



# Engage Empower Enrich

A Campaign for the Portage  
Community Senior Center



Dear Friends,

The Portage Community Senior Center provides joy and companionship to Portage and Kalamazoo County adults over the age of 50. Established in 1979, the Center opened its doors at its present location in 1982. In 2017, the 7,200-square-foot facility served more than 2,200 individuals aged 50 and over – 58% from the city of Portage and 42% from throughout the greater Kalamazoo county region.

As membership continues to grow, and with the coming wave of baby boomers, the Portage Community Senior Center has begun planning for this larger and more dynamic older adult population. To service this future demand for a higher level of programming, activities and amenities, we are kicking off our capital campaign – **Engage. Empower. Enrich.**

Over the next year, a group of dedicated community leaders will work to raise \$5.5 million in charitable gifts as part of this unique public/private partnership with the City of Portage. The City of Portage has committed to a dollar for dollar match of donations, up to \$5.5 million, for the construction of a new 32,000-square-foot Portage Community Senior Center in the heart of the Portage City Centre.

With a successful campaign, we will better serve our older adult population by offering services that **Engage** them in a more meaningful way, **Empower** them to live healthier and fulfilling lives, and **Enrich** the well-being of our entire community.

Our campaign has been endorsed by the Friends of the Portage Senior Center, Senior Citizen Advisory Board, as well as the local Area Agency on Aging and Senior Services of Southwest Michigan.

We ask for your help to make this vision a reality. Please join us in supporting **Engage. Empower. Enrich.** Help us continue our mission: To provide an enhanced lifestyle of personal growth, health, friendship and independence for our adults aged 50 and over.

Sincerely,



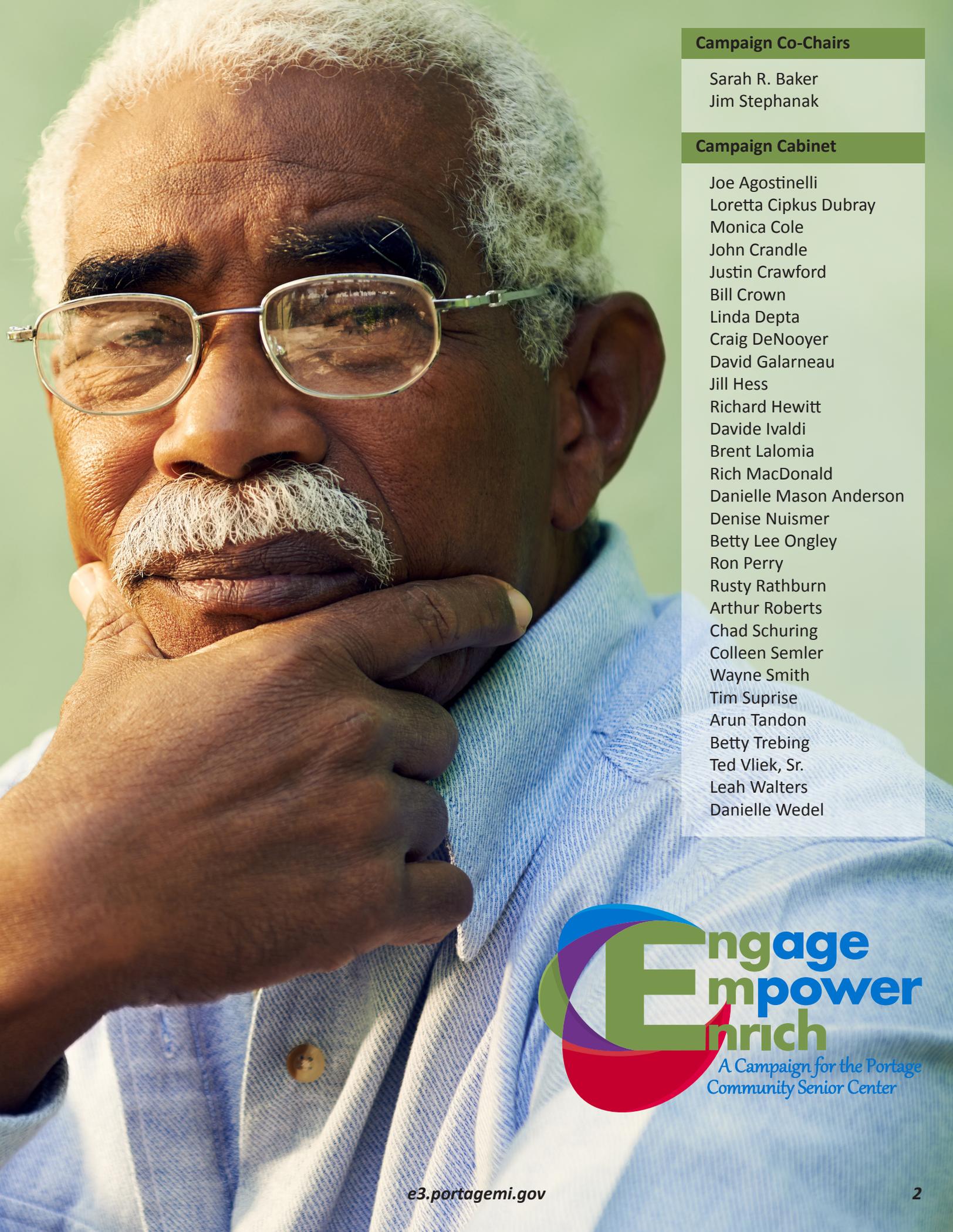
Sarah R. Baker  
Co-Chair

A handwritten signature in black ink that reads "Sarah R. Baker".



Jim Stephanak  
Co-Chair

A handwritten signature in blue ink that reads "Jim Stephanak".



### Campaign Co-Chairs

Sarah R. Baker  
Jim Stephanak

### Campaign Cabinet

Joe Agostinelli  
Loretta Cipkus Dubray  
Monica Cole  
John Crandle  
Justin Crawford  
Bill Crown  
Linda Depta  
Craig DeNooyer  
David Galarneau  
Jill Hess  
Richard Hewitt  
Davide Ivaldi  
Brent Lalomia  
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Betty Lee Ongley  
Ron Perry  
Rusty Rathburn  
Arthur Roberts  
Chad Schuring  
Colleen Semler  
Wayne Smith  
Tim Surprise  
Arun Tandon  
Betty Trebing  
Ted Vliek, Sr.  
Leah Walters  
Danielle Wedel



# THE NEED.

Maintaining an independent and active lifestyle can be difficult for many older adults. The risk of losing contact with friends, family and community members becomes greater as a person ages. Social isolation takes a heavy toll, both in health and overall well-being. For many in Kalamazoo County, the Portage Senior Center is the catalyst for companionship, fun learning and wellness activities.

Growth of the older adult population, coupled with an increased demand for innovative programming and services, along with limited space, threatens to have a serious impact on the ability to serve the older adults in our community. In addition, the limited amount of available community recreational space restricts the number and type of activities that can be offered to the public through Portage Parks & Recreation programming.



# THE NUMBERS.

- The senior population in Kalamazoo County in 2016 was nearly **35,000** residents – **13.5%** of the overall county population.
- In 2016, the senior population in Portage numbered **7,226** – more than **15%** of the population in Portage.
- AARP estimates that **10,000** baby boomers reach retirement age (65) every day. This trend is expected to continue well into the 2030s.
- The City of Portage provides **25%** of Portage Senior Center operational funding. The remaining **75%** is raised through membership fees, fundraising by staff and the Friends of the Portage Senior Center and travel program revenue.
- The cost of a yearly membership is **\$25** per year for Portage residents and **\$35** for non-residents
- Annually, **250** volunteers contribute more than **20,000** hours to the operation of the Portage Senior Center.
- Participation in programs at the Portage Senior Center increased **35%** between the 2014 and 2017. Participation in travel rose over **50%** and the number of paid members increased approximately **25%** in that same time frame.
- The current Portage Senior Center is **36** years old and only **7,200** square feet.
- Portage residents make up **58%** of the membership, with **42%** from Kalamazoo County and beyond.

From 2000 to 2016, the number of residents 65 years of age or older in Kalamazoo County increased by

**29%**

From 2000 to 2016, the number of residents 65 years of age or older in Portage increased by

**37%**



*"I love coming to the Portage Senior Center. It's the perfect place to have fun, stay active and make new friends. Coming here makes life a lot less lonely."*

**Sumanee Haney**  
**Member Since 2009**

# THE SOLUTION.

Construction of a new, modern and innovative Portage Community Senior Center will **Engage Empower Enrich** so many individuals in the community – young and not so young alike. The City of Portage proposes a new facility at 203 East Centre Avenue, with frontage on East Centre Avenue and an entrance on Brown Avenue. The city has already acquired this property. The new Portage Community Senior Center would include:

- A multi-purpose room that could accommodate up to 330 people, with a performance stage.
- A courtyard with an outdoor fireplace for socializing.
- An outdoor terrace for warm weather activities.
- Multi-purpose activity space that could accommodate pickle ball, basketball and other community recreational uses.
- Fitness space.
- A center promenade for indoor walking during the winter.
- A computer lounge.
- A commercial kitchen to facilitate cooking classes and allow for catered events.
- A banquet facility that could accommodate up to 150 people for public and private events.
- ADA accessible restrooms.
- A coffee shop.
- Gaming space, including billiards, ping pong and other activities.
- Dedicated space for quiet reading and reflection.



## The proposed improvements will accomplish two key objectives:

- More space to accommodate expanded activities for older adults and community recreational opportunities through Portage Parks & Recreation programming.
- Modern space to accommodate the coming wave of active baby boomers who will demand different programming and more flexible space than today's older adults.

### ESTIMATED PROJECT BUDGET

Construction	\$9,250,000
Furniture, Fixtures & Equipment	\$300,000
Technology & Special Systems	\$350,000
Design, Survey & Fees	\$900,000
Campaign Costs & Staff	<u>\$200,000</u>

**PROJECT TOTAL** **\$11,000,000**



# HOW YOU CAN HELP.

The **Engage. Empower. Enrich.** campaign is seeking \$5.5 million in community philanthropy. You can help us achieve this important goal by supporting the campaign through:

- A ONE-TIME CASH GIFT
- A MULTIPLE-YEAR PLEDGE COMMITMENT
- A GIFT OF APPRECIATED ASSETS

Your gift or pledge can be made using the pledge card found in this brochure or online at: [e3.portagemi.gov](http://e3.portagemi.gov).

Your charitable gift is tax-deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation.

FOR MORE INFORMATION ABOUT  
HOW TO DONATE, CONTACT:

MARY BETH BLOCK  
Campaign Administrator  
(269) 329-4405  
[blockm@portagemi.gov](mailto:blockm@portagemi.gov)



The City of Portage has committed a dollar for dollar match of donations up to \$5.5 million. Together, we can **Engage Empower Enrich** the lives of so many.



*“Expansion of the Portage Senior Center is vital to allowing our citizens to age in place with dignity. Socialization, physical exercise and health education become even more important as we age and many older adults rely on the Portage Senior Center to meet those needs.”*

**Betty Lee Ongley**  
Member Since 2009





*“As an active member of the Portage Senior Center since 2002, I have participated in countless activities at the center. Adequate space, essential to the success of a senior center, is lacking in the current facility. Construction of a new modern building will ensure the long-term viability of the Portage Senior Center.”*

**Arthur Roberts**  
**Member Since 2002**

*“We joined the Portage Senior Center 17 years ago and became Life Members 7 years ago. We both have been very active volunteers at the senior center, and both served on the 2010 and 2015 Senior Center National Accreditation Committees. We strongly support the plans for a new Portage Senior Center. It will provide the needed space and facilities for the wide scope of activities the PSC makes available for the growing population of the seniors in our community.”*

**Lawrence M. and Babbette Smith**  
**Members Since 2001**



*“Our community is growing, including our senior population. So should our support of the Portage Senior Center. With the help of the community, the center will continue to provide programs and services to help seniors manage life’s changes. A strong community cares for all its residents.”*

**Ted Vliek, Sr.**  
**Member Since 2013**

*“It is about time we take seriously the challenges associated with growing older. Loneliness, health concerns, and physical limitations are some of the issues many are not prepared to manage. The new Portage Senior Center will provide answers to these vexing challenges.”*

**Dr. Romeo Phillips**

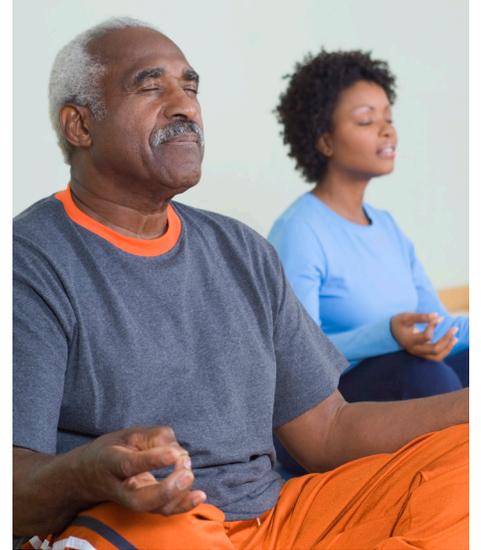


This is about more than a building. It’s about the older adults in our community who may face challenges with social isolation, health concerns and physical limitations, who wish to age with dignity, and who depend on the programs and resources provided by the Portage Senior Center to manage life’s changes. This is about having the space to offer services and activities to meet the needs of older adults – today and in the future.



## SERVICES OFFERED AT THE PORTAGE SENIOR CENTER

- HEALTH & WELLNESS CLASSES
- INTEREST GROUPS
- HOBBIES & RECREATION
- PERFORMING ARTS
- TRAVEL OPPORTUNITIES
- INFORMATION & REFERRAL
- FINANCIAL COUNSELING & TAX PREPARATION



### MISSION

The Portage Senior Center provides programs and opportunities that promote personal growth, health, friendship and independence for adults aged 50 and over.

### VISION

We envision a community that understands and embraces the power of healthy aging to positively transform lives.



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