



FROM THE CEO, DREW DYSON

PSRC Lifelong Learning Capital Campaign

Dear Friends,

Earlier this year, PSRC opened the doors of The Nancy S. Klath Center for Lifelong Learning at 101 Poor Farm Road. This new state-of-the-art building, which supplements our facility at the Suzanne Patterson Building, will be an incredible asset to further our mission to help older adults thrive.

The trustees of PSRC embarked on this ambitious project to create a center for active aging in our community by launching a **\$5.35 million capital campaign**. This campaign includes the purchase price of our new building (\$1.8 million), the architectural and construction costs to renovate the building (\$1.39 million), the educational technology and assistive technology (\$350,000), interim financing and campaign administration (\$450,000), and an endowment to fund our lifelong learning programming and costs associated with operating the building (\$1.35 million).

This wonderful building was created with the theme of “community” guiding our way. The Klath Center will be a *community* asset in the greater Princeton region for years to come, enhancing *community* life and making Princeton a premier retirement destination. With a welcoming lounge and beautiful outdoor spaces in a scenic natural setting, the building has been designed to build *community* among our participants. And finally, outfitted with technology that enables hybrid and virtual learning, this new facility will enable us to extend our *community* to those who are shut in, those who live beyond our immediate area, and those who choose to participate virtually.

At the same time, this campaign is about more than a building. It is about providing a place for Emily, a recent widow who relies on her exercise class for friendship and support. It is about Charles who found his purpose volunteering to help other older adults with their technology. It is about Catherine who has been able to remain connected to friends

through her hybrid support group despite her mobility limitations. This project is ultimately about the nearly 5,000 seniors we serve annually today — and the tens of thousands who will come through our doors (physically or virtually) over the next several decades.

We are extremely grateful that our lead donors and community/corporate partners have embraced our vision for a world-class senior center serving the greater Princeton region for generations to come. As a result, over \$4.6 million (86%) of our goal has been achieved in the quiet phase of our campaign. Now, as we near the end of our campaign, we are seeking the support of our community to complete this historic campaign.

During this last phase, we are excited to have anonymous donors who have created a dollar-for-dollar challenge to help us meet our goal. That means that every dollar pledged or given between now and June 30, 2023 will be doubled — up to \$400,000!

PSRC Lifelong Learning Capital Campaign Total Campaign Goal: \$5,350,000

Purchase of 101 Poor Farm Road	\$1,810,000
Renovation of 101 Poor Farm Road	\$1,390,000
Educational Technology & Accessibility	\$350,000
Lifelong Learning Endowment	\$1,350,000
Interim Financing & Campaign Admin.	\$450,000

(continued)

To donate online, visit princetonsenior.link/CapitalCampaign
or you can direct gifts and pledges to:

Princeton Senior Resource Center
Lifelong Learning Capital Campaign
101 Poor Farm Road, Building B
Princeton, NJ 08540

I invite you to join us on this remarkable journey by making a pledge or gift to our capital campaign today! I encourage you to give whatever amount you can. A gift of \$50 or \$500 or \$5,000 will be doubled by our anonymous donors — and will go a long way to helping us reach our goal. What is meaningful to you is meaningful to PSRC. Every person counts — and every gift, no matter the amount, makes a difference!

I encourage you to reach out to myself, or to my colleague Lisa Adler in our development department, for more information on the campaign or to set up a tour of our new facility. We are looking forward to hearing from you!

All the Best,
Drew A. Dyson, PhD
Chief Executive Officer

GOAL: \$5,350,000



causevox
powered by CauseVox