

BUILDING INDEPENDENT FUTURES CAPITAL CAMPAIGN



 **INDEPENDENT LIVING, INC.**
Building Independent Futures

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Northside Prairie Senior Living Community



Independent Living, Inc. plans to create a new senior housing option, *Tennyson Senior Living Community*, in Madison, that will provide affordable rental units for older active adults. The community will be located on Tennyson Lane between Sherman Road and Packers Avenue.

The northside area of Madison was selected because of the current unmet needs for service-supported, independent affordable housing options for seniors. The population in this area, which includes the Northport, Warner Park, Sherman Avenue and Cherokee neighborhoods, is aging. A City of Madison Northside Market Analysis showed the population age 65 and over increased 34.8% between 2000 and 2013. As noted by Satya Rhodes-Conway, former Alder in the 12th District, “Northside neighborhoods have experienced an increase in residents 65 and older over the last several years, and that trend is predicted to continue well into the future.”

Through phased development, the *Building Independent Futures* capital campaign will create 250–300 independent living apartment homes, memory care units, and assisted living units. Our objective is to mirror Dane County communities and neighborhoods that welcome and

promote a diverse demographic mix of individuals. The new community will exceed current standards of senior housing by offering a new paradigm that combines housing and community health. It will focus on a lifestyle model that will adapt to a senior’s needs and allow them to remain in a place they will want to call home for the rest of their lives.

Independent Living has had a strong track record of taking good care of seniors and adults with disabilities since 1973. Your support with this project is critical as we strive to make all aspects of the community economically accessible.

As a nonprofit, we have been extremely resourceful, and have rarely made a broad public appeal for support. This is why we ask for your support now. We would like you to be one of our partners in helping us shape the future of retirement living today.



BUILDING INDEPENDENT FUTURES

Questions and Answers about Participating

WHAT IS BUILDING INDEPENDENT FUTURES?

Building Independent Futures, the name given to the capital campaign to build a senior housing community, is about planning for the future for ourselves, our family and friends, and our community.

WHY SHOULD I GIVE TO THE CAMPAIGN TO BUILD A SENIOR HOUSING COMMUNITY?

Because you, or someone you know, may want senior living community support some day. Consider your gift a good investment and a good insurance policy for our community.

WHO IS RUNNING THE CAMPAIGN?

Community volunteers, a board of directors, and internal staff are leading the fundraising efforts of the campaign.

WHAT IS THE GOAL OF THE CAPITAL CAMPAIGN?

The \$15 million goal represents half the cost of construction and furnishing for the entire campus. The other half will be financed through commercial financing. Once lead gifts of \$2 million or more are pledged, the first phase of construction will begin.

WHO WILL BE ASKED FOR A GIFT?

Gifts for the campaign will be sought first from the Independent Living “family”—the board of directors, staff, and volunteers. Following that, specific individuals and businesses will be asked to lead the giving and then the rest of the community will be asked to give.

WHY HAVE A THREE-YEAR PLEDGE PERIOD?

Generally we think in terms of a one-time, out-of-pocket gift, but the \$15 million goal can best be achieved by pledging a larger amount over a longer period of time. By budgeting your gift in monthly, quarterly, or annual installments over a period of three years, you have the opportunity to make a more generous gift and take advantage of tax deductions over several years.

WHEN DOES MY PLEDGE PAYMENT BEGIN?

The start date of your pledge is up to you. That’s one of the advantages of pledging. You can time your pledge payments to fit comfortably with other charitable or personal obligations.

CAN I GIVE IN WAYS OTHER THAN JUST CASH?

Gifts may be made in a variety of ways such as marketable securities, bonds, real estate, or planned gifts such as life insurance, bequests, trusts, etc. Please check with your financial advisor to determine the best possible gifts for your situation.

IS MY GIFT TAX-DEDUCTIBLE?

Yes. Your gift is deductible to the extent of the law. Independent Living, Inc. is a 501(c)(3) nonprofit.



BUILDING INDEPENDENT FUTURES

Ways to Give

There are a variety of ways to make a significant gift to Independent Living, Inc. This material illustrates some of the ways you can increase and advance your personal and estate-planning interests while providing important capital support for Independent Living, Inc. Donors should consult with a tax specialist to determine which methods of giving would be most advantageous.

CASH

Cash, usually in the form of a check, is the way most people choose to give. Gifts of cash may be deducted from taxable income as long as the donor itemizes his or her deductions. The donor may deduct up to 50% of his or her adjusted gross income. Actual savings from the deduction depends on the donor's tax rate. Generally, the higher the tax rate, the greater the savings.

PLEDGES

Many donors prefer to make a pledge because of the numerous benefits for both the donor and Independent Living, Inc. A pledge enables a donor to stretch payments out over several months or years, making it possible to contribute larger gifts. Pledging also allows the donor to determine the most convenient schedule for making payments. Independent Living, Inc. benefits by knowing it has a solid, predictable income based on donor support.

MATCHING GIFTS

Many corporations provide matching gifts in recognition of an employee or an eligible individual's support of his or her favorite charity. Matching gifts are usually equal to the donor's gift, although several corporations match on a two-to-one ratio. Typically, the donor must obtain the company's matching gift form and send it with the gift to Independent Living, Inc.

BEQUESTS

The donor makes a provision in his or her will for Independent Living, Inc. This form of donation often allows the donor to provide significant and meaningful financial support for an area of interest above and beyond what is possible through a current gift. Such gifts are very important to the long-term future of Independent Living, Inc. and are encouraged in conjunction with a current gift. Independent Living, Inc. is grateful for all gifts by bequest and would be pleased to work with a donor to ensure that such bequests can receive campaign credit.

Other forms of gifts include appreciated real estate, stocks, life insurance, irrevocable deferred gifts, life income plans, and life estate gifts. With questions on giving, please contact Joyce Behrend, CEO, at 608.274.7900 or jbehrend@independentlivinginc.org.



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