



50 North:
Building Space for
Community to Take
Place!

50 **N**
NORTH
ENRICHING LIVES.
SUPPORTING
INDEPENDENCE.



Building Space For Community To Take Place!

We are excited about 50 North's campaign to **Build Space for Community to Take Place!** This project will expand and improve 50 North's capacity to fulfill its important mission of *enriching lives and supporting independence* of our community's seniors.

As a result of our work at 50 North, we have learned the great rewards of taking care of those who once cared for us. In exchange for the relationships, activities and services offered to our seniors, they often return to us their love, compassion, humor, and wisdom. It is a privilege and an honor to provide this space and these services for our seniors. After all, we are part of the generation driving the growth that must be addressed by this building campaign. More than likely, we will one day be clients of 50 North, too.



Carolyn Copus



John Haywood

In the pages that follow, please explore the circumstances leading to 50 North's decision to undertake this project. We believe it is worthy of your financial support. Indeed, *50 North is Building Space for Community to Take Place* for our seniors.

Thank you,

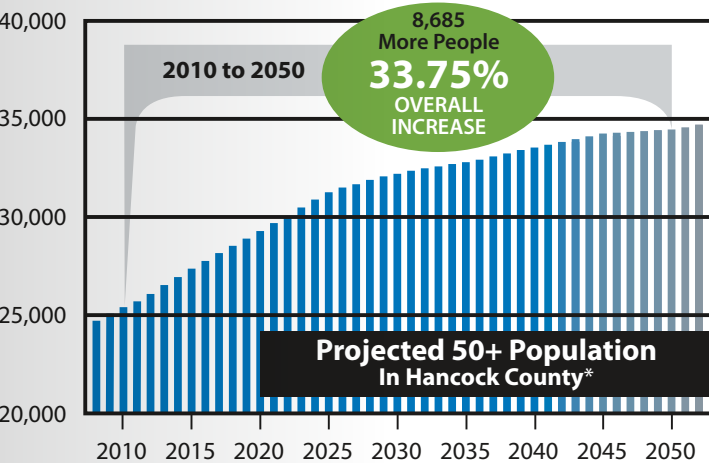
Carolyn Copus
Executive Director

John Haywood
Board of Trustees President



SPACE FOR COMMUNITY TO GATHER, LEARN, EAT, SHARE AND PARTICIPATE!

Space To Build Community For Hancock County's Growing Senior Population



Hancock County's Senior Population is Growing!

With the rate of growth in the 50+ age group, we expect the use of our facilities to grow at a similar rate. Based on historical data and current trends, 50 North projects a 7% annual rate of growth in membership and participation through 2029.

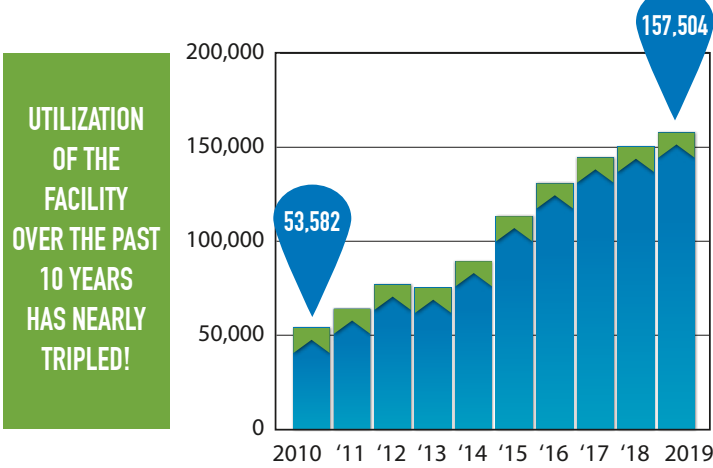
Over the past decade, the number of 50 North Memberships has more than doubled, from 2,408 to over 5,100.

*Data Sources: U.S. Census 2010 data, U.S. Census Bureau (2012); Ritchey, P.N., Mehdizadeh, S., and Yamashita, T., Projections of Ohio's Population. Scripps Gerontology Center, Miami University, Oxford, Ohio (2012).

Even now, we are out of space:

- We have waiting lists for enrichment activities, chore services, and Medicare counseling
- We have run out of storage for supplies, equipment, and vehicles
- Our current tight spaces discourage people with limited mobility from participating fully

And our current building, dating back to the early 1990's, has an HVAC system, mechanicals, roof and parking lot requiring maintenance or replacement.



Space To Build Community Through Creativity, Enrichment and Connection

What We Offer:

Our seniors participate in a wide variety of fun, entertaining and educational activities such as:

- Arts and Crafts, including needlecrafts
- Creative Writing
- Dance
- Faith Exploration
- Games such as Billiards, Mahjong, Bingo, Scrabble, Cribbage, Cards and Wii Bowling
- Music and Drama, including singing, acting, reader's theater and storytelling
- Informational and Educational programs
- Travel to interesting day and overnight destinations



Why it Matters:

Studies show that when older people become involved in culturally enriching programs, they may experience a decline in depression, are less likely to fall, and pay fewer visits to their doctors. Social engagement has been shown to enhance healthy aging and prolong life.*

Participation in life enriching activities like those offered at 50 North has been shown to provide a wide range of benefits including:

- | | |
|---|----------------------------------|
| • Relaxation | • A greater sense of control |
| • Increased self-esteem | • Reduced depression and anxiety |
| • Improved cognition | • A stronger sense of identity |
| • Improved socialization | • Sensory stimulation |
| • Nurtured spirituality | • Reduced boredom |
| • Encouraged playfulness and sense of humor | |

*Gene Cohen, MD, PhD, "Creativity And Aging Study - The Impact Of Professionally Conducted Cultural Programs On Older Adults", April 2006, Center On Aging, Health & Humanities, George Washington University

SPACE FOR SENIORS TO EXPLORE THEIR INTERESTS AND DEVELOP FRIENDSHIPS!

Our Need:

Increased demand due to growing numbers and the need to accommodate diverse interests and abilities have resulted in a persistent space shortage for these important and life-enhancing activities to take place. 50 North must run overlapping activities in the same space, shorten the time allocated to each activity, and create waiting lists for participation in more popular activities. For 50 North to continue to provide daily programming and activities to support a growing population, more space is needed, which will include a dedicated art and activity room and a raised stage platform within the Marathon Café.



Did You Know?

In 2019,
There Were...



50 NORTH
ENRICHING LIVES.
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INDEPENDENCE.

Flower arranging workshops are a big hit at 50 North. Local florists donate their time to teach seniors how to create beautiful arrangements they can take home. With limited space, these classes fill up quickly.



Carrie Howe, 50 North member, enjoys working on her own floral creation.

Space To Build Community Through A Shared Meal

What We Offer:

- **Marathon Café**

Our Café is a place where bodies and souls are nurtured in an upbeat atmosphere around a shared table with a healthy and affordable meal.

- **Mobile Meals**

Our kitchen is a place where affordable healthy meals are prepared and packaged for delivery by volunteers to seniors in our community who need a smiling face and a healthy meal delivered to their homes.

- **Grocery Delivery**

For some of the people we serve, assistance with grocery shopping is a significant service that allows them to remain in their homes.



Did You Know?

In 2019,
There Were...



23,952

Meals
Served
In The
50 North
Café



23,665

Mobile
Meals
Delivered
To Homes
In Our
County



820

Grocery
Orders
Delivered
To Homes
Of Older
Adults

- **Grab and Go Meals and Snacks**

Because some of our members spend extended time at 50 North, our kitchen offers healthy snacks and beverages for purchase. These provisions encourage members to hang out at 50 North for a little while longer to socialize and engage in all we have to offer.

Why it Matters:

“Food is not just about fuel. Food is about family, food is about community, food is about identity. And we nourish all those things when we eat well.”

Michael Pollan

Food, whether eaten in the company of others in our Café or delivered to our seniors' homes by staff or volunteers, is a significant connection. It provides important nutritional and hydration support for their bodies, but also tells them that they have a community of people behind the food who cares.

Our Need:

50 North has recently addressed the space and equipment needs of our kitchen which allows us to efficiently prepare the food for our programs. With increased participation in our programs, we are running out of space in the Marathon Café for people to gather. Most days our numbers spill over from the Café into the adjoining multi-purpose room. By increasing space for the Marathon Café, we also have the opportunity to add a stage which will allow for entertainment during meals and a place for performance-based member activities throughout the day.



50 North

Supports Independence
by offering free grocery
delivery. Seniors who find
it difficult to shop pay only
the cost of the groceries
which are delivered to
their doors.



Tammie Mattis, LSW enjoys helping a senior by delivering groceries.

SPACE FOR SENIORS TO GET THE NUTRITION THEY NEED!

Space To Build Community Through Wellness

What We Offer:

The 50 North Fitness Center provides our members with a supportive network of people focused on their health and wellness needs. Through cardio and strength training equipment, group exercise classes, personal training, and professional consultation on fitness, nutrition, and disease management, we encourage our members to live happier, healthier lives.



50 North offers members certified programming and instruction in SilverSneakers™, Delay the Disease™, Matter of Balance™, Enhance Fitness™ and Geri-Fit™. In addition, we offer blood pressure checks, periodic nail care clinics, and nutrition coaching.

SPACE FOR SENIORS TO STAY HEALTHY AND FIT!

Why it Matters:

According to the United States' Centers for Disease Control and Prevention (CDC)*, active people generally live longer and are at less risk for serious health problems like heart disease, type 2 diabetes, obesity, and some cancers.

Some of the benefits of exercise for healthy aging include:

- Improved sleep
- Reduced risk of fall
- Improved balance
- Improved joint mobility
- Extended years of active life
- Delayed cognitive decline
- Bone and muscle loss prevention

*Division of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion, CDC webpage (last reviewed April 10, 2020 and February 4, 2019).

Our Need:

With the growth in the population we serve, there is accompanying growth in demand for wellness services geared specifically toward seniors. Many of our seniors want to pursue wellness and fitness in the company of other older adults.

To meet actual demand, we need:

- An additional Fitness and Wellness studio for classes
- A larger Fitness and Wellness equipment area
- Locker rooms
- Indoor track and multi-purpose space
- Fitness and Wellness personal training space
- Parking lot expansion to accommodate Fitness Center traffic and to replace lost spaces due to the expansion



Did You Know?

In 2019,
There Were...



50 North group fitness classes offer seniors the encouragement and camaraderie they need to stay fit and live happier, healthier lives.



Joyce Brubaker, 50 North member, participates in a Silver Sneakers™ fitness class.

Space To Build Community Through Sustaining Services For Seniors

What We Offer:

To help older adults in Hancock County remain independent, we offer outreach, chore, and guardianship services. Our Outreach Services department is staffed by licensed social workers, ready to connect seniors and their families to the resources they need to maintain a level of independence.

All these services are administered under one roof, making it easier for seniors and their families to know where to go for assistance.



Why it Matters:

Older adults “ask only to be permitted, insofar as possible, to keep shaping the story of their life in the world — to make choices and sustain connections to others according to their own priorities.”

Gawande, A., MD, *Being Mortal*, p. 141 (2014).

50 North services help older adults and their families get the information they need to make their own best decisions about their lives. Without these services, many of our community’s older adults may prematurely lose the freedom to live their own best lives on their own terms.

In 2019, 50 North Provided
5,209 SOCIAL SERVICE INSTANCES

460 50 NORTH VOLUNTEERS
Helped Provide Services In 2019

SPACE TO PROVIDE SENIORS WITH SERVICES THEY NEED TO STAY INDEPENDENT!

Our Need:

Cramped and crowded spaces intimidate many older adults. By decompressing the lobby and social areas of our facility, streamlining office access, and addressing parking, we facilitate and encourage their use of these important services.



Did You Know?

In 2019, There Were...



1,776

Information and Referral Phone Calls To Individuals



6,336

Chore Service Hours Provided By Our Crews



3,786

Members Were Engaged In 50 North Social Activities



8

Older Adults Were Served Through Our Guardianship Program



Homer Leal, 50 North staff, cleans debris and leaves from a senior's gutters.

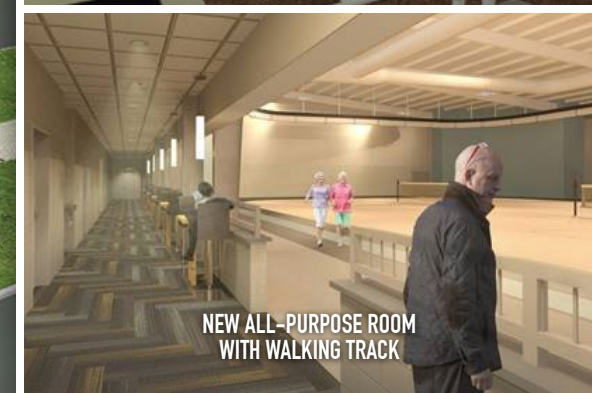
Sometimes all a senior needs to live safely at home is a little help with basic chores. 50 North’s Chore Services Department provides just that support for independence.

The New 50 North Expansion & Renovation...

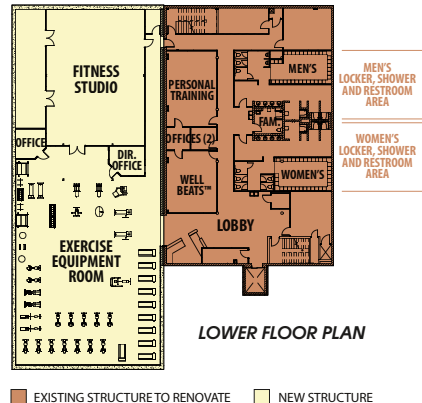
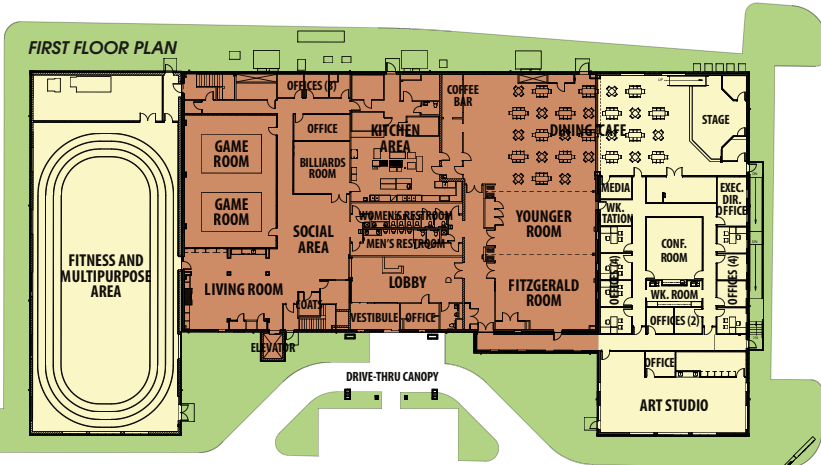
The planned expansion and renovation will double our available space to 45,000 square feet which will allow us to better serve Hancock County's growing senior population. Among the features of this project are:

- ① The **Fitness Center** will be equipped with a **walking track**, **individual and group fitness spaces**, **locker rooms with showers**, and **wellness rooms**
- ② **Dedicated spaces** for **activities** and **meetings**.
- ③ **Refurbished** and **reorganized kitchen** to provide more efficient space for the preparation and distribution of food from 50 North
- ④ Larger **Marathon Café** including stage area
- ⑤ **Dedicated space** for **arts**.
- ⑥ **Parking Lot Expansion** with all new **LED Lighting**.

Architectural Renderings and Plans © 2018, RCM Architects, Findlay, Ohio
All renderings are conceptual renderings only and do not reflect the actual finished appearance of any of the areas they depict.



The Construction & Renovation Plan



Once the new facility is complete, we will not need to come back to the community during the next election/levy cycle for additional tax dollars to cover the operating costs of this larger facility.

What Is The Plan?

50 North committed to this construction and renovation project well before COVID-19 happened. Due to the virus, the 50 North building was closed to the public on March 12, 2020. The decision was reached to accomplish as much construction as possible during closure to minimize disruption of services to seniors. Renovations to the original building are underway. Construction has begun for the additions and are anticipated to be complete by Spring 2021.

How Will We Pay For It?

The renovation part of the project will cost \$2 million and be covered by current levy dollars budgeted for this purpose. The expansion which will add fitness and wellness space, a larger café with stage, and a new art studio is projected to cost \$4.3 million. The cost of the expansion will be covered by grant dollars and individual and corporate philanthropic gifts.

Our Need:

The population we serve in Hancock County is growing at a startling rate and is expected to continue through 2050. Our building is simply too small to meet the needs of this growing population. A larger building will enable 50 North to continue taking good care of our seniors now and into the future.

Space Is Needed Now. How Can You Give?

① Campaign Timeline: Today through Spring of 2021.
All gifts can be made payable over 3 - 5 years.

② Total Costs: Renovation & Expansion

Renovation\$2 million

Expansion of East Side Wellness /
West Side Activities, Café, and Art Studio \$4.3 million

Total Projected Costs\$6.3 million

③ Funding Sources:

Current Operating Levy (Renovation)\$2 million

Community and Other Support Needed \$4.3 million

Total Funding For The Project\$6.3 million

➤ Will you advocate for our community's seniors by making a gift to support this important building project at 50 North?





The need for additional space is real...the time to act is now!

When we take care of our seniors, we are taking care of the **heart and soul** of our **community**. All of us will need some of these services one day. This project today will position our community to meet the needs of our seniors far into the future.

Won't you help by making a gift today?

For more information on how you can make a donation, please call Tracy McMath at **(419) 423.8496**, or visit us on our website at **50north.org/get-involved/donate**.

BUILDING **SPACE** FOR COMMUNITY TO TAKE PLACE!



NORTH

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