

CLEVELAND PUBLIC LIBRARY

Special Board Meeting

August 29, 2019

**RESOLUTION TO ENGAGE JAROS STRATEGY LLC FOR CAPITAL FUNDRAISING
CONSULTING SERVICES**

WHEREAS, The Cleveland Public Library has long been the recipient of generous donations from community members and well-known philanthropists alike; and

WHEREAS, The Library Administration recognizes the importance of strong community support and desires to engage the services of an experienced consulting firm to assist the Library in assessing and planning for a capital fundraising campaign; and

WHEREAS, Jaros Strategy LLC (“Jaros”) was founded in 2010 and has experience working with many of Northeast Ohio’s most important civic and cultural organizations and fundraising campaigns; and

WHEREAS, At the Library’s request, Jaros submitted a proposal to assist the Library in assessing the feasibility of a capital fundraising campaign, identifying key strategies for fundraising and communication, and identifying opportunities to expand the Library’s pool of engaged donors for a total fee of \$75,000; and

WHEREAS, The Library Administration finds Jaros’ fee to be fair and reasonable and recommends that this Board authorize the Library to engage Jaros to provide capital fundraising consulting services; now therefore be it

RESOLVED, That the Board of Trustees of the Cleveland Public Library authorizes the Executive Director, CEO, or his designee, to enter into an agreement with Jaros Consulting LLC, subject to the approval of the Chief Legal Officer, to provide capital fundraising consulting services in an amount not-to-exceed \$75,000 (including reimbursables) to be charged to the General Fund Account 11200053-53710 (Professional Services).

SUSAN JAROS, Principal

For over 30 years, Susan has provided exceptional fundraising counsel and guidance to diverse nonprofit organizations. She has designed and executed major comprehensive and capital fundraising campaigns, provided strategic leadership and managed day-to-day development and external affairs functions for educational and cultural institutions.

Susan served as the Deputy Director for Development for the Cleveland Museum of Art. In that role, she was responsible for planning and implementing a strategic campaign to fund the museum's transformational expansion and renovation, the first significant capital campaign undertaken in the museum's history and the largest ever launched by a cultural institution in Ohio. During her tenure, the museum raised \$217 million.

Prior to the Cleveland Museum of Art, Susan was Associate Vice President of Development and Alumni Affairs at Case Western Reserve University. She was instrumental in planning and executing the university's \$350 million campaign, completed in 1994 with an attainment of \$417 million.

A Cleveland native, Susan earned a BA from Denison University and a JD from Case Western Reserve School of Law. She practiced law and taught at CWRU Law School. Susan's civic and professional affiliations include Order of the Coif, former trustee of Cleveland Public Art (now LAND studio) and the Court of Nisi Prius. She was in the Leadership Cleveland Class of 2003 and received the Northern Ohio Live Rainmaker Award in Community Service in 2007.

JULIE CONRAD, Consultant

Julie's communications work across diverse industries and organizations brings a valued perspective to JarosStrategy clients as she partners with organizations to define and persuasively tell their stories. She is recognized for her effective communications plans and her ability to help client missions and programs resonate with target audiences and align with fundraising goals.

Julie dedicated her early career to public relations agencies, including Cohn & Wolfe in New York and Dan Pinger Public Relations in Cincinnati. Since then she has immersed herself in Northeast Ohio's cultural organizations and nonprofit institutions. She serves as an Advisory Board Member for the "We Solve Problems Essay Contest," which brings together Northeast Ohio high school students, business and civic leaders to solve a significant issue impacting the community.

Julie holds a bachelor's degree in speech communications from Miami University and is an accredited member (APR) of the Public Relations Society of America. She has led a variety of training seminars on public relations and employee communications and engagement.