



▶ **HOPE &  
OPPORTUNITY**

A CAMPAIGN TO BUILD  
AN **INTER-GENERATIONAL  
COMMUNITY CENTER**  
IN THE VILLE

# OUR MISSION

Our Mission is to improve the quality of life and bridge generations with essential services and impactful programs for youth and seniors in St. Louis.



# CORE FOCUS AREAS FOR COMMUNITY SUPPORT

## HUMAN NEEDS, HEALTH, AND WELLNESS

- Nutritious meals for all ages (including Meals on Wheels, congregate meals, after-school snacks, and food pantries)
- Access to health, fitness, and wellness programs
- Comprehensive case management services
- Counseling for public benefits, insurance, and financial empowerment

## SUPPORT FOR SENIORS AND HEALTHY AGING

- Senior transportation and mobility support
- Programs promoting healthy aging and active lifestyles
- Recreational, civic engagement, and social connection opportunities
- Volunteer involvement tailored for older adults

## YOUTH AND FAMILY DEVELOPMENT

- Positive youth development initiatives, summer camp, and after school programs
- Work experience
- Recreation and gaming activities
- Mentoring and tutoring
- Lifelong learning and career-readiness opportunities for all generations

# WELCOME

FROM OUR EXECUTIVE DIRECTOR  
**LEON THREAT**

## BUILDING COMMUNITY, EMPOWERING GENERATIONS: THE LEGACY OF NORTHSIDE YOUTH AND SENIOR SERVICE CENTER

Founded in 1973 by Father Bill Hutchison and dedicated St. Louis residents, the Northside Youth and Senior Service Center (NSYSSC) has been a cornerstone of the historic Ville neighborhood for over 50 years. Originally established as a senior center in the basement of St. Matthew School, the Center addressed critical needs like hunger, malnutrition, and social isolation among seniors. By 1978, through generous community support, the Center moved to its current location at 4120 Maffitt Avenue, enabling it to expand its senior programs to include transportation, home delivered meals, public benefits search, case management, computer classes, health screenings, and fitness classes.

In 1974, the Center launched its youth programs, responding to the growing needs of local families. Over the decades, these programs evolved to address childcare, after-school support, violence prevention, nutrition, and summer activities. By the early 2000s, youth services had expanded to over 200 children annually, with a strategic shift toward school-based programming and partnerships addressing mental health, academic success, and youth development that emphasizes the inherent potential, strengths, and capabilities that youth hold.

Beyond senior and youth services, NSYSSC has a proud history of fostering stability in the Ville neighborhood. From 1977 to 2003, the Center's Housing Program revitalized 93 affordable rental units, laying the groundwork for future community housing initiatives through its spinoff organization, Northside Community Housing, Inc.

In 2012, the Center adopted its current name, reflecting its enduring commitment to supporting youth and seniors. Today, NSYSSC remains a beacon of hope, empowering individuals and families by meeting basic needs, fostering intergenerational connections, and addressing the evolving challenges of the St. Louis community.

Unfortunately, we do not have the space or facilities to effectively respond to the community's growing needs. With plans to build a new center for all ages, we aim to carry this rich legacy forward addressing the unique milestones and challenges of individuals from birth through retirement —ensuring a brighter future for generations to come. Join us in making this vision a reality!

## WE ARE NORTHSIDE YOUTH AND SENIOR SERVICE CENTER (NSYSSC)

*Leon Threat*



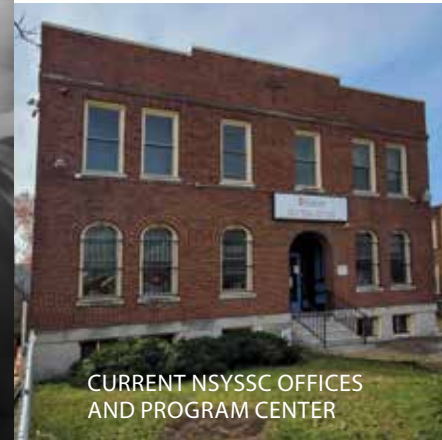
# HONORING OUR HISTORY

THE VILLE IS AN INCREDIBLE HISTORIC AFRICAN-AMERICAN NEIGHBORHOOD IN ST. LOUIS WITH A RICH HISTORY OF AFRICAN-AMERICAN EDUCATION, BUSINESS, AND ART.



The Ville neighborhood, rich in African-American history, was once a vibrant cultural hub in St. Louis, home to iconic institutions such as Sumner High School and Annie Malone's Poro College. However, decades of systemic disinvestment, redlining, and economic decline have left the neighborhood grappling with poverty, vacant properties, and limited access to resources. Despite these challenges, Northside Youth

and Senior Service Center (NSYSSC) has been a steadfast pillar of support for the community, addressing critical needs through programs for youth, seniors, and families. By providing meals, transportation, childcare, after-school enrichment, mental health services, and housing assistance, NSYSSC has empowered residents to overcome barriers, fostering hope and stability in a community striving to reclaim its vitality.



# DISINVESTMENT AND NEGLECT

IN THE VILLE, WE SHARE A HISTORY OF **RESILIENCE, SERVICE, COMMUNITY, AND FAMILY.**

However, due to restrictive covenants and a mapping system known as redlining, the Ville lost much of its former vibrancy.

## REVITALIZATION AND REBIRTH OF THE VILLE



Momentum is building in the Ville and Greater Ville neighborhoods, as reinvestment and revitalization take center stage. The area is experiencing a rapid transformation with a surge in development, including new construction of homes for seniors and families.

As this resurgence continues, the demand for NSYSSC programs and services is growing significantly. Youth program participation has increased by an impressive 72% over the past three years, while senior program enrollment has risen by 28%.

In the coming three years, the neighborhood is expected to welcome hundreds of seniors, youth and families, creating a pressing need for programs and services that support their independence and well-being. These developments highlight the critical role of NSYSSC in meeting the needs of a vibrant and evolving community.

OVER THE PAST FIFTY YEARS, NSYSSC HAS SERVED THOUSANDS OF ST. LOUIS CITY RESIDENTS.

WE ARE AN ESTABLISHED, TRUSTED, AND HIGH-PERFORMING ORGANIZATION AND WE ARE PREPARED TO MEET DEMANDS FOR SERVICES IN AN EVOLVING COMMUNITY.

DEMOGRAPHICS

NEARLY **1500** DIRECT CLIENTS



**400** INDIRECT CLIENTS SERVED ANNUALLY

**98%** AFRICAN AMERICAN

**87%** LIVING BELOW THE FEDERAL POVERTY LEVEL

**60%** UNINSURED / UNDERINSURED

KEY PROGRAMS 2024

MEALS ON WHEELS:

**738** SENIORS SERVED FOR A TOTAL OF **127,500** MEALS SERVED

NSYSSC IS THE LARGEST PROVIDER OF MEALS ON WHEELS IN NORTH ST. LOUIS

CONGREGATE MEALS:

**3,200** SENIOR MEALS SERVED TO ENSURE NUTRITION, FACILITATE SOCIALIZATION, COMBAT ISOLATION

ELDERLY & DISABLED TRANSPORTATION:

OVER **9,776** RIDES TO MEDICAL AND OTHER APPOINTMENTS

SENIOR COMPUTER AND FITNESS CLASSES:

**28** SENIORS SERVED

JOB TRAINING:

**5,202** HOURS

AFTER SCHOOL PROGRAMS & SUMMER CAMPS:

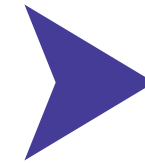
**69,767** HOURS TO ENRICH THE FAMILY NEEDS IN THE VILLE.

CASE MANAGEMENT AND COUNSELING:

OVER **55** INDIVIDUALS SERVED

CHALLENGES:

- **Lack of Accessible Recreational Facilities:** No nearby recreational spaces for seniors and disabled within a 4-mile radius.
- **Meal Service Without a Kitchen:** Delivering over 700 meals daily without an on-site kitchen facility.
- **Inaccessibility for Seniors and Individuals with Disabilities:** The current building is not ADA-compliant, limiting access for many community members.
- **Space Constraints:** Insufficient building capacity prevents leveraging local and state resources effectively.
- **Limited Community Space:** Inadequate indoor and outdoor areas for meetings, gatherings, and recreational activities.
- **Parking Challenges:** Insufficient parking, including spaces for EVs, hampers the ability to provide essential rides for seniors to medical appointments and other vital services.



THE CENTER REPRESENTS A PIVOTAL OPPORTUNITY FOR NORTHSIDE TO SUPPORT ECONOMIC GROWTH AND ENHANCE ESSENTIAL COMMUNITY SERVICES.

WHAT THE NEW CENTER WILL ACHIEVE:

1. **Enhanced Access to Essential Services** A centralized hub offering expanded support, including meals, transportation, and utility assistance for seniors and families.
2. **Modernized Youth Programming** Dedicated spaces for after-school programs, summer activities, and mentorship opportunities, fostering academic growth, life skills, and social development.
3. **Senior Wellness and Engagement** Health and fitness facilities, recreational areas, and social spaces designed to promote active, fulfilling lives for older adults.
4. **Intergenerational Connections** Programs and activities that bring together multiple generations, strengthening community bonds and fostering mutual understanding.
5. **A Vibrant Community Gathering Place** A welcoming venue for events, workshops, and celebrations that nurture relationships and build a sense of belonging.
6. **Empowering Workforce Development** Job training, skill-building programs, and mentoring initiatives to support pathways to employment and self-sufficiency for youth and adults.
7. **Safe, Inclusive, and Accessible Environment** A secure, ADA-compliant space where residents of all ages feel valued and supported.
8. **Catalyst for Economic Growth** A beacon for neighborhood pride, attracting investment, resources, and revitalization for the Ville community.
9. **Sustainability for Future Generations** A forward-thinking facility designed to adapt and meet the evolving needs of the community.

ECONOMICALLY, THE CENTER WILL GENERATE IMMEDIATE AND LONG-TERM BENEFITS.

- During construction, we'll see an influx of jobs that support local contractors, suppliers, and workers, which injects much-needed revenue into the local economy.
- Post-construction, the center will create permanent positions in management, administration, service programming, and maintenance, providing stable employment opportunities for residents.
- By attracting daily visitors for various programs and events, the center will increase foot traffic to surrounding businesses, stimulating growth in retail and other service sectors.

Beyond the direct economic boost, the center will foster a ripple effect. By offering workforce development and skill-building programs, we'll equip our youth and adults with marketable skills that can lead to better-paying jobs, further reducing unemployment and raising household incomes in the area. In addition, the center's commitment to serving all generations will help create a more interconnected community, encouraging investment not just in our infrastructure but in our human capital.

In summary, this center isn't just about bricks and mortar—it's about economic empowerment, social cohesion, and creating a sustainable future for Northside residents. By investing in this project, we're investing in our community's long-term growth and success.



# THE VISION OF THE INTER-GENERATIONAL COMMUNITY CENTER

THE BRAND NEW CENTER WILL BE A **16,000 SQUARE FEET BUILDING** THAT WILL FEATURE THE FOLLOWING:

- Multi-Purpose Room
- Gymnasium
- Commercial Kitchen
- Dry and Cold Food Storage Facilities
- Pantry / Basic Needs Distribution
- Computer Lab
- Outdoor Activity Area
- Collaboration Spaces
- Private Meeting Rooms
- Staff Offices
- Elevator
- Potential to add childcare



Incorporating age-appropriate content in healthy aging and financial literacy programs across the lifespan ensures that individuals are better prepared for the unique health and financial challenges they will face at different stages of life. This approach fosters lifelong learning, reduces disparities, and promotes proactive decision-making, ultimately contributing to a healthier, more financially secure society. By empowering individuals from birth through retirement, these programs help build resilience, adaptability, and overall well-being.

The community center will be a vital resource for residents of all ages. It will provide comprehensive services – from early childhood education and youth mentoring to senior wellness programs and community health initiatives. The center will fill gaps in childcare, after-school programs, and senior care, offering affordable, accessible options to families who need them most. It will be a safe, accessible, inclusive space where people from all walks of life can come together, access support, and strengthen social connections. This sense of community is invaluable, improving quality of life and mental well-being for vulnerable populations like seniors and low-income families.



# \$6 MILLION CAMPAIGN

## PLEASE GIVE TODAY!

NSYSSC has secured options on optimal property in The Ville neighborhood to build the new Intergenerational Community Center.

NSYSSC has also secured 60% of the funding needed through public investment. We now seek the financial commitments from the private sector to bring our vision to reality.

### PLEASE JOIN US AND HELP TO ADVANCE OUR VISION - WE CANNOT DO IT WITHOUT YOU!

Your tax-deductible gift to support our capital campaign is greatly appreciated - the methods of giving are numerous.

- Pledges of 5 years
- Gifts of cash and stocks
- IRA Rollover
- Planned Gifts

### SPECIAL TRIBUTES

Giving to the campaign offers ways to create tribute gifts. Gifts may be made In Memoriam, or In Honor of individuals, families, or organizations.

### RECURRING GIFTS

In addition to making a one-time gift, you also have the option of setting up monthly or annual contributions. By charging your credit or debit card each month or year, you will be breaking your gift into manageable contributions while making a tremendous impact on the campaign

### MATCHING GIFTS

Many St. Louis companies match the charitable contributions made by their employees. Please check with your human resources department to see if your company will provide a match.

## HOW TO GIVE

PRESENT YOUR COMPLETED PLEDGE FORM IN PERSON

MAIL YOU COMPLETED FORM TO:  
4120 Maffitt Ave.  
St. Louis, MO

VISIT OUR WEBSITE OF SCAN OUR QR CODE

CALL US AT  
**314.531.1937**

# NORTHSIDE

Youth & Senior Services Center



**NSYSSC.ORG**

**PLEASE CONTACT**

Mr. Leon Threat  
Executive Director  
NSYSSC

NSYSSC HAS A HISTORY OF **COLLABORATING WITH A VARIETY OF ORGANIZATIONS.**

