



Preservation Foundation *of the Lake County Forest Preserves*

DATE: November 10, 2021

MEMO TO: Nels Leutwiler, Chair Preservation
Foundation Board

FROM: Rebekah Snyder
Director of Community Engagement & Partnerships

RECOMMENDATION: Recommend a Resolution Approving the 2022 Preservation Foundation Budget and Fundraising Plan

FINANCIAL DATA: The proposed 2022 Budget and Fundraising Plan expenditures total \$928,575.

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 2022 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
NOVEMBER 17, 2021**

MISTER PRESIDENT AND VOTING MEMBERS OF THE
PRESERVATION FOUNDATION:

Your **PRESERVATION FOUNDATION COMMITTEE OF THE BOARD**
presents herewith "A Resolution Recommending approval of the 2022 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
FOR FISCAL YEAR 2022 (JANUARY 1, 2022 THROUGH DECEMBER 31, 2022)**

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 10, 2021 the Foundation Board reviewed and recommended a budget and fundraising plan for the Foundation for the 2022 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 2022 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, 2022, is hereby approved and adopted. The following is a summary of such budget.

I. Estimated Balances December 31, 2021:

Estimated combined fund balances for all funds as of December 31, 2020 \$3,699,676

II. Estimated Revenue:

Estimated contribution	\$2,425,000
Estimated earned revenue	\$3,575
Total Estimated Revenue	\$2,428,575

III. Estimated

Expenditures:

Grants	\$869,575
Operating expenses	\$5,000
Operating reserve	\$54,000
Total Estimated Expenditures	\$928,575

IV. Permanent Endowment:

Endowment..... \$1,500,00

PASSED this _____ day of _____, 2021 _____

AYES:

NAYS:

APPROVED this _____ day of _____, 2021 _____

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
2022 Budget**

DRAFT

Revenues	Notes	Amount
Contributions		
Unrestricted Support	New and increased Annual Fund donations	\$165,000
Temporarily Restricted Support	Habitat restoration, land preservation and access, education, museum	\$760,000
Permanently Restricted Support	Habitat Management Endowment	\$1,500,000
<i>Total Contributions</i>		<i>\$2,425,000</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>
Total Revenues		\$2,428,575
Expenses	Notes	Amount
Grants		
Foundation-Directed Grants	Grants made from unrestricted support	\$109,575
Temporarily Restricted Grants	Donor-designated grants	\$710,000
Transfers to Program Partners	Green Youth Farm in Lake County	\$50,000
<i>Total Grants</i>		<i>\$869,575</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
Total Expenses		\$928,575
Transfer to Endowment		\$1,500,000
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.

Overall Fundraising Goal: \$2,425,000

EXECUTIVE SUMMARY

The Preservation Foundation's priorities for 2022 include:

- Continue major gift identification, cultivation, and solicitation to support the endowment campaign in advance of a public roll-out.
- Continue direct mail donor acquisition to reach \$165,000 Annual Fund goal and 710 new donors.
- 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 45 planned giving visits/solicitations, with a goal of documenting 5 new intentions.
- Recruit, hire, and onboard a new Preservation Foundation Executive Director.
- Recruit, hire, and onboard a grants specialist to 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 \$165,000 in new cash and pledges for unrestricted support.

Objectives

1A. Secure \$140,000 through Annual Fund renewal mailings, direct mail acquisition mailings, and personal outreach.

1B. Increase Corporate Partner giving by 25%, for a total of \$25,000, through renewal and acquisition mailings and personal outreach.

1C. Add 25 new Guardian Society members (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 \$760,000 in new cash and pledges for temporarily restricted support.

Objectives

2A. Secure new and renewed program support of at least \$80,000 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 \$580,000 for land preservation, access, or habitat restoration projects.

Overall Fundraising Goal: \$2,425,000

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 \$1,500,000 for the Community Campaign for the Lake County Forest Preserves.

Objectives

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

3B: Recruit, train, and engage 4 - 6 additional members to the Finance Committee to support the endowment campaign and oversee investment performance.

3C: Working with the Development Committee, design and implement a public campaign launch.

3D: Begin donor recognition installations at locations throughout the Forest Preserves and finalize design of the campaign donor wall.

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.

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, host at least one in-person stewardship event for Preservation Society members.

Strategic Goal 5: Increase awareness of the Preservation Foundation, the Forest Preserves 100 Year Vision for Lake County, the Road Map to 2025, and the Foundation's top fundraising priorities.

Objectives

5A. With direction and support by the Development Committee, 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 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 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.

Overall Fundraising Goal: \$2,425,000

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

Objectives

6A. Recruit, hire, and train a new Preservation Foundation Executive Director and new grants specialist.

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.