



the foundation for
communitybetterment

a social network with a social conscience

The 15th Anniversary Issue

As an event driven organization, The Foundation for Community Betterment has hosted some amazing ones including Canton's Rocktoberfest, Cleveland's Black and White Ball, Binghamton's Zooneyfest, Alexandria Bay's Paddle to name a few. For us though, it all goes back to the beginning with the original event, the D.C. Golf Outing.

It's hard to believe that what began 15 years ago as a way for 8 friends to get together, have fun and make a difference in a young man's life has become one of Betterment's signature events. Since its inception, the D.C. Golf Outing has really been an influential model for what makes Betterment great - good people coming together to have a good time in support of a good cause.

My personal memories of the event are deep and emotional. My brother Marc has hit the first tee shot on a number of occasions since he recovered from his illness. I'm proud that he has always hit it straight down the middle on the 1st tee box. Additionally, I think of all the amazing people I've met, the memorable bus rides I've taken part in and the incredible friendships that I have forged throughout the years. It truly is a one of a kind event with a legacy that is unmatched.

My memories just scratch the surface of all that has taken place throughout the years. I'm sure you all have your favorite year, story or happening from your time at the golf outing. With that in mind, I wanted to issue a personal invite to join me on **Saturday, October 3rd** to celebrate the 15th Annual D.C. Golf Outing. It is truly my hope that we can get as many of you as possible to come out for another great day and to honor the event that started it all!

- Dana Milkie, National Board President



As a result of Betterment's generosity to my family, many of my friends have shared their support of our outreach efforts for other recipients," Marc said. "Mine is the perfect example of the foundation's mission, a ripple effect of goodness."

For more information or to register for the 15th Annual DC Golf Outing, honoring US Naval Commander Kevin Reynolds at Cross Creek Golf Club in Beltsville, MD please visit our website www.communitybetterment.org



Celebrating Betterment through the years...



2000
8 friends were motivated to help their communities. Betterment is born.



2001
1st Alex Bay paddle & Chicago happy hour.



2002
Fund is established to help those in *Immediate Need*.



2003
Betterment reaches \$100k raised!

2008
100th Recipient helped through Buffalo's Moe Dixon concert.

2009
Palm Beach Chapter begins by playing for purpose.

2010
1st edition of 'The Lemonade Ripple' is published.

2011
5th Annual Cinco de Mayo event in Chicago.



Follow us on Social Media



Foundation4CommunityBetterment

...15 years and counting!



2004
1st International Recipient
Kiyas Nasrudeen, Sri Lanka



2005
DC & Cleveland
Chapters form.



2006
50th Recipient Helped!
Chicago & VA Beach
chapters form.



2007
1st Black & White Ball
in Cleveland.
Canton Chapter forms.

2012
200th Recipient Helped!

2013
\$1 Million Donated!
Binghamton's Zooneyfest
joins Betterment.

2014
Canton Chapter continues
their 'Be the Good'
Campaign.

2015
\$1.1 million donated,
5000+ donors,
268 recipients helped!



@commbetterment #rippleeffect

Generations of Betterment

This year, the Alex Bay Chapter hosted its 15th annual *Paddle for Betterment*. The family friendly event has become a summer tradition for all ages. Each year participants “raise a paddle” to have fun while helping to continue the “Ripple Effect” that is Betterment. The Alex Bay Chapter has a number of volunteers that team together to make this yearly event a huge success. This year, we wanted to send a special thank you to the woman behind the paddle, Carolyn Curley. In 2001, Carolyn started the event with just a handful of paddlers, and in 15 years, she has grown the paddle into a weekend long event including a golf tournament and now the John Russell memorial tennis tournament. Over the years, the paddle has gifted \$137,000 to 45 recipients. The National Board would like to personally thank Carolyn and the entire Curley family for embracing the spirit that is Betterment and paving the way for generations to come.



The Curley Family (adults from left) Ally, Brendan, Jennifer, Carolyn, Pat, Paul, Nate, & Shannon with Rylea (kids from left) Dylan, Katelyn, Caroline, Catherine, Lindsay, Madelyn, & Finn (in front)

Binghamton Betterment wins \$25,000 State Farm Neighborhood Assist Grant!

The Binghamton chapter was one of 40 top vote getters in the Facebook campaign where 192,000 people cast 6.2 million votes. 200 finalists were chosen by the State Farm Youth Advisory Board from 4000 applicants. Chris Palmer, State Farm Agent and Binghamton Betterment Co-Chair, encouraged the chapter to apply for the grant. “The voting was a three week rollercoaster ride. When it started we didn’t even know if was possible, but to be in it on the last day, win, and be able to present the check on behalf of State Farm was an incredible accomplishment,” Palmer said.

Binghamton Betterment will utilize the grant to provide people with immediate financial support not available through traditional channels and will partner with Team Gleason to send an area person with ALS on a Team Gleason adventure. The 2014 ZooneyFest beneficiary Sara Brown received a mobility van and Susan Speranza went on a Team Gleason adventure to South Carolina to visit her son. To date, over \$210,000 has been donated to 20 recipients who needed immediate financial support to get them through a difficult time.

“Being recognized as one of the top 200 and in the top 5% was a tremendous honor. But to win and be in the top 1% is a tremendous achievement.”

-Jared Bowling, Binghamton Betterment Co-Chair.



Jared Bowling, Nadine Toton, & Chris Palmer
Binghamton Betterment Co-Chairs,
Johanna Kelly of State Farm, John Berton,
Mayor of Endicott, Dani & Brady Palmer

Who we help and how you can too!



The Binghamton Chapter partnered with Team Gleason to send **Susan Speranza**, a patient with ALS, on an adventure she would not otherwise have been able to experience given her disease progression. Susan is completely immobile except for her head. Her son, Julian, is a Neurology Resident at University of South Carolina Medical School and will specialize in ALS once he enters practice. Susan, along with her sister, traveled to SC to visit Julian and dip her toes in the sand thanks to the custom wheelchair provided by the local fire department. “My mother was diagnosed with ALS almost 4 years ago and she is a shining example of how a positive attitude can make the most unbearable disorder, bearable” said Julian.

Susan is an inspiration and motivation to others to live life to the fullest, regardless of their circumstances. She is active in the local ALS chapter and has testified before Congress about the need for increased funding for ALS research and that technology (chairs + speaking devices) be made available to people with ALS.

Jennifer McFarland had been battling cancer for 4 years, when she passed away on Feb. 23, 2015 leaving behind a loving husband and 2 young children. Jennifer was a middle school science teacher for the last 15 years. She was also a member of the General Federation of Women’s Club. The GFWC is an organization geared towards community service. Jennifer had been an asset to the community, both as a public school teacher and with her community service work, and raised her 2 young children in that fashion. We are sure they will continue the ripple as they grow older. The McFarland family is the first recipient to benefit from the Megan Kolb Immediate Need Fund created in memory of Megan by her husband and National Board Member, Brant Kolb.



After undergoing a lumpectomy and chemotherapy to treat breast cancer at only twenty-seven years old, **Angie Conley** was cancer-free for seven years. In 2013, married with a four-year-old daughter and six months pregnant with her second child, Angie received the terrible news that her breast cancer had returned. She courageously faced having a mastectomy to remove the tumor at twenty-nine weeks pregnant and starting chemotherapy only three weeks after giving birth to a healthy baby girl. Angie discovered the cancer had traveled to her spinal cord, brain, and lungs. She remained incredibly strong, through brain surgery, chemo, and radiation treatment; however, her struggle made it impossible for her to work as an educator. Funds raised at Rocktoberfest were used to help with the family’s mortgage, to offset the high health insurance premiums and medical expenses. Angie lost her fight against cancer on July 15, 2014.

Would you like to support someone similar to Susan or the McFarland and Conley families?

With your gift, you can help recipients take the trip of a lifetime, supply specialized mobility devices to those physically impaired, or provide financial assistance to individuals and families during a difficult time. Betterment gives to people when they need it most and we are excited to have your help.

Please use enclosed envelope to make your donation today!

Thank YOU to our 2015 Supporters!

Fifteen years, 182 events, 268 recipients, and over \$1,124,000 shared, none of this would have been possible without people like those on the following pages who have invested in our mission. In an effort to be environmentally conscious, those listed here have given \$100 or more in 2015, and our entire donor list is highlighted online. THANK YOU to all of our supporters, and especially those whose gifts have totaled \$1,000+ (names in blue) since our inception in 2000!

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Our Founders' Circle

In 2008, we established our Founders' Circle to recognize the individuals in our network who have pledged at least \$1,000 a year for five years. Their outstanding support is critical to the success of Betterment and we are forever thankful.

Ted Baroody
Norman & Jennifer Rankin Byrne
Julie Chamberlain
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Joe & Jeneen Marziani
Dennis Masel
Bret Matteson

2015 Supporters, continued

Our Friends of Betterment

In 2011, we began our 'Friends of Betterment' which is made up of those who have committed to \$200 a year for 5 years. We thank these people for leading the charge and hope you will join them by going to the "Donate" tab on our website.

Michelle Barnes	Trevor Garlock	Joe & Kerry Schmit
David Berndt	Bob & Janine Graff	Meagen Springer
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Robert Scott Zeller

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THANK YOU to all of our corporate donors who over the last 4 years have contributed \$250+, and especially those whose gifts have totaled \$1,000+ (names in blue).

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Supporter Spotlight **Tim 'Sully' Sullivan**, owner of Capitol Hill Construction LLC, has been an avid supporter of Betterment for the last 15 years and an active participant in the DC golf tournament serving as co-chair for 2 of the last 3 years. He helps with logistics, auction items and attracting players. This year he has donated \$2,000 worth of 'Honey Do Crew' Handy Man Services in honor of the 15th Anniversary tournament. He celebrates a milestone this year as well turning 50! Sully lives in Virginia with his wife Amy and two adorable children, Fiona and Keegan. He enjoys riding his motorcycle, playing rugby, and giving back through Betterment.

Welcome to the National Board!

Bo Johns was born and raised in Washington, DC. Bo and his family founded the **GO BO** Fund in 2002 when he was diagnosed with Large B Cell Lymphoma at the age of 11. During his chemotherapy treatments at Georgetown University Hospital, Bo and his family noticed the need for support for many families of children undergoing treatments for similar illnesses as his. The fund supports the Georgetown University Pediatric Hematology-Oncology Family Emergency Relief Fund which provides financial assistance to the families of children battling life threatening illnesses at the hospital. The Johns family organize an annual theme party where friends and family from across the DC area come to together to raise money and support the fund. Past themes include Tacky Wedding & Beach Blanket Bingo.



Mandy McAllister became involved with Betterment in 2012 when her volleyball teammate and National Board Member, Elizabeth Vernick, introduced her to the organization. Inspired by the idea of doing good while having fun, Mandy threw her enthusiasm behind a number of fundraisers supporting various recipients in the Chicago area. In her day job, Mandy works to help physicians protect patients from Sudden Cardiac Death with a wearable defibrillator, and in her spare time she coaches a team of 14 year old future volleyball leaders. Mandy is pictured left presenting a check to 2014 Chicago recipient Henry Schoffer.

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