

**ADDENDUM to RFP:
Fundraising Consultant for Endowment Fund Feasibility
& Campaign Development**

Q & A

1. Is there a set timeframe within which the \$3 million endowment target must be met?

No set timeframe at this point as we understand it will take some time. We are anticipating that the feasibility study will help identify a timeframe. In addition, it is understood that the funds raised to reach the \$3 million goal, may include non-realized bequests.

2. Can you please define how you will evaluate the proponents 'experience in the environmental field'?

Experience in environmental field would include any past fundraising work within the environmental sector/field, with or for environmental organizations.

3. Is there a desired timeframe for the commencement and duration of the proponent's project plan?

We are hoping to start the feasibility study as soon as possible following the awarding of the contract, but are looking to the proponent to suggest best timing and provide what they think is a reasonable timeline to execute the feasibility study and report back.

4. Has Hamilton Conservation Foundation (the "Foundation") ever run a campaign before and if so, can you speak to the successes/challenges?

The Foundation's most recent campaign was the Cootes to Escarpment EcoPark Campaign, which ran from approximately 2011 to 2016, and raised approximately \$1.5 million for land acquisition and the major restoration of one property. The campaign was initiated with different staff, and priorities within the project evolved, which created some challenges in communicating the changing focus partway through to existing and potential donors.

5. I note from your website that there are three team members in place. Is it your intention to implement the fundraising campaign with your existing team? To hire a team in-house? Or to out-source the work related to the campaign?

Once the feasibility study and campaign plan are completed, the Board and staff will re-assess whether the plan can be implemented with existing staff, or if additional staff or out-sourcing will be needed.

6. Do you have members on the board that have fundraising experience and/or are able to financially support the campaign with a major gift (\$10K+)?
We do have some current members on the board that have fundraising experience, and possibly one or two that would have the capacity to give at a major gift level. In addition, we have previous board members that are willing to assist that have fundraising experience or may have giving capacity.
7. How many donors do you currently have in your database (those that have given in the past five years)?
We have 1281 donors who have given at least once in the past five years.
8. Have you considered, or are you willing to explore, receiving gifts outside of the endowment that could be designated to the outdoor education program?
We do currently fundraise specifically for donations designated to the outdoor education program to fund the program on an annual basis. The purpose of the endowment would be to eliminate the need to raise funds annually, so that the Foundation can focus on other fundraising priorities. We will continue to raise funds annually for the program during the endowment campaign.
9. Can you share your budget for the two phases of work?
We do not have a pre-determined budget for this work. Funding will come from budget reserves (Foundation and/or Authority), and undesignated fundraising revenue.
10. What are your fundraising goals for FY 23 and 24?
Fundraising goal for FY 23 is \$827,850. No goal yet set for FY 24, but it would be similar.
11. What's the current existing staff that work on fundraising?
Current existing staff that work on fundraising are the Executive Director, with some assistance from the Grants Officer.
12. What does your current donor pool look like?
 - a. What are your Individuals, foundations, corporate funding percentage?
For FY 22, 11% corporate, 11% Foundation, and 55% individuals. We have experienced a decrease in corporate giving in the last couple of years and an increase in individual giving.
13. What factors contributed to engaging in an endowment campaign rather than a capital campaign?
We want this campaign to focus solely on raising funds for the endowment and not other capital projects, which are part of our annual fundraising efforts, are very project-specific, and usually have shorter timelines.