

# Siouxland Center

*for Active Generations*

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TO ENHANCE THE LIFESTYLES OF  
OLDER ADULTS IN SIOUXLAND

## *Our Purpose*

The Siouxland Center for Active Generations, formerly the Siouxland Senior Center, serves as a national model in providing seniors a gathering place where they remain physically active, mentally engaged, financially independent and healthy.

## *Our Vision*

The Center's Board of Directors has developed a master plan that addresses a unique financing option and the growing demand for programs. This plan will ensure a vibrant future for the Center and our members. The Center is conducting a feasibility study to gauge the community's interest in supporting a capital campaign to fulfill this vision.

## *Our Plan*

### *Retire the Loan*

Because of a forced move, the Center now occupies a beautifully remodeled grocery store; resulting in a \$1.9 million city loan. To support our vision, the city will forgive \$900,000 of the loan if the Center repays \$1 million by 2017. A quick mortgage payoff will free resources to fund member services.

### *Expand Programs*

Memberships grew 46 percent over the last year resulting in 1,400 members. The Center now receives 200 daily visitors and provides over 60 programs. Funding is necessary to provide additional programs, staff and equipment in the following areas – recreational, fitness and educational activities, nutritious meals, health screening and financial counseling.

### *Grow the Endowment*

Of Sioux City's City 85,000 residents, nearly 21 percent are 55 years old and older. Statistics show that 95 percent of our seniors will maintain active lifestyles while living in their own homes. The Center's membership undoubtedly will increase as baby boomers enter their retirement years and a healthy endowment will prepare the Center for this "age wave" to provide additional services.

**Goal: \$2,000,000**

