

FREQUENTLY ASKED QUESTIONS

ABOUT THE HEALTH & WELLNESS CAMPAIGN

What is the Urbana Parks Foundation? How does it relate to the Urbana Park District (UPD)?

The Urbana Parks Foundation is the private organization that raises funds for support of the UPD. Established in 2007, the mission of the Foundation is to support the parks, facilities, and programs of the UPD and other agencies sharing the same or similar mission.

Why are UPD and the Urbana Parks Foundation conducting a campaign? Why now?

Urbana, as well as the broader region, is greatly impacted by rising obesity rates, cardiovascular disease, diabetes, and cancer. Consequently, the demand for an affordable and accessible community Health & Wellness Facility is greater than ever. Unfortunately, there are no public facilities like this in the area. To address this need, the UPD has begun planning for a state-of-the-art Health & Wellness Facility, to be located in Prairie Park.

The UPD and the Urbana Parks Foundation have embarked on a campaign to fund the construction of this new facility. The estimated cost of bringing the vision to life is \$8.3 million. The sale of municipal bonds has secured about \$3 million for the project. Additionally, UPD has been awarded a \$2.5 million PARC grant from the state of Illinois, leaving \$2.8 million that must be raised through private donations. The bond and grant funds bring certain timing deadlines for spending, thus exacerbating the need for this campaign now.

Why is the campaign proceeding during the COVID-19 pandemic?

The need for this facility is great and must be met as soon as possible. Fundraising can be accomplished safely while COVID protocols are in place, and the sooner we reach our fundraising goal, the sooner construction can begin.

On the other side of the COVID-19 pandemic, Urbana will need an inclusive space where all members of the community can gather.

What will this campaign fund?

The campaign will fund the construction of the Health & Wellness Facility at Urbana Park District's Prairie Park, including necessary parking and site enhancements. The comprehensive Facility will include a multi-court indoor gymnasium, multipurpose room, indoor play area, locker room with showers, group fitness rooms, indoor walking/running track, and exercise equipment room.

How did UPD identify campaign priorities and strategies?

UPD recently completed a two-year strategic planning study. This was a highly collaborative process in which community members participated and shared input through focus groups, questionnaires, stakeholder meetings, and more. The final strategic plan, approved September 2019, outlined four pillars of focus: You Belong Here, Placemaking, Health & Wellness, and Trail & Connectivity.

The “Health & Wellness” pillar will advance specifically through the creation of a new Health & Wellness Facility. Through the strategic planning committee’s collection of feedback, UPD found that this new space was a vital community need. Furthermore, the Prairie Park location is in an underserved neighborhood and is easily accessible to visitors from other towns.

What is the timeline for the campaign and construction of the building?

The campaign will occur from 2020 – 2022. A quiet phase of the campaign began in Fall of 2020. Since then, we have secured more than \$1.4 million in private donations and pledges. We hope we will be able to secure the additional \$1.4 million still needed in time to have a Fall 2021 groundbreaking.

How will UPD support the anticipated annual operating costs?

The Health & Wellness Facility will be largely self-sustaining through membership and entrance fees. With completion of the facility, the current lease for space at Brookins Center will be terminated and those funds will be reallocated for Health & Wellness expenses.

Who is being asked to support the campaign?

The campaign will engage local donors, current and former Board members, corporations, charitable foundations, other Urbana community members, and anticipated user groups of the Facility.

Are naming opportunities available?

Yes. Campaign leadership has developed a list of special naming opportunities to honor extraordinary commitments to the campaign. A full list of naming opportunities is available upon request.

I already support the Urbana Parks Foundation with an annual gift. Why should I make a capital campaign contribution, too?

Annual donations help meet current operating budget needs at our facilities and parks. Gifts to the campaign will provide significant support for UPD as we seek to grow our footprint and offer new services in the health and wellness space. Your support of the campaign in addition to your annual support will allow UPD and the Urbana Parks Foundation to continue meeting our operational needs as we serve our community.

Are gifts to this campaign tax-deductible?

Yes. All gifts to this campaign are tax-deductible to the extent allowed by law. Individuals with specific questions regarding tax deductibility should contact their attorneys or tax preparers.

Who will be able to access the Health & Wellness Facility?

The Facility will be open to the entire community to use. Certain areas of the Facility will be free to the public to access, including the indoor walking/running track. The Health & Wellness Facility will be accessible by car, public transportation, and foot.

How much should I give?

In a campaign of this nature, gifts of “equal sacrifice,” not equal amounts, are being sought. No one can or should tell another person what to contribute, but we hope that all members of the

community will consider a pledge that is above and beyond their "usual" level of support, commensurate with both their financial capacity and desire to have an impact.

Why do I need to complete a pledge form?

Donors are asked to sign a pledge form so that their gift may be appropriately acknowledged and documented. Donors are asked to sign the pledge form to indicate that they are making a pledge in all sincerity. Pledge forms are not legally binding documents, and a donor's creditors do not consider a pledge balance a financial liability.

How long do I have to pay my pledge?

Campaign pledges are usually payable over a period of one to three years. Payments generally commence in the calendar year in which the pledge is made.

How often should payments be made?

A donor may choose to pay monthly, quarterly, semi-annually, or annually. The Urbana Parks Foundation will send reminders according to the donor's chosen schedule. For maximum convenience, some donors choose to make their payments on a regular schedule using a credit card.

Can I pay a portion of or my entire pledge with stock or mutual fund shares?

Yes. A donor can make a gift of stock to the campaign if the donor has in his/her possession the actual stock certificate or if a brokerage firm or financial institution holds the stock. Gifts can be made in person, through a broker, or through the mail. If transferred through a broker, the gift's value is determined by the average of the instrument's high and low value on the date on which the transfer occurs. Shares in a mutual fund can also be transferred directly, either from a regular investment account or from an IRA. Contact your financial institution or advisor for information as to how to do this.

What about planned gifts?

Planned gifts are deferred gifts of assets that provide tax advantages and charitable deductions for donors as part of a comprehensive estate plan. Planned gifts, including such vehicles as bequests, charitable trusts, gift annuities, and so on, are usually only advantageous to donors who are age 55 or older. While planned gifts to the Urbana Parks Foundation are welcome, we encourage donors to consider first what they might do in terms of an outright gift before inquiring about planned giving options. The Foundation strongly encourages prospective donors to consult their own financial advisors concerning the implications of any planned gift.

Who should I contact about making a gift?

You can make a gift directly on the Foundation's website here:

<https://www.urbanaparksfoundation.org/campaign/> (scroll down to the bottom of the page),

you can contact any member of the board of directors of the Foundation here:

<https://www.urbanaparksfoundation.org/meet-the-foundation/>, or you can contact Caty Roland, Urbana Parks Foundation, 303 W. University Ave., Urbana, IL 61801 or by phone at (217) 367-1536.