

# Handout For Potential Donors

Edward M. Armfield, Sr.  
Civic and Recreation Center  
“Erase the Debt” Campaign



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Civic & Recreation Center, Inc.

August 20, 2007

By Valerie Oberle, The Oberle Group

# HOW Armfield Center Serves the Community on Annual Basis

- 1800 + current members
- Nature Trails 14,600
- Congregant & Meals on Wheels 10,260
- East Surry Little League 500
- Seniors served 1,575
- Three Mountain Madness 657
- Performing arts - Amphitheater 625
- Children services 890
- Town of Pilot Mtn. & surrounding areas 5,327

Additionally:

- Incentive for new families and businesses to move to town



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**Over 34,400 served annually!!**

# Summary of Current Challenges

- Debt reduction
- Making loan payment
- Capital and contingency funds needed



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# “Erase the Debt” - Summary of the Commitment to Pledge

- Minimum Goal:  
\$300,000 per year
  - 6 year plan
  - 250 pledges
  - \$1200 per year
  - Loan paid off in 6 yrs vs. 10 years
- \$1.2 M Goal
- Stretch Goal:  
\$425,000 per year
  - 4 year plan
  - 354 pledges
  - \$1200 per year
  - Loan paid off in 4 years vs. 10 years
- \$1.2 M Goal

**The Center will remain sustainable and continue serving the community!!**



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# What you need to know

- This is a commitment to pledge
- You will make your final decision to pledge based on the goal being achieved
- We will report out our progress and next steps the week of Dec 10th
- We could NOT achieve our goal without the support of our membership!!!



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# The Benefits of the Pledge

- Benefits of pledge to Armfield Center
  - Continue to serve community
  - Build on our reputation as the finest civic and recreation center in the county
  - Broaden our opportunities to serve the community
  - Allow membership to grow
  - Provide important social connections
  - Build the culture of family, wellness, fitness in the community



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