



Preservation Foundation
of the Lake County Forest Preserves

DATE: November 13, 2019

MEMO TO: Nels Leutwiler, Chair
Preservation Foundation Board

FROM: Rebekah Snyder
Executive Director, Preservation Foundation

RECOMMENDATION: Recommend approval of the 2020 Preservation Foundation Budget and Fundraising Plan

FINANCIAL DATA: The proposed 2020 Budget and Fundraising Plan expenditures total \$2,357,875.

BACKGROUND: Under the bylaws of the Preservation Foundation of the Lake County Forest Preserves, as adopted on May 7, 2007, an annual Budget and Fundraising Plan must be submitted by the Foundation Board of Directors for approval by the Foundation Voting Members.

The Preservation Foundation budget and fundraising plan was developed in coordination with the 2020 annual budgeting process for the Lake County Forest Preserve District. The Fundraising Plan serves as a guide to help determine priorities and goals for the upcoming year.

REVIEW BY OTHERS: Director of Finance.

STATE OF ILLINOIS)
) SS
 COUNTY OF LAKE)

**VOTING MEMBERS OF THE PRESERVATION FOUNDATION OF THE
 LAKE COUNTY FOREST PRESERVE DISTRICT
 DECEMBER 2, 2019**

MISTER PRESIDENT AND VOTING MEMBERS OF THE PRESERVATION
 FOUNDATION:

Your **PRESERVATION FOUNDATION BOARD** presents herewith "A Resolution
 Recommending approval of the 2020 Preservation Foundation Budget and Fundraising Plan"
 and request its approval.

PRESERVATION FOUNDATION BOARD:

Date: _____ Roll Call Vote: Ayes: _____ Nays: _____
 Voice Vote Majority Ayes; Nays: _____

**VOTING MEMBERS OF THE PRESERVATION FOUNDATION OF THE
LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

**A RESOLUTION APPROVING THE ANNUAL BUDGET AND FUNDRAISING PLAN
ORDINANCE FOR FISCAL YEAR 2020 (JANUARY 1 THROUGH DECEMBER 31, 2020)**

WHEREAS, the Preservation Foundation (the "Foundation") Rules of Order and Operational Procedures, adopted May 8, 2007, require the Foundation Board to adopt an Annual Budget Ordinance on or before July 1 of each year; and

WHEREAS, on May 9, 2018, the Foundation adopted "A Resolution Changing the Fiscal Year," approving (i) a transitional fiscal year beginning July 1, 2018 and continuing through December 31, 2019 and (ii) following the conclusion of such transitional year, fiscal years beginning January 1 and continuing through December 31 of the same year; and

WHEREAS, all Committees have reviewed and submitted their recommendations to the Preservation Foundation Board; and

WHEREAS, at the meeting on November 13, 2019 the Foundation Board reviewed and recommended a budget and fundraising plan for the Foundation for the 2020 Fiscal Year, in accordance with the Budget and Fundraising Policies Resolution adopted by the Foundation Board on May 8, 2007 and amended by the Board on May 10, 2017;

NOW, THEREFORE, BE IT RESOLVED by the Voting Members of the Preservation Foundation of the Lake County Forest Preserve District, Lake County, Illinois, **THAT**:

Section 1: Recitals. The recitals set forth above are incorporated as part of this Resolution by this reference.

Section 2: The "Fiscal Year 2020 Budget and Fundraising Plan of the Preservation Foundation," attached to and incorporated in this Ordinance as Exhibit A by this reference, containing an estimate of revenues and expenditures of the Foundation for the period January 1 through December 31, 2020, is hereby approved and adopted. The following is a summary of such budget.

I. Estimated Balances December 31, 2019:

Estimated combined fund balances for all funds as of December 31, 2019\$3,250,000

II. Estimated Revenue:

| | |
|--------------------------------|--------------------|
| Estimated contribution..... | \$4,254,300 |
| Estimated earned revenue | <u>\$103,575</u> |
| Total Estimated Revenue | <u>\$4,357,875</u> |

III. Estimated Expenditures:

| | |
|------------------------------------|--------------------|
| Grants..... | \$2,243,875 |
| Operating expenses | \$60,000 |
| Operating reserve | <u>\$54,000</u> |
| Total Estimated Expenditures | <u>\$2,357,875</u> |

IV. Permanent Endowment:

Endowment\$2,000,000

PASSED this _____ day of _____, 2019 _____

AYES:

NAYS:

APPROVED this ____ day of _____, 2019 _____

Angelo Kyle, President
Lake County Forest Preserve Board
And Chair, Voting Members of
the Preservation Foundation

ATTEST:

Gloria Lopez
Preservation Foundation Secretary

**Preservation Foundation of the Lake County Forest Preserves
2020 Fundraising Plan
January 1 - December 31, 2020**

Overall Fundraising Goal: \$4,443,300

EXECUTIVE SUMMARY

The Preservation Foundation's priorities for 2020 include:

- Launch a six-year \$20 million endowment campaign.
- Develop and implement a strategy to raise \$154,300 for the Annual Fund.
- Working with a consultant, develop and implement a 12-month donor acquisition strategy.
- Recruit, orient, and engage 2 to 4 new Board members.
- Recruit, orient, and engage 4 to 6 additional members to the Finance Committee and 1 to 2 new members to the Development Committee.
- Conduct a board review and update of the Preservation Foundation strategic plan to support the Forest Preserves updated 5-year objectives.
- Continue working with Pentera to promote planned giving and the Preservation Society.
- Coordinate grant proposal submissions and oversee financial and programmatic reporting on behalf of the Forest Preserves.
- Update Foundation bylaws, policies, and procedures, as appropriate.

Strategic Goal 1: Build strong Annual Fund and Corporate Partners programs by increasing donor retention rates, securing new donors, and increasing gift size from current donors.

Financial Goal 1: Secure \$154,300 in new cash and pledges for unrestricted support.

Objectives

- 1A. Secure \$134,300 through Annual Fund renewal and acquisition mailings and personal outreach.
- 1B. Secure \$20,000 from Corporate Partners through renewal and acquisition mailings and personal outreach.
- 1C. Secure 50 new Guardian-Society level (\$1,000+) Annual Fund gifts (new donors or increased gifts) through Foundation Board member outreach and in partnership with Foundation staff.
- 1D. Provide staff support to Preservation Foundation Board and Committee members to engage prospective new donors, with a goal of each member making 5 personal solicitations and a cumulative goal of \$30,000.

Strategic Goal 2: Expand and strengthen the donor base by engaging new individual, foundation, and corporate program donors and securing renewed support from current donors.

Financial Goal 2: Secure \$2,100,000 in new cash and pledges for temporarily restricted support.

Objectives

- 2A. Secure new and renewed program support of at least \$100,000 for education and outreach programs, including \$50,000 for the Green Youth Farm in Lake County.
- 2B. Secure \$100,000 in budget relieving donations, such as program sponsorships, lightly-restricted mission gifts, and other grants for projects in the District's approved operating budget.
- 2C. Secure \$2,000,000 for land preservation, access, or habitat restoration projects.

**Preservation Foundation of the Lake County Forest Preserves
2020 Fundraising Plan
January 1 - December 31, 2020**

Overall Fundraising Goal: \$4,443,300

Strategic Goal 3: Raise 10-12 endowment gifts from leading philanthropists in Lake County to build awareness and inspire others to support the District's long-term sustainability.

Financial Goal 3: Raise \$2,000,000 for the Habitat Management Endowment.

Objectives

3A: Update the Finance Committee charter and educate and engage committee members in top-line strategy to launch a six-year \$20 million endowment campaign; recruit, train, and engage 4 - 6 additional members to the Finance Committee to support the endowment campaign and oversee investment performance.

3B: Develop the endowment case for support and associated campaign materials; identify and adopt an appropriate gift pyramid to reach endowment fundraising goals over the next six years.

3C: Working with District staff, develop and secure approval of a District-wide Stewardship Plan to support the endowment campaign.

3D: Solicit 20-30 major donors for endowment gifts.

Strategic Goal 4: Educate current and prospective donors about planned giving opportunities and establish benefits and associated messaging regarding the Preservation Society.

Financial Goal 4: Document 5 planned gift commitments and solicit 20 gifts.

Objectives

4A: Mail planned giving marketing materials, including two newsletters and one postcard, to age appropriate donors and carefully selected prospective donors.

4B: Follow up on all inquiries from planned giving mailings and maintain regular contact with those who have expressed interest in the past.

4C: Working with the Development Committee, establish benefits associated with the Preservation Society and develop promotional materials.

Strategic Goal 5: Increase awareness of the Preservation Foundation, the Forest Preserves 100 Year Vision for Lake County, the Forest Preserves near-term objectives, and the Foundation's top fundraising priorities.

Objectives

5A. With direction and support by the Development Committee and Event Chair, host a fundraising event for 75-100 Guardian/Preservation Society donors/prospects, offering a unique or behind-the-scenes experience.

5B. Host 3 public engagement/fundraising events, including Fred Fest (450 guests), the Fall Classic at ThunderHawk (120 guests), and one Dunn Museum-related event (50 guests) to raise funds and awareness.

5C. Engage 2 to 3 committee and/or board members to host "State of the Preserves" events to raise awareness of the Forest Preserves and Foundation with a goal of securing new Guardian Society members.

5D. Host at least 7 stewardship and/or cultivation/awareness events for donors and prospective donors, such as special hikes, exhibition openings, tours of facilities, etc., taking care to reach all areas of the county.

5E. Secure at least 5 public speaking opportunities for staff to deliver information about the Forest Preserves and Foundation for diverse audiences, such as Rotary clubs, garden clubs, and other civic groups.

**Preservation Foundation of the Lake County Forest Preserves
2020 Fundraising Plan
January 1 - December 31, 2020**

Overall Fundraising Goal: \$4,443,300

Strategic Goal 6: Build fundraising infrastructure and capacity of the Foundation.

Objectives

6A. Working with the Executive Committee, identify, recruit, train, and engage 2 to 4 additional Preservation Foundation board members.

6B. Recruit, train, and engage 4 to 6 members to the Finance Committee to oversee the Foundation's financial management, progress toward endowment goals, and manage investment performance.

6C. Recruit 1 to 2 members to the Development Committee to provide strategy and leadership for marketing and awareness activities; assist with conceiving and implementing fundraising events; and executing the Annual Fund and Endowment campaigns.

6D. Provide all Development staff members with professional development opportunities.

**Preservation Foundation of the Lake County Forest Preserves
2020 Budget**

| Revenues | Notes | Amount |
|---------------------------------|--|--------------------|
| Contributions | | |
| Unrestricted Support | New and increased Annual Fund donations | \$154,300 |
| Temporarily Restricted Support | Habitat restoration, land preservation and access, education, museum | \$2,100,000 |
| Permanently Restricted Support | Habitat Management Endowment | \$2,000,000 |
| <i>Total Contributions</i> | | <i>\$4,254,300</i> |
| Earned Revenues | | |
| Fundraising Event Revenue | Fred Fest, Fall Classic @ ThunderHawk | \$100,000 |
| Farm Rental Income | 15 acres near Volo (Unrestricted) | \$1,575 |
| Interest Income | Unrestricted | \$2,000 |
| <i>Total Earned Revenues</i> | | <i>\$103,575</i> |
| Total Revenues | | \$4,357,875 |
| Expenses | Notes | Amount |
| Grants | | |
| Foundation-Directed Grants | Grants made from unrestricted support | \$143,875 |
| Temporarily Restricted Grants | Donor-designated grants | \$2,050,000 |
| Transfers to Program Partners | Green Youth Farm in Lake County | \$50,000 |
| <i>Total Grants</i> | | <i>\$2,243,875</i> |
| Operating Expenses | | |
| Fundraising Event Costs | Guardian/Preservation Society Event, Fred Fest, Fall Classic | \$55,000 |
| Fundraising Administration | Bank fees, credit card processing, annual filings | \$5,000 |
| <i>Total Operating Expenses</i> | | <i>\$60,000</i> |
| Operating Reserve | 10% of Development Division annual budget, per board direction | \$54,000 |
| Total Expenses | | \$2,357,875 |
| Permanent Endowment | | \$2,000,000 |
| Net Operating Revenue | | \$0 |

Note: Does not include in-kind contributions of staff salaries and benefits and other operating expenses received from the Lake County Forest Preserve District.