



**CornerStone**

**Pioneering  
the Wellness  
Model of the  
Future** 

**The Cornerstone Project, Inc.**

**Teaming Up for a Healthy Community**

**CASE STATEMENT**

**March 13, 2009**

## The Need

Fond du Lac, Green Lake, Waushara, and Marquette Counties and the surrounding areas deserve the term “God’s country,” with natural beauty attracting summer tourists. However, those who call this area home year-round can see opportunities to further enhance our quality of life.

Families and individuals of all ages would welcome a new, affordable indoor facility for health, wellness and community activities, especially during the winter. Area teens would lead healthier, safer lives if they had a place to join their friends for fun and relaxation. Seniors would enjoy a place to meet for activities tailored to their interests and needs. Businesses would benefit when employees could take advantage of wellness programs leading to better health and reduced medical costs. Three rural area hospitals that serve these counties and the residents are part of the team that makes up the board of directors for The Cornerstone Project, Inc. Great success with such freestanding wellness facilities is evident in other Wisconsin communities, including Waukesha, Manitowoc and Pewaukee.

A survey to assess community-wide interest in our area was randomly distributed to corporations and residents. The survey drew more than 550 responses from the 2,100 survey forms sent – a very high response rate. It found overwhelming interest in the possibility of health and fitness programs (100%), family enrichment programs (100%), youth sports (100%), programs for the disabled (87%) and child care (79%). And indeed, the situation is critical: In 2006, the U.S. Surgeon General reported that childhood obesity is escalating at such an alarming rate that for the first time in our history, our children will not necessarily outlive us.

## The Vision

The Cornerstone Project provides the spark to take our region’s health to a whole new level. We’ve already begun grass-roots efforts, tapping talented people and existing facilities to provide health and wellness programs today. We also have an exciting vision for the future.

*Now...* Outreach programs are beginning to address some of the needs.

- Our “spinning” (exercise bikes) class at Markesan High School begins in April 2009.
- We will also offer the Seniors Exercise class in Princeton at the Senior Center in April 2009.
- Our “Cool Health Careers” three-day camp this summer will give teens an exciting glimpse of career possibilities by letting them observe our area’s health care professionals firsthand in June 2009. The Cornerstone Project is working in collaboration with the UW-Madison Area Health Education Center system program as well as the three rural hospitals serving the area. Students from all six school districts have the opportunity to participate in this summer camp.

*In the near future...*

- We plan to develop a day-care outreach that provides a safe environment with certified, licensed programs.
- We will create health and wellness programs that involve local residents and organizations, including medical clinics, recreation departments, schools, assisted living facilities, and corporations.
- We will enhance the coordination of care among the physical therapy, cardiac, orthopedic and neurological rehabilitation departments of rural area hospitals.

## **A New Integrated Health and Wellness Community Center**

We want to build an accessible, centrally located facility to help area residents remain healthy through exercise and education. The center will not replace an individual's health care provider but rather provide an additional resource to promote healthy living.

*What is being considered for the new center?*

- State-of-the-art sustainable/green fitness facilities, including a full array of exercise equipment, indoor run/walk track, and gymnasium.
- An aquatics area to accommodate lap swimming, water exercise and therapy.
- Education spaces to provide support for healthy choices, including weight-loss support, diabetes education, and health screening.
- Day care facility to serve young children.
- On-site child care to give parents peace of mind while using the facility; and drop-off care for parents seeking an option for before or after school hours and school-off days.
- A youth/teen room that provides a cool place to hang out with friends after school or on weekends.
- Spaces in which seniors can engage in social, wellness and recreational activities.
- Spaces for yoga sessions and Pilates exercise.
- A café and gathering place where people can meet and enjoy each other's company.
- An ice rink for skating, hockey and other activities.

We envision that this center will be an 80- to 110-thousand-square-foot facility. Construction will employ an estimated 200 site workers, including those from the five firms assisting with project development. Once the new facility is operating, it could create another 100 to 120 jobs in our communities.

This project uses creative "outside-the-box" thinking to integrate health, education and wellness. It will not only create jobs but will also reduce health-care expenditures by helping area residents stay healthier. In addition, by collaborating with area hospitals and UW-Madison programs, we will create learning environments for health care careers at the high school, physician assistant, and rural physician levels.

### **The Action Plan**

A number of well-regarded Wisconsin businesses are combining their talents to make this vision a reality. They include The Samuels Group, providing comprehensive construction and design services; Plunkett Raysich Architects, specializing in health care facility design; and KBS, one of the largest building contractors in the state.

To launch the wellness facility, The Cornerstone Project is beginning a capital campaign. The building program could cost \$10 million to \$15 million. The scope of the final building plans, including a groundbreaking date, will be determined when the community has made financial commitments to the campaign, in-kind donations are identified, and final bids are accepted. The generosity of donors will affect each of these aspects.

We are asking community residents, businesses, organizations and foundations to consider a gift to this campaign. We need a number of gifts in the \$50,000 to \$500,000 range given over a three- to five-year period. Your generous support will help ensure that everyone has access to a facility that will lead to healthier lives for generations to come.

### ***The Cornerstone Project, Teaming Up for a Healthy Community***

Please visit our website at [www.cornerstonewellness.org](http://www.cornerstonewellness.org).



These are exciting times for The Cornerstone Project, and more importantly, for the communities of Berlin, Green Lake, Markesan, Princeton, Ripon and Wild Rose. A new Health, Wellness, and Community Center will improve the health and well-being of our communities. We are now seeking the funding needed to realize this vision.

We ask that you consider the possibility of a significant gift to this project. The enclosed chart outlines the type of gifts that are needed to raise \$5 million over the next five years. Your gift could be given all at once or over a five-year period. Your early gifts will provide seed money to help this project get off to a good start. Please return the response card with your check. Thank you for the support and leadership you have given to The Cornerstone Project.

Sincerely,

**Patti Lenius**  
Cornerstone CEO/President

**Kristin Galatowitsch**  
Fund Development Committee Chair

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**Yes, I/we want to help to build a new Health, Wellness, and Community Center.**

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Total Committed: \_\_\_\_\_ Amount Given Now: \_\_\_\_\_

Balance Given as Follows:

2009\_\_\_\_\_ 2010\_\_\_\_\_ 2011\_\_\_\_\_ 2012\_\_\_\_\_ 2013\_\_\_\_\_

Payments to be made: \_\_\_\_\_ Annually \_\_\_\_\_ Quarterly \_\_\_\_\_ Monthly (*please check one*)

Signatures: \_\_\_\_\_

My/Our gift includes a stock gift of: \_\_\_\_\_ \$ (estimated value)

My/Our in-kind gift is: \_\_\_\_\_ (description of in-kind donation)

Value of the in-kind gift is: \_\_\_\_\_ \$ (estimated value)

Name of employer who will match my/our gift: \_\_\_\_\_

Employer match total is: \_\_\_\_\_ \$ (estimated value)

*Make checks payable to: The Cornerstone Project, Inc.*

*Send to: The Cornerstone Project, Inc., PO Box 608, Green Lake, WI 54941*

The Cornerstone Project, Inc. is a 501(c)(3) nonprofit organization.  
Contributions are tax-deductible.