

Friends *of the* Ayer Senior Center

Capital Campaign



Join our Capital Campaign and help Ayer's older adults to connect, learn and thrive!

**SENIOR CENTERS OFFER
THE KEYS TO SUCCESSFUL AGING**

Socialization

Nutrition

Exercise

Lifelong Learning

Transportation

Social Services



Friends of the Ayer Senior Center *Capital Campaign*

Building Community in Ayer

HISTORY

Formed in 2024, the Friends of the Ayer Senior Center is a 501(c)3 organization whose mission is to provide assistance to the older adults of Ayer and to the Ayer Senior Center through fundraising, volunteerism, and advocacy.

After 8 years and several attempts, on October 27, 2025 the Ayer Town Meeting voted by $\frac{2}{3}$ majority to support building a new, larger, state-of-the-art senior center on Bishop Road. Residents approved an appropriation of up to \$11.5 million to design and construct the new senior center, in addition to funds from UDAG, Capital Stabilization, grant funds, and legislative earmarks.

OLDER ADULTS

Today's older adults differ from previous generations in their interests, expectations, and lifestyles. The new senior center is being designed to reflect this:

- Active lifestyles and an emphasis on health, fitness, and preventive care create a demand for regular screenings, strength training, cardio exercise, and recreation.
- Increasing comfort with technology while continuing to value face-to-face social interaction requires additional space needs.

These trends have shaped the design of the new senior center, which will support health, wellness, social engagement, and lifelong learning, as well as providing social services and transportation.

NEW BUILDING

The new 2-story, 13,000 sqft, high efficiency building will include:

- Large multi-purpose room for daily lunches, events, and group fitness
- Friendly cafe & lounge to enjoy a cup of coffee with neighbors and friends
- Fitness room with strength and cardio equipment
- Activity rooms for arts/crafts, educational programs, and small interest groups
- Game room with pool tables
- Wellness room for health check up and self-care services
- Full service commercial kitchen

ATTENDANCE

The current Ayer senior center is only 1,700 sq ft and is inadequate for the current and future needs of older adults. It is too small, not ADA compliant, lacks a commercial kitchen, and parking is extremely limited.

In 2025, 600 older adults used the existing senior center over 15,000 times. New senior centers report their attendance increased 2-3 times! We are dedicated to preserving older adults' independence, promoting physical and mental well-being, and protecting their rights & dignity. Your support makes a difference!

Your Donations Will Be Used For

The Friends of the Ayer Senior Center will be hosting numerous fundraisers to raise their goal of \$440,000 towards the new senior center. Donations will help fund:

Furniture and fitness equipment

Room partitions

Kitchenware and appliances

Expanded educational programs

A/V equipment, large projection screen, security cameras, TVs

Health, wellness, and nutritional programs

Recreational games

Outdoor patio furniture

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Senior Center Programs

FITNESS	HEALTH & WELLNESS	RECREATION	SOCIAL
Aerobics	Blood Pressure	Bingo	Beach Days
Balance Training	Clinic	Book Club	Birthday Parties
Cardio Equipment	Dementia Nurse	Bridge Club	Concerts
Chair Exercise	Consultation	Cribbage	Dances
Chair Yoga	Diabetes Screen	Jewelry Making	Holiday Luncheons
Flexibility Training	Flu Shot Clinic	Knitting	Karaoke
Pilates	Hearing Clinic	Mahjong	Lunch (Daily)
Strength Classes	Massage Therapy	Mexican Train	Lunch & Learn
Strength Equipment	Memory Screening	Movies	Men's Breakfast
Tai Chi	Podiatrist	Needlefelting	Museum Trips
	Reflexology	Painting Lessons	Supper Club
	Reiki	Pinochle	Theatre Trips
	SAD Light Lounge	Puzzles	Webinars
	Spa Day		Women's Breakfast

Senior Center Services

Health Insurance Assistance

SHINE Counseling
Benefits Checkup (R)
Application Assistance

Food Assistance

Loaves & Fishes Deliveries
SNAP Application & Recertification

Housing Assistance

CHAMP Enrollment
Ayer Rental Assistance Program

Transportation

Daily Rides 8am-8pm serving 11 towns

Housing Costs Assistance

Ayer Senior Tax Work Off Program
Ayer Water & Sewer Discount Program
Fuel Assistance
Ayer Housing Rehabilitation Program

Other

AARP Tax Aide
Friendly Calls & Visits
Support for Adult Children
Advocacy, Information & Referral

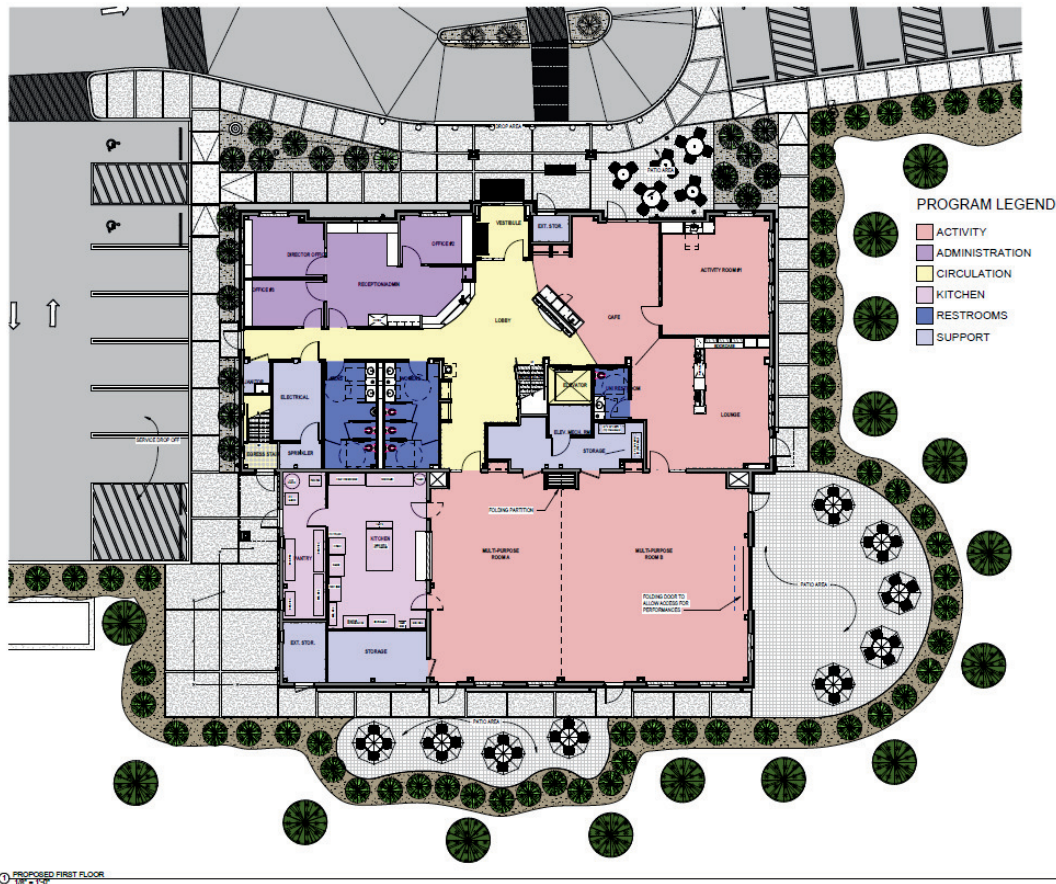
- Home Care Management
- Durable Medical Equipment
- Advanced Directives
- Legal Issues
- Tech Help
- Caregiver Support

Organized in 2024 as a non-profit 501(c)3 tax exempt organization, the Friends of the Ayer Senior Center is a group of volunteers that exists to provide assistance to the older adults of Ayer and the Ayer Senior Center through fundraising, volunteer, and advocacy support.

Friends of the Ayer Senior Center

Capital Campaign

First Floor



First Floor Donation Opportunities

Multipurpose Room (\$75,000)

Main meeting area of the senior center is 2,426 sq ft. Will host large events, daily lunches and fitness programs.

Pickleball Court (\$50,000)

Two available; Two required to build.

Commercial Kitchen and Pantry (\$50,000)

Fully equipped commercial kitchen includes all the essentials for a healthy and social daily meals program and special occasion meals.

Cafe/Coffee Bar (\$40,000)

Gathering place to meet up and hang out while enjoying light refreshments.

Information Hub (\$15,000)

The gateway for senior center information. A large monitor lists daily activities and offers pamphlets and other information.

Reading Room/Lounge (\$10,000)

Comfortable area with fireplace for reading and quiet conversation.

Activity Room #1 (\$20,000)

Area for current events, meetings, small group exercise, bingo, etc.

Hearing Loop (\$15,000)

Special sound system for the multipurpose room that connects to hearing aids.

Elevator, Main Stairway & Vestibule (\$10,000 - \$25,000)

Staff Offices (\$10,000)

Landscaping & Flagpole (\$10,000 ea)

Patio Furniture & Planters (\$500-\$15,000)

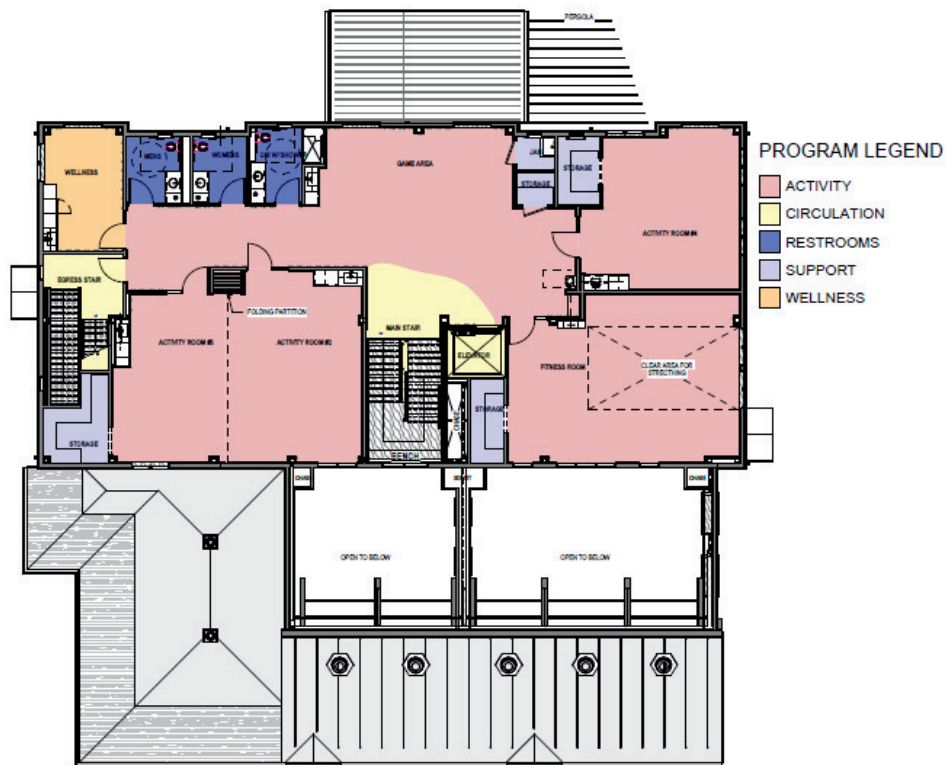
Walk-In Refrigerator/Freezer (\$10,000)

Large Video Projection Screen (\$3,000)

Companion Restrooms (\$5,000)

Large Vertical Windows (\$900)

Art Gallery Hanging Systems (\$500)



① PROPOSED SECOND FLOOR
150' x 150'

Second Floor Donation Opportunities

Fitness Room:

Featuring strength and cardio equipment.

Game Room:

A gathering space for billiards, cards & games.

Activity Rooms 2 & 3:

One larger room for yoga or dividable to become two small group spaces.

Activity Room 4:

Dedicated space for arts/crafts programs.

Wellness Room:

Private space for health screenings, massage, SHINE counseling, telehealth, tax prep.

Companion Restrooms (3):

ADA-compliant space for those who need extra space or assistance in the restroom.

Game Room Bench

Activity Room Storage Closets

Billiards Tables (2)

Security System

Televisions in Each Activity Room

Fitness Equipment

Large Windows

**A full price list is available at
www.AyerSeniorCenter.com**

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Help Us Cross the Finish Line: Additional Gift Giving Opportunities

There are many ways you can support this important campaign:

Monetary Gifts Recognized with a Plaque

- **Name Recognition for Rooms** on the first or second floor of the senior center as noted on the previous page.
- **Name Recognition for Specific Items** like windows, benches, bookcases, and more.
- **Undesignated gifts** over \$500 will be acknowledged on lobby plaque.

Other Forms of Giving

- **Donate an engraved patio paver**
- **Planned Giving in your will/estate, life insurance, trust, etc.**
- **In-Kind Donation**
- **Donation of Real Property**
- **Help the Friends organize a fundraising event**

For details on Gifts, refer to Gift Acceptance Policies at www.AyerSeniorCenter.com

Engraved Patio Bricks

An engraved patio brick is a great way to honor and remember family and friends, while also supporting our capital campaign! Personalized bricks will be displayed prominently on the senior center patio.



Sample inscriptions include:

In Loving Memory of _____ From (Your Name)
In Honor Of _____ From (Your Name)
ASRSD Class of _____ From (Your Name)
US Marine Rank Name Year
In Honor of Those Who Served, (Your Name)
Forever in Our Hearts _____, (Your Name)
Pet Name
We Support Our Older Adults, (Your Name)
Love Our new Senior Center, (Your Name)

Capital Campaign Kickoff Special

Ayer Residents:

Purchase your engraved patio brick prior to October 31, 2026 at the discounted rate:

4" x 8" brick for \$150
8" x 8" brick for \$300

Pricing After October 31, 2026:

4" x 8" brick for \$200
8" x 8" brick for \$400

**Your gift will enhance
the quality of life of Ayer's older adults**

Friends^{of the} Ayer Senior Center

Capital Campaign

Thank You For Your Consideration!

Capital Campaign Committee

Executive Officers

Carolyn McCreary, President
Betsy Diskin, Treasurer
Kathy Poirier, Secretary

Fundraising Event Committee

Betsy Diskin
Susan Michaud
Anne Nee
Patty Scott
Edith Stephen
Bonnie Tillotson (Building Committee Liaison)

Community Outreach

Linda Collins (Building Committee Liaison)
Ellen FitzPatrick (Building Committee Liaison)
Katie Petrossi (Senior Center Director & Building Committee Liaison)

Donor Recognition, Research & Development

Betsy Diskin
Kathy Poirier
Bonnie Tillotson (Building Committee Liaison)

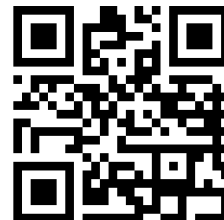
Learn More and Donate Now

Call: Carolyn at (978) 772 - 5870
Bonnie at (617) 548 - 3909
Katie/Ayer Senior Center at (978) 772-8260

Mail: Friends of the Ayer Senior Center
180 Washington St
Ayer, MA 01432

Visit: www.AyerSeniorCenter.com

Email: FriendsOfAyerSeniorCenter@gmail.com



The Friends of the Ayer Senior Center is a non-profit dedicated to providing support to the Ayer Senior Center and the Ayer Council on Aging. The Friends, through public support, help raise funds to help improve the Ayer Senior Center's programs, facilities, and resources.

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Ayer, MA 01432

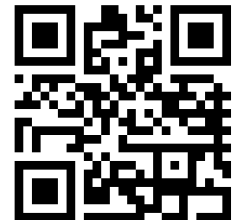
**Mail Permit
Information Here**

**Name
Address
City, State, Zip**

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**We Need
Your Help!
Please Donate!**



**“We make a living by what we get, but we make a
life by what we give.” - Winston Churchill**