



“A FOUNDATION FOR FITNESS”

*A five-year
Appeal Campaign
for ongoing financial
support of the*





The Journey to a New Fitness Center

In early 2016, a Grow Rushville citizen committee was launched with the stated goal of exploring the feasibility of bringing a fitness center to the city of Rushville. After a great deal of fitness industry research and professional consultation, the committee's original idea slowly transformed. Their final recommendation was for a combination fitness center and community center - to be called the Rushville Fitness and Community Center (RFCC). The committee determined that it would be operated as a non-profit corporation.

As our journey has progressed, we're better able to articulate a bigger picture—the true heart and soul of the RFCC are not just about the facility itself. It has provided a source of pride for the community, generated partly by the community efforts needed to make it a successful operation. In addition to providing healthy activities for residents on a year-round basis, it will also provide a center for social interaction among residents of all ages.

Our Service Area and Membership Benefits

The RFCC serves all of Schuyler County and areas surrounding Rushville including Beardstown, Browning, Littleton, and Industry.

Multiple membership categories are available. All members have 24/7 access to the fitness center, as well as, daily access to the pool, gymnasium, and walking track. Fitness classes and personal training are available to members and non-members for an additional fee.

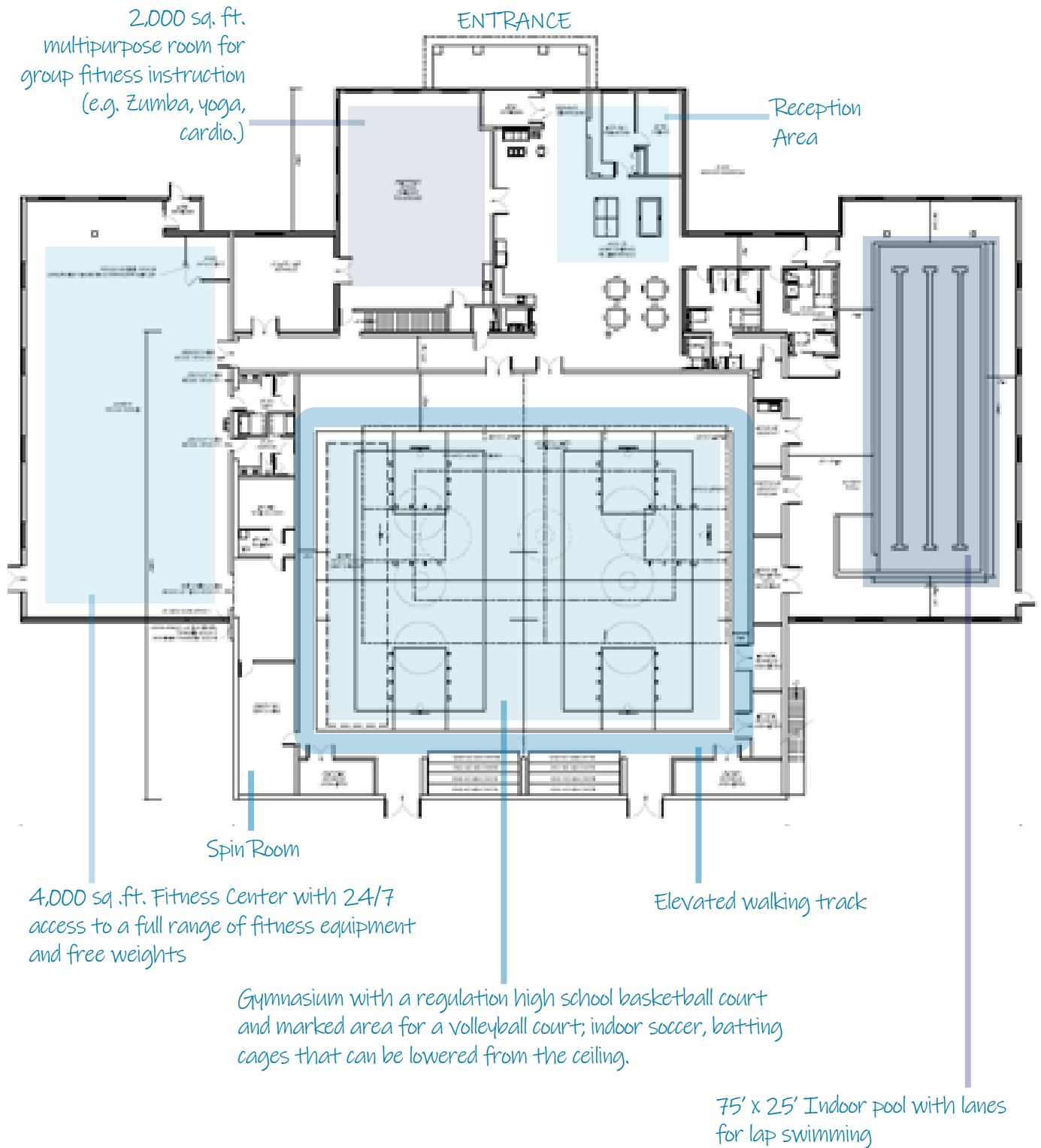
320
SQUARE MILES

9,000
RESIDENTS

24/7
ACCESS TO
FITNESS

Our New State-of-the-art Facility Opening in 2019

The Rushville Fitness and Community Center is an approximately 30,000 square foot facility serving the needs of Rushville and the Schuyler County area on Rodewald Drive in Rushville, Illinois.



Healthy Living has a future in Rushville!

Through a Charter Membership drive in the summer of 2018, more than 1,000 community members enthusiastically pledged their membership support for the new fitness facility. An Executive Director (ED) has been hired for the new RFCC and began work in March 2019. The ED will implement the operational, financial, staffing and marketing plans for the facility, as well as, oversee multiple components of the construction.

The opening of this modern, multifaceted fitness facility in Rushville is truly a monumental event for residents of the Schuyler County area. The RFCC will integrate across multiple community businesses and organizations to promote and support healthy living—with lasting effects to span decades. This truly is an exciting time for the community to partner with the RFCC in these efforts!

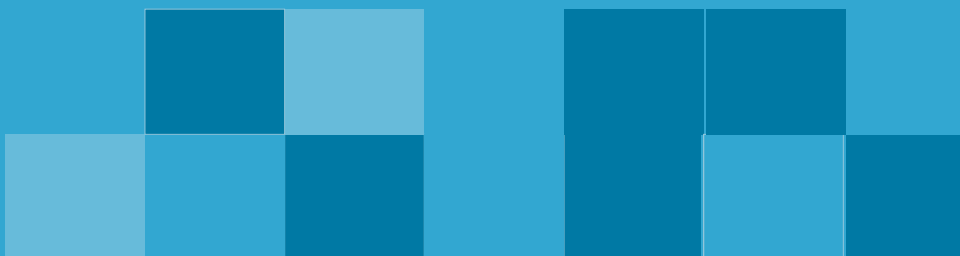
AN APPEAL CAMPAIGN. WHY NOW?

Through the generosity of an anonymous donor, ground-up construction of the Rushville Fitness and Community Center (RFCC) building will be fully funded. As such, there will be no debt associated with the capital project. The day-to-day operating expenses of the RFCC will be offset by monthly membership fees and revenues from use of the facility, including classes and other events. This revenue will cover a majority of the operating expenses.

**Supplemental funds
from business
sponsorships and
private donations
will ensure the
Center's long-term
viability.**



CAMPAIGN GOAL
\$375,000
OVER FIVE YEARS



OUR CAMPAIGN PRIORITIES

To best prepare for the RFCC's long-term viability, the campaign has three major development objectives.



Operations Contingency Fund

This fund will support the operating start-up costs of the RFCC in the months prior to its official opening. Many operating expenses will be incurred six months prior to the collection of any monthly membership fees. Of note, is the hiring of an Executive Director who will develop operating policies and program offerings, procure and implement operating software programs, and hire operations staff. There may also be operating income shortfalls, especially during the early years of operation.



Capital Replacement Fund

This endowment fund will be used in perpetuity for ongoing maintenance, repair, and upkeep of the new multi-million-dollar facility opening in 2019. It will allow for necessary replacements and/or required upgrades without the need for special campaign appeals.



RFCC Scholarship Fund

In keeping with the RFCC's charter as a 501(c)3 organization, this scholarship fund will discreetly assist families and/or individuals unable to afford membership fees. While the RFCC is dedicated to maintaining membership fees that are competitive with the market, occasional scholarships will assist deserving families or individuals who are not able to afford those fees.

Impact Across the Community

Investing in the health of our community is one of the best investments we can make. This "Foundation for Fitness" will have a lasting impact on our community's future and your donation will directly influence the lives of our members for decades to come.

“The new fitness and community center is going to be a huge asset to our kids, our families, our community and beyond. Culbertson Memorial Hospital Therapy Services is especially excited to gain an indoor pool in the community through the new facility. The RFCC will give us the opportunity to broaden the services we are able to provide to the patients we serve.”

*Cathy Wilson, MS, PT
Physical Therapist - Director of Therapy Services
Culbertson Memorial Hospital*



BUSINESS SPONSORSHIPS

Showcase your business and support healthy living in our community as a Business Sponsor of the Rushville Fitness and Community Center.

Any business entity that donates \$1,000 or more per year to the RFCC will be recognized as a business sponsor.

SILVER

Sponsor **\$5,000**
or more committed
over a five-year period

GOLD

Sponsor **\$10,000**
or more committed
over a five-year period

PLATINUM

Sponsor **\$25,000**
or more committed
over a five-year period

Benefits of business sponsorship include:

- Recognition via a banner in the gymnasium of the RFCC and on our sponsor wall in the RFCC reception area.
- Recognition of all business sponsors and level on the RFCC website and Facebook page
- Personal correspondence from the RFCC Board on new programs and initiatives by the RFCC
- Satisfaction of contributing to the health and wellbeing of your local employees and customers

INDIVIDUAL DONORS

The RFCC welcomes individual donations of any amount. For individuals who also become members, any contributions that exceed the value of the membership initiation fee and dues will be considered a charitable contribution.

The RFCC will issue charitable contribution statements at the end of each calendar year. Special recognition will be given to individual donations as follows:

- Any one-time contribution of \$500 or more will be recognized on the RFCC donor wall in the reception area and on the RFCC website.
- Any donor committing \$5,000 or more over a five-year period will be recognized as a Leadership Donor in the RFCC reception area and on the RFCC website.

The Rushville Fitness and Community Center is recognized by the IRS as a 501(c)(3) organization.

Business and Individual donors are responsible for determining the fair market value of any goods and services received in conjunction with a sponsorship or donation.



"Foundation for Fitness" Appeal Campaign PLEDGE FORM

Select one:

☐

BUSINESS SPONSOR

☐

INDIVIDUAL DONOR

Name:

Address:

City, State Zip:

Phone:

Email:

I/We pledge a gift in support of the new Rushville Fitness and Community Center. The pledge will be paid in installments as follows:

Pledge Duration:

☐

Five years

☐

Four years

☐

Three years

☐

Two years

☐

One year

Payment Frequency:

☐

Annually

☐

Semi-annually

☐

Monthly (EFT)

*Examples on back

Installment Amount:

\$

Date of First Installment:

____/____/____

☐

Please send me reminders for payments.

Date to send first payment reminder (Month/Year) ____/____

☐

Please bill my credit card for all payments:

☐ VISA ☐ MasterCard ☐ Amex ☐ Discover

Name on CC _____

Account Number: _____

Exp. Date (MM/YY) _____ Security Code _____

☐

Please bank draft my payments.

(Attach voided check)

Start Date: _____

☐

Please contact me about a stock
or estate planned gift.

SIGNATURE OF DONOR: _____ **DATE:** _____

OR

One time contribution enclosed today for a total of \$ _____

Please make checks payable to: **Rushville Fitness and Community Center**

Mail to: RFCC, PO Box 45, Rushville, IL 62681 Attn: Treasurer

Please complete page 2 on reverse

How would you like your donation to be recognized?

(i.e. Bill & Bonnie Smith, Mr. & Mrs. Bill A. Smith, In honor of ..., In loving memory of..., etc.)

PLEASE PRINT _____

All donations will be honored in the Recognition Book.

- **Donations of \$500 or more will be honored on the Donor Recognition Wall in the RFCC reception area and on the RFCC website.**
- **Donors committing \$5,000 or more over a five-year period will be recognized as a "Leadership Donor" in the RFCC reception area and on the RFCC website.**

Thank you very much for your contribution to the Rushville Fitness and Community Center project. To the extent provided by law, your gift to the Rushville Fitness and Community Center Corporation, a 501(c)(3) non-profit organization, is tax deductible. A letter of confirmation of your pledge or contribution will be sent to you by mail. If you prefer to receive it electronically, please check the box below.

☐ Check here to receive your letter of confirmation or your contribution by email.

PLEDGE CALCULATION CHART					
Monthly	1 year	2 years	3 years	4 years	5 years
\$1,667	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000
\$1,250	\$15,000	\$30,000	\$45,000	\$60,000	\$75,000
\$833	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
\$500	\$6,000	\$12,000	\$18,000	\$24,000	\$30,000
\$417	\$5,000	\$10,000	\$15,000	\$20,000	\$25,000
\$200	\$2,400	\$4,800	\$7,200	\$9,600	\$12,000
\$100	\$1,200	\$2,400	\$3,600	\$4,800	\$6,000
\$75	\$900	\$1,800	\$2,700	\$3,600	\$4,500
\$50	\$600	\$1,200	\$1,800	\$2,400	\$3,000
\$25	\$300	\$600	\$900	\$1,200	\$1,500
\$10	\$120	\$240	\$360	\$480	\$600