

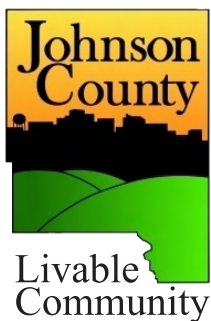
Johnson County Livable Community for Successful Aging

The Campaign to Advance Livable Community



The Case in Support of Johnson County Livable Community

Johnson County Livable Community partners with businesses, organizations, professionals and volunteers to address and facilitate personal independence and an active civic and social engagement for Johnson County senior residents.



Johnson County Livable Community

The Case in Support of Johnson County Livable Community for Successful Aging

Aging well requires an active, engaged and committed citizenry. Every day in the U.S., 8,000 of 74 million baby boomers—those born between 1946 and 1964—will celebrate their 65th birthday. Johnson County Livable Community (JCLC) is enhancing the ability of its seniors to age in place without medical intervention thereby creating a benefit to individuals, their families and taxpayers.

JCLC believes a high quality of life is the foundation for aging well by creating opportunities for:

- healthy, sustainable communities
- strong communities
- safety
- affordable housing
- transportation options
- aging in place

The JCLC Policy Board serves as a unifying advisory structure bringing together common interests and collective resources to improve the livability of Johnson County communities by promoting quality of life, economic development and social equity. JCLC partners with a wide body of civic leadership, including local governments and elected officials, chambers, cultural, social and community-based organizations and numerous volunteers.

JCLC builds partnerships and coalitions through a network of Action Teams and Committees with the assistance of a part-time staff to address the needs of an aging population and help communities improve the quality of life and bring better living and social growth to communities. Since its inception in 2004, Johnson County volunteers have developed and authored numerous papers and reports about the aging process and facilitating aging successfully (visit the website for a complete listing of publications). Action teams and committee focused initiatives include:

- Aging in Place
- Community Partners / Development
- Communication & Community
- Health & Welfare
- Housing
- Transportation
- Visibility

Johnson County is home to the University of Iowa, one of the nation's well-known research institutions, a variety of arts and cultural activities and numerous businesses reflecting the area's innovation, progress and national rankings. Our livability is reflected in our communities, jobs, schools, a reasonable cost of living, steady population growth and resources to age successfully, including affordable housing, healthcare and the Iowa Cultural Corridor. Johnson County and our metro areas are among the fastest growing in Iowa.

National Recognition

Iowa City and Johnson County were identified as great locations in 2012. Johnson County was named No. 4 top small-sized counties by the Fourth Economy measuring investment, talent, sustainability, place and diversity. The measures are the foundation for future wage and employment growth, education levels, drive times, home values, minority business ownership, agricultural capacity and population density. The measures are weighted based on the level of influence they have on both internal and external investment decisions.

“It's very simple. As you grow, you learn more...

Aging is not just decay...

It's growth. It's more

than the negative that

you're going to die, it's

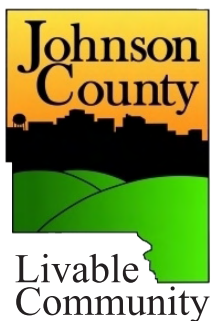
also the positive that you

understand you're going

to die, and that you live a

better life because of it.”

—Mitch Albom,
Tuesdays with Morrie



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A Milken Institute report recognized the Johnson County area as a leader for older adults and identified Iowa City as the No. 2 best small city in the nation for persons age 65 and older to age successfully, and the No. 1 best small city for persons age 85 and older to age successfully. Additionally, the area is in the top 25 best locations to retire in the U. S. In November, Money Magazine identified Iowa City as one of its top 100 small U. S. cities (no. 88) to live (in towns with populations between 50,000 to 300,000) and one of the top five college towns in the U. S. offering strong job opportunities, great schools, low crime, quality health care and plenty to do.

Economic Impact of Johnson County Seniors

Johnson County seniors have an enormous economic impact*. Each year \$397.59 million of personal income is distributed to elderly households in Johnson County—the equivalent of \$39,862 per senior age 65 and older or \$108.14 million in all medical-related expenditures. Senior citizen spending supports 4,892 full-time jobs that represent \$171.03 million in earned income for workers and business providers. Local spending by the average Johnson County senior supports one half of a job in the rest of the county's economy!

Source: Iowa State University; U.S. Department of Commerce, Bureau of Economic Analysis, "Annual State Personal Income," Table SA030, released 10.16.09

**Earned, unearned and public payments.*

JCLC Approach

JCLC operates a fiscally conservative operation with budgetary support and fiscal tasks administered by the Board of Supervisors and Johnson County Social Services. There is a need for additional funds to design, create and sustain the mechanisms that helps all Johnson County older adults age successfully. Your gift to Johnson County Livable Community to benefit JCLC will provide meaningful support.

Recognition Opportunities for Major Gift Support of JCLC

Private gifts to JCLC are accepted through the Community Foundation of Johnson County in Charitable Giving and Endowment Fund accounts. Charitable Giving helps with ongoing expenses of the organization. Endowment builds long-term viability of the organization; the principal is maintained intact and invested to create an ongoing, annual source of income. Both funds are tax-deductible, and Endowment Fund gifts are eligible for a 25 percent Endow Iowa Tax Credit.

More Information & Funding Priorities

CALL: 319.356.6090

MAIL: Johnson County Social Services, 855 S. Dubuque, Ste. 202B, Iowa City, IA 52240

EMAIL: johnsoncounty@livablecommunity.org

VISIT: www.livablecommunity.org

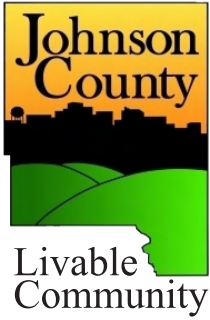
Ways to Support JCLC, including named recognition for major contributors

CALL: 319.337.0483

MAIL: Community Foundation of Johnson Co., 325 E. Washington, Iowa City, IA 52240

EMAIL: info@communityfoundationofjohnsoncounty.org

VISIT: www.communityfoundationofjohnsoncounty.org



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Please Mail Your Contribution to:

Community Foundation of Johnson County
 325 E. Washington St.
 Iowa City, IA 52240
 www.communityfoundationofjohnsoncounty.org
 319.337.0483

Please make checks, corporate matches, or other gifts payable to the Community Foundation of Johnson County.

Or pledge online at:
www.LivableCommunity.org

Pledge Form

Help facilitate opportunities for successful aging!

I/we agree to pledge a total of \$_____ to the Johnson County Livable Community

ENDOWMENT FUND

or

CHARITABLE GIVING FUND

The Charitable Giving Fund helps with ongoing expenses. The Endowment Fund builds long-term viability of the organization and is eligible for a 25% Endowment Iowa Tax Credit. Both funds are tax-deductible and through the Community Foundation of Johnson County.

PLEDGE IS ENCLOSED

PLEDGE WILL BE PAID in equal installments of \$_____

which will be paid: Monthly Quarterly Annually
 over a period of: 1 year 2 years 3 years 4 years 5 years
 to begin payments on: _____ (month/day/year) and request
 reminder notices: Monthly Quarterly Annually None

Signature _____ Date _____

Please print your name(s) as you wish to be acknowledged: _____

Check here if you wish to remain anonymous

Street Address _____

City/State/ZIP Code _____

Telephone _____ Email _____

NAMED GIFTS

\$50,000 \$25,000 \$10,000

Gift Name: _____

PAYMENT METHOD

CHECK (payable to Community Foundation of Johnson County)

CREDIT CARD (circle one: Discover | MasterCard | Visa)

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

AUTOMATIC DEDUCTION FROM CHECKING ACCOUNT

I authorize the Community Foundation of Johnson County to charge my credit card or debit my checking account on a recurring basis for the amount stated above. Please include a voided check.

Bank routing number _____

Account Number _____

Authorized Signature _____

COMPANY MATCH.

Gift will be matched by _____
 (company/family/foundation)

Form enclosed Form will be forwarded

COMMEMORATIVE GIFT NOTIFICATION

This pledge is: in memory of in honor of

Name _____

Address/CityStateZIP _____

THANK YOU for your support!