



January 16, 2023

Matt Szafranki & Michael Benard  
Cosley Foundation, Inc.  
1356 North Gary Avenue  
Wheaton, IL 60187  
Registration: 01017067

Dear Matt and Mike,

This LETTER OF AGREEMENT outlines the fundraising counsel and implementation services Relevant Strategies & Solutions (RS&S) will provide to the Cosley Foundation (Foundation). This scope of work focuses on the geographical region of Metropolitan Chicago, with a focus largely in DuPage County.

Our work will support the Foundation in its mission of helping the Cosley Zoo achieve its mission to create connections between people and animals that will inspire lifelong conservation of the natural world.

This contract will commence on February 6, 2023, or upon approval by the State of Illinois, whichever is later, and will terminate on December 31, 2023. Solicitation will not begin until the signed contract has been filed with the State of Illinois.

## Scope of Work

### Strategically Maximizing Annual Giving & Major Donor Relationships

- **Cultivate, solicit, and steward major donors to support the Zoo's mission, approved programming, and capital projects aligned with donor interest**

Active fundraising to engage major donors will continue to be a priority focus on securing \$325,000 in gifts and pledges by the end of 2023. This goal includes a continued effort to secure funding for the parking lot (targeting approximately \$50,000 in restricted donations), but known donor relationships were maximized in 2022, including a \$525,000 pledge, and are not repeatable in 2023. With the Zoo embarking on strategic planning and potentially updated facility planning in early 2023, this upcoming year will prioritize seeking funding to support the investment in strategic



planning, stewardship of parking lot donors and other major donors, along with cultivating a broader base of donors for future capital needs.

- **Maximize annual giving**

We will, in conjunction with Zoo and Wheaton Park District staff teams, develop the 2023 fundraising calendar to maximize donor engagement through appeals, events and communications. We will provide bi-weekly counsel to the Cosley Foundation Director of Development and Wheaton Park District Director of Marketing on the ongoing efforts to increase annual giving support through appeals and other outreach. We are targeting the \$70,000 in unrestricted fundraising associated with annual giving appeals and outreach to Wildlife Champions donors and prospects.

- **Grow Wildlife Champions Society donor base**

We will work to increase existing donors' support to join the Wildlife Champions Society (\$1,000 and higher gifts annually) and renew 2022 members.

- **Expanding Donor Engagement – Cultivation & Stewardship**

We will work with Wheaton Park District and Cosley Zoo staff to identify opportunities to generate greater community awareness about the Zoo to raise its profile as a philanthropic priority, especially in communities beyond Wheaton. Through our donor cultivation outreach, we will bring suggestions forward on new potential board members for the Cosley Foundation, as well as potential committee members.

We will offer strategic advice on opportunities that would support fundraising efforts through greater awareness, such as:

- o Key messaging about the importance of the Zoo to the community, the need to continue to improve the Zoo, the importance of animal conservation, and the key role the Zoo plays in the education of DuPage County's citizens.
- o County-wide speaking opportunities for Foundation Board members, Sue and other Zoo staff to connect with community leaders and donor prospects.

The RS&S role will be focused on setting the strategy, actively building the relationships, and making the asks. We will turn to the Zoo/Foundation staff to coordinate the creation of materials and to handle the mail/email communications.

Lastly, the RS&S team will continue to serve as a resource and support for the Cosley Foundation Board. We will advise on the annual board calendar, board development opportunities, and other as-needed counsel.



## Impact of Our Work

Fundraising targets for the entire year of 2023 based on the scope of work described above total \$395,000:

- Securing \$325,000 from major donors (\$10,000 or more) solicitations for the Zoo's needs – operational and programmatic needs
- Renewing 2022's annual giving fundraising totals through four major appeals (spring, fall, calendar-year-end, and LYBUNT) and personal outreach – approximately \$70,000
- Growing the number of Wildlife Champions Society members (\$1,000+/calendar year) through personal outreach and events – securing approximately 50 members by year-end.

We recognize the above are conservative benchmarks and will strive to exceed these by all means.

## Staffing & Fees

Rick Biddle will serve as the Managing Director-in-Charge on this assignment, providing oversight and strategic input to the project team, as necessary. I will serve as Campaign Counsel, providing a total of 16.5 consulting days (1.5 day/month) over the course of the contract. Cathy Mousseau, Campaign Manager, will provide a total of 137.5 consulting days (25 hours per week – 12.5 days/month) over the course of the contract. Our hourly fees are increasing approximately six percent due to raising costs of business. This fee increase is being rolled out to all RS&S projects. My fee is going from \$1,000 per day to \$1,059, and Cathy's fee is going from \$725 to \$768.

You will be invoiced \$11,188 on the 15<sup>th</sup> of each month from February through December 2023.

This does not include out-of-pocket reimbursable expenses. We do not anticipate any travel within in this contract. Yet any out-of-pocket reimbursable expenses incurred for travel (coach airfare, transportation, parking, hotel and per diem) and fundraising meetings/donor visits including mileage, meals and other cultivation will be invoiced at cost. The reimbursable travel expenses for each of my trips to Wheaton are estimated not to exceed \$2,200 based on the following: airfare (\$900); hotel (\$250); car rental (\$250); parking (\$120) and per diem (\$75).

Should the Foundation pay RS&S via an ACH transfer, RS&S will contribute 1.5% of our total fixed fee to Cosley Zoo's conservation programs upon completion of this contract.

All invoices are due upon receipt. You agree to pay all approved invoices submitted by us according to the terms specified above. Unless otherwise requested, all invoices will be sent to the email address provided below.



Any changes or additions to this Letter of Agreement will be submitted in writing and must be approved by both parties prior to execution. Either party may terminate this agreement at any time with thirty (30) days written notice. The Cosley Foundation agrees to pay for all consulting time and services rendered and out-of-pocket expenses incurred through the date of termination.

We agree to comply with all provisions of the Illinois Solicitation for Charity Act. RS&S will at no time during its association have custody or control of any contributions to your organization. Cosley Foundation, Inc. will exercise control and approval over the content and volume of any solicitation.

The State of Illinois requires that an authorized official of your organization sign this contract. Your signature indicates acceptance of the terms and conditions set forth in this agreement. Please return a fully executed copy of this Agreement to our office.

Thank you for the opportunity to continue to work with the Cosley Foundation.

Sincerely,

A handwritten signature in cursive script that reads "Jill Macauley".

Jill Macauley  
Director  
Strategic, Business & Organizational Consulting

cc: Rick Biddle, Managing Partner



**AGREED AND ACCEPTED BY:**

Matthew Spurr  
for Cosley Foundation

2/3/2023  
Date

[Signature]  
for Cosley Foundation

2/3/2023  
Date

**PLEASE PROVIDE BILLING CONTACT INFORMATION**

\_\_\_\_\_  
*Billing Contact Name and Title*

\_\_\_\_\_  
*Billing Address*

\_\_\_\_\_  
*Billing Email Address*

