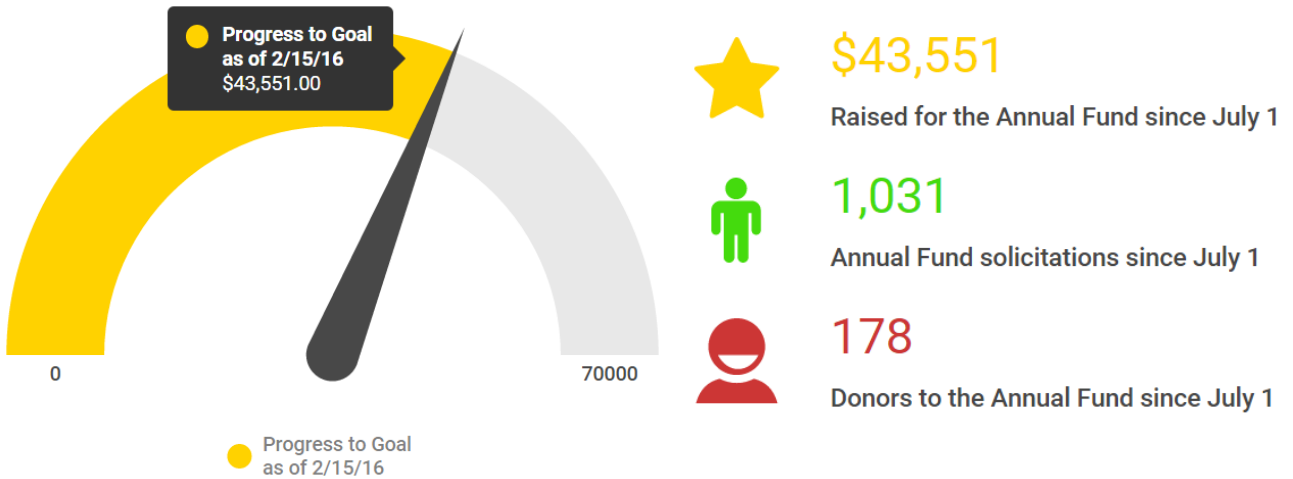


Total Raised as of 2/15/2016: \$1,803,897

Annual Fund



Return on Investment/ Cost to Raise an Annual Fund Dollar

	Renewal	New Indiv. Via Letter	New Corp. Via Letter	Personal Ask	Unsolicited
\$ Raised	\$23,258	\$200	\$5,500	\$4,500	\$10,093
# of Donors	127	3	2	5	41
Average Gift	\$183	\$66	\$2,750	\$900	\$151
Cost to Acquire	\$1,099	\$796	\$141	\$325	\$0
ROI	2,016%	(75%)	3,800%	1,284%	*
Cost to Raise \$1	\$0.05	\$3.98	\$0.03	\$0.07	\$0

Planned Giving

The second planned giving newsletter will be mailed to approximately 3,500 homes in mid-March. This is part of a planned multi-year effort to communicate with existing and potential Preservation Foundation donors to educate them on the personal and charitable benefits of providing for the District in their estate plan.



First Folio! Donor Reception

Nearly 80 donors and guests got a sneak preview of *First Folio! The Book that Gave Us Shakespeare*, which has been drawing record attendance at the Discovery Museum. Author Andrea Mays discussed about her new book, *The Millionaire and the Bard*, and explained the importance of Shakespeare and the First Folio before ending the evening with a book signing.



Preservation Foundation Board of Directors

Preservation Foundation Board of Directors held its quarterly meeting on February 10.

- Three new standing committees were established, including Executive, Finance and Development.
- A new Museum Advisory Committee was created to advance and support the Lake County Discovery Museum, in response to the dissolution of the Friends of the Lake County Discovery Museum in December.
- A grant of \$47,368 in unrestricted funds was approved to support the District’s work with Lincoln Park Zoo on smooth greensnake and meadow jumping mouse reintroduction and follow-up monitoring on District lands.
- A grant of \$2,589 in unrestricted funds was approved to purchase needed equipment to support additional habitat restoration volunteers.

