

The Campaign for Sharon Towers:

*Embracing our Future.
Honoring our Past.*



At Sharon Towers, our mission has always been to celebrate the best of yesterday while building for an even better tomorrow. More than 50 years ago, Sharon Towers was founded as a place with "family and compassion" as its central beliefs. These principles still drive our mission "to enrich the lives of those we serve by providing a nurturing environment that fosters joy, purpose, and well-being." Our history and mission serve as our inspiration and the momentum for our strategic vision and plan for the future of Sharon Towers.

In 2019, the Sharon Towers Board of Directors adopted a Campus Master Plan that will distinguish Sharon Towers from other retirement communities through a two-phased, comprehensive plan that serves both short- and long-term residential and community needs. Phase I focuses on the current needs and expectations of all residents and will enable our community to remain vibrant and distinguish itself as a premier retirement community in the region.

As part of the Master Plan, we will:

- Renovate and expand our Health Care Center
- Renovate and expand our dining and amenity spaces
- Construct The Deerwood, a 42-unit, low-rise independent living apartment building
- Create a half-acre community park that will connect Sharon Towers to the SouthPark community and our immediate surrounding neighborhood

These enhancements will position Sharon Towers as a center of vitality and well-being in the region.

The Phase I expansion and renovation project is budgeted at \$106 million, with funding coming from revenue raised from The Deerwood entry fees, bond financing, and philanthropic dollars raised through The Campaign for Sharon Towers.

The Campaign Priorities

Health Care Center Expansion and Renovation

Combining new advancements in health care with an in-home feel.

Sharon Towers' commitment to providing residents and their families with an opportunity to fully engage will be reflected in a re-envisioned Health Care Center. The "home-like" environment will include new dining areas built around an extended kitchen island, expanded visitation areas with fireplaces, enhanced activity areas, and access to outdoor balconies on each floor.

The Health Care Center will almost double in square footage while keeping the same number of resident rooms, enlarging many of them to include private bathroom facilities.

The Campaign will raise \$3,500,000 to support the Health Care Center expansion and renovation.

Dining and Amenity Space Enhancements

Recommitting to providing the amenities that make living at Sharon Towers unique and special.

At Sharon Towers, we are committed to offering a wide array of services and amenities on our campus for residents. Multiple dining options, medical care via a Wellness & Physicians Clinic, access to excellent salon and spa treatments, and additional community meeting and activity space are part of the Campus Master Plan.

With a goal of \$1,000,000, The Campaign for Sharon Towers will provide resources to invest in the day-to-day experiences of our residents.

Community Park

Strengthening our connection with the greater SouthPark community.

Among the pleasures of Sharon Towers is its unique setting — both contiguous to SouthPark and yet a place apart. This character will be enhanced with a new half-acre community park connecting our community with the immediate neighborhood. This peaceful greenspace will provide communal space as well as access to retail and restaurant options, protecting and buffering our separate world while drawing us closer to the community to which we belong.

The Campaign will provide \$500,000 in funding for the establishment of this half-acre community park.

Residents' Assistance Fund

Our founders made a commitment to provide financial assistance to those residents who outlive their resources. Fifty years later, this commitment remains fundamental to our mission and distinguishes us from our competitors.

Integral to The Campaign will be \$1,000,000 in new gifts to the Residents' Assistance Fund.

During 2020, The Campaign for Sharon Towers paused and began again (slowly and with cautions in place) late in the year. As of July 2021, more than \$4.8 million has been raised toward the \$6 million goal. All members and friends of the Sharon Towers community are invited to participate in The Campaign.

To learn more about The Campaign, naming opportunities, or ways to make a gift, please contact Jennifer Morgan, Director of Philanthropy, at 704-553-3817 or jmorgan@sharontowers.org. Visit The Campaign webpage at <https://givetosharontowers.org/>