

# THOR AND SIF THUNDER

CONFIDENTIAL Tactical Briefing prepared for ABC Science Center



Left: Sif Thunder; Right: Thor Thunder

<b>ID# (Mr.   Mrs.)</b>	2345
<b>Age (Mr.   Mrs.)</b>	82   75
<b>Marital Status</b>	Married
<b>Location</b>	NY, NY
<b>Estimated Net Worth</b>	\$100M-\$1B   Elite
<b>Aspire Gift Capacity</b>	\$10M-\$100M
<b>Source of Wealth</b>	Real Estate and Apple

Gift capacity is a stretch gift amount based on wealth or estimated net worth, but your solicitation amount ultimately depends on the prospect’s relationship with you and your organization. The Aspire gift capacity rating suggests the largest 5-year pledge the prospect could likely make to an organization from all assets, not just disposable income, if the prospect was highly motivated to give.

## RELATIONSHIP TO ABC SCIENCE CENTER

Connection	Prospect
Giving Summary	Total Giving \$10,000
Highlights/ Suggestions	<ul style="list-style-type: none"> <li>• The Thunders have been very generous to nonprofits in NY. Earlier in 2024, the Thunders gave \$6M to the American Museum of Natural History. In articles, Thor talked about how he recalled going to Science Center as a child.</li> <li>• Sif has served on a variety of different boards, with an emphasis on the arts.</li> <li>• They have a foundation which gives to science education and arts.</li> <li>• Several programs and buildings have been named by Thor on behalf of himself and his wife, Sif.</li> <li>• He runs the family business, Thunder Realty, which was started by his grandfather, who owns 200 properties across 50 states and Puerto Rico. Many of the properties are held in LLCs with different iterations of his name. The business likely receives much of its revenues through collecting rent.</li> <li>• His sons are currently working at Thunder Realty. Given his age, there may already be succession plans in place.</li> </ul>

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## BIOGRAPHICAL

Home Address	1245 Valhalla Place, Penthouse, NY, NY 10023
Phone/Email/ Social	Work Email: Thunder@Thunderrealty.com Home Email: Thunder@gmail.com Possible Phone: 555-181-2531 LinkedIn: <a href="https://www.linkedin.com/in/Thor-Thunder-10944470/">https://www.linkedin.com/in/Thor-Thunder-10944470/</a>
Prospect Full Name/DOB	Thor H. Thunder (DOB: 02/1942)
Spouse/DOB	Sif G. Thunder (DOB: 07/1949)
Children/DOB	Modi Thunder (DOB: 11/1979), Magni Thunder (DOB: 10/1982)
Education	<u>Thor:</u> <ul style="list-style-type: none"><li>B.S., mathematics, University of Chicago</li><li>J.D., Columbia University</li></ul> <u>Sif:</u> <ul style="list-style-type: none"><li>B.A., English literature, University of Chicago</li></ul>
Family	<u>Thor:</u> <ul style="list-style-type: none"><li>Siblings: Loki Thunder, Hela Thunder</li><li>Mother: late mother: Frigga Thunder (DOD: 11/8/2006)<ul style="list-style-type: none"><li>"Frigga Thunder was also a superb fundraiser, who through the years raised money for a number of charitable and nonprofit organizations, including the Smithsonian" (Obituary available on request)</li></ul></li><li>Father: the late Odin Thunder (DOD: 10/1990) – He was an attorney.</li></ul>

## COMMUNITY INVOLVEMENT

### ORGANIZATION AFFILIATIONS

Organization	Position	Service
<b>Thor</b>		
The Metropolitan Museum of Art	Member	Past*
Guggenheim Museum	Member	Past*
American Museum of Natural History	Chairman	Current
<b>Sif</b>		
National Society of Arts	President	Past*
Friends of NY State Museum of Natural Sciences	Board	2022
Brooklyn Youth Symphony Orchestra	Director	Current
Bronx Festival Opera	Director	Past*
The Jewish Healthcare Foundation of Long Island	Trustee	2014-2022

\*These affiliations were found in the prospect's biographies, but not otherwise confirmed.

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## PHILANTHROPIC GIVING HISTORY

Note: Giving history reflects only those gifts made public by the nonprofit organization.

### Gifts of \$10K+

Low	High	Year	Gift Type	Recipient	Contributor
\$6M	\$6M	2022	Campaign	American Museum of Natural History	Thor and Sif Thunder
\$500,000	And up	2019	Annual	American Museum of Natural History	Thor and Sif Thunder
\$500,000	And up	2018	Annual	American Museum of Natural History	Thor and Sif Thunder
\$500,000	And up	2017	Annual	American Museum of Natural History	Thor and Sif Thunder
\$5M	\$5M	2016	Endowment	American Museum of Natural History	Thor and Sif Thunder
\$50,000	And up	2019	Annual	Central Park Conservatory	Thor and Sif Thunder
\$15,000	\$24,899	1996	Annual	Columbia University	Thor Thunder
\$50,000	and up	2020	Annual	Guggenheim Museum	Sif and Thor Thunder
\$25,000	and up	2019	Annual	Guggenheim Museum	Sif and Thor Thunder
\$25,000	and up	2018	Annual	Guggenheim Museum	Sif and Thor Thunder
\$10,000	\$24,999	2021	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2021	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2020	Capital/Endowment	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2019	Capital/Endowment	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2019	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2018	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2016	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2015	Annual	New York Hall of Science	Thor and Sif Thunder
\$10,000	\$24,999	2014	Annual	New York Hall of Science	Thor and Sif Thunder
\$1,000	\$1,749	2022	Annual	Pittsburgh Symphony	Thor and Sif Thunder
\$3,000	And up	2018	Annual	The Met Opera	Sif Thunder
\$10,000	\$24,499	2018	Memorial	The Metropolitan Museum of Art	Sif Thunder
\$10,000	\$49,999	2016	Annual	The Metropolitan Museum of Art	Thor Thunder

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Low	High	Year	Gift Type	Recipient	Contributor
\$10,000	\$24,999	2022	Annual	University of Chicago	Sif and Thor Thunder
\$10,000	\$24,999	2021	Annual	University of Chicago	Sif and Thor Thunder

## Thunder Realty Company Giving of \$1K+

Low	High	Year	Gift Type	Recipient	Contributor
\$10,000	\$24,999	2015	Annual	Guggenheim Museum	Thunder Realty Company
\$10,000	\$24,999	2021	Annual	Guggenheim Museum	Thunder Realty Co.
\$10,000	\$24,999	2018	Annual	Guggenheim Museum	Thunder Realty Co.
\$10,000	\$24,999	2015	Annual	Guggenheim Museum	Thunder Realty Co.
\$10,000	\$24,999	2024	Annual	Guggenheim Museum	Thunder Realty Co.
\$10,000	\$24,999	2023	Annual	New York Hall of Science	Thunder Realty Co.
\$10,000	\$24,999	2021	Annual	New York Hall of Science	Thunder Realty Co.
\$10,000	\$24,999	2020	Annual	American Museum of Natural History	Thunder Realty Co.
\$10,000	\$24,999	2009	Annual	American Museum of Natural History	Thunder Realty Company

Of note:

- Thor and his brother Loki created a memorial fund for their parents, named the Odin and Frigga Education Fund through New York University. The fund gave its first grant in 2016.
- According to the American Museum of Natural History, "Thor had such an extraordinary experience that he and his wife Sif decided to create a legacy fund there and asked their children to also include them in their wills. The children wholeheartedly agreed" (Article available on request)
- Thor and Sif gave \$6M to the American Museum of Natural History in 2022 to name one of their theaters. Thor Thunder built his own microscope as a teenager. The center will be renamed: The Thor and Sif Thunder Science Center.
- The \$5M commitment that they made to American Museum of Natural History in 2016 permanently endowed the director position that is named the Thor and Sif Thunder Director of the Microscopic World.

## FOUNDATIONS

### Thor Thunder and Sif Thunder Family Foundation

Contact/Address	1245 Valhalla Place, Penthouse, NY, NY 10023
Details	The foundation was granted charitable status in 2016. The organization does not accept unsolicited solicitations.
Officers/Directors	<ul style="list-style-type: none"> <li>• Thor Thunder, President/Treasurer</li> <li>• Sif Thunder, Secretary</li> <li>• Magni Thunder, Director</li> <li>• Modi Thunder, Director</li> </ul>
Year Ended Date	12/13/2022
Total Assets	\$10,667,418
Total Giving	\$540,000
Contributions	\$2M from the Thunders

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## Grants of \$50K+ from 2020-2022

Amount	Year	Recipient	State	Category
\$100,000	2022	American Museum of Natural History	NY	Science
\$100,000	2021	American Museum of Natural History	NY	Science
\$100,000	2020	American Museum of Natural History	NY	Science
\$100,000	2022	Frick Museum	NY	Arts
\$100,000	2021	Guggenheim Museum	NY	Arts
\$500,000	2020	Guggenheim Museum	NY	Arts
\$50,000	2022	New York Hall of Science	NY	Science
\$200,000	2021	New York Hall of Science	NY	Science
\$50,000	2020	New York Hall of Science	NY	Science
\$200,000	2022	The Metropolitan Museum of Art	NY	Arts
\$200,000	2020	The Whitney Museum	NY	Arts

## POLITICAL CONTRIBUTIONS

Thor			
Year	Rep\$	Dem\$	Other\$
2023		\$50,000	
2022		\$100,000	
2021		\$400,000	

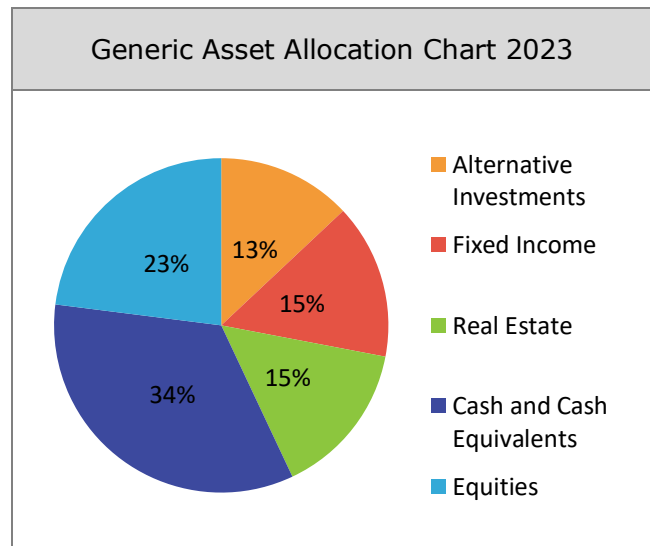
Sif			
Year	Rep\$	Dem\$	Other\$
Not found			

## WEALTH AND ASSETS

### HNWI ASSET ALLOCATION MODEL

Prospect's Projected Values	
Asset Class	Typical Allocation
Alternative Investments	\$71,500,000
Fixed Income	\$82,500,000
Real Estate	\$82,500,000
Cash and Cash Equivalents	\$187,000,000
Equities	\$126,500,000

The projections above are based on percentages illustrated in the pie chart on the right, which are based on survey data from the 2023 Capgemini World Wealth Report for HNWIs (individual wealth of \$1M or more).



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## OCCUPATIONAL STATUS

### Sif

#### Apple

One Apple Park Way, Cupertino, CA 95014

Sif is the Senior Vice President of Retail at Apple until she retired in 2019. She began her career at IBM right out of college and worked in various positions from sales to Vice President of Customer Relations. In 2000, she was recruited by Apple to join as Vice President of People and Retail. She was promoted to SVP of Retail in 2010.

### Sif Thunder's Non-equity compensation from 2021-2023

Description	2023	2022	2021
Salary	\$1,000,000	\$1,000,000	\$1,000,000
Non-Equity Incentive Plan Compensation*	\$3,000,000	\$3,500,000	\$2,000,000
All Other Compensation <sup>§</sup>	\$41,000	\$31,000	\$32,000
Total	\$4,041,000	\$4,531,000	\$3,032,000

\*Includes Cash Incentive Plan based on performance of Apple

<sup>§</sup>Includes contributions to Sif Thunder's 401(k) plan, life insurance premium for Sif Thunder, cost of airfare and hired cars.

### Thor

#### Thunder Realty Group

383 Madison Ave, New York, NY 10017  
<https://Thunderrealty.com/>

Thor started his entrepreneurial career when he sold water at Mets Shea stadium before baseball games. He joined the family business in 1970, working on weekends. When he went to college, he opened up a branch of the family realty company in Chicago. He is currently president of Thunder Realty Group.

Thunder Realty Group was founded in 1920 by Kronos Thunder, Thor's grandfather. Today, the company is the 150<sup>th</sup> largest commercial real estate owner in the US with each property in a separate Limited Liability Company. The company has over 200 properties across 50 states and Puerto Rico. The estimated value of these properties is estimated at \$500M according to a 2024 Forbes article.

The tradition of the family business lives on. Thor's brother, Loki, is a principal at the company and both of Thor's sons are also vice presidents at the company. Given that Thor is 82 years of age, succession of the business may be on the table currently. Dun & Bradstreet estimated the company has 25 employees.

The company likely makes a significant amount of its revenues through rents and leases. However, given that major retailers have been downsizing stores and smaller businesses went out of business during the pandemic, Thunder Realty may have been negatively impacted financially. Valuations of the company differ. Dun & Bradstreet reported about \$3M in estimated annual revenues; while ZoomInfo estimated \$5M-\$10M.

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Thor Thunder is also a director of the board of Equity Residential, a publicly traded real estate investment trust that invests in apartments. He receives \$10,000 annually for his services, since he joined in 2010.

## REAL ESTATE

Property	Valuation Year	Estimated Market Value
1245 Valhalla Place, Penthouse suite, NY, NY 10023 <ul style="list-style-type: none"> <li>Owned by Thor Thunder and Sif Thunder</li> <li>Manhattan county, cooperative, 6 bedrooms, 5,000 sq. ft</li> <li>Purchased for \$1.5M in 2018</li> <li>Mortgage \$1M in 2018</li> </ul>	2024	\$2.0M
1000 Sandy Pl., Martha's Vineyard, MA 02568 <ul style="list-style-type: none"> <li>Owned by Thor G Thunder and Sif L Thunder</li> <li>Purchased for \$500K in 2006</li> <li>Dukes county, single family residence, 3 bedrooms, 2,500 sq. ft</li> </ul>	2024	\$1.0M

## STOCK OWNERSHIP

*Note: Prospects usually appear in SEC filings under two circumstances: when they own 10% or more of a company's stock and/or they serve as a Director or officer of the company (an "insider"). A prospect may have a much larger portfolio of stock holdings even though s/he doesn't meet the 10% or insider status criteria to be reported in public SEC filings.*

### Thor

Company	Description	Shares	Shares as of Date	Closing Price as of 4/3/24	Value as of 4/3/24
Equity Residential NYSE: EQR	Direct	10,000	6/15/2023	\$61.88	\$618K
	Indirect – Thunder Family Foundation	5,000	6/15/2023	\$61.88	\$309K
	Indirect – Sif Thunder Trust	7,000	6/15/2023	\$61.88	\$433K
	Indirect – Thunder Grandchildren Trust	5,000	6/15/2023	\$61.88	\$309K
Total		27,000			\$1.67M

### Sif

Company	Description	Shares	Shares as of Date	Closing Price as of 4/3/24	Value as of 4/3/24
Apple Inc NASDAQ: AAPL	Direct	142,000	1/2/2024	\$170.29	\$24M
	Restricted Stock Units*	10,000	1/2/2024	\$170.29	\$1.7M
		152,000			\$25.7M

\*Restricted Stock Units convert into 1:1 shares of Apple Stock. They are shares of the company without voting power.

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## SUBSCRIPTION SOURCES

- DonorSearch
- Foundation Center Online
- KALEIDOSCOPE Insider Focus
- Kindsight iWave
- Lexis Nexis for Development Professionals
- Newsbank
- SECDatabase