

December 19, 2002

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Mr. Kevin Graham, President
Lookout Management, Inc.
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Dear Kevin:

As we come to the end of the year, I want to write to say how very much we appreciate the work you did with Friends School of Baltimore as we undertook not one but two alumni surveys within the last 18 months.

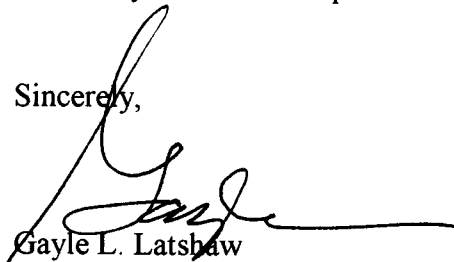
Going into the process I admit I was skeptical. True, we had never conducted a survey of our alumni. But the price seemed high and we wondered if the effort and dollars were worth it. After your work with us and your presentation to our administrators and Development staff, there was no doubt that both the Older and Young Alumni Surveys netted important results.

As for older alumni, we now know – among many other things - their specific interests when they were students at Friends, their current household incomes, and their interests in the school as alumni. What better information to guide us as we seek to raise annual, capital, and endowment funds for the school! The survey has become a real fundraising tool, and we anticipate using it for several years. Most interesting, I thought, was the finding regarding the small number of planned gifts in contrast to the number of individuals who indicated an income range that would qualify them to make such a gift. We clearly have some work to do in this area – and we have started. Already, our Director of Major and Planned Gifts is contacting prospective donors.

The Young Alumni Survey was equally valuable. Lila Lohr, our new Head, and Peter Gilmore, new Upper School Principal, were particularly interested in the high correlation between students' satisfaction with the school and their engagement in co-curricular activities. And while they are pleased to note Friends' high ratings in a number of areas, they are focused already on critical areas that received lower student ratings. I have every confidence that the survey will inform the work of this new Upper School administrative team.

Thank you, Kevin, for your thoughtful work with us. Lookout Management Inc. met our every expectation in terms of direction, timeline, reporting, and responsiveness. On behalf of Friends School of Baltimore, I extend best wishes for your continued professional success and for a happy holiday season.

Sincerely,



Gayle L. Latschaw
Assistant Head of School for Development

