

FiftyForward Martin Center

Just the Facts!

During 2012:

- 12,904 visits by 1,400 individuals participating in a wide variety of activities including health and wellness, education, social and recreational
- 302 paid memberships
- More than 100 active volunteers providing 9,322 hours of service equaling a value of \$193,794. (*Independent Sector* TN rate of \$20.79 per hour)
- Outcome Based surveys indicate 91% of participants reported an increased sense of quality of life, elevation of mood, and improved physical health as a result of participating at the Martin Center
- 25% of our members live at or below the Federal poverty and low income guidelines.

Two Signature Events to benefit the Martin Center

June 26, 2012 at The Franklin Theatre

Music and Memories: an annual event which over time has featured a wide variety of musical styles. The 2012 event featured Sweethearts of the Rodeo. This event sold out with 300 guests in attendance. \$21,000 was raised to support the many programs offered at the Martin Center.

November 1, 2 and 3, 2012

Martin Masters: our annual, juried art show opened with a sneak preview and special reception on Thursday evening from 5:00 to 7:30 p.m. with wine and hors d'oeuvres. This is a ticketed event and those attending had the first opportunity to purchase art before the show opened to the public on Friday and Saturday. Over the past six years the show has featured more than 40 artists annually with attendance in excess of 600 over the three days. The 2012 event raised \$14,000 to support Martin Center programs

Martin Center in the Media:

News Channel 5: Talk of the Town
Fox News
Williamson AM
Tennessean: About Town
Mature Lifestyles: Feature Article
Williamson Herald: 4 free ads featuring the Presenting sponsor's logo
Brentwood Chamber: Feature on website
Brentwood and Franklin Life
Brentwood Journal

Tennessee Senior Magazine
Tennessee Magazine
Forward Focus
Southern Exposure Magazine
Review Appeal
VIP Magazine
WAKM Radio
NPR Radio
WMOT Jazz

Websites:

Brentwood Home Page Feature
FranklinIS: Featured event with 15,000 e-blasts
Wineevents.com
Nashville Jazz Workshop

Nowshowingnashville.com
Cool Spring Wine and Spirits
Nashville Symphony
United Way Williamson County
Facebook / Blogs