



## Changes to Center Membership

Our goal as a nonprofit has always been to create opportunities for older adults to maintain or improve their health and well-being through a variety of programs and services. In the past several years, we've seen more people than ever enjoying our fitness classes, social activities, and educational offerings. This growth is exciting and contributes to a healthier community. It has also revealed challenges to our fiscal sustainability.

As many of you learned during the Tell-a-thon last fall, *every* member benefits from the generosity of our community. While this will continue to be the case, the extent to which we have relied on philanthropy to meet our operating costs is not sustainable. Membership and program fees currently cover less than 20% of our operating budget while philanthropy accounts for 60%. To continue offering the high-quality programs that help increase years in good health, our membership model will change on April 1.

Please know that we have studied different scenarios over the course of many months, trying to determine what membership and program fee structure is financially necessary while still appropriate for our mission and vision. There is no perfect model. We will be evaluating this change and adjusting as we go along.

### **Q: Why is The Center changing its membership model?**

**A:** Like most nonprofits, we have a limited number of revenue streams that can support our work. While philanthropic giving will continue to be the largest part of the revenue pie that we use to advance our healthy aging mission, to remain financially sustainable we must also increase membership and fees.

When the Standard/Prime membership model was conceived in 2019, prior to opening The Center at Belvedere, The Center had about 20 fee-based programs a month. In creating Prime—which provided access to fee-based programs at a discount—we hoped to encourage and enable members to engage in a broader range of healthy aging programs.

Over the last several years, fee-based programs available at no additional cost to Prime members have increased dramatically—to 60 or more each week—while the associated dues have not. What was designed to be a reasonable discount has grown beyond what is fiscally viable.

### **Q: What exactly is changing?**

**A:** “Standard” and “Prime” designations will go away. The Center’s new membership structure sets membership dues for everyone at \$22 per month (\$264 annually). All members will have access to a full spectrum of healthy aging programs, with fee-based programs continuing to be available à la carte. Members can also choose to add on a “Plus” package for \$38 per month (\$456 annually), which offers use of the equipped fitness room and a highly discounted rate on fee-based programs in the form of 1,500 credits for program fees.

With fee-based classes priced at about \$10 per program hour, this add-on package is effectively a “Buy One, Get Three” deal. Based on a 50-week year (allowing for days The Center is closed), the 1,500 credits equate to three hours of fee-based programming per week. Once you spend down the credits, you will pay for fee-based programs à la carte. The total cost of membership and a Plus package is \$60 per month (\$720 annually).

**Q: What will not change?**

**A:** Along with access to hundreds of programs that support your well-being, the 10% household discount will remain. Pay-what-you-can member scholarships will continue to make financial support available to those who need it.

**Membership Rate Increase**

- Members who paid for their annual membership in full will not notice any change in membership dues until renewal.
- For those who opted to pay in installments, monthly rates will increase in April. The new rate for members will be \$22; the new rate for members with a Plus package will be \$60.

**About Plus credits**

- Members will access these program credits through the wallet function of our new program registration system, My Active Center (MAC).
- Credits that go unused in a 12-month membership period do not carry over—the 1500 will reset upon renewal—and may not be transferred.
- Credits have no cash value and may not be used for travel, personal services such as pedicures, or specially designated events or programs (consistent with current Prime limits).

**Center Membership**

**BENEFITS**

- Access to a full spectrum of programs
- Fee-based programs available à la carte
- 30-day Trial certificate to share
- 20% discount on facility rental

**MEMBERSHIP DUES**

- Individual:** \$22 per month / \$264 annually
- Household:** \$40 per month / \$475 annually

Members may choose to add on a **Plus package**, which offers use of the equipped fitness room and a highly discounted rate on fee-based programs in the form of 1,500 credits for program fees. The cost for the package is \$38 per month (\$456 annually) for individuals and \$68 per month (\$816 annually) for households).

**Total cost for Membership with the addition of the Plus Package**

- Individual:** \$60 per month / \$720 annually
- Household:** \$108 per month / \$1,296 annually

*Amounts for Household are rounded to the nearest whole number.*