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**DATE:** November 16, 2023

**MEMO TO:** Nels Leutwiler, Chair  
Committee of the Board

**FROM:** Erika Stergos  
Preservation Foundation Executive Director

**RECOMMENDATION:** Recommend a resolution recommending approval of the 2024 Preservation Foundation Budget and Fundraising Plan

**FINANCIAL DATA:** The total estimated revenue and expenditures for 2024 are \$8,002,000.

**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 for approval to the Foundation Voting Members.

On July 10, 2019, the Lake County Forest Preserves Board of Commissioners approved a resolution authorizing staff to work with the Board of the Preservation Foundation to establish an endowment fundraising goal of \$20 million by December 31, 2025. On August 14, 2019, the Foundation Board approved a resolution adopting this fundraising goal. Adopting this goal defined a clear north star for the Preservation Foundation and guides the work of the Development Division staff.

The proposed revenues and expenditures included the 2024 Preservation Foundation Budget, as well as the goals and objectives defined in the 2024 Fundraising Plan, were developed as part of the 2024 Annual Budget for the Lake County Forest Preserve District, which was approved by the Lake County Forest Preserves Board of Commissioners on October 11, 2023.

**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 13, 2023**

MISTER PRESIDENT AND VOTING MEMBERS OF THE PRESERVATION FOUNDATION:

Your **PRESERVATION FOUNDATION COMMITTEE OF THE BOARD** presents herewith  
“A Resolution Recommending approval of the 2024 Preservation Foundation Budget and  
Fundraising Plan” and requests 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 2024 (JANUARY 1, 2024 THROUGH DECEMBER 31, 2024)**

**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**, at the meeting on November 16, 2023 the Foundation Board reviewed and recommended a budget and fundraising plan for the Foundation for the 2024 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 2024 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, 2024, is hereby approved and adopted. The following is a summary of such budget.

I. Estimated Balances December 31, 2023:

Estimated combined fund balances for all funds as of December 31, 2023 \$9,144,170

II. Estimated Revenue:

Estimated contribution .....	\$8,000,000
Estimated earned revenue .....	\$2,000
Total Estimated Revenue .....	\$8,002,000

III. Estimated Expenditures:

Grants .....	\$921,344
Operating expenses .....	\$5,000
Operating reserve .....	\$75,656
Total Estimated Expenditures .....	\$1,002,000

IV. Permanent Endowment:

Endowment ..... \$7,000,000

PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2023

AYES:

NAYS:

APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2023

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

ATTEST:

\_\_\_\_\_  
JoEllen Carlucci  
Preservation Foundation Secretary

**Preservation Foundation of the Lake County Forest Preserves  
2024 Budget**

<b>Revenues</b>	<b>Notes</b>	<b>Amount</b>
Contributions		
Unrestricted Support	New and increased Annual Fund donations	\$200,000
Temporarily Restricted Support	Habitat restoration, land preservation and access, education, museum	\$800,000
Permanently Restricted Support	Habitat Management Endowment	\$7,000,000
<i>Total Contributions</i>		<i>\$8,000,000</i>
Earned Revenues		
Interest Income	Unrestricted	\$2,000
<i>Total Earned Revenues</i>		<i>\$2,000</i>
<b>Total Revenues</b>		<b>\$8,002,000</b>
<b>Expenses</b>	<b>Notes</b>	<b>Amount</b>
Grants		
Foundation-Directed Grants	Grants made from unrestricted support	\$121,344
Temporarily Restricted Grants	Donor-designated grants	\$800,000
<i>Total Grants</i>		<i>\$921,344</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	\$75,656
<b>Total Expenses</b>		<b>\$1,002,000</b>
Transfer to Endowment		\$7,000,000
<b>Net Operating Revenue</b>		<b>\$0</b>

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



## 2024 Fundraising Goals and Activities

### Executive Summary:

As the charitable partner of the Lake County Forest Preserves, the Preservation Foundation raises unrestricted funds, funding for projects and programs, and endowed funds to extend and accelerate the work of the District.

The Forest Preserves 100-year vision serves as the north star for the Foundation’s efforts, and our larger strategy is driven by the objectives defined in the Road Map to 2025. The goals and objectives outlined in the 2024 Preservation Foundation plan focus on three tactics identified in the Road Map:

- **Ensure Financial Stability:** ensure a permanent source of revenue for tree planting, reforestation and habitat restoration through charitable financial support in the amount of \$20 million.
- **Strengthen Connections:** increase countywide awareness of the Preservation Foundation from 16% (2019 survey results) to 32%.
- **Strengthen Connections:** increase the donor base from 4,600 to 9,200.

### Financial Goals:

Campaign	Goal
Annual Fund	\$200,000
Temporarily Restricted (projects or programs)	\$800,000
Endowment	\$7,000,000
<b>Overall Fundraising Goal</b>	<b>\$8,000,000</b>

### Strategic Goals

**Goal 1:** Secure \$20,000,000 in endowment funds by December 31, 2025 to ensure a permanent source of revenue for tree planting, reforestation and habitat restoration.

#### Current state:

- 2022 Actual: \$4,621,282.47
- As of October 19, 2023: \$6,068,437

#### 2024 Objectives:

- Host an evening event on May 17, 2024 for 250 guests to launch the public phase of Every Acre Strong campaign.
- Solicit remaining principal and major gift prospects to the campaign by December 31.
- Support PF Board and Committee members in their efforts to identify 5 – 10 prospects in their networks willing to support the endowment campaign with a gift of any size.
- Work with Forest Preserve leadership to identify and leverage District support of the endowment campaign, such as Concerts in the Plaza.



**Goal 2:** increase countywide awareness of the Preservation Foundation from 16% (2019 survey results) to 32% by December 31, 2025.

*Current state:*

- 2022 Attitude & Interest Survey: 26% of respondents reported somewhat (17%) or very familiar (9%).

*2024 Objectives:*

- Develop 30 engagement opportunities, such as hosting events and participating in Forest Preserve activities.
- Enable new Major Gift Manager to swiftly connect with existing and prospective donors to increase Guardian Society membership from 161 in 2022 to 190 in 2024.
- Support the work of the new Community Engagement Specialist role and help the Forest Preserve gain new volunteers.
- Complete production of and begin publicizing the Preservation Foundation film.

**Goal 3:** Increase the donor base from 4,600 to 9,200 by December 31, 2025.

*Current state:*

- 2022 Actual: 5,520
- As of October 31, 2023: 5,872

*2024 Objectives:*

- Implement a robust annual giving strategy utilizing cross-channel marketing that highlights the impact of giving to acquire 1,000 new donors.
- Secure \$200,000 in unrestricted funds through mailings, digital campaigns, and personal outreach.
- Secure \$800,000 for Forest Preserves projects or programs by leveraging prospects' existing areas of connections with the District.
- Develop clear giving opportunities to support "lightly restricted" funds such as General Natural Resources, General Operations & Infrastructure, and General Education, educating potential donors on how they can provide a flexible source of funding to an area of the Preserves that is important to them.

**Goal 4:** Improve the infrastructure and fundraising capacity of the Preservation Foundation.

*2024 Objectives:*

- Provide materials, conduct training, and support the efforts of the Preservation Foundation and Committee members to serve as ambassadors for the Foundation.
- Recruit, train, and engage 3 to 5 new board or committee members to help raise awareness of the Preservation Foundation and secure financial support.
- Working with Foundation leadership, create a plan to manage changes in membership and leadership as board terms expire.