generating the kind of donations that will be necessary to complete a project of this magnitude.

We are currently in what's called the "Silent-Phase" of this fundraising campaign. This means that for now we are approaching only for major leadership gifts. Once we have reached a significant part of our fundraising goal, we will then go public to the larger Baldwin community and beyond as we seek to complete the financial development cycle.

And I'm happy to announce that while we have only just begun, we are already close to the \$1million mark.

We also appointed three Baldwin parents who are prominent businessmen and patron of the arts to lead this exciting effort. The Co-Chairs of the Performing Arts Center project are Mark Berezdivin, Alberto de la Cruz and Luis Alberto Ferré. Between them they will provide the leadership and energy that this extraordinary venture requires.

I am very excited that what began as an idea in the hearts and minds of many of us in the Baldwin Community has now become a real and viable project that will become a reality in the next few years. I hope that you will choose to become a part of this project and of this vision.

*Miguel A. Soto-Class*

Chairman, Fundraising Committee  
Baldwin School Board of Directors

**Board Fundraising Committee**

Miguel A. Soto-Class  
Dr. Enrique N. Arsuaga  
Antonio Casellas  
Sonia Latimer de Caso

**Capital Campaign Advisory Committee**

Mark Berezdivin, Co-Chair  
Alberto E. de la Cruz, Co-Chair  
Luis A. Ferré, Co-Chair  
Rafael Alvarez  
Paula Corapi Rodriguez  
Jonathan Garcia  
Tish Grosek  
M. Cecilia Llorens  
Nelson Menda  
Josefina Morgan  
Ruth Olmedo  
Maritere Rosselli  
Sender Shub  
Eric Stubbe  
Hulvia Vidal