



2023

Annual  
**REPORT**



A record year spreading our  
ripple effect!

# A WORD FROM OUR BOARD PRESIDENT



Dear Betterment supporters, donors, and volunteers,

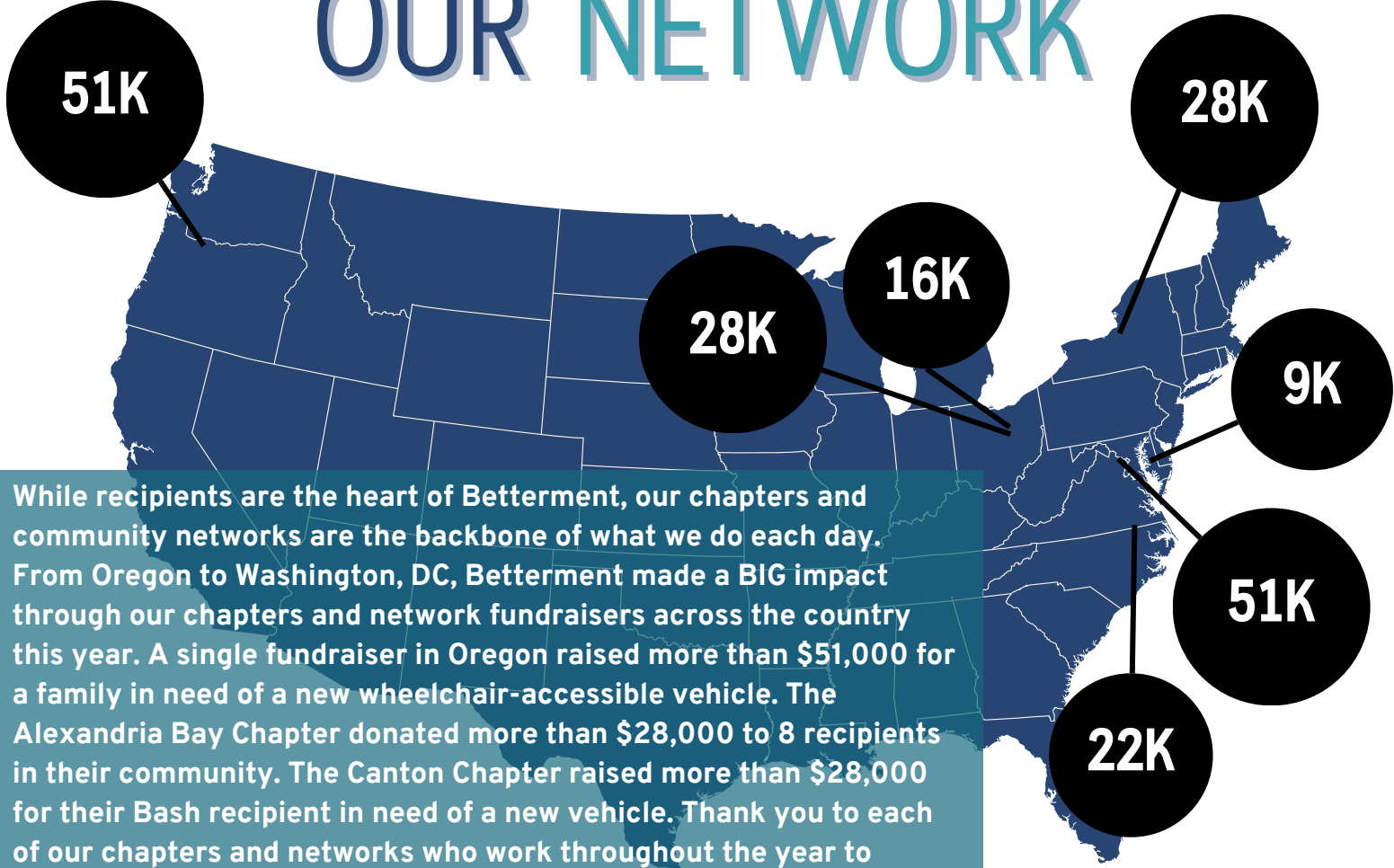
What a year! We are thrilled to share the achievements that were made possible through your support in 2023. Whether that was from making a gift, attending an event, or helping to plan and execute a fundraiser, we are deeply grateful for your investment in the lives of our recipients.

Because of you, Betterment helped 28 recipients and doubled the amount of donated dollars in 2023 as compared to 2022. In addition, as an organization, we crossed over the \$2 million mark in funds distributed! We simply couldn't do this without you, so we hope you'll feel proud as you review this annual report knowing that you were part of making 2023 a year to celebrate.

Thank you for all you do to make Betterment great!

**ELIZABETH BAROODY**  
NATIONAL BOARD PRESIDENT

## OUR NETWORK



While recipients are the heart of Betterment, our chapters and community networks are the backbone of what we do each day. From Oregon to Washington, DC, Betterment made a BIG impact through our chapters and network fundraisers across the country this year. A single fundraiser in Oregon raised more than \$51,000 for a family in need of a new wheelchair-accessible vehicle. The Alexandria Bay Chapter donated more than \$28,000 to 8 recipients in their community. The Canton Chapter raised more than \$28,000 for their Bash recipient in need of a new vehicle. Thank you to each of our chapters and networks who work throughout the year to spread the Betterment ripple effect of kindness.



# BECAUSE OF YOU

the Foundation for Community Betterment  
has given away more than

# \$2,000,000

since our first fundraiser in 2000!

*Thank you for helping us celebrate this exciting milestone!*



# OUR EVENTS

From paddling, tennis, and golf in the Thousand Islands, Casino Night in Canton, OH, Barbie World in Georgetown, and many more, our events raised significant funds for our recipients and our chapters' immediate need funds.



**ALEXANDRIA BAY  
COMMUNITY WEEKEND**



**ANNAPOLIS BASH**



**GOBO BARBIE WORLD**



**CANTON  
MONTE CARLO BASH**



**ANNAPOLIS  
PADDLE**



**DC GOLF  
TOURNAMENT**



**VIRGINIA BEACH  
TURNER FAMILY  
FUNDRAISER**

## A NIGHT FOR THE LANDRETHS



*"We are so grateful for the support from the Foundation for Community Betterment! The organization supported a fundraiser to purchase a handicapped-accessible van to transport Jerry, who is living with ALS. The event exceeded our expectations, raised over \$50,000, and allowed us to purchase a van that perfectly meets our needs. Thank you!" - Sue Landreth*



Recipients Judy Nicely and Ron Carlo with their daughter Kaitlin.

Kaitlin has cerebral palsy and attends doctors and physical therapy appointments each week.

Betterment helped purchase a more accessible vehicle for Kaitlin's chair.

487

Betterment has supported 487 recipients since its first recipient in 2000.

15

Betterment has supported 15 recipients through our **Carolyn Curley Fund**. This fund is used to support young philanthropists and encourage a spirit of giving in the next generation.

28

Through our chapters and many community networks, Betterment supported **28 recipients** in 2023!

# OUR 2023 FINANCIALS

## REVENUE

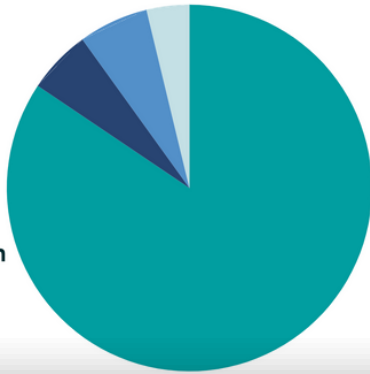
Event Income.....	\$345,597.10
General Solicitations.....	\$23,027.75
Founder’s Circle.....	\$25,320.00
Corporate and Foundation Solicitations.....	\$15,493.71
<b>Total Revenue.....</b>	<b>\$409,438.56</b>

## EXPENSES

Event Expenses.....	\$104,386.62
General and Administrative.....	\$75,468.15
Recipients.....	\$225,127.38
<b>Total Expenses.....</b>	<b>\$404,982.15</b>

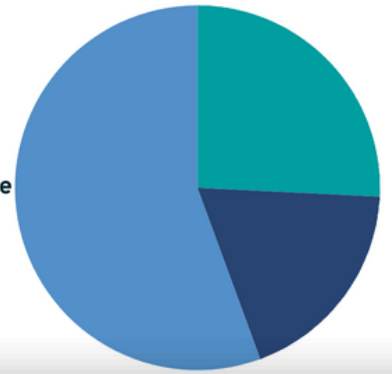
### 2023 REVENUE

- Events
- General Solicitations
- Founders Circle
- Corporate and Foundation Solicitations

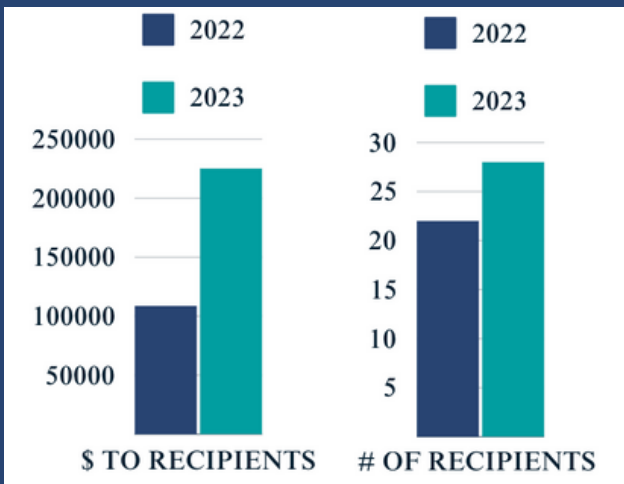


### 2023 EXPENSES

- Events
- General and Administrative
- Recipients



## OUR GROWTH



In 2023, The Foundation for Community Betterment more than doubled the total dollars given to recipients from \$108,694 in 2022 to \$225,127 in 2023. This increase was due in large part to our increase in event income thanks to the work of our chapters.

**69%**

increase in event income from 2022 to 2023

**107%**

increase in donated dollars to recipients from 2022 to 2023

# LOOKING FORWARD

In 2022, the national Board initiated a strategic planning process in order to prepare our organization for our future growth.

We are grateful to the many volunteers, past board members, chapter members, and donors who provided thoughtful input to the process. In March of 2023, our Board finalized our plan into the following areas outlined below: Programs, Outreach, Sustainability, and Operations. We have set a 3-year plan with specific goals for these areas. We look forward to updating you on our progress and are excited to move forward and continue a ripple effect of goodness in our communities through these focused efforts.



## PROGRAMS

Develop and engage our chapters and community networks to expand our ripple effect.



## OUTREACH

Establish an efficient communications structure that reflects the diverse target audiences that Betterment serves.



## SUSTAINABILITY

Diversify our financial plan to support our operations and recipients in a fiscally responsible way.



## OPERATIONS

Increase the Foundation's impact through efficient operations.

# OUR BOARD



Elizabeth Baroody  
Ted Baroody  
Darla Brown  
Andy Carson  
Tilly Coyle  
Brendan Curley  
Trevor Garlock  
Bo Johns-Hennessy  
Dana Milkie  
Alexandra Rodman  
Dale Smith  
David Stout  
Tim Sullivan  
Gus Vlahos  
Amy Weisbrod

# WELCOME TO OUR FOUNDATION DIRECTOR

The Foundation for Community Betterment has welcomed Lauren Pifer as our new Foundation Director.

Lauren comes to Betterment with extensive experience in program management, fundraising, and volunteer management. She has held positions with The College of William & Mary, The Virginia Symphony Orchestra, and most recently with the U.S. Coast Guard Academy. She is a Navy spouse, and stays busy with her two young boys.

The Betterment Board is pleased to welcome Lauren as she will continue our momentum forward, overseeing all aspects of the Betterment organization with a focus on implementing the tactics of our recently developed strategic plan.

Please reach out to Lauren at [lauren@communitybetterment.org](mailto:lauren@communitybetterment.org). Welcome, Lauren!

*Lauren is pictured here with her husband Ryan and her two children, Ben and Otto.*



# THANK YOU, DARYL!

We also honored the work of Daryl Cooke, whose last day with Betterment was February 9th. Daryl has faithfully served our organization for over 12 years! During her time with Betterment, Daryl strengthened our procedures, supported our growing chapters both from afar and at events, and facilitated helping hundreds of recipients. Daryl has helped grow the work of the Foundation for Community Betterment and we are grateful for her passion of spreading the ripple effect. Thank you, Daryl!

*Daryl is pictured here with former Foundation Board presidents Brendan Curley and Dana Milkie and current president Elizabeth Barody at the Annapolis Bash.*



**Thank you** for another wonderful year spreading the ripple effect!