

Thrive after 55 on



Capital Campaign



The Need



Linda and her husband moved to Amarillo with their three teenagers. She had a full-time job and made some work friends, but that all changed when she retired. Her husband died. Her children moved out. Linda sits at home by herself.

Alone. Bored. Forgotten.

Linda isn't the only one. One in four Amarillo residents is 55 or older. Of those 25,000 seniors, nearly half live alone. Most are retired.

- Who will check on them?
- Who will remember them?
- Who will make sure they are mentally and physically well?

Like Linda, we all want to belong. To enjoy life. To be remembered. To grow old with dignity, surrounded by friends and loved ones. To give back some of the wisdom we've gained along the journey of life.

Why we need a Senior Activities Center

- Amarillo's senior population continues to grow rapidly.
- Amarillo lacks a fully operational senior center comparable to similar communities.*
- Active aging programs improve physical and mental health outcomes.
- The Charles E. Warford Activity Center offers a senior program that serves approx. 150 and provides free lunch once a week.

Municipally
Owned
Senior
Activity
Centers



The Vision



For generations, Route 66 symbolized connection, opportunity, and community.

Today, the 55+ Club of Amarillo is creating a new destination along Amarillo's historic Mother Road, a welcoming place where adults 55 and older can gather, stay active, learn, volunteer, and thrive.

The new Senior Activities Center will restore essential services and create new opportunities for wellness, independence, and lifelong engagement for older adults across Amarillo.

The Opportunity



The 55+ Club of Amarillo is transforming the building at 2404 SW 6th Avenue into a vibrant Senior Activities Center that will serve older adults in Amarillo.

The center will provide:

- Wellness and fitness programs
- Educational workshops
- Arts and recreation
- Social connection
- Lunch Monday through Friday
- Volunteer opportunities
- Practical services that promote independence

A thriving community values and supports its older adults.

Campaign Budget

Expenses	Phase I	Phase II	TOTAL
Hard Construction Costs (15,100 SF @ \$130/SF)			
Foundation, Framing, Drywall, Flooring, Roofing	\$585,000	\$350,000	\$935,000
Plumbing, Electrical, Security System	\$357,000	\$30,000	\$387,000
Fixtures, Furnishings and Equipment	\$50,000	\$15,000	\$65,000
HVAC	\$140,000	\$94,000	\$234,000
Fees (Insurance, permits, trash, cleaning)	\$27,000	\$8,000	\$35,000
Total Construction Costs	\$1,159,000	\$497,000	\$1,656,000
Contingency (Overage & Campaign Expenses)	\$130,000	\$95,000	\$225,000
Total Budgeted Expenses	\$1,289,000	\$592,000	\$1,881,000

Project Progress

2021

Purchased the building at 2404 SW 6th Avenue from Potter County for \$2,500

2023-2024

Exterior renovations completed
Interior gutted for redevelopment
Asbestos removal completed
Electrical work initiated

Phase I Priorities

Partial multipurpose room
Classrooms
Restrooms
Lobby and reception area
Office space
New HVAC system
Electrical completion
Fixtures and furnishings

Phase II Priorities

Complete multipurpose room
Add warming kitchen
Rear interior renovations
Finish out recreation area
Replace roof
Fixtures and furnishings

Spent:
\$2,500

Spent:
\$327,717

Goal:
\$1.3 million

Goal:
\$600,000

Building Bought

Exterior Renovations

Phase 1 Goal

Phase 2 Goal

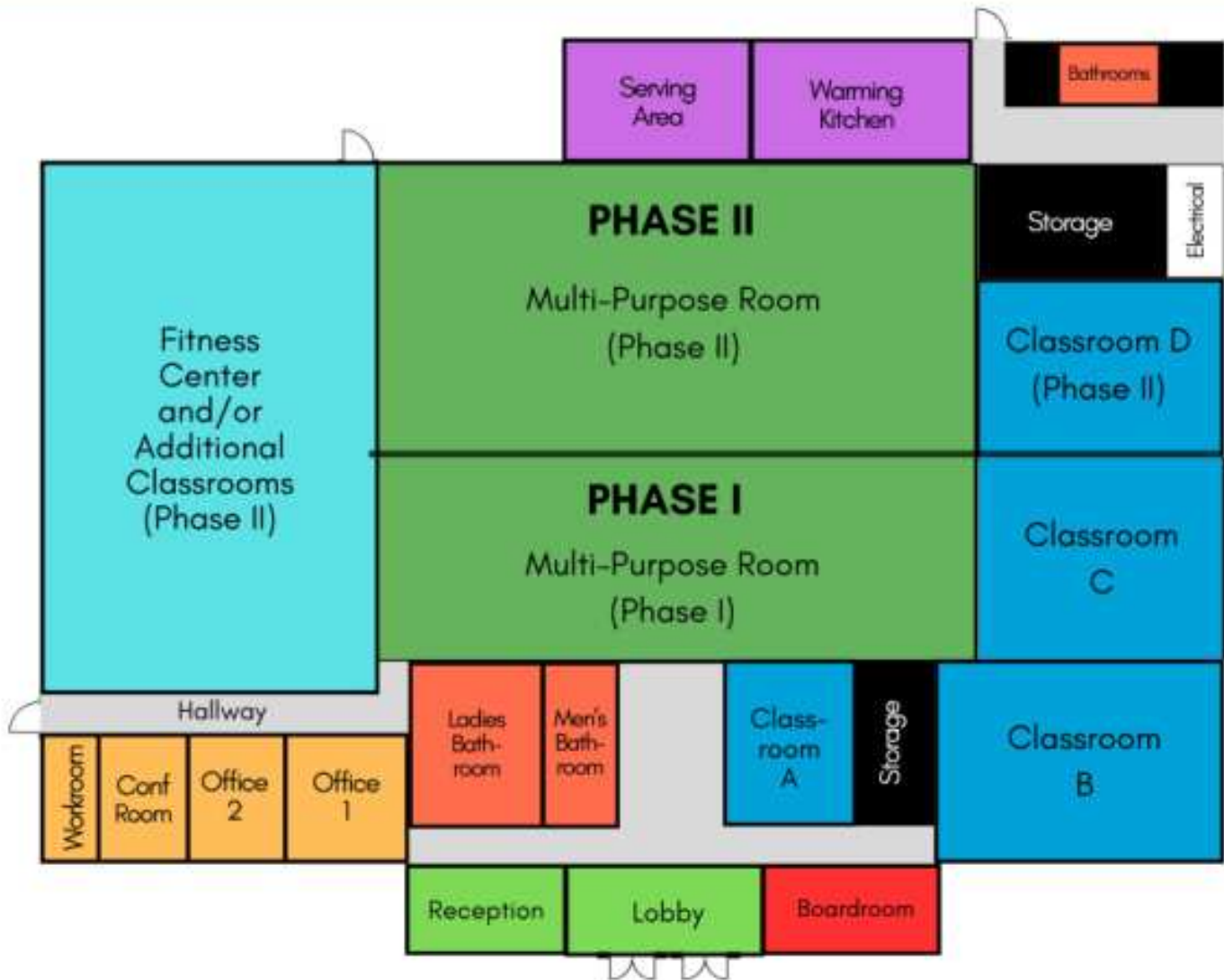


Naming Opportunities

Lead Gifts	
Gift Amount	Naming Opportunity
\$500,000	Fitness Center
\$350,000	Multi-Purpose Room / Dining Area
\$250,000	Classroom B (Reserved)
\$250,000	Classroom C
\$250,000	Classroom D
\$100,000	Classroom A
\$100,000	Reception Area (Reserved)
\$100,000	Lobby Area (Reserved)
\$100,000	Boardroom
\$50,000	Office Suite
\$25,000	Serving Area (Reserved)
\$25,000	Warming Kitchen

Major Gifts	
Gift Amounts	Naming Opportunity
\$20,000 to \$24,999	Brick Plaques on Exterior of Building and Donor Wall
\$10,000 to \$19,999	Donor Wall - Large Size
\$2,500 to \$9,999	Donor Wall - Medium Size
\$500 to \$2,499	Donor Wall - Small Size

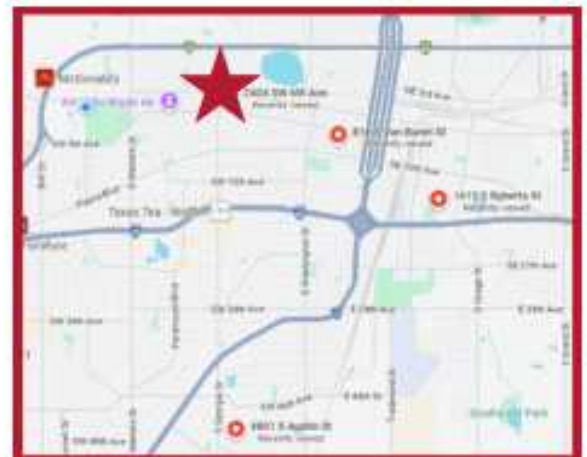
Floorplan



Location

The property is located at 2404 SW 6th Avenue, in the Northwest corner of the City of Amarillo. This location offers easy access from Interstate 40, Interstate 27, and Amarillo Boulevard. Plus, it is less than five miles from Loop 335.

Other Senior Citizen centers are located in the Downtown area, East Amarillo, and South Amarillo, so the new Senior Activities Center fills a void in an unserved geographic area of the city.



Ways to Give

Flexible Giving Options

Donors may support the campaign through:

- One-time gifts
- Multi-year pledges
- Donor-advised funds
- Corporate matching gifts
- Giving through The Panhandle Gives
- Appreciated stock *
- IRA qualified charitable distributions (QCDs) *
- Planned gifts*

*** Please seek the input of your trusted financial or legal advisor if you choose to give through these non-cash methods.**

Multi-year commitments may be fulfilled over two years.

Our campaign consultant would be happy to meet with you to discuss these giving options.

2404 SW 6th

**To donate,
visit**

www.55plusclub.org



The Road Home

Jump on the Mother Road
with



Together, we can build a community
where Amarillo seniors thrive.

**For More Information,
visit**

www.55plusclub.org

email

campaign@55plusclub.org

or call

(806) 374-5500



Commitment Form



YES! I would like to help support older adults in Amarillo!

Amount of Total Pledge: \$ _____

Today's Date: _____

Pledge payments may be paid up to 2 years from date of pledge,
as long as 50% is paid in Year 1.

I will pay my pledge in _____ payment(s).
Number of

Circle one: **Annually** **Quarterly** **Monthly**

*During The Panhandle
Gives (11/23 - 12/1)**

I will make my gift(s) by: (Circle all that apply)

Check **Credit Card** **Bank Transfer** **Appreciated Stock** **IRA Distribution** **Donor-Advised Fund**

Corporate Matching Gift | Matching Company: _____

Dollar amount of corporate match: \$ _____

*Please note that giving through *The Panhandle Gives* is actually a gift to the Amarillo Area Foundation, who will pass through your gift to 55+ Club of Amarillo. Non-cash gifts require advance planning.

Name & Contact Information

Contact Name(s): _____

If your desired recognition name is different from the contact name, please provide it below:

(As you would like to be recognized publicly or write "Anonymous".)

Address: _____

(Street Address, City, State, Zip)

Phone: _____ This is my: (circle one) **Home** **Mobile** **Office**

Email Address(es): _____

Signature of Donor(s): _____

Thank you for your supporting the 55+ Club of Amarillo.
If you have questions, please call Amy Juba at (806) 674-3636.

Please mail this form to 55+ Club of Amarillo, PO Box 30424, Amarillo, TX 79120
or email to campaign@55plusclub.org