



# TRAIL Annual Fund Campaign FAQs

## Why join us in supporting Iowa's first aging-in-place organization?

- *Because you embrace our vision and mission . . .* of helping Johnson County residents live and age safely and comfortably in their own homes.
- *Because TRAIL reflects your values . . .* including respect, integrity, compassion, transparency, sustainability, and community.
- *Because it feels good to help TRAIL help others . . .* by providing much-needed resources to serve our members and maintain a healthy and sustainable organization.
- *Because even if you're not ready for TRAIL today . . .* you want to ensure that these services and benefits will be there when you may need them in later years.

## Why does TRAIL ask for gift support on top of membership fees?

As is true for most other aging-in-place organizations, TRAIL will always rely on private gifts to cover a significant portion of our yearly operating costs. Our target is to achieve a balanced funding mix that is roughly 50 percent membership fees and 50 percent gifts and grants. *Annual fund gifts from TRAIL members, volunteers, and other friends are a critical component of our revenue stream.*

## TRAIL is for older adults who are aging at home. What does that have to do with me?

Older adults who are able to remain safely and comfortably in their own homes often lead longer and healthier lives. But aging in place also helps create an "age-friendly community" with social and economic benefits for our community as a whole. TRAIL helps maintain Johnson County's attractiveness to residents of all ages and abilities, which in turn contributes to economic stability and a better quality of life for all.

## How will you use my contribution, and how will I know my support is being put to good use?

Private gifts are directed toward annual expenses that help keep our organization healthy, from staffing and supplies to member-event costs. Contributions also help underwrite our Supported Membership Program for income-eligible households. TRAIL contributors receive our monthly newsletter and are invited to annual TRAIL events, where you'll learn about the progress your support has made possible.

## In what other ways does TRAIL recognize and thank its contributors?

TRAIL is grateful to *all* contributors, regardless of the size of your gift. Annual fund givers of \$50 or more will be listed in the honor roll on our website and in an annual issue of the TRAIL newsletter. Additional recognition is offered to [corporate donors and sponsors of \\$250 or more](#).

## How do I make my gift?

To make a secure online contribution, just visit [trailofjohnsoncounty.kindful.com/](http://trailofjohnsoncounty.kindful.com/). If you prefer to give via check, you can mail to the TRAIL office at the address below, or just stop by and visit us at the Iowa City Senior Center, where our staff will be happy to help. Office hours are generally 9 AM-1 PM, M-F. Feel free to call us at (319-800-9003) or email [info@trailofjohnsoncounty.org](mailto:info@trailofjohnsoncounty.org) if you have questions or suggestions. *Thank you!*