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(616) 723-4147

E-Mail  
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Website:  
www.michiganmade.net/swagnewfoundation

Proposed Location:  
Midland Township, 50-Acre Lot  
Near Poseyville and Gordonville Rd



# Swagnew Foundation Donor Proposal

## Support the Mission and Become a Donor

The Swagnew Foundation was created in 2013 and carries the intent to give back with various charitable efforts in the Great Lakes State. The Swagnew Foundation strives to make a difference using sport and health as the vehicle to benefit our community's youth in the avenues of mentorship, educational support, physical and mental development and overall wellbeing. The Swagnew Foundation is a proud 501(c)3 public charity here to unify youth of all populations and abilities.



### Proposal written to:

The Swagnew Foundation is presenting donor opportunities to aid the development of a truly inclusive community enhancement open to all surrounding counties. We are negotiating to purchase and develop a 50-acre lot, reviving it into a one-of-a-kind multi-use sports park highlighting equal access to play. Operated by Michigan Made Advanced Athletics LLC, youth and adults will have access to boundless playscapes, an indoor multi-purpose turf field lined for a variety of sports, indoor multi-use courts, a physical therapy room, a Changing Places restroom, office spaces, class rooms and sensory rooms, virtual reality and golf simulators, a barber / salon and much more. On top of an indoor boundless playground providing year-round play for all, this project will also provide public access to several outdoor amenities. This includes two additional large boundless playscapes, a clover of baseball and softball diamonds, a 1.3 mile walking trail, a stadium and full track, several entertainment pavilions, a fishing sanctuary, three grass multi-purpose fields, open seating and a multi-purpose archery / driving range. This proposal promises to create a visible and positive economic impact and will invite new opportunities in the City of Midland, Midland County and the State of Michigan in a way that has not been seen.

[www.michiganmade.net/swagnewfoundation](http://www.michiganmade.net/swagnewfoundation)



# Background of the organization

The Swagnew Foundation's 2013 inception was sparked by an unexpected diagnosis of Lupus.

Founder, Vince Agnew, and his family learned that father, Darron Agnew, was diagnosed with the chronic illness and wanted to make a difference using what they know best - faith, family and sport.

With Vince playing for the Kansas City Chiefs, the family's Swagnew Foundation made its debut. The non-profit acted as a pipeline for the Lupus Foundation of Michigan by hosting camps, providing mentorship and raising funds, all going directly toward clinical research and improving medications to treat Lupus.



At the time, the Lupus Foundation of Michigan in partnership with University of Michigan, acted as the only non-profit organization in the state, solely dedicated to Lupus research and medicines.

After 3 years of partnership with the Lupus Foundation of Michigan, the mission of the Swagnew Foundation saw a shift and a need to advocate for underserved youth of all populations and abilities. Swagnew Foundation now strives daily to provide access to healthy lifestyles and mindsets for all, still driven by the same core values and using faith, family and sport as the avenues.

The Swagnew Foundation is a proud 501(c)3 Public Charity based out of Midland County and is operated by Co-Founders, Vince and Steph Agnew. The couple met in college at Central Michigan University in 2007 and they have been married for 11 years. Vince and Steph have three children, Logan (13), Swayze (9) and Murphy (6).

Their Foundation is here to serve the community and build equal access to healthy lifestyles for all. In order to serve youth and adults of all abilities and disabilities, full inclusion and community participation are at the foundation of this initiative.



The Swagnew Foundation has been providing resources to youth, aiding mental and physical development, as well as providing low cost and free sports camp experiences since 2013. Meet the team behind it >>



## Vince Agnew Founder

### Personal

Native of Grand Rapids, Michigan and graduate of Catholic Central High School. Graduated from Central Michigan University receiving a bachelors of science degree in Journalism.

Mother and Father, Valencia and Darron Agnew, still reside in Grand Rapids, along with siblings, Paige and Carty.

Inducted into Grand Rapids Catholic Central Hall of Fame for academic and athletic excellence as a two-sport All-State student-athlete.

Attended Central Michigan University 2006-2010, playing on a team that won three MAC Championships and ranked in the Nation's Top 25. Vince was named Defensive MVP in 2009 and named a Captain and Defensive MVP in 2010.

### Professional

Played professional football for the Miami Dolphins, Dallas Cowboys, Kansas City Chiefs and Toronto Argonauts.

Retired and began work as a feature writer for the NFL, interviewing first-round draft picks and influential league leaders. During that time, also volunteered at parks and served as a Title-I paraprofessional in Davison Public Schools teaching math and reading.

Worked as a personal trainer and sports development professional at the Freeland SportsZone and Midland Country Club.

Owner of Michigan Made and Founder of the Swagnew Foundation.

## Steph Agnew Co-Founder

### Personal

Native of Bad Axe, Michigan and graduate of Bad Axe High School. Graduated from Central Michigan University followed by receiving a masters degree in Occupational Therapy at Nova Southeastern near Ft Lauderdale, FL.

Mother and Father, Theresa Byrne and Ron Johnston, still reside in Bad Axe.

BAHS Varsity Letter Winner in Volleyball, Basketball and Track and Field, and broke multiple school records in each sport from 2002-2006 as well as winning a Track and Field State Championship.

Attended Central Michigan University 2006-2011, and is a member of CMU's current record-holding 4x400 M Relay team.

Served as a caregiver during college, living with and providing care for her late cousin Jess that was born with muscular dystrophy.

### Professional

Has worked as an Occupational Therapist providing services to a wide range of populations, from youth to the geriatric settings. This includes traumatic brain injuries, home care, within the school district and in-patient rehab.

Steph has volunteered with entities across the state and country including the Special Olympics of Michigan, National Association of Anorexia Nervosa and Associated Disorders, Suicide Prevention and more.

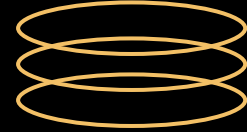
She has spent the last 8 years working for My Michigan Health serving geriatric and special populations as an OT.

Co-Owner of Michigan Made and Co-Founder of the Swagnew Foundation.



# What We Do

# 03



# Our Programs

The Swagnew Foundation supports the families who need it most, ensuring that financial burden or lack of resources are never a reason to miss out on opportunities to play. We currently pilot skill-building classes and camps, recreational leagues and travel sports, cheerleading, basketball, football and soccer with plans to spearhead more through Michigan Made Advanced Athletics LLC. Our sports-based programs are designed around our core values of unwavering integrity, community and youth development. Community involvement and brand recognition allow us to be a resource for supporters to give back and for youth to participate.

# Who We Serve

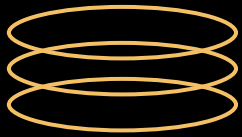


Operating with the backing of local Parks & Recreations departments, we proudly serve 3,000 youth from 20+ counties around the state. This is accomplished with no current ownership of land or a facility. With this proposal for expansion, we will be able to offer the state a boundless safe-haven for equal access to play. With your support of the Swagnew Foundation and Michigan Made, we can provide the resources people need to challenge themselves, overcome barriers and accomplish their goals.



# Why We Do It

# 04



According to the US Census Bureau, Midland County ranks as the 24th most populous county in the state of Michigan, with neighboring Saginaw County and Bay County ranking as the 11th and 20th most populous, respectively.

As one of the states most populated regions, we have all experienced first-hand, many of the needs that go unmet and unnoticed among youth and their families.

While some are able to accommodate for extra-curricular activities, personal development, transportation, meals, various fees and equipment, others struggle mightily just to balance basic needs and healthy lifestyles.

The Swagnew Foundation bridges the gap and impacts youth through mentorship, financial aid, the Model Athlete Program (University of Florida credited course), and donating to local charities, schools and initiatives.

We are here to ensure that regardless of your demographic, the right to play, learn, grow, develop, feel included and loved is yours, year-round.



Our region is packed with potential and high in needs, however it is severely limited on indoor opportunity for year-round healthy lifestyles.

There are no existing indoor boundless playgrounds in the mid-west and only one other Changing Places bathroom in the City of Midland, leaving the special needs and at-risk populations even further behind.

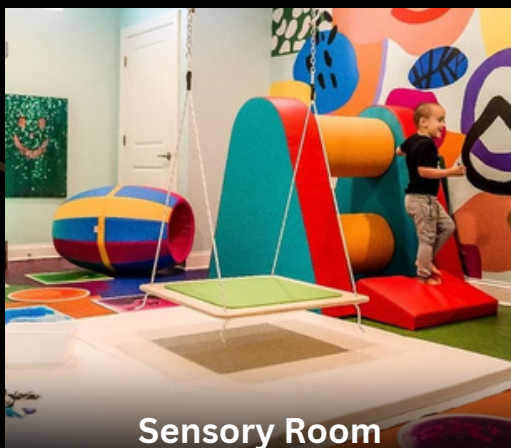
In other areas equally as populated, there are a at least two, and in some cases more, full-size indoor athletic fields within a 60 mile radius. Midland County falls short on that list ensuring longer commutes, higher fees, and greater difficulty accessing resources for so many.

However, the Swagnew Foundation does not strive to be one of a few indoor / outdoor field spaces in the region - we strive to be the first of our kind, able to host everything from recreational sports to Special Olympics and beyond.

By becoming a donor of the Swagnew Foundation, you will have a direct hand in fulfilling each of these needs while pioneering positive healthy habits for generations of youth and adults.



**Indoor Boundless Playground**



**Sensory Room**



**Changing Places Bathroom**



**Outdoor Boundless Playground**

# How We've Grown



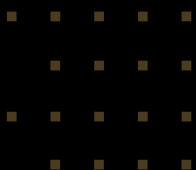
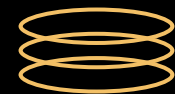
# 05



The rapid growth of Michigan Made has allowed for more youth to be positively impacted and for more organizations like the Swagnew Foundation to get involved.

With nearly 3,000 student-athletes within the organization's various programs, we look to broaden our offerings, expand our footprint and create a legacy in partnership with you.

Youth recreational offerings provide the most diverse experiences year-round and the growth of these programs mirror that of the organization as a whole.



**2020**

264 Recreational Sports Participants

**2021**

815 Recreational Sports Participants

**2022**

1,100 Recreational Sports Participants

**2023**

1,400 Recreational Sports Participants

**2024**

Projected 2,000 Recreational Sports Participants

# Project Information

# Overview of the Proposed Project



We are raising capital in order to aid the development of a truly inclusive community enhancement open to all surrounding counties and providing equal access to healthy lifestyles. We are looking to purchase and develop a 50-acre lot, reviving it into a one-of-a-kind multi-use sports park highlighting equal access to play.

Operated by Michigan Made Advanced Athletics LLC, youth and adults will have access to boundless playscapes, an indoor multi-purpose turf field lined for a variety of sports, indoor multi-use courts, a physical therapy room, a Changing Places restroom, office spaces, class rooms and sensory rooms, golf simulators, a barber / salon and much more. On top of an indoor boundless playground providing year-round play for all, this project will also provide public access to several outdoor amenities. This includes two additional large boundless playscapes, a clover of baseball and softball diamonds, a 1.3 mile walking trail, a stadium and full track, several entertainment pavilions, a fishing sanctuary, three grass multi-purpose fields, open seating and a multi-purpose archery / driving range. This proposal promises to create a visible and positive economic impact and will invite new opportunities in the City of Midland, Midland County and the State of Michigan in a way that has not been seen.

Outdoor spaces are public and available to the community from dusk to dawn. Indoor spaces are accessible to families region-wide, through licensed contractors, trainers, clubs, rentals and after school sports-based programs.

We truly believe in our model and in our market to support these opportunities in Midland County, opening our indoor to wellness retreats, university lectures, team bonding and a wide range of other special functions. We will house full competition and tournaments for lacrosse, basketball, volleyball, pickleball, baseball, softball, football, soccer and more.

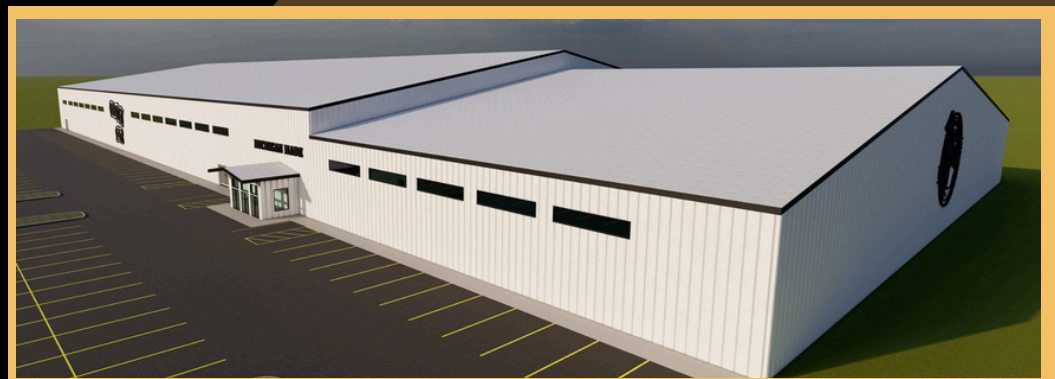
Healthy lifestyles and equal opportunity are championed by Swagnew Foundation and our amazing local supporters.

## Key Project Features Include:

- Solar Power / Renewable Energy Source
- Changing Places Bathroom
- Indoor and outdoor boundless playscapes
- Indoor and outdoor multi-sport playing surfaces
- Outdoor trails
- Outdoor stadium with full track
- Archery / Driving range
- Sensory room
- Classrooms and conference rooms
- Group fitness and workout spaces
- Barber and salon
- Physical Therapy office
- Virtual reality simulators for adaptive sporting, golf lessons / leagues and more

## Support Team

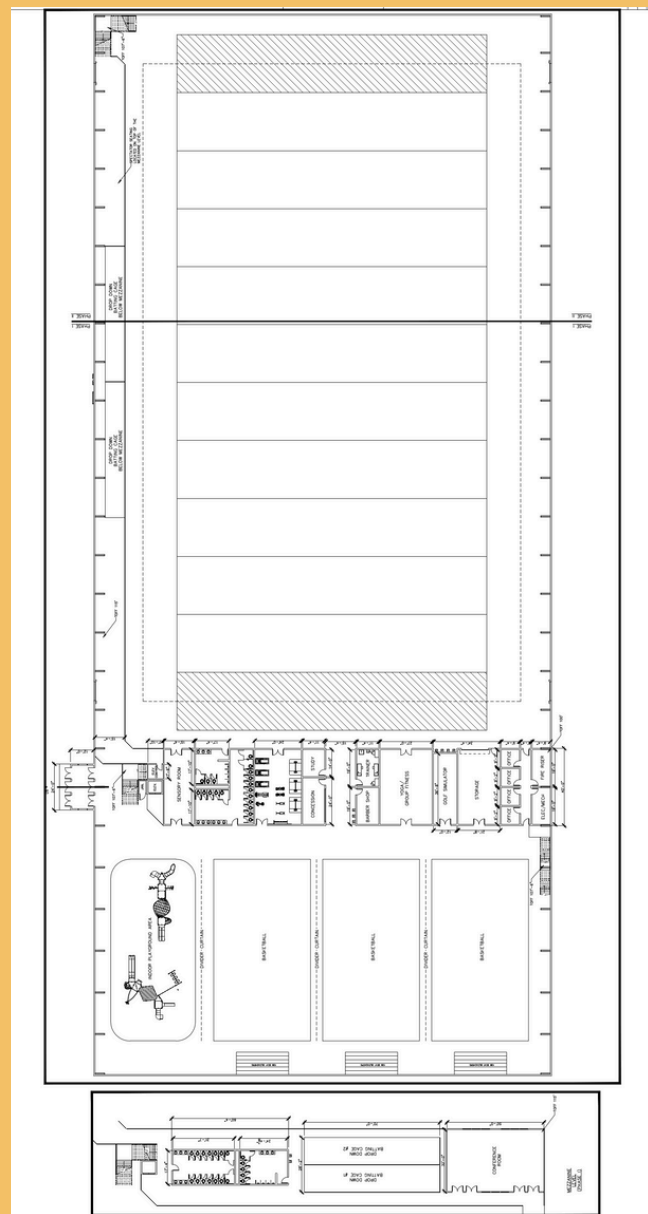
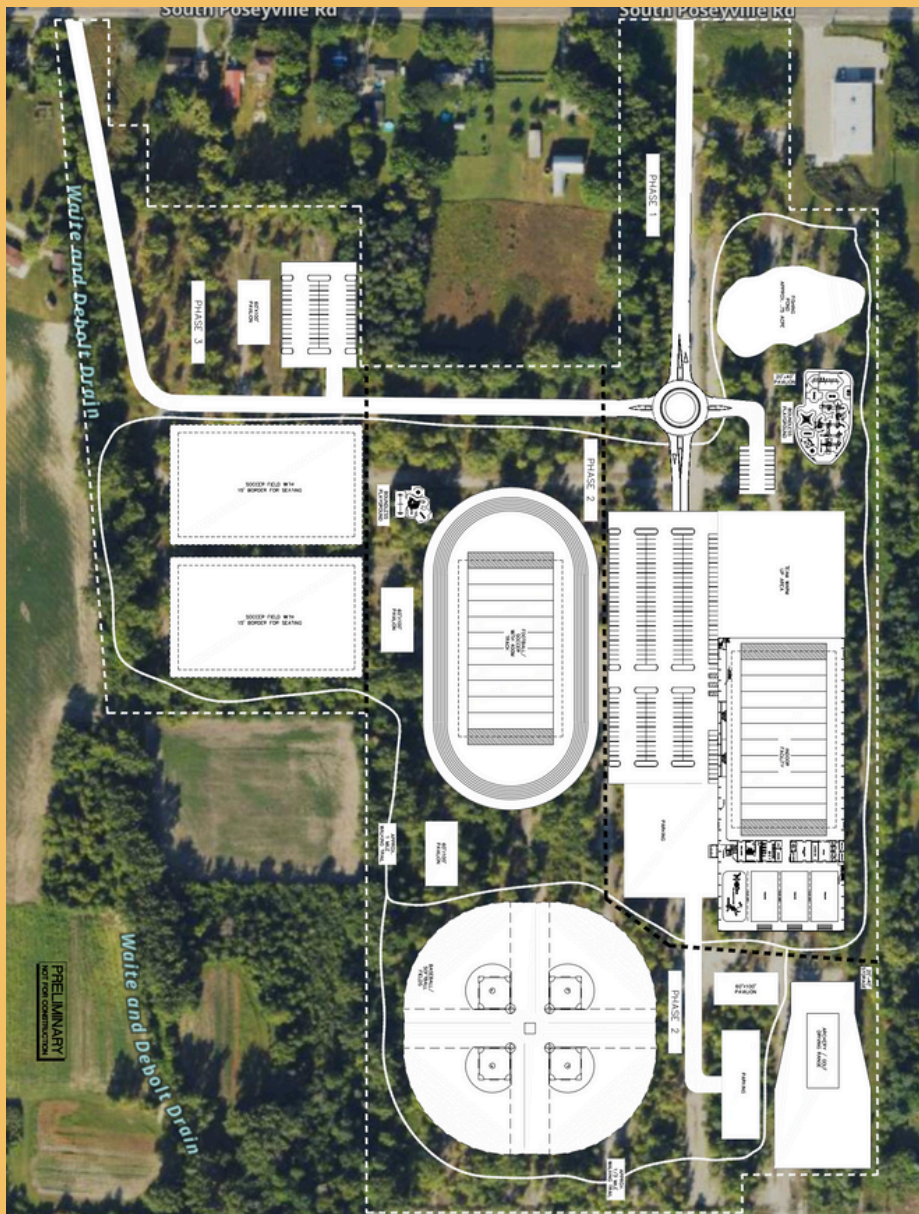
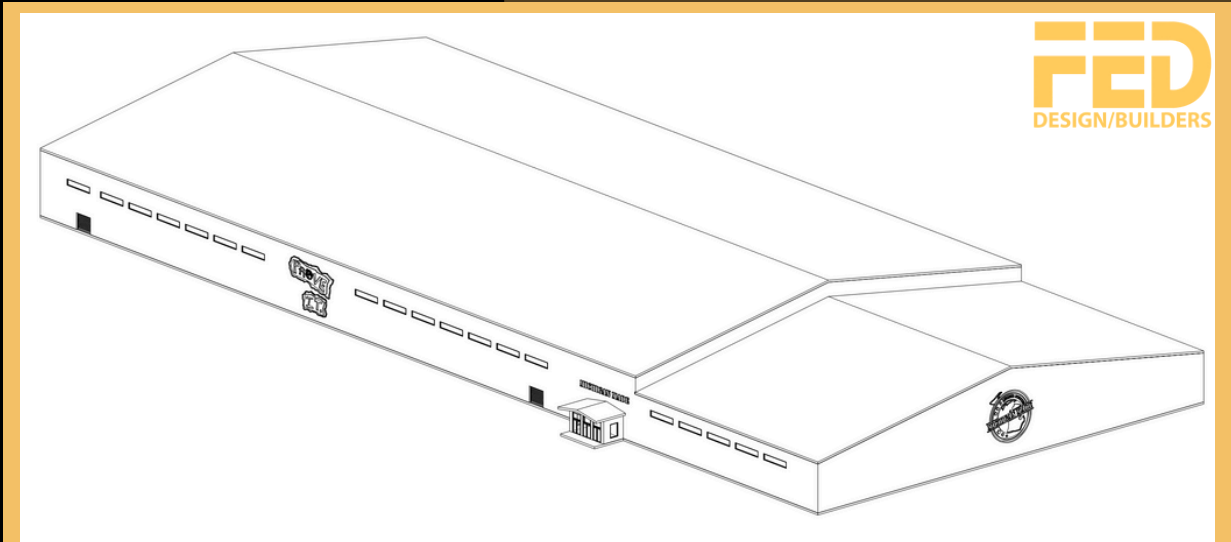
- Brock Dennings  
FED Design & Build - Owner
- Chad Mettler  
FED Design & Build - Project Manager
- Laura Mavel  
FED - Project Grant Writer
- Heather Krantz  
Business Accountant
- Russell Matthews  
Horizon Bank - Market President
- Tom Webb  
Century 21 Realty
- Logan Raymond  
Century 21 Realty



# Sample Rendering, Layouts & Site Plans



# 07





# Project Supporters

## FED DESIGN/BUILDERS

FED brings years of experience all around the state and country seeing projects through the finish and completing them with excellence. The Gladwin-based Design & Build Company completed the extensive Northwood University indoor turf renovation, among many other major local projects.



### Northwood University



#### Midland, Michigan

We built this half-size football practice field and indoor track at Northwood University. The indoor field is housed inside an open web truss steel building.

Size: 58,000 Square Feet  
Year Built: 2012



# Title Sponsors

Labadie Auto Company, Downtown Restaurant Investments and Great Lakes Bay Orthodontics have proudly donated and supported the missions of the Swagnew Foundation and Michigan Made. Joined with our powerful media team's ability to share the voices of the community and grow the passions of providers, we can promise a positive impact that will benefit generations.



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PROUDLY POWERING THE FUTURE OF YOUTH SPORTS



# Project Supporters



## Testimonials

What Vince, Steph, and the other coaches do for these kids is truly inspiring to watch, from the top-notch coaching to the general environment they are in when with Michigan Made - to the team dinners and so much more... I mean what an experience for them!!! You guys run a top-notch program, and it's truly been great being a part of it. We absolutely love it and just wanted to let you know our appreciation.

Chad Nichols | Charlotte, MI



“Our son has been a part of the Michigan Made program for about five years between recreation flag and the elite 7v7 football league and is everything that we, as parents, look for in an athletic program. Michigan Made focuses on the athlete not only from a player and game development perspective, but from a personal and student view as well, encouraging the kids to be leaders in their respective schools and communities. We have seen tremendous growth in our son’s confidence and abilities as a multi-sport athlete as a direct result of his time with the Michigan Made staff, coaches, and teammates. They offer a unique approach to each athlete’s game with positive coaching to develop technique and fundamentals and a model that challenges the athlete to improve with each rep, practice, and game. The Swagnew Foundation’s support and commitment to the community for all young athletes is admirable and inspiring; We look forward to watching the program grow and be a part of its future as they expand their roots with a community-focused and inclusive facility that will continue to serve its mission and positively impact youth for years to come.”

Jeremy and Dallas Rau | Freeland, MI

“Your hard work, dedication and your approach to all of your student athletes is commendable! Over the course of the winter and spring season, I watched a marginally athletic kid grow into a strong, confident competitor. I attribute that confidence to you and your approach to your athletes. As Coaches, fathers and mentors, we should be striving to raise better future husbands and fathers, not just athletes. You Sir, knock that out of the park. I’ve watched your athletes compete, win, get knocked down and get back up again. All while having a positive attitude and being respectful towards parents, spectators, officials and their competition. It’s incredible to watch you help these young men grow.”

Freddie Makinen Sr | Mt Pleasant, MI



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# Project Timeline

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## Projected Timeline for Design, Purchase, Build



**Winter 2024**

Contract Design Build Company, Outline Project Details and Outreach Supporters

**Spring 2024**

Identify Property and Gauge Seller's Interest

**Summer 2024**

Focus on Project Development, Floor Plans and Layouts

**Fall 2024**

Launch Capital Campaign and Objectives

**Winter 2025**

Lot Purchase and Continued Project Development

**Spring 2025**

Project Breaks Ground and Donors are Celebrated

**Summer 2025**

Continued Focus on Fundraising and Staffing

**Fall 2025**

Continued Focus on Operations, Partnerships & Pre-Sales

**Winter 2026**

Phase 1 Open for Public Access

**Fall 2026**

Phase 2 and 3 Open for Public Access



# Donor Levels



# 11

You can choose to be a tax deductible donor to our 501(c)3 public charity, offering a variety of benefits to your organization and families for generations. Here is how to make a lifetime commitment and play a major role in project development:

## Fieldhouse

Your entity is provided lifetime naming rights to our state-of-the-art Fieldhouse.

Donation Amount: \$10 M | Duration: LIFETIME | Quantity Available: 1

## Fieldhouse Turf

Your entity is provided lifetime naming rights with logo, on our indoor turf within the Fieldhouse.

Donation Amount: \$3 M | Duration: LIFETIME | Quantity Available: 1

## Outdoor Boundless Playground

Your entity is provided lifetime naming rights to our two outdoor boundless, fully inclusive and accessible playscapes, along with their 20' x 40' Pavilion.

Donation Amount: \$3 M | Duration: LIFETIME | Quantity Available: 1

## Basketball Courts

Your entity is provided lifetime naming rights with logo, on one indoor court within the Fieldhouse.

Donation Amount: \$1 M | Duration: LIFETIME | Quantity Available: 3

## Indoor Boundless Playground

Your entity is provided lifetime naming rights to our indoor boundless, fully inclusive and accessible playscape.

Donation Amount: \$1 M | Duration: LIFETIME | Quantity Available: 1

## Outdoor Walking Trail

Your entity is provided lifetime naming rights and branding along our outdoor public 1.3 mile Walking Trail.

Donation Amount: \$500 K | Duration: LIFETIME | Quantity Available: 1

## Outdoor Baseball & Softball Fields

Your entity is provided lifetime naming rights on all four outdoor baseball and softball fields within the Sports Park.

Donation Amount: \$500 K | Duration: LIFETIME | Quantity Available: 1

## Outdoor Stadium & Track

Your entity is provided lifetime naming rights on the outdoor stadium's track and field within the Sports Park.

Donation Amount: \$500 K | Duration: LIFETIME | Quantity Available: 1

## Outdoor Game Fields

Your entity is provided lifetime naming rights on both outdoor multi-purpose game fields within the Sports Park.

Donation Amount: \$250 K | Duration: LIFETIME | Quantity Available: 1

## Public Benches

Your entity is provided lifetime naming rights on our public benches throughout the Sports Park.

Donation Amount: \$2,500 | Duration: LIFETIME | Quantity Available: 25

## Walk of Champions Bricks

Your entity is provided lifetime naming rights engraved on the bricks leading up to the Fieldhouse entrance.

Donation Amount: \$1,200 | Duration: LIFETIME | Quantity Available: 12

# Donor Levels Continued



# 12

You can also choose to be a tax deductible donor to our 501(c)3 public charity through various annual donations, aiding the mission of projects to come. Here are options on annual commitments that will allow you to play a major role in project development:

## Indoor Turf Scoreboard

Your entity is provided the naming rights to our state-of-the-art Fieldhouse score board.

Donation Amount: \$ 50 K | Duration: 5 Years | Quantity Available: 1

## Baseball/Softball Scoreboards

Your entity is provided naming rights with logo, on one baseball or softball score board in the Sports Park.

Donation Amount: \$ 25 K | Duration: 5 Years | Quantity Available: 4

## Basketball Scoreboards

Your entity is provided naming rights with logo, on one basketball score board within the Fieldhouse.

Donation Amount: \$ 25 K | Duration: 5 Years | Quantity Available: 3

## Outdoor Game Field Scoreboards

Your entity is provided naming rights with logo, on one outdoor score board in the Sports Park.

Donation Amount: \$ 25 K | Duration: 5 Years | Quantity Available: 3

## Sensory Room

Your entity is provided naming rights to our one-of-a-kind sensory room within the Fieldhouse.

Donation Amount: \$ 10 K | Duration: 5 Years | Quantity Available: 1

## Conference Room

Your entity is provided naming rights to our multi-purpose conference room within the Fieldhouse.

Donation Amount: \$ 10 K | Duration: 5 Years | Quantity Available: 1

## Pillars of the Community

Your entity is provided naming rights to one of our 60'x100' multi-purpose outdoor pavilions in the Sports Park.

Donation Amount: \$ 5 K | Duration: 5 Years | Quantity Available: 4

## Banners

Your entity is provided branding on web media marketing and on a banner within the Fieldhouse.

Donation Amount: \$ 1K | Duration: 1 Year | Quantity Available: Unlimited



# Budget & Planned Phases

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This budget and its phases are put together with the best and most recent information from FED and leading industry professionals. Amounts could vary based on market and timing of funding. This is an estimate and not meant to be a complete representation of everything included in each phase of property and facility development - rather an estimate of total project valuation.

	VALUE	PLAN
<b>PHASE 1</b>	26 M	Fishing Sanctuary, Large Indoor and Outdoor Boundless playground, Indoor Sports Complex and all parking.
<b>PHASE 2</b>	14 M	Baseball and Softball Clover, Football Stadium with Track, Outdoor Achery/ Driving Range, Pavilions, Outdoor Seating and second Boundless Playground.
<b>PHASE 3</b>	2.5 M	Outdoor Multi-Purpose Fields, Overflow Parking, Additional Pavilions and Outdoor Seating.
<b>TOTAL</b>	42.5 M	We are working to raise funding through general contributions from donors, supporters, businesses and families. We will also be seeking the support of Local, State and National grants.



# The Ask

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**We are looking to secure a promissory note and initial general contribution of \$700,000 to place an offer on the desired lot, with specific contingencies to protect both the donor and the foundation during the due-diligence period. Once completion of the sale is final and the property is secured, that amount may be applied to any number of the provided donor levels. Your initial contribution will be a celebrated memory and begin a web of positive impact connecting schools, colleges and communities state-wide.**





# Our Contact



**616-723-4147 or 616-430-9284**

**[www.michiganmade.net/swagnewfoundation](http://www.michiganmade.net/swagnewfoundation)**

**AllTheInfo@MichiganMade.net**

**VinceAgnew@MichiganMade.net**

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# SWAGNEW CAMP 2024 VIDEO HIGHLIGHT



THANK  
YOU



# SWAGNEW CAMP 2013 NEWS RECAP