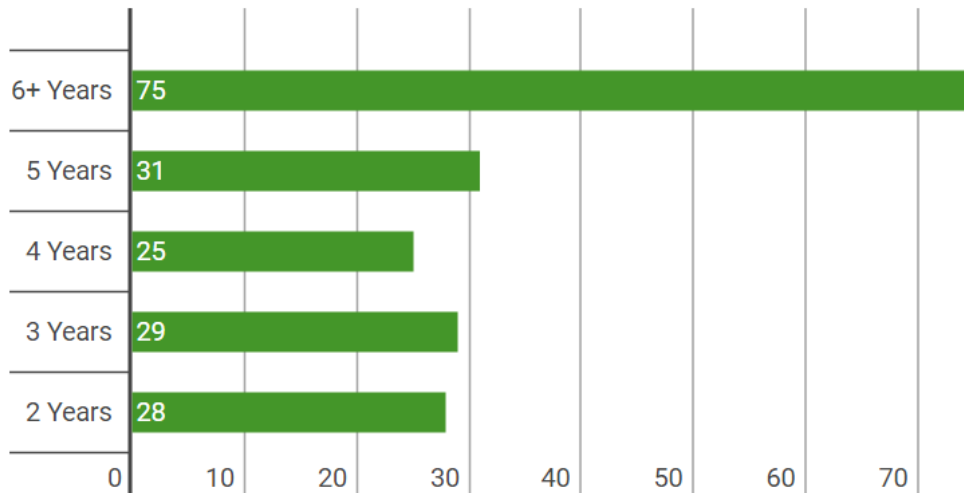


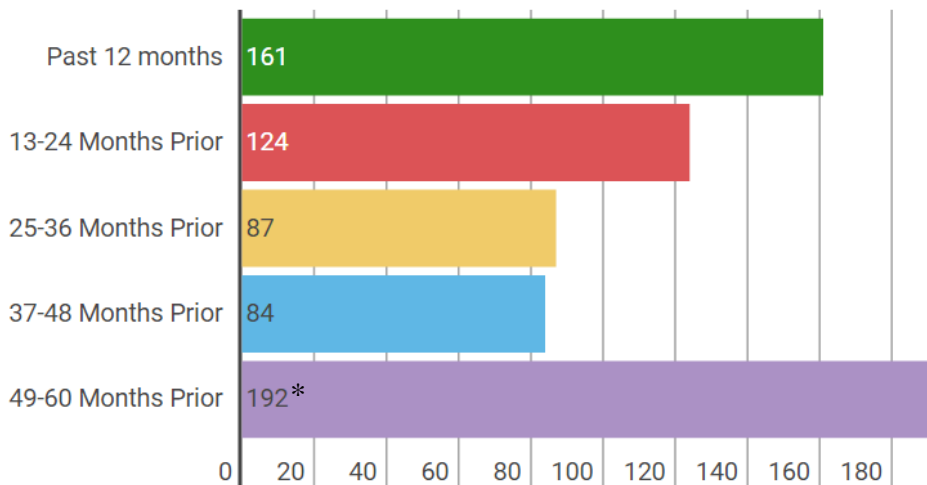
Total Raised as of 3/20/2016: \$1,823,150

Years of Consecutive Giving

188 Donors have given for two or more consecutive years.



New Donors



* Last year that Direct Mail was used to acquire new donors.

Development Division Report April 7, 2016

Major Gifts Received

In the past month, the following major gifts were received:

- For the Green Infrastructure Model and Strategy
\$10,000 from Lake Forest Open Lands Association
- For the Green Youth Farm
\$5,000 from an individual who wishes to remain anonymous
\$5,000 from Discover Financial Services
\$1,800 from Lincolnshire Garden Club

Planned Giving

On March 30, a second Natural Legacies planned giving e-newsletter was sent to 1,449 individual emails. This distribution represents nearly a threefold increase from our first e-newsletter sent to 499 individual emails.

Preservation Foundation Summer Tour 2016

Staff and volunteers will have a presence at up to 40 public events, farmer's markets and festivals from spring through fall, all across Lake County.

The goals of the Summer Tour are to raise public awareness of the Preservation Foundation and to acquire prospective donor contact information.

As a test, staff attended the Green Living Fair in Libertyville on Saturday, March 12. Of 159 total visitors to the Preservation Foundation booth, 60 completed information cards were received, in exchange for receiving a free packet of Common Milkweed seed. This represented a capture rate for "families" of nearly 100%. Three individuals made charitable contributions. With better signage and encouragement to make a gift, more gifts might have been secured.

We welcome commissioners to join us at events in their district, which would add both visibility and credibility to our efforts. For information about the schedule of planned events, or if you know of an event in your district that we should attend, please contact Ellen Granda at 847-968-3448 or egranda@lcfpd.org.

