Seniors gave us birth, nurtured our lives, built our nation, fought our wars and gave us the opportunities we have today. Support the Center that gives them a better quality of life.

Via Center Leadership

Mr. Ben Meisler  
Dr. Roma Stovall Hanks  
Mr. Charlie Brown  
Mrs. Beth Thomas  
Mr. Ola Anise  
Mrs. Cathy Wagner  
Mrs. Jani Handwerger  
Mrs. Audrey Goldberg  
Mr. F. Grey Redditt, Jr.  
Mrs. Ellen Alves  
Mr. Lance Williams  
Mrs. Dorothy Dorton  
Mrs. Arlene Mitchell  
Mr. Herbert Meisler

2020 GIVING TREE CAMPAIGN

Our Center Continues to Serve Seniors

For more information, contact Barbara Estes at the Via Center at 251.470.5229 or bestes@viamobile.org.

Via Health, Fitness & Enrichment Center 1717 Dauphin Street * Mobile, Alabama 36604 www.viamobile.org

Non-Profit Statement
Donations resulting from this campaign benefit Senior Citizens Services, Inc., dba as Via Health, Fitness and Enrichment Center, a 501 c(3) non-profit entity. All donations are suggested amounts and will fund the needs of thousands of seniors and community users served annually. #63-0590039
On March 13th, the Via Center closed its doors. We laid off our staff and have a skeleton crew re-tooling our programs and services, making sure we continue to serve our amazing Seniors. Here’s what we are providing:

- Converted many of our enrichment and education programs to virtual learning
- Started a weekly, interactive e-newsletter, “Seniors Staying Connected,” to more than 5,000 seniors community-wide
- Launched the Via On-line Fitness Portal, with thousands of Seniors taking virtual fitness classes
- Holding drive-through social events
- Holding drive-through Community Food Distributions - 15,000 pounds of food have gone to feed hungry Seniors
- Maintained our Information & Referral calls and Neighbor-to-Neighbor call/check ins to comfort home-bound and socially isolated Seniors.

Though closed, we still have on-going expenses to maintain our facility, including insurance, utilities and repairs. We have/will need to spend $22,000 for cleaning and health and safety supplies, part of our Ready to Re-Open Strategic Plan. We also have an income loss of $20,000 per month, due to the suspension of our GrandFriends Adult Daycare, community rentals and membership fees.

This year, we aren’t able to hold our traditional Annual Appeal and Cool White Linen Night fundraiser. So…..we are asking our members, supporters and community partners to participate in our “2020 Giving Tree” campaign.

**A Leaf or a Stone to Show Your Support**
In our main hallway, we will wall mount an elegant donor tree. “The Giving Tree” will stand 4’ x 6’ tall, with 1.75” x 3.5” leaves (brass, nickel, copper, bronze) and bronze stones at the base. Each leaf and stone will be engraved with the name and/or message of the supporter of the Via Center.

**Acorn Donors**
We encourage everyone to give, at any level they can. A donor who can’t meet the leaf and stone threshold, will be an Acorn Donor. Your name will be placed on an acorn plaque beside the Giving Tree.

**Detachable form - See back panel.**