



UNIVERSITY

*Celebrating
10 Years*

Sponsorship Proposal

2024

Contact Fe University

Website FeUniversity.org
Email info@feuniversity.org
Address PO Box 24, Mercer, WI 54547

Dear Sponsor:

Did you know that over 58% of Iron County residents are over the age of 50? And this number is growing. The majority of these are active, vibrant consumers and participants in the community. As an inclusive, non-accredited college for seniors, Fe University is unique, something for which Iron County can be proud.

Today we are asking you to be a sponsor of Fe University. By supporting Fe University, you benefit area seniors. Whether you provide a product or a service, these seniors are your customers, present or potential. It's a win-win!

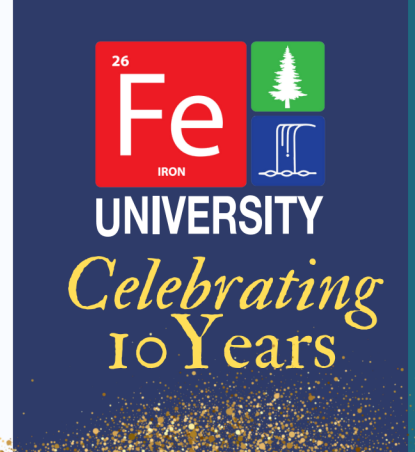
Before 2013 there were few opportunities for area seniors to socially connect and intellectually engage. That year, recognizing this unmet need, UW-Extension Iron County, in conjunction with a few volunteers, took a chance and formed Fe University. In 2024, we are celebrating 10 years!

For many years, run exclusively by senior volunteers and sustained by class fees and occasional grants, Fe University flourished. A victim of success, continued growth necessitated engaging the services of a contractor. The added professionalism, presence on social media, and promotional development made it well worth the expense. In addition, producing each class costs approximately \$1,000. To welcome all income levels, we strive to keep class fees low. That is why we are asking for your help.

All our sponsors will be recognized on our website (FeUniversity.org), in our bi-weekly emails that reach over 700 Northwoods seniors, and on our Facebook and Instagram pages. In addition, if you become a class sponsor you will be recognized on our class poster and in our class press release that is published in the Iron County Miner, The Lakeland Times, and other local news outlets.

Please consider donating today. It will be well worth your investment.

Best Regards,
Fe University



Fe University: History, Mission & Vision

Past Classes



From the nature of the universe to raising chickens, Indigenous history to woodworking, Northwoods ecology to aging, music to cross-country skiing, we have offered more than 150 classes since 2014.

Mission



The mission of Fe University is to provide quality, college-level learning experiences for adults ages 50 and older through diverse short courses and lectures without the pressure of tests, grades or requirements.

Vision



Our vision is to continue to offer stimulating, inclusive and accessible classes that create and foster a welcoming, sustainable community for seniors in Iron County and beyond.

Why Support Us?

Help sustain a unique senior education program in Wisconsin's Northwoods.

What We Need from You

Funding to sustain our senior education program.

Our total annual fundraising goal is **\$25,000**. It costs approximately **\$1,000 to run each class**, based on instructor, administrator, publicity, and location fees. While student fees cover a portion of our classes, we seek to keep our cost of classes low, so these fees rarely cover an entire class.

Why This Is a Good Fit

Your clients are our students.

A high percentage of your clients are also our students. Area seniors will recognize and appreciate your investment in our organization. Since the senior population is continuing to grow, this is a great opportunity to invest in the social and educational robustness of our community.

What You'll Get as Our Sponsor

- Dedicated presence on our website
- Credit in biweekly emails reaching 700+ Northwoods seniors
- Identification in the press release for the class you sponsor
- Acknowledgment on Facebook and Instagram
- Credit on class poster
- Acknowledgement at our 10th Anniversary Celebration

Sponsorship Packages

Suggested Donation Amounts & Benefits:

Scholar: \$1,000

Sponsors 1 class

Credit on website + course page

Acknowledgment in newsletter

Recognition at 10th anniversary celebration

Professor: \$2,000

Sponsors 2 classes

All of the \$1,000 benefits, plus:

Credit on class flyers

Credit in class publicity

Recognition on social media

Polymath: \$3,000 & Above

Sponsors 3+ classes

All of the previous benefits, plus:

Dedicated spot on homepage

Opportunity for ad in e-newsletter

Recognition in class introduction

Prominent placement in
communications about classes

Feature in year-end newsletter

Donate Now
via Check or PayPal

Contact us for more information:
Info@FeUniversity.org
FeUniversity.org/Donate

**Donations of *any*
amount can make
a difference!**

We don't require a
minimum amount for
donors, so we
encourage you to help
however you can.

What Is Fe University & How Did It Evolve?



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It's no secret that Iron County's aging population is increasing, with 58% of the population over the age of 50. To assess the needs of this demographic, the first Creating Aging Friendly Communities Summit was held in July 2013. At that event community leaders were asked to analyze the county's readiness to support an aging demographic and to prioritize next steps to advance the county toward aging friendliness. By the end of the day and in a subsequent survey of residents, intellectual engagement and social connection surfaced as primary needs for maintaining mental health.

To address this need, the family living educator of the Iron County UW-Extension and a group of senior volunteers developed the idea of a non-accredited "college" for seniors. This committee organized the program of short duration, low-cost classes and received a start-up grant from UW Extension. The first class was offered in Mercer in the summer of 2014, a writing seminar, which culminated with a collection of essays published in a book, *Collected Narratives*.

Since that first class, over 160 classes taught locally by 50 highly qualified instructors have served close to 700 students. Our instructors include retired and active college professors and high school teachers, an executive of the World Bank, a National Football League coach, a physics Nobel Prize winner, a renowned local naturalist, and many others who are experts in their fields. Most classes are academic in nature covering a broad range of topics within the fields of science and technology, humanities and social sciences, nature, personal growth, and Indigenous studies.

Students enjoy learning with old and new friends in the community, and teachers like the idea that students enroll in their classes because they are curious and thirsty for knowledge, not because they need college credits. Instructors receive a modest honorarium funded by fund-raising, grants and nominal student tuition fees. Scholarships are always available.

In February 2017, Fe University became an independent nonprofit, 501(c)(3), operated by a volunteer board. In 2021 we had grown enough to contract the services of a freelance assistant.



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time!**

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