

FIT FOR THE FUTURE

L.E. PHILLIPS SENIOR CENTER

The FIT FOR THE FUTURE

fundraising campaign will help the L.E. Phillips Senior Center expand its fitness and educational programming by building a new fitness center to meet the growing demands for its gym and group fitness offerings. This will also enable the L.E. Phillips Senior Center to create a larger, more flexible space for in-demand community collaborations and educational programming in its existing lower level.



www.lephillipsseniorcenter.com

The L.E. Phillips Senior Center is launching this campaign to design and build a ground level 4,000 square foot fitness facility and remodel its lower level. This addition will provide much-needed space for the Center’s expanding physical fitness programs, and reconfigure the lower level, currently the location for the Center’s fitness activities, into a new 7,000-square foot community center for meeting rooms and to support partnerships with area entities such as the Aging & Disability Resource Center (ADRC) and Chippewa Valley Learning in Retirement.

“For years, our members have been needing more space and more opportunities for fitness and community activities,” said L.E. Phillips Senior Center Executive Director Mary Pica-Anderson.

According to the Census Bureau, in about 14 years, there will be more seniors than children in the United States. This building expansion will give us the space and resources we need to better meet the physical, emotional, and mental needs of area seniors as they actively age.

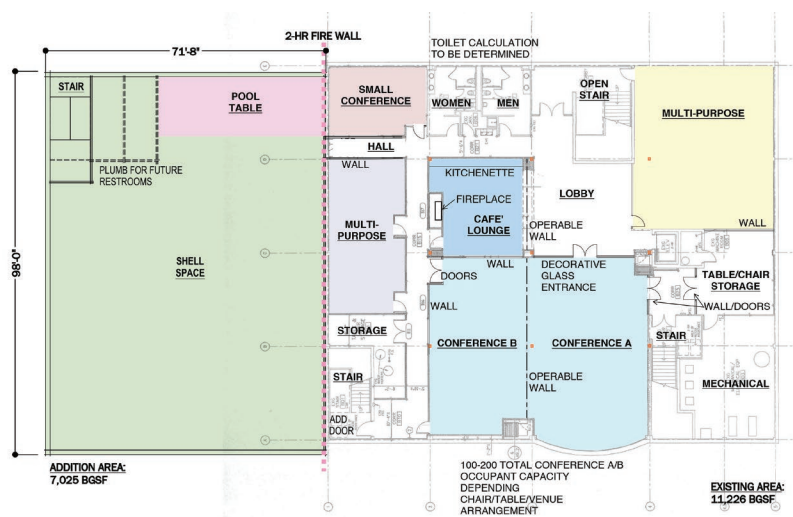
EXPANSION WILL ADD:

Ground floor: **7,025 sq ft**

Below ground: **7,025 sq ft**

Total: **14,050 sq ft**

Interior space increase: **67%**



A BREAKDOWN OF THE ADDED INTERIOR SPACE IS AS FOLLOWS:

Ground floor fitness gym: **4,000 sq. ft.**

Ground floor multi-purpose room: **1,220 sq. ft.**

Lower level multi-purpose large community space (shell space): **approx. 4,000 sq. ft.**

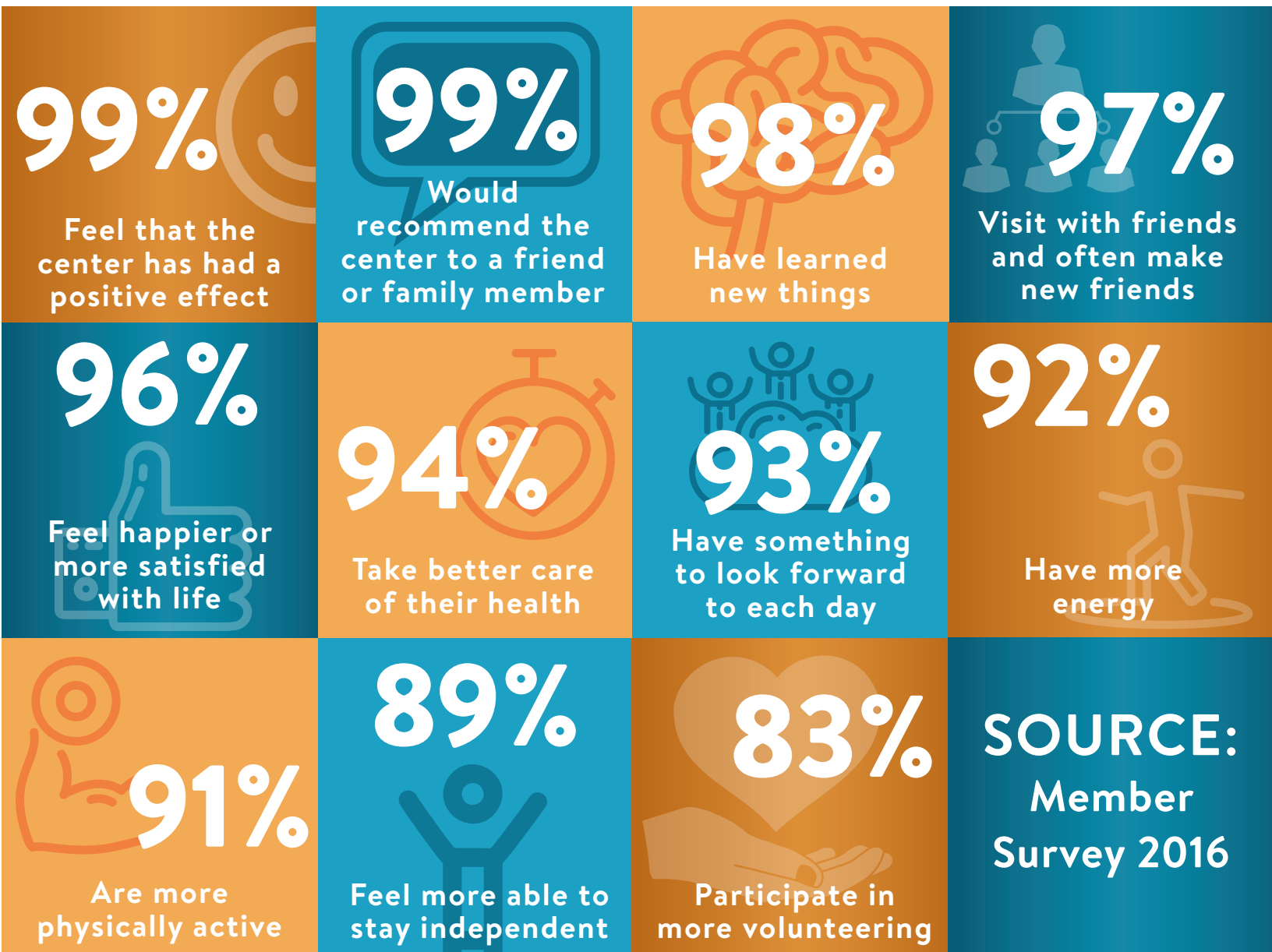
Lower level Billiards Room: **approx. 600 sq. ft.**

In addition, in the remodeled lower level we’ll also have an additional multi-purpose room that will be approx. **1,300 sq. ft.**

Note, all of the above multi-purpose rooms will be used for both fitness and non-fitness activities. The other multi-purpose room in the existing lower level will not be used for fitness activities.



HOW THE L.E. PHILLIPS SENIOR CENTER IMPACTS OUR USERS



LEGACY SPONSOR NAMING RIGHTS:

- NEW FITNESS CENTER: \$400,000
- BOTH COMMUNITY CONFERENCE SPACES: \$300,000
- MULTI-PURPOSE ROOM: \$250,000
- GROUP FITNESS ROOM: \$200,000
- COMMUNITY CONFERENCE SPACE A: \$150,000
- COMMUNITY CONFERENCE SPACE B: \$150,000
- CAFE/LOUNGE: \$100,000
- LOWER LEVEL MULTI PURPOSE ROOM: \$100,000
- CONFERENCE ROOM: \$75,000
- BILLIARDS ROOM: \$50,000

STRENGTH-BUILDER SPONSOR:

- PLATINUM: \$25,000
- GOLD: \$15,000
- BRONZE: \$5,000
- DIAMOND: \$20,000
- SILVER: \$10,000
- FIT FOR THE FUTURE FRIENDSHIP DONATIONS: UP TO \$5,000

DONORS WILL BE HONORED INSIDE THE L.E. PHILLIPS SENIOR CENTER.



HOW TO DONATE

- IN-PERSON
- IRA CHARITABLE ROLLOVER
- EAU CLAIRE COMMUNITY FOUNDATION

Make checks payable to **L.E. Phillips Senior Center** and add **Fit for the Future** in the memo section. Visit the Eau Claire Community Foundation link to donate today!

www.eccfwi.org/funds/fit-for-the-future-fund/

OUR DEADLINE

The L.E. Phillips Family Foundation is pledging a \$1.1 million-dollar match if the senior center can raise that amount or more by **February 14, 2020**. This is an incredible opportunity to double your impact and make the expansion a reality in 2020.

FIT FIT FOR THE FUTURE

L.E. PHILLIPS SENIOR CENTER

L.E. PHILLIPS Family Foundation



Members Welcome Senior Center Addition Plans

Dan Holtz/ By Dan Holtz Leader-Telegram Staff
10.29.19

At least two members of the L.E. Phillips Senior Center are enthused about plans to expand the current facility at 1616 Bellinger St.

“It’s needed,” member Steve Olson, a retired Eau Claire police officer, said of the proposed expansion. “The senior community is growing so rapidly,” he said.

The expansion project includes a 4,000-square-foot fitness center that would be located on the facility’s ground floor.

“People are living longer and they want to stay healthy,” Olson, 70, said. “We want to be fit to keep doing what we want to do. You have to be fit to keep healthy.”

Member Phil Close, 72, and his wife are Senior Center members. The couple are also financial supporters of the facility.

Close uses the fitness center currently located in the facility’s basement. He also works in the computer lab “and help out where I can,” he said. “An expansion is necessary”, he said.

The baby boomer generation continues to age “more and more and more,” Close said. “I see new member groups coming in all the time.”

Olson teaches a weightlifting class at the Senior Center. He has 80 students that range in age from 55 to 84.

When he first started teaching the class 14 years ago, the fitness center had four machines. It now has about two dozen. And that will increase with the new addition.

“The results have been amazing,” Olson said of the growth in fitness opportunities at the Senior Center.

“My reward is seeing people walking out of here feeling better about themselves,” he said. The Senior Center publicly launched its “Fit for the Future” \$3.6 million capital campaign on Tuesday.

The fitness center will be the centerpiece of the expansion.



The basement level of the Senior Center will be reconfigured into a new 7,000-square-foot community center for meeting rooms and to support partnerships with area entities such as the Aging & Disability Resource Center and Chippewa Valley Learning in Retirement.

“For years, our members have been needing more space and more opportunities for fitness and community activities,” Senior Center executive director Mary Pica-Anderson said.

In about 10 years, according to the U.S. Census Bureau, there will be more seniors than children in the U.S., she said.

“This building expansion will give us the space and resources we need to better meet the physical, emotional and mental needs of area seniors,” Pica-Anderson said.

The L.E. Phillips Family Foundation has offered a match of \$1.1 million if the Senior Center can raise at least that amount by Feb. 14.

“We are delighted to provide a matching lead gift for the expansion,” foundation President Maryjo Cohen said.

“The planning has been done with considerable thought and vision, and the improved facility will benefit many members of the Eau Claire community for years to come,” she said.

The expansion project got its roots in the Senior Center’s strategic plan in 2011, said Jim Deignan, president of the facility’s board of directors.

The first phase of the project was to expand parking at the facility.

“Above all things, we were experiencing a parking shortage during the peak hours of use,” he said. Planning for the fitness center expansion started four years ago, Deignan said.

A \$7 million private fundraising effort is being launched for a planned expansion of L.E. Phillips Memorial Public Library in downtown Eau Claire.

A fundraising campaign has also been launched to raise \$25 million to pay for a new YMCA that would be part of the planned Sonnentag Event and Recreation Complex on Menomonie Street.

“Donor fatigue is certainly a topic our board has discussed,” Deignan said.

He isn’t concerned, he said, because of the nature of the Senior Center project.

“It clearly articulates a need, not a want. I believe that’s how you access donors big and small,” he said. “We believe we established the need,” Deignan said. “I believe it is our time. I feel we fit into the community’s willingness to donate. When communities understand the need, they ring the bell. I’m really confident this will work.”

People can donate toward the Senior Center project on the Eau Claire Community Foundation page at eccfwi.org/funds/fit-for-the-future-fund.

Donations started coming in shortly after initial newspaper and television stories first appeared about the project Tuesday morning, Deignan said.

The Senior Center will use all the funds it has raised from the Water Street Mile over the past 20 years for the expansion project, he said, but he declined to divulge how much has been raised from the annual race.

People can donate toward the Senior Center project on the Eau Claire Community Foundation page at eccfwi.org/funds/fit-for-the-future-fund.

