



**DATE:** November 11, 2020

**MEMO TO:** Nels Leutwiler, Chair  
Preservation Foundation Board

**FROM:** Rebekah Snyder  
Executive Director, Preservation Foundation

**RECOMMENDATION:** A Resolution Recommending approval of the 2021 Preservation Foundation Budget and Fundraising Plan

**FINANCIAL DATA:** The proposed 2021 Budget and Fundraising Plan expenditures total \$1,183,575.

**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 2021 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.



**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  
FOR FISCAL YEAR 2021 (JANUARY 1, 2021 THROUGH DECEMBER 31, 2021)**

**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 11, 2020 the Foundation Board reviewed and recommended a budget and fundraising plan for the Foundation for the 2021 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 2021 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, 2021, is hereby approved and adopted. The following is a summary of such budget.

I. Estimated Balances December 31, 2020:

Estimated combined fund balances for all funds as of December 31, 2020 ..... \$3,328,867.50

II. Estimated Revenue:

Estimated contribution .....	\$1,742,500
Estimated earned revenue .....	\$3,575
Total Estimated Revenue .....	\$1,746,075

III. Estimated

Expenditures:

Grants .....	\$1,124,575
Operating expenses.....	\$5,000
Operating reserve.....	\$54,000
Total Estimated Expenditures.....	\$1,183,575

IV. Permanent Endowment:

Endowment..... \$562,500

PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2020 \_\_\_\_\_

AYES:

NAYS:

APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2020 \_\_\_\_\_

\_\_\_\_\_  
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  
2021 Budget**

<b>Revenues</b>	<b>Notes</b>	<b>Amount</b>
Contributions		
Unrestricted Support	New and increased Annual Fund donations	\$110,000
Temporarily Restricted Support	Habitat restoration, land preservation and access, education, museum	\$1,070,000
Permanently Restricted Support	Habitat Management Endowment	\$562,500
<i>Total Contributions</i>		<i>\$1,742,500</i>
Earned Revenues		
Farm Rental Income	15 acres near Volo (Unrestricted)	\$1,575
Interest Income	Unrestricted	\$2,000
<i>Total Earned Revenues</i>		<i>\$3,575</i>
<b>Total Revenues</b>		<b>\$1,746,075</b>
<b>Expenses</b>	<b>Notes</b>	<b>Amount</b>
Grants		
Foundation-Directed Grants	Grants made from unrestricted support	\$54,575
Temporarily Restricted Grants	Donor-designated grants	\$1,020,000
Transfers to Program Partners	Green Youth Farm in Lake County	\$50,000
<i>Total Grants</i>		<i>\$1,124,575</i>
Operating Expenses		
Fundraising Administration	Bank fees, credit card processing, annual filings	\$5,000
<i>Total Operating Expenses</i>		<i>\$5,000</i>
Operating Reserve	10% of Development Division annual budget, per board direction	\$54,000
<b>Total Expenses</b>		<b>\$1,183,575</b>
Permanent Endowment		\$562,500
<b>Net Operating Revenue</b>		<b>\$0</b>

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

**Preservation Foundation of the Lake County Forest Preserves**  
**2021 Fundraising Plan**  
**January 1 - December 31, 2021**

**Overall Fundraising Goal: \$1,742,500**

**EXECUTIVE SUMMARY**

The Preservation Foundation's priorities for 2021 include:

- Monitor the ongoing impacts of the COVID-19 pandemic and make appropriate adjustments to donor engagement and solicitation strategies.
- Continue major gift identification, cultivation, and solicitation to support the endowment campaign.
- Continue direct mail donor acquisition and increase renewal mailings to reach \$110,000 goal in the Annual Fund.
- 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.
- 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 a strong Annual Fund program by increasing donor retention rates, securing new donors through direct mail, and increasing gift amounts from current donors.**

*Financial Goal 1: Secure \$110,000 in new cash and pledges for unrestricted support.*

**Objectives**

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1A. Secure \$90,000 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 10 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.

**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 \$1,070,000 in new cash and pledges for temporarily restricted support.*

**Objectives**

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2A. Secure new and renewed program support of at least \$50,000 for education and outreach programs, including \$50,000 for the Green Youth Farm in Lake County.

2B. Secure \$970,000 for land preservation, access, or habitat restoration projects.

**Preservation Foundation of the Lake County Forest Preserves**  
**2021 Fundraising Plan**  
**January 1 - December 31, 2021**

**Overall Fundraising Goal: \$1,742,500**

Strategic Goal 3: Continue identification and solicitation meetings and other engagement strategies with leading philanthropists in Lake County to build awareness and inspire others to support the District's long-term sustainability.

*Financial Goal 3: Raise \$562,000 toward the Endowment Campaign goal.*

Objectives

3A: Engage Board and Committee members, District Commissioners, and District staff leadership in identification and cultivation of major and principal gift prospects to the campaign.

3B: Work with consultant, staff, and representatives from the Development Committee to finalize the case for support and develop communications tools and strategies appropriate to the continued impacts of the pandemic.

3C: Finalize and approve the Campaign Gift Recognition Plan.

3D: Solicit 4-6 major and/or principal gift prospects 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 considering the impacts of the pandemic, host 10 - 12 unique or behind-the-scenes experiences in the Forest Preserves in order to secure new donors.

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

5C. Host at least 4 stewardship events for donors, such as special hikes, exhibition openings, tours of facilities, etc., taking care to reach all areas of the county.

5D. Secure at least 4 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  
2021 Fundraising Plan  
January 1 - December 31, 2021**

**Overall Fundraising Goal: \$1,742,500**

**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.