



the foundation for
communitybetterment

celebrating 20 years of giving back

ENRICHING LIVES
ENERGIZING COMMUNITIES
ENCOURAGING YOUTH
EMPOWERING VOLUNTEERS

EVOLVING FOR THE FUTURE: AN EYE TOWARD '25





“IF WE CAN HELP EVEN ONE PERSON OR PROVIDE JUST ONE FAMILY WITH JUST A LITTLE BIT OF HOPE - THEN WE HAVE TRULY MADE AN IMPACT.”

– Jennifer Curley Reichert, *Betterment Founder and Emeritus Board Member*

20 celebrating 20 years of giving back

THE FOUNDATION FOR COMMUNITY BETTERMENT: SPREADING THE RIPPLE

The year is 2000 and the world wasn't yet tweeting, posting or even MySpacing...and it was 10 years before even 'Go Fund Me' would make its debut.

But, that year, a social network formed and began creating small ripples of positivity that would eventually form large waves of hope in the lives of nearly 400 deserving recipients and providing more than \$1,500,000 in order to “better” our communities.

It all began with a group of eight friends who saw a need to find those in the community who needed just a little help. Inspired by the story of a young man named Justin with muscular dystrophy who needed funds to purchase a new wheelchair, this group took action. They not only wanted to help Justin, but they knew there were hundreds of other 'Justins' in the community that needed a helping hand.

And thus, they officially formed the Foundation for Community Betterment in April of 2000. The founders' original vision still stands today and is defined by helping recipients who have immediate needs, who are known within the Betterment network, and who demonstrate a giving spirit.

So here we are today, an organization that began as a few friends wanting to do something positive is now extended to nine chapters throughout the country with a volunteer network of over 200 people!

As Betterment celebrates its 20th year, we have much to be proud of. Not only has our organization helped so many, but it's brought together like-minded individuals and channeled their collective energies into something positive in a world that isn't always that way.

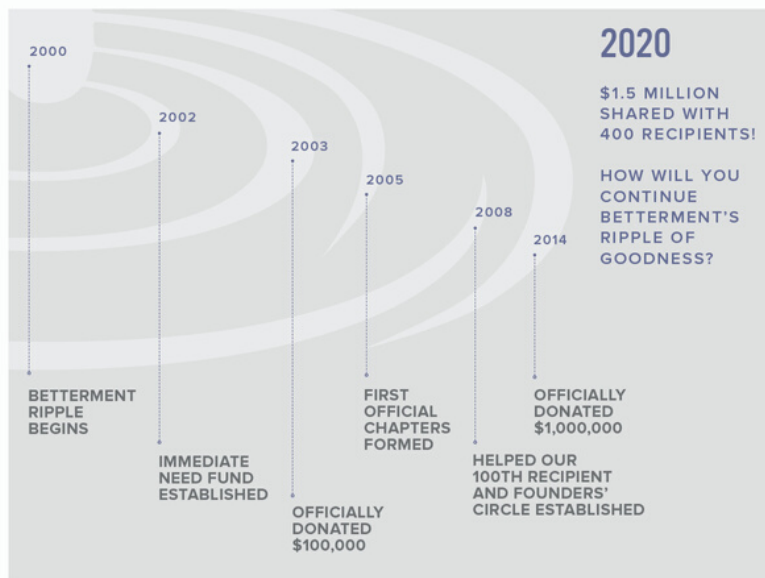
As we look ahead to the future, our goal is to spread this ripple effect of goodness throughout the country and continue to build on our founders' vision of helping those when they need it most.

IN THIS CELEBRATORY YEAR, WE ARE REACHING OUT SPECIALLY TO OUR FRIENDS TO ASK THEM TO “BE THE RIPPLE” AND CREATE THE NEXT WAVE OF POSITIVITY, ALLOWING OUR ORGANIZATION TO REACH EVEN MORE RECIPIENTS IN THE FUTURE.

MAKING WAVES IN OUR COMMUNITIES

Over the past 20 years, each new volunteer, event, and donor has been transformative to our organization – helping to shape us into what we are today. Adaptation and growth are the keys to survival for any healthy organization, so we have welcomed our volunteers' new ideas and initiatives because they are tailored specifically for the communities in which they serve.

Our recipients will always be at the heart of Betterment's activities, and our fundraising events in their honor are just one of the ways we uniquely engage in community life. Betterment volunteers also take on a variety of projects within their home communities such as cleaning the grounds of a school, packing food at their local food bank, or providing a meal to women in a crisis shelter.



YOU HAVE HELPED US GROW:



MAKING AN IMMEDIATE IMPACT

In 2002, Betterment launched the **Immediate Need Fund (INF)** to help recipients whose needs are so immediate that we don't have time to create an event for them. The INF has grown tremendously with help from personal donations and chapter event gifts, allowing our foundation to act quickly in a time of great need. To date, we have shared more than \$100,000 from the INF with 50 recipients who needed the most immediate help.



STRENGTHENING OUR CORE

To address our ever-growing volunteer base, Betterment established our Founders' Circle and Friends of Betterment in 2009. Since then, these generous donors have shared more than \$290,800 to support our general foundation efforts and our INF with annual pledge commitments of \$1,000/year (FC) and \$200/year (Friends). **In celebration of our 20th, our goal is to encourage 25 new FC members and 25 new Friends!**



INSPIRING THE NEXT GENERATION

In 2011, Betterment partnered with author Paul Reichert to teach generosity to children through his children's book *The Lemonade Ripple*. The book launched with lemonade stands all over the country, and continues to be an inspiration for young philanthropists. **The Canton Chapter** was inspired and started the first-ever Junior Betterment chapter in 2017, empowering the next generation to get involved and make a difference.



FORMING NEW PARTNERSHIPS

In 2016, Betterment joined Bo Johns and his family in the DC area on their annual **Go Bo! Event** to provide care for families impacted by pediatric cancer. Additionally, Betterment has helped increase fundraising efforts for other charity partners, such as the **White House Golfers**, and we continue to seek new ways to help more community groups strengthen their initiatives.



SPREADING THE RIPPLE

In our 20 years, Betterment has grown from a team of eight people, to a national board of 16 and nine chapters with individual chapter boards in each of those cities. Betterment launched its newest chapter in Cincinnati, Ohio in 2019 to spread our ripple of goodness in their community like our tremendous volunteers are busy doing in our other chapter cities.

Betterment Chapter Cities:

Alexandria Bay, NY	Cleveland, OH
Annapolis, MD	Hammond, NY
Binghamton, NY	Norfolk/Virginia Beach, VA
Canton, OH	Washington, DC
Cincinnati, OH	

We are so grateful to our past chapter cities: Buffalo, NY, Canton, NY, Charlotte, NC, Chicago, IL, Columbus, GA, Palm Beach, FL, Seattle, WA

EVOLVING FOR THE FUTURE: AN EYE TOWARD '25

Our 20th Anniversary is an occasion to recommit ourselves to our vision with a forward-looking plan that is as impactful as the help that we provide to our recipients. We want to we want to position Betterment to be of even greater service and enrichment to those who need us most.

With this in mind, Betterment is launching a special initiative to raise \$125,000 that will be committed by donors over a period of 5 years. These gifts would ensure that our infrastructure remains strong and our Immediate Need Fund is fully funded for five years.

TO ACHIEVE THIS, WE NEED YOU.

We are seeking 25 new Founders' Circle members to be able to reach our ambitious goal. Your gift will allow our organization to go from 2020 to 2025 with new momentum. Now is the time for this campaign as we honor the efforts of the founders, board members, and chapter leaders who started this ripple effect. Together, we will ensure that it continues with great force for the years ahead.

“BETTERMENT’S SUPPORT CHANGED MY FAMILY’S LIFE, AND HAS GIVEN ME A VEHICLE TO ‘PAY FORWARD’ ALL OF THE KINDNESS AND SUPPORT WE RECEIVED DURING MY MEDICAL CRISIS. WE ARE SO GRATEFUL TO THE DONORS AND VOLUNTEERS WHO MAKE IT HAPPEN. WILL YOU PLEASE JOIN WITH US SO THAT MORE FAMILIES, LIKE MINE, HAVE BETTERMENT’S AMAZING GIFT OF HOPE?”

— Marc Milkie, 2003 Recipient and National Board Member

JOIN THE EVOLUTION!

Twenty years from now, there will be more milestones, recipients, donations, and communities changed. **What kind of splash will you make?** Whether you have been an active volunteer, event attendee, or faithful donor, you have been an important part of our organization. We are asking for your support in a new way - with an eye to the future and a full appreciation for the past. We request your special investment in this one of a kind initiative knowing that you will ensure that the ripple will continue forward. **Our recipients across the country thank you!**

SHARE YOUR SUPPORT AT:

www.communitybetterment.org

410-394-9868 Info@communitybetterment.org

