



IGNITE

Campaign

Member Design Meetings
April 13, 14, and 16, 2026



Today's Agenda

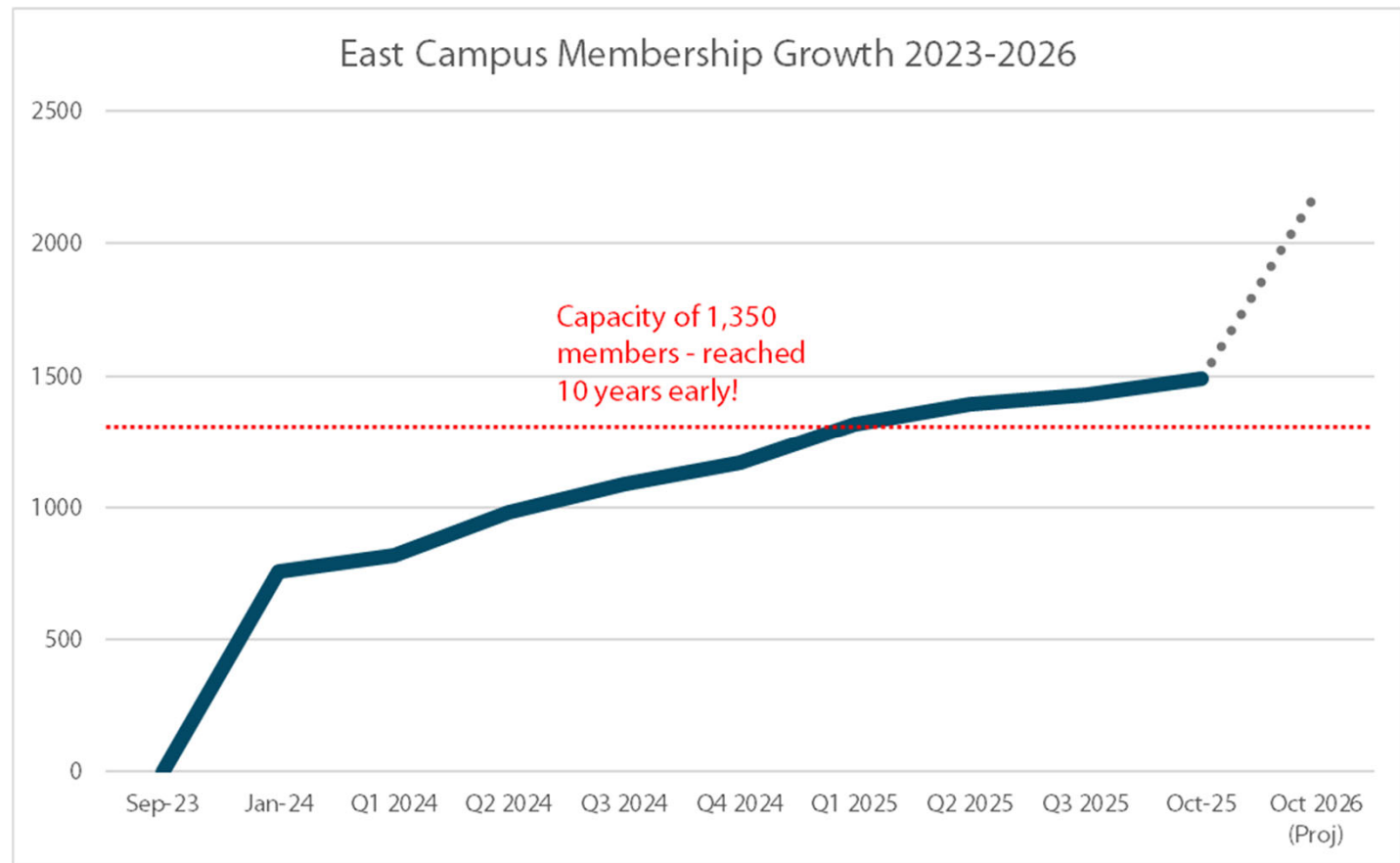
1. Update on the IGNITE Campaign for the Eastside Expansion
2. Update from CREATE Design team on the plan
3. Provide a tentative timeline to accomplish the expansion
4. Get your input design

What is the IGNITE Campaign?

- Goal: Ignite spaces that inspire experiences for health, wellness, and belonging
- \$13.5M fundraising capital campaign to expand the East Campus

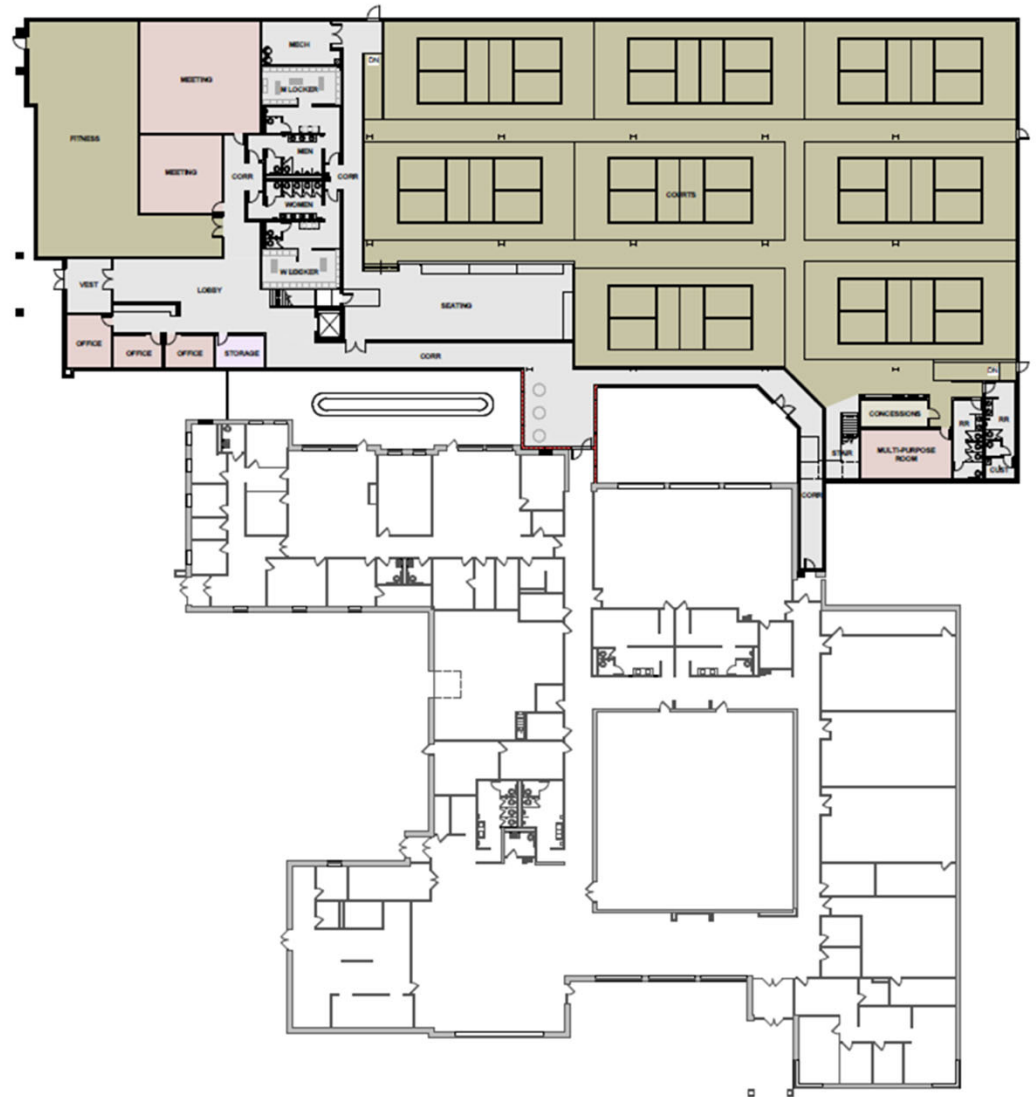
Why Now?

- Over 50% of the Sioux Falls population will be 60+ by 2035.
- Outpaced 10-year growth plan in under 2 years
- 25% increase year-over-year check-ins

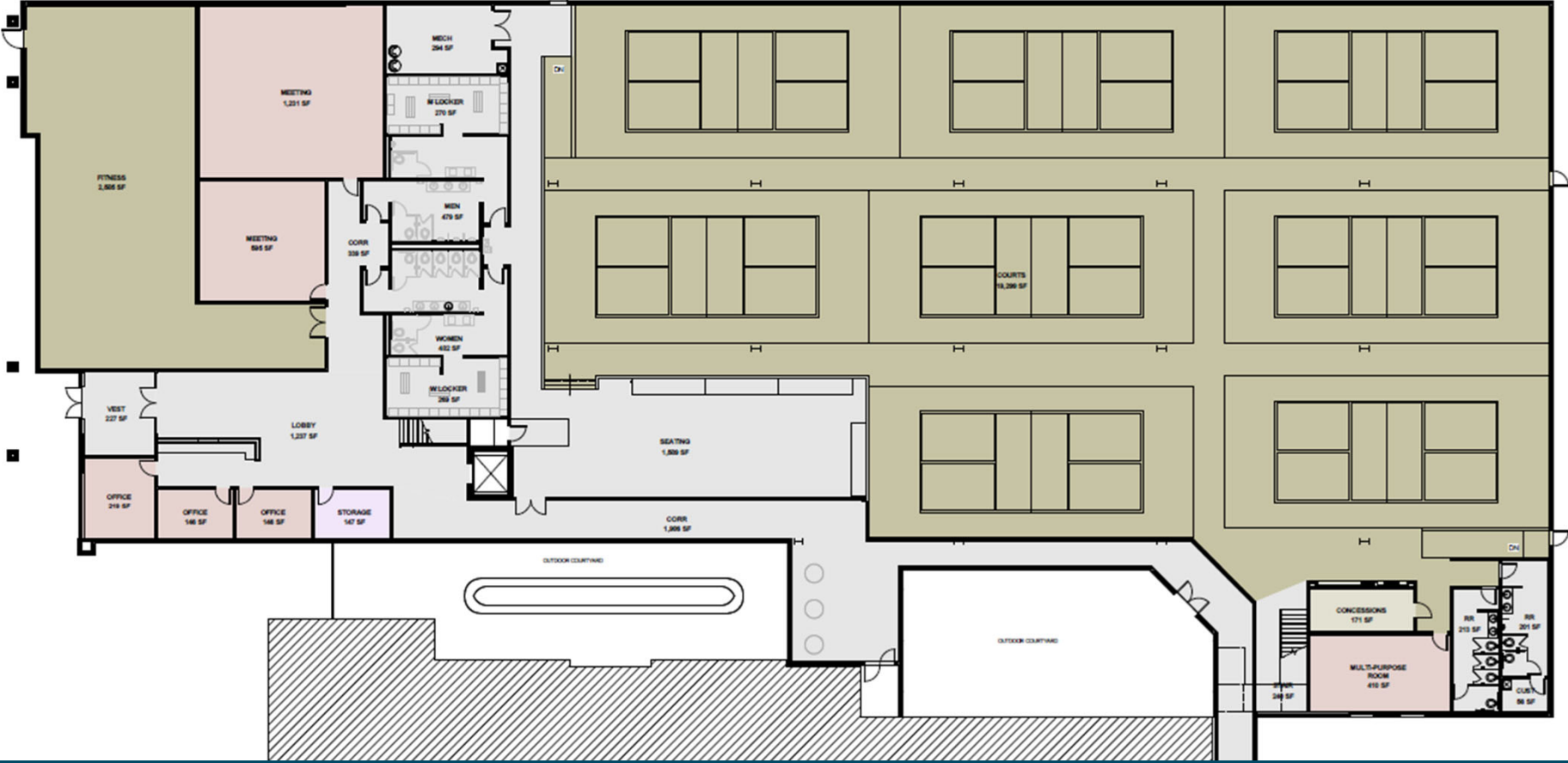


East Campus Expansion Concept

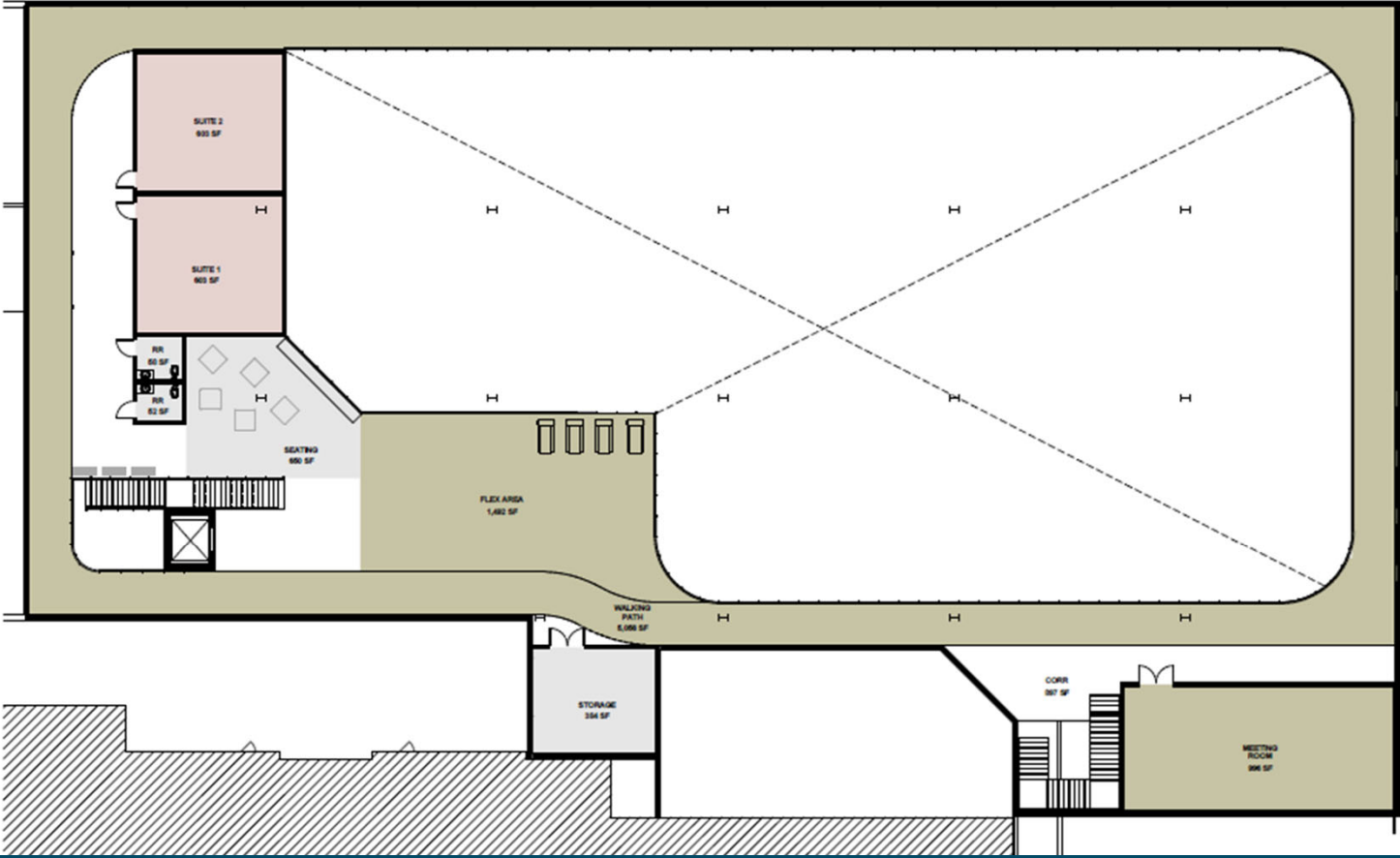
- Total Expansion: 45,000 sq. ft. across two floors.
- Existing Footprint: 30,000 sq. ft. building.
- Total Campus Area: 80,000 sq. ft. upon completion.



Main Floor



Second Floor



Amenities

45,000 sq. ft. addition includes:

- 0.15-mile elevated indoor walking track
- Eight indoor pickleball courts
- Expanded cardio/weight rooms
- Studios for group classes/wellness programming
- Versatile activity spaces for learning, socialization, and programs







Capital Campaign Timeline (Tentative)

*Key piece to move to Final Design and beyond is philanthropic support to fund the project.

March 2025	March 2026 - Current	August 2026	Fall 2026*	Late 2027
Planning + Foundation Phase <ul style="list-style-type: none">- Conducted Data Analysis- Raised \$400,000 to partner with CREATE for initial design concepts.	Design + Early Support Phase <ul style="list-style-type: none">- Raising the first \$1M from core leadership and stakeholders.- Input sessions to develop final drawings.	Final Design <ul style="list-style-type: none">- Architectural designs are finalized based on member feedback- Contract officially signed with the construction firm.	Public Launch <ul style="list-style-type: none">- Public announcement to show finalized designs and get more support.- Open up larger naming opportunities	Expansion Opening Day <ul style="list-style-type: none">- Building construction is complete!- Welcome you into the new, expanded East Campus.

Today, we are launching the Spark Challenge.

From **May 1 to July 1**, our goal is to raise
\$1 million from membership support.

\$374,307.50
Total Contributions

10
Member Gifts

including an anonymous
\$100,000 contribution

\$325,000
In Corporate Support

Sammons Financial has
committed \$325,000

The Power of Participation

\$500

One-Time Gift

Reaches our immediate Spark Challenge goal of \$1M*.

\$1,000

Over Two Years

Doubles our impact for the expansion into \$2M* over two years.

**Based on all 2,000 East Campus members giving.*

Board meets April 30 to determine project next steps. Participation and giving levels are the significant drivers for progress.

Start a Spark: Give Today

- **Qualified Charitable Distributions (QCD) from an IRA** for those age 70½ and older
- **Donor-Advised Funds**
- **Tax-deductible charitable contributions** (in some cases, taxpayers may be able to deduct charitable gifts even if they take the standard deduction, depending on current tax rules)

Thank you!