



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 some portion of our yearly operating costs. Our target over the next few years is to achieve a funding mix that is roughly 70 percent membership fees and 30 percent gifts and grants. But today, as we're just starting out, that funding ratio is reversed. Annual fund gifts 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 donor appreciation 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 donors of \$250 and at our lead-gift levels of \$500 and \$1,000. All givers also receive a TRAIL window decal to show their support and help spread the word about TRAIL and its mission.

How do I make my gift?

To give online via credit card or automatic bank withdrawal, just visit the Support page on our website. There you also will find a gift form to download and return to us with your check, if you prefer to give by mail. Or you may stop by our office in Room 201 of the Iowa City-Johnson County Senior Center, where Executive Director Hillary Ramaker or one of our volunteers will be happy to help. Office hours are generally 9AM-1PM, M-F, but it's best to call first (319-800-9003) to make sure we'll be on hand to assist you. Feel free to email hillary@trailofjohnsoncounty.org if you have questions or suggestions. *Thank you!*