



## LETTER OF AGREEMENT

January 23, 2018

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

Dear Mike,

This Letter of Agreement outlines how **Schultz & Williams (S&W)** will support the **Cosley Foundation (Foundation)** with capital campaign preparation and fundraising counsel. Our work will serve to support the Foundation in its mission of helping the Cosley Zoo achieve its mission to promote the understanding of the relationship among humans, animals and the environment through recreation, education and wildlife conservation.

This contract will commence on January 29, 2018 or upon approval by the State of Illinois, whichever is later, and will terminate on July 31, 2018.

### Scope of Services

Building upon S&W's relationship and knowledge of Cosley Zoo, S&W will provide the following services to position Cosley Zoo for the successful implementation of its capital campaign.

Initially, we will be focused on key action items laid out in a planning study report, which include refining the case for support, recruiting the volunteer leadership of the Campaign Committee, soliciting the Foundation Board and building internal capacity support for all campaign activities.

We propose a team approach to this work to supplement the Zoo and Park District staff and volunteer resources. I will lead the campaign counsel and be supported by a team member who will serve as campaign manager/fundraiser in an interim staffing role.

### *Campaign Counsel Services*

I will serve as campaign counsel, leading the development of campaign strategy and facilitating key meetings with the Campaign Committee. I will make monthly trips to Cosley Zoo (two days/one night) in fulfilling this role. My specific responsibilities will include:

- Advise on all aspects of the capital campaign.
- Develop a detailed monthly campaign action plan and develop overall campaign strategy.

- Work with staff to identify and recruit volunteer leaders for the Campaign Committee. Facilitate monthly Campaign Committee meetings.
- Facilitate regular prospect review and the development and management of strategies for identifying, cultivating and soliciting key prospects.
- Design strategies to secure leadership gifts with priority prospects and provide coaching to staff and volunteers.
- Work with leadership to identify new campaign prospects and pair them up with an assigned cultivator/solicitor.
- Outline the campaign budget.
- Host a monthly Board workshop to report on campaign progress and provide ongoing solicitor training.
- Update the campaign case for support, develop appropriate naming opportunities and orchestrate the development of campaign materials, as needed.

### ***Campaign Interim Staffing Services***

Schultz & Williams will also provide campaign management and fundraising staffing and support to Cosley Zoo to help implement its capital campaign. S&W Associate, Cathy Mousseau, will serve as the campaign manager/fundraiser for the campaign. She will be the on-site interim staff person to manage the day-to-day fundraising and campaign management tasks. Cathy will begin in February, providing 10 hours per week. She will then continue at 20-hours a week from March 2018 through the end of the contract period. In this capacity, S&W will address the following tasks on-site, over the course of 5-days per month in February and 10-days per month from March through the end of contract:

- Implement capital campaign strategies to secure capital campaign gifts from individuals, corporations and foundations.
- Proactively develop and lead the strategic process for the identification, cultivation, solicitation and securing of major gift contributions.
- Provide key support to the Campaign Committee. Handle all details of Campaign Committee meetings. Take minutes at meetings; prepare them for distribution.
- Lead campaign prospect management, conduct prospect research, track prospect outreach/progress and ensure stewardship and acknowledgement in the donor database.
- Design and implement a series of campaign cultivation activities including events and communications with top prospects.
- Manage volunteer and staff involvement in the campaign, including preparing them to be effective cultivators and solicitors. Prepare briefings and follow-up materials for solicitors.
- Oversee the development and production of campaign materials.
- Oversee the campaign budget and resources.

- Monitor and coordinate schedules for staff and volunteers as relates to meeting and communicating with prospects.
- Maintain a computer database of prospect information and gift processing and recording. Create and maintain a filing system of prospect information, materials and correspondence.
- Calculate and produce regular campaign status reports on income and expenses.

## Staffing

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 14 consulting days (2 days/month - combination of on- and off-site starting in January). The Campaign Manager, Cathy Mousseau, will provide a total of 55 consulting days (5-10 days/month on-site).

## Fees

You will be billed \$1,600 in January, \$5,100 in February and \$8,600 from March through July 2018. This does not include out-of-pocket reimbursable expenses. Any out-of-pocket reimbursable expenses incurred for travel (coach airfare, transportation, parking, hotel and per diem) and mileage for fundraising meetings/donor visits will be invoiced at cost times a 1.1 administrative multiple. The reimbursable travel expenses for each trip to Wheaton for me will not exceed \$1,000 based on the following limits: airfare (\$550); hotel (\$200); car rental (\$100); parking (\$50) and per diem (\$75).

All invoices are due upon receipt. Any balances outstanding after 30 days will be assessed a late fee of 1% per month. 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.*

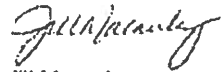
Any changes or additions to this Letter of Agreement will be submitted in writing and must be approved by both parties prior to execution. Either party may terminate this agreement at any time with thirty (30) days' written notice. The Cosley Foundation agrees to pay for all consulting time and services 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. Schultz & Williams 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 work with the Cosley Foundation.


Sincerely,




Jill Macauley  
Associate Director

cc: Rick Biddle, Managing Director Strategic Business & Organizational Consulting

AGREED AND ACCEPTED BY:

 Secretary

1/31/18

 PRESIDENT  
for Cosley Foundation

1/31/18  
Date

Please provide billing contact information (if different from above):

Susan Wahlgren, Cosley Zoo Director  
Billing Contact Name and Title

1356 N. Gary Ave. Wheaton, IL 60187  
Billing Street Address

s Wahlgren@wheatonparks.org  
Billing Email Address