



# “A FOUNDATION FOR FITNESS” 2024-2029 Campaign

*A five-year  
Appeal Campaign  
for ongoing financial  
support of the*





## The Journey to Our Fitness Center

In early 2016, a Grow Rushville citizen committee was launched with the stated goal of exploring the feasibility of bringing a fitness center to the city of Rushville. After a great deal of fitness industry research and professional consultation, the committee's original idea slowly transformed. Their final recommendation was for a combination fitness center and community center - to be called the Rushville Fitness and Community Center (RFCC). The committee determined that it would be operated as a non-profit corporation.

That original idea became reality when we opened our doors to the public on November 9, 2020. Yes, we opened during the Covid epidemic with the accompanying precautions for sanitation and social

distancing. That included offering classes via Zoom sessions during those early months. The true heart and soul of the RFCC are not just about the facility itself. It has provided a source of pride for the community, generated partly by the community efforts needed to make it a successful operation. In addition to providing healthy activities for residents on a year-round basis, it has also provided a center for social interaction among residents of all ages.

The level of community support for the RFCC has been beyond the expectations of the current board of directors. The board members thank each and every one of you.

## Our Service Area and Membership Benefits

The RFCC serves all of Schuyler County and we have members from the surrounding counties of Brown, Cass, Fulton and McDonough.

Multiple membership categories are available. All members have 24/7 access to the fitness center, as well as, daily access to the pool, gymnasium, and walking track. Fitness classes and personal training are available to members and non-members for an additional fee.

**320**  
SQUARE MILES

**9,000**  
RESIDENTS

**24/7**  
ACCESS TO  
FITNESS

# Impact Across the Community

Investing in the health of our community is one of the best investments we can make . The RFCC is having a lasting impact on our community's future and the lives of individuals.

"Since starting my journey at the RFCC, I have gained confidence and a better understanding of my overall health. The past few months I have been exercising 5 days per week using the facility's pool, indoor track, and weight room. Having access to these amenities in Rushville has been pivotal for my weight loss journey. . . . and in regaining control of my health." Rachel Allen (member)

"Having access to a pool has decreased my chronic pain significantly. It has also allowed me to stay active during my pregnancy." Rachel Billingsley (member)

## Community Events & Programs Hosted at RFCC:

- 2 Week Summer Camp at Scripps Park for Kinder - 5th grade in 2023
- 9 Week Summer Camp at RFCC for Kinder - 5th grade in 2024
- After School Program for Kinder through 5th grade for past 3 school years
- Water therapy sessions conducted by Culbertson personnel on 3 afternoons per week.
- Two Impact Blood Drives per year
- Two Red Cross Blood Drives per year
- Somerset for Seniors 2nd & 3rd Wednesday of each month
- 8-Week Nutrition Class
- Try the Class Day (Free)
- Library Sponsored Kids Programs every Wednesday in June
- Culbertson Senior Solutions Sponsored Programs: Bingo Games, Ice Cream Socials, Resource Fairs, etc. (Free)
- Holiday Craft Show
- Cirque LuzDalia Mini Circus Show
- Swing Dance Class (Free)
- Storm Spotters Class with National Weather Serv. (Free)
- Purple Martin Birding Seminar (Free)
- Culbertson Chronic Kidney Disease, Diabetes and Hypertension Seminar (Free)
- Community Potting Class and Salad Luncheon (Free)
- Dive In Movie (Free)
- 9/11 Stair Climb Challenge (Free)
- St. Jude Run Informational Seminar (Free)
- Naloxone (Narcan) Training Seminar (Free)
- Nutrition HQ
- Annual Back to School Health Fair
- Beardstown Dive and Rescue Team initial training sessions in 2021

## Sports Leagues & Programs Conducted at RFCC:

- Adult Coed Soccer League
- Adult Coed Pickleball League
- Adult Coed Pickleball Doubles Tournament
- Adult 3 on 3 Basketball Tournament
- Men's Pick-up Basketball Saturdays
- Coed 16 & up Volleyball League--
- Youth Flag Football for 1st - 4th grade
- Youth Basketball for 1st - 4th grade
- Baseball/Softball Clinic for 3rd - 6th grade
- Bitty Ball Basketball Camp for 3 - 5 year olds
- Crossover Hoops Basketball Camp for 3rd - 6th grade
- Itty Bitty T-Ball Clinic for 3 - 5 year olds
- Volleyball Clinic for 5th - 8th grade
- Kids vs. Parents Dodgeball Tournament
- All ages dodgeball tournament



# The Current State of the RFCC as of July 2024

## Basic Statistics:

- Has over 2,000 members spread over 900 member units/households
- Averages over 5,000 member check-ins per month
- Employs 3 full-time staff and over 30 part-time staff
- Has an annual operating budget of approximately 600K
  
- **Membership Trends**
  - 2020: Opened with 804 original charter memberships on November 9, 2020.
  - 2021: We averaged 1,327 Memberships with 1,828 members being the highest for that year.
  - 2022: We averaged 1,852 members, with 1,951 members being the highest for that year.
  - 2023: We averaged 1,879 members, with 1,974 members being the highest for that year.
  - 2024: We're averaging 2,039 members through July with 2,109 being highest YTD.
  
- **Business Memberships:**
  - We offer business memberships to any business with 5 or more participating member units.
  - Four local businesses currently participate:
    - Culbertson Memorial Hospital
    - Moreland & Devitt Pharmacy
    - Rushville State Bank
    - Schuyler County
  
- **Charitable Organization Status:**
  - RFCC is a 501(c)(3) and has been since 2019
  - Donations to the RFCC, beyond membership dues, are eligible for charitable donations
  - **501(c)(3)'s are required to receive 1/3rd of their annual income from public support. That equates to \$200,000 for RFCC.**
    - **Our current real estate tax abatements of approximately \$140K per year. We thank the community for this essential benefit to our viability.**
    - **Your contributions are needed to make up the difference of \$60,000. Without you, we would not be able to provide this vital asset to the community.**

## \$200,000 OF PUBLIC SUPPORT NEEDED

■ Real Estate Tax Abatement ■ Additional Contributions



# The 2024 APPEAL CAMPAIGN.

## WHY ANOTHER APPEAL NOW?

Through the generosity of an anonymous donor, ground-up construction of the Rushville Fitness and Community Center (RFCC) building was fully funded. As such, there is no debt associated with the RFCC. The day-to-day operating expenses of the RFCC are being offset by monthly membership fees and revenues from use of the facility, including classes and other events. This revenue currently covers a majority of the day-to-day operating expenses.

**Supplemental funds from business sponsorships and private donations will ensure the Center's long-term viability.**



**CAMPAIGN GOAL**  
**\$300,000**  
**OVER FIVE YEARS**

## OUR CAMPAIGN PRIORITIES

To best prepare for the RFCC's long-term viability, the campaign has two major development objectives.



### Youth Development Scholarship Fund

A major focus of the RFCC's mission is youth development. In keeping with the RFCC's charter as a 501(c)3 organization, this scholarship fund will enable all youth in our community, regardless of family finances, to participate in the many youth activities that the RFCC promotes. Funds raised will be used to pay the tuition for those families indicating a financial need. Proof of eligibility will not be required. The goal is to raise sufficient funds to make our youth leagues and sports camps tuition free for all. Any individual or entity designating \$500 or more to this fund over the 5-year period will be listed as a sponsor on the back of t-shirts issued for the league/clinic.



### Capital Replacement Fund

This endowment fund will be used in perpetuity for ongoing major maintenance projects, needed replacements of HVAC, windows or other facility components, and upgrades of the facility to accommodate changing member needs going forward. It will allow for necessary replacements and/or required upgrades without the need for special campaign appeals.

# BUSINESS SPONSORSHIPS

Showcase your business and support healthy living in our community as a Business Sponsor of the Rushville Fitness and Community Center.

As with our 2019-2024 campaign, any business entity that donates \$1,000 or more per year to the RFCC will be recognized as a business sponsor. Funds donated by business sponsors will go toward the capital replacement fund. There are various levels of sponsorship as indicated in the table below. Benefits of business sponsorships are also listed.

For the 2024-2029 campaign, we are offering business sponsors (or even individuals) the opportunity to "sponsor" various parts of the RFCC complex for the upcoming 5-year period. The list below delineates the suggested support levels associated with various parts of the RFCC complex. Payments can be made in one lump sum or spread over the 5-year period to fit your needs:

- Gymnasium \$50,000
- Aquatic Center \$50,000
- Fitness Room \$25,000
- Walking Track \$25,000
- Group Exercise/Community Room \$25,000
- Lobby/Reception Area \$25,000
- Pickleball Courts \$15,000
- Tennis Court \$10,000
- Spin Room \$10,000
- Outdoor Batting Cages \$5,000
- Lobby Restrooms \$5,000

If you sponsor an area within the RFCC complex, there will be a prominent notice posted above the entrances to that area of the complex recognizing your sponsorship. In addition, your business will be recognized as a Platinum, Gold or Silver Sponsor with all of the other benefits listed below.

If you should wish to sponsor an area of the RFCC complex, please contact a member of the fundraising team (Harold Sargent, Tim Ward, John Tribbey, or Kolton Mayall).

## SILVER

Sponsor **\$5,000**  
or more committed  
over a five-year period

## GOLD

Sponsor **\$10,000**  
or more committed  
over a five-year period

## PLATINUM

Sponsor **\$25,000**  
or more committed  
over a five-year period

### Benefits of business sponsorship include:

- Recognition via a banner in the gymnasium of the RFCC. The banner will include the years of your support. For instance, **2024-2029** for new sponsors or **2019-2029** for sponsors continuing from the 2019-2024 campaign. Recognition of all business sponsors and level on the RFCC website and Facebook page.
- Permanent recognition in the "Charter Member" hallway of the RFCC facility. This recognition will be a permanent record of both current and past support of your business to the Rushville Fitness and Community Center.
- Satisfaction of contributing to the health and wellbeing of your local employees and customers.



# "Foundation for Fitness" Appeal Campaign 2024-2029 BUSINESS Pledge Form

Business Name:	
Address:	
City, State Zip:	
Phone:	Email:

We pledge a gift in support of the Rushville Fitness and Community Center. The pledge will be paid in installments as follows:

Pledge Duration in Years:  Five  Four  Three  Two  One

Payment Frequency:  One-time  Annually  Semi-annually  Monthly

Installment Amount:  Date of First Installment: \_\_\_\_\_

Please send  Reminders  Invoices (Select one) for subsequent installments. Starting Date: \_\_\_\_\_

Please bill my credit card for all payments: **OR**  Please bank draft my payments.  
VISA/MasterCard/Discover (Attach voided check)

Name on CC: \_\_\_\_\_

Account Number: \_\_\_\_\_ **OR**  Check enclosed.

Exp. Date (MM/YY): \_\_\_\_\_ Security Code: \_\_\_\_\_

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**SIGNATURE OF DONOR:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

How would you like your donation to be recognized?  
(i.e. Name of business as you would like it to appear on all acknowledgements.) PLEASE PRINT

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Please make checks payable to: Rushville Fitness and Community Center  
Mail this form and checks to: RFCC, 120 Rodewald Drive, Rushville, IL 62681, Attn: Treasurer  
OR Email forms to [RFCC\\_Treasurer@gmail.com](mailto:RFCC_Treasurer@gmail.com)

**THANK YOU**

## INDIVIDUAL DONORS

While the RFCC has always welcomed individual donors to make contributions in any amount, for the current campaign there is a particular focus for individual donations. As you can see from previous pages in this brochure, we have many programs aimed at youth. In addition to our summer camp and our afterschool program for children in kindergarten to fourth grade, we run many youth leagues and sports camps. We want to make those youth leagues and camps a focal point for individual donations.

Based upon our first three years of operation, we have determined that raising \$20,000 per year for the Youth Development Scholarship Fund would allow us to make all leagues and sports camps tuition free for all youth in fourth grade and under. It would also hopefully increase youth participation in those activities as well. If fundraising does not reach that goal, we will offer scholarships based upon the actual funds raised. For individuals who are members, any contributions that exceed the value of membership dues are considered charitable donations. To respect the wishes of individual donors, the individual donation form allows the donor to designate how their gift is to be used:

- 1) Youth Development Scholarship Fund
- 2) Capital Replacement Fund
- 3) No preference

The RFCC will issue charitable contribution statements at the end of the year for contributions totaling \$250 or more during any one year. Special recognition will be given to individual donations as follows:

- Any individual designating \$500 or more to the Youth Development Scholarship Fund over the 5-year period will be listed as a sponsor on the back of t-shirts issued for youth leagues/clinics.
- Any one-time contribution of \$500 or more will be recognized on the RFCC donor wall in the reception area and on the RFCC website and Facebook page.
- Any donor committing \$5,000 or more over a five-year period will be recognized as a Leadership Donor on the RFCC website and Facebook page and via a banner in the gymnasium. Banners will recognize the years of the donor's support.







# "Foundation for Fitness" Appeal Campaign 2024-2029 Individual Pledge Form

Name:	
Address:	
City, State Zip:	
Phone:	Email:

We pledge a gift in support of the Rushville Fitness and Community Center. The pledge will be paid in installments as follows:

We designate our gift for:  Youth Development  Capital Replacement  No Preference

Pledge Duration in Years:  Five  Four  Three  Two  One

Payment Frequency:  One-time  Annually  Semi-annually  Monthly

Installment Amount: \$  Date of First Installment: \_\_\_\_\_

Please send me Reminders for subsequent installment payments. Starting Date: \_\_\_\_\_

Please bill my credit card for all payments: **OR**  Please bank draft my payments.  
VISA/MasterCard/Discover (Attach voided check)  
Name on CC: \_\_\_\_\_ Start Date: \_\_\_\_\_

Account Number: \_\_\_\_\_ **OR**  Check enclosed.

Exp. Date (MM/YY): \_\_\_\_\_ Security Code: \_\_\_\_\_

SIGNATURE OF DONOR: \_\_\_\_\_ DATE: \_\_\_\_\_

How would you like your donation to be recognized?  
(i.e. Your name, In memory of someone, etc. on all acknowledgements. PLEASE PRINT)

Please make checks payable to: Rushville Fitness and Community Center  
Mail to: RFCC, 120 Rodewald Drive, Rushville, IL 62681 Attn:  
Treasurer OR Email forms to [RFCCTreasurer@gmail.com](mailto:RFCCTreasurer@gmail.com)

**THANK YOU**