



Betterment National Board Members celebrate helping our 200th recipient

betterment

A social network with a social conscience



Summer 2013 Newsletter

In this Issue

A milestone match for Betterment

When our founding board members jumped on their first conference call in 2000, the overwhelming theme was, "If we can help just one person, we will have succeeded." Well, 13 years and more than 200 recipients later, Betterment continues down a successful path. And now our foundation sits just \$10,000 shy of sharing a total of \$1M with people in need!

To help us reach this \$1M milestone, longtime supporters Joe and Jeneen Marziani stepped forward with a challenge to everyone in our network. They plan to join our Founders' Circle by matching, dollar for dollar, the next \$5,000 raised by our network.

"Helping our 200th recipient was a meaningful milestone for us," commented Foundation President Brendan Curley. "And now, we are so honored to have one of our supporters step up and make an investment to help us reach this next major milestone. It really means the world."

Just as our logo symbolizes, the Marziani's hope to create a ripple of giving from their example. Since the Foundation's inception, that ripple effect, created by generous donors and volunteers, has been the reason for our growth. Every year is unique in how our network of volunteers comes together to support those in need. Whether it be a full-scale costume party or simply an email blast asking for support, our Betterment network overwhelmingly responds.

Please join the Marziani's in helping us reach our \$1M goal! Use the enclosed envelope or go to our website (listed below) and click the "Donate" tab!

In our first year, Betterment hosted one event and supported one recipient. By year four, three events took place to help six recipients in four cities. Last year, 23 people were recipients of funds raised at 27 events!

"Our ripple has truly spread throughout the country, and even the world," commented Curley. "And we are so grateful to our donors and volunteers for making that happen. Our recipients continue to be our inspiration."

Our National Board members pictured above (from L-R) in back row: Walter Hammond, Jennifer Curley Reichert, Amy Young, Kristin Campbell, and Brendan Curley. Middle Row: Julie Chamberlain, Shannon Tower, Elizabeth Vernick, and Daryl Cooke. Front Row: Alex Rodman, Dana Milkie, Amy Weisbrod, and Marc Milkie. Not pictured: Ted Baroody, Max Deuble, Meagen Springer, and Gus Vlahos.



Ripples of Random Acts of Kindness

Our Canton, OH Chapter's 'Be The Good' campaign shared wonderful works of goodness with scores of people in their community.

Page 4

2013 Schedule of Events

Page 4



What is a "ZooneyFest?"

If you've ever wondered what a "ZooneyFest" is, you're in luck because Betterment's new chapter in Binghamton, NY brings it to you in full force!

Page 5

2012 Donor List

Pages 6 and 7

Enriching Recipients' Lives

A family event for 13 years in Alex Bay, NY

Every weekend, people in the Alexandria Bay, NY community hit the golf course, or head out for a day of fun on the river. But there's only one weekend every summer where they can both putt and paddle to help their friends and neighbors.

This year marks the 13th Annual Paddle for Betterment and 5th Annual Golf for Betterment on July 26-27th. More than 19 families and organizations have been helped with funds raised at previous Paddle events. People like Bryan Tidd.

Since childhood, 33-year-old [Bryan Tidd](#) of Alexandria Bay has battled cystic fibrosis. Last year, he underwent a lung transplant and the Alex Bay chapter rallied to help provide financial assistance while he was out of work. His family recently shared photos and a letter of thanks that said, "It is such a joy to see him so happy and full of life. We would like to say thanks for the part you have played in making this dream a reality."

This year's Paddle promises to leave the same wonderful impact on three new recipients: Diane Fowler, The River Community Wellness Program, and the new Thrift Store of Alex Bay.

The weekend festivities begin with the



Read about Marc's story in recent Cleveland area news by going to <http://www.bonfireimpact.com/2013/05/09/creating-a-ripple-for-the-betterment-of-others/>



golf tournament on Friday. That evening, golf prizes will be given during the Paddle kick-off party at long-time sponsor Cavallario's Top of the Bay.

The following morning, "paddlers" depart from the Village Beach in kayaks, canoes, skiffs and even paddle boards. They paddle up the beautiful St. Lawrence River grabbing foam cards for prizes at five Islands during the 4-mile trip.

Again this year, even the children will be making little ripples to support the Golf and Paddle for Betterment! They volunteer their time selling lemonade and prize-filled lemons as part of Betterment's goal to increase volunteerism in the next generation. Lemonade for Betterment is based on the children's book, "The Lemonade Ripple" by Paul Reichert.

So, grab your clubs and/or oars and sign up today on our website for the 13th Paddle!

Did you know...

Did you know that Betterment has shared support with 212 individuals, families and organizations from 57 communities around the world? From East Coast to West Coast, and even the coast of Sri Lanka, Betterment's ripple effect is spreading! And people like you make it happen.... THANK YOU!

To show your support of Betterment and to help us reach our goal of sharing \$1M, please use the enclosed envelope or log on to our website and click the "Donate" tab in the top right corner!

Recipients giving back & reaching out

There is no better example of our foundation's ripple effect in action than witnessing the life of our 2002 recipient [Marc Milkie](#). After waking from a 7-week coma to learn both his legs needed to be amputated, Marc battled through recovery and wouldn't accept Betterment's financial support until he was healthy enough to start giving back to his community.

And did he ever. In 2004, he helped start Betterment's Cleveland, OH chapter which has hosted 11 events and supported 43 recipients since then! And, he has been an instrumental team member on Betterment's national board since 2005. Marc isn't the only former recipient to

have served on Betterment's national board. [Becky Bentley](#) of Fairfax, VA, also served and helped build the DC chapter after her husband's long battle with cancer.

We are so grateful to Marc and Becky, and our other recipients who have also stepped up to help on their local chapter boards including the [John Slate Family](#) in Alexandria Bay, and [Monica Snyder](#) in Canton, OH.

It is recipients like these who truly make a difference. Their stories inspire us, their passions drive us, and their lives change our foundation and the whole world for the 'better.'

Meet more of our amazing recipients on our website:

Our Immediate Need Fund (INF)...

provides support to recipients who don't have the time to have an event planned in their honor, or who don't live in one of our chapter cities. We thank our generous donors who share much-needed general gifts to the foundation, because without them, this fund would not exist.

The Rolley Family, Newburgh, IN
In 2010, Christy Rolley struck a tree while sledding with her children and became paralyzed from her sternum down. In 2011, she was diagnosed with breast cancer and had to undergo treatments. Our INF support helped to offset costs to renovate their kitchen for handicap accessibility.

The Murphy Family, Canton, OH
The Murphy family helplessly watched as their home burned to the ground. Their Canton Community rallied for them by sponsoring a toy drive for their children, and our INF provided funds for new furniture.

Jennifer Nagel, New York City, NY
Jennifer is a 36-year-old who was diagnosed with stage-3 breast cancer and had to undergo six months of chemo, surgery and radiation. Funds from the INF helped pay her mortgage and monthly bills to lighten her load while paying medical bills not covered by insurance.

Eva Dethier, Sterling, VA
Eva is a single mother who works part-time as a preschool teacher so that she can care for her two daughters and mother, who also lives with them. In June 2012, Eva was diagnosed with a rare kidney disease that hospitalized her and left her unable work. INF support helped Eva pay bills during this difficult time.

Damion Barkie, Williston, ND
Damion suffered a tragic chain of events at work that resulted in Damion losing his lower left leg in a grain auger. Betterment's support helped Damien cover household bills as the medical bills increased.

Chicago crew gives comfort

Daniele Stantucci, a 6-year-old Chicagoan, was born with cerebral palsy and was recently diagnosed with liver cancer. After undergoing surgery to remove much of her liver, her wheelchair became quite uncomfortable for her post-surgery. Her parents, Dana and Tony, found a stroller-like device that would make her transport easier and more comfortable. However, the stroller was \$1,500 and not covered under insurance.

Our Chicago Chapter rallied at their annual Cinco de Mayo event to raise money to help the Stantucci's purchase the stroller to make it easier for Daniele to get around. A special thanks to **Estelle's Cafe and Lounge** for hosting the festivities and to the planning committee led by **Mandy McAllister**. Their support made it possible for our Chicago network to make a difference!



Mom and daughter inspire Canton

When our Canton Chapter board first met the **Snyder family** in 2010, it was to help them get through the difficult financial struggles that were the result of multiple brain surgeries for their baby daughter, Danica.

Now a flourishing six-year-old, Danica was not yet two years old when diagnosed with a Chiari malformation of her brain that required the brain surgeries and a spinal fusion.



Two years later, and after many years of chronic pain, Danica's mom Monica was diagnosed with Chiari and an inherited connective tissue disorder, as well as a circulatory problem that causes fainting and lightheadedness. After multiple surgeries, Monica visited specialists in Toledo and Boston, which meant her family again struggled with overwhelming medical and travel expenses.

The money raised from Canton's 2010 and 2012 Rocktoberfests helped with both their travel expenses and their mortgage.

In a heartfelt letter Monica expressed her gratitude by saying, "To all of you, we cannot say 'thank you' enough times for the change and healing this respite from financial struggle has meant for our mental and spiritual health. We have not exhaled like this in years. Our hope remains. We love you. Bless you for 'Being The Good.'"

To follow the Snyder's inspiring story, visit their blog at danicajean.blogspot.com.happen.

Our very special thanks

We extend our sincere thanks to **Molly Conway Alvarez**, **Jennifer Rankin Byrne**, and **Ken Fitzgerald** who recently stepped down from our National Board. We are so grateful for all you shared with Betterment, especially the tremendous gift of YOU!

We are also grateful for our website facelift by former board member Heming Nelson and his crew at 4Site Interactive Studios, Inc. (www.4sitestudios.com). We appreciate your time and expertise in 'bettering' this crucial component of our foundation!

Energizing Communities

Upcoming Events

July 26-27, Alexandria Bay, NY

Grab your oars and paddle up to the 13th annual Betterment Paddle and Golf Weekend!



August 24, Orchard Park, NY

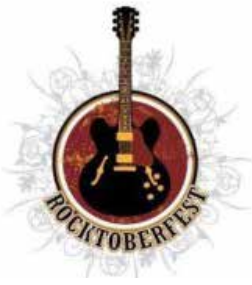
Join us for the Jay Bowling Memorial 5k Run and Walk in the Buffalo suburb of Orchard Park, NY!

September 7, Sandusky, OH

Gather with our Cleveland Chapter and new Betterment friends in Sandusky, OH for a first-ever event in this Northeast Ohio town!

September 28, Canton, OH

Rocktoberfest is back and rockin', so you don't want to miss this signature event for our Canton Chapter!



September 28, Binghamton, NY

Its the 9th annual ZooneyFest, and Betterment's first, so you don't want to miss this one-of-a-kind music festival!

October 5, Washington, DC Area

Enjoy Betterment's Annual DC Area Golf Outing in Pasadena, MD!

Coming Soon, Orlando FL

Things are brewing for Betterment in Orlando, Florida and we need your help! If you live in the Orlando area and are interested in gathering for a good cause, contact Nikki Roe at Redheaddani@hotmail.com.

BElieve THERE is GOOD in the world

Last year, our federal government named the week of February 11-17, "Random Acts of Kindness Week." That week has come and gone, but Betterment doesn't think kindness should just be limited to one week or decreed by the government. In fact, our Canton, OH Chapter created a tremendous "ripple effect of kindness" that continues still today.

The Canton Chapter kicked-off a 'Be The Good' business card campaign and members gave the little card when sharing a random act of kindness. The card encouraged the recipient to share their story on Facebook, then pay it forward.

Stories flooded in...Canton residents bought veterans their ID cards, purchased cups of coffee and lunches for the people behind them in line, left money and the card taped to their office vending machine, sent flowers anonymously, and even taped quarters and the card to gum-ball machines to treat little ones!

"The ripple was overwhelming," commented



Darla Brown, Canton board member who spearheaded the 'Be The Good' campaign. "We had a facebook post from our public library that said a young boy came in with the 'Be The Good' card stapled to envelopes of spare change. His message on the envelope said 'Have a library fine? Here's some change to help. Be the Good.'"

Betterment doesn't want these random acts of kindness to be limited to Canton, so we've included a cut-out business card on the back of this newsletter so you can continue the ripple effect in your community! Share our 'Be The Good' message by putting the cards in the hands and hearts of all who want to continue the ripple!

How creative can you be with your Random Acts of Kindness? Share your stories and pictures on Betterment's facebook page:

[www.facebook.com/
Foundation4CommunityBetterment](http://www.facebook.com/Foundation4CommunityBetterment)



Virginia Children's Festival gets a splash of sweetness

The Lemonade Ripple returns to the 2013 Virginia Children's Festival! This children's book is a sweet story written by Paul Reichert about Betterment's ripple effect of goodness.

"The Lemonade Ripple is a great message for the festival," commented Ted Baroody, festival coordinator. "And in true Betterment fashion, proceeds from the book support the Children's Hospital of the King's Daughters." Join us October 5th in Norfolk's Town Point for the festivities!

Check out all of our Chapter happenings on our website:

Introducing.....ZooneyFest!

So you ask, "What is ZooneyFest?"

"ZooneyFest is a celebration of life; an opportunity for people to come together to enjoy family, friends, food and music for the purpose of helping people in need," commented Jared Bowling, one of the event founders and new Betterment National Board Member.

The Binghamton, NY music festival and celebration started in 2005 as a benefit for Joe Zunic who had been diagnosed with ALS at age 29. Joe was an active participant in the game of life and was not in need of a "reminder to take stock in life." Always a person to help others, Joe initially resisted the idea of a benefit for himself. But after months of pestering, he relented and agreed to have the benefit on the condition ZooneyFest continue

as a vehicle to help others facing critical, life changing needs.

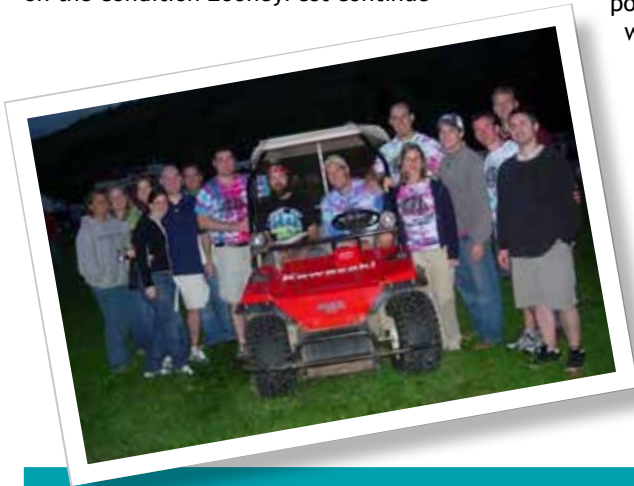
Since 2005, ZooneyFest has donated over \$175,000, an average over \$20,000 annually, to people who need financial support. As a testament to his dedication to helping others, Joe led the charge for the 2nd and 3rd events from his wheelchair and adaptive laptop. The 9th ZooneyFest is scheduled for September 28, 2013, and it will be the 6th without Joe in attendance.

"By partnering with Betterment, we have the ability to achieve Joe's ultimate vision for ZooneyFest," commented Chris Palmer, event co-founder and new Betterment Board Member. "It was important to Joe that the festival not be about him or ALS. He wanted it to make a meaningful,

positive impact on people's lives when they need it the most."

Betterment is thrilled to join forces with ZooneyFest to help expand its reach, attract volunteers and donors, and ultimately change the lives of people in need.

With his high school classmates, Joe Zunic (on left in the golf cart) enjoys the 2006 ZooneyFest event created in his honor as he battled ALS.



Singin' Shoppin' and Sharin' in Palm Beach Co.

In 2012, our PBC chapter partnered with American Association of Caregiving Youth (AACY) to assist caregiving children in need of some financial relief. The first event, "Karaoke for Kids" at the Backyard Bar, brought out some of our best singers and performers. Chapter members also enjoyed volunteering as gift wrappers at the annual AACY Holiday Celebration where families are treated to a night of holiday shopping and cheer.

The PBC Chapter ended 2012 with a "Ground S'well of Support for Betterment" where friends shopped at S'well PB and Bellissimo while sipping on wine from Pour Sip Savor and nibbling on savories from Cafe Via Flora. Thanks to everyone who participated in 2012...we look forward to seeing you in 2013!

Cleveland's RippleFest a hit

One Saturday night in February brought together local Cleveland music and comedy talent to celebrate what makes us feel alive -- laughter, dance and making a difference -- and RippleFest was born.

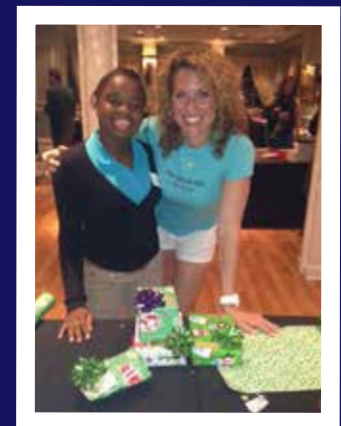
The Cleveland community turned out in force to share in the festivities and to support two amazing recipients.

Brian Jameson underwent 11 months of extensive chemo treatment for stage 3 testicular cancer. RippleFest was a night for Brian to celebrate with his friends and family who supported him during those difficult months.

Karen Burns endured two surgeries and treatment for thyroid cancer. Even through her turmoil, she and her husband continued to raise awareness for cancer in their community.

Betterment's gifts helped Brian and Karen with expenses that had built up during their treatments, and allowed them to turn their vision towards helping others dealing with cancer.

The Cleveland Chapter plans to carry on the RippleFest tradition on a yearly basis, focusing its' fundraising efforts on supporting cancer patients and their families.



Thank YOU to our 2012 Donors!

Thirteen years, 147 events, 212 recipients, and over \$990,000 shared...none of this would have been possible without people like those listed 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 2012, and our entire 2012 donor list is highlighted online. THANK YOU to all of our donors, and especially those whose gifts have totaled \$1,000+ (blue names) since our inception in 2000!

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Edith Amsterdam
John & Martha Anderson
Natalie Austin
Faye & Carol Babcock
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Ted Baroody
James & Mary Beth Basil
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Mac & Eunice McKinstry
Nancy McLennan
Jennifer McNamara

Our Founders' Circle

In 2008, we established our Founders' Circle to recognize the individuals in our network who have stepped up with leadership pledges of at least \$1,000 a year for the next five years. Their outstanding support is critical to Betterment and we are forever grateful.

Ted Baroody
Norman and Jennifer Rankin Byrne
Julie Chamberlain
Robert and Patricia Chamberlain
Brendan and Alexis Curley
Michael Curley
Pat and Carolyn Curley
Max and Jennifer Deuble
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Jennifer Reed
Paul & Jennifer Curley Reichert

In honor of...

We are so grateful for the support of our mission in honor of or in memory of our donors' loved ones. Please go to our website to view a list of those remembered in 2012 through generous gifts.

Our 2012 Donors, continued

Richard Reynolds
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We believe a simple gesture that touches just one life can
positively impact an entire community. Our hope is to
create a RIPPLE EFFECT of goodness. Will you join us??

Pass along this card when you share a Random Act of
Kindness! BE THE GOOD. Share your story of kindness
on our Facebook page...[www.facebook.com/
Foundation4CommunityBetterment](http://www.facebook.com/Foundation4CommunityBetterment)



Cut along the dotted line and spread the ripple! See page 4!!

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Kara & Tim Wedekamm
Robert & Roslyn Weinstein
Amy Weisbrod
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Darren & Lois Willcox
Chris & Angela Winchenbaugh
Dan Wiseman
Frederick & Jean Wood

John Wynn
Amy Young
Georgia Young
Judy Young
Harold Yupari
Melinda & Joseph Zamparelli
Paul Zanowski
Scott Zeller
John & Diane Zunic

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 five years. We thank these tremendous people for
leading the charge and hope you will join them by
going to the "Donate" tab on our website.*

Faye & Carol Babcock
Kristin & Greg Campbell
Molly & Pablo Alvarez
Daryl & Thomas Cooke
Seth Davidson
Eileen Ellsworth
Erin Greenlee
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Ultima Fitness
Uncle Sam Boat Tours
United Grinding & Machine Co.
US Illuminations
Via Lotus
Vinoteca Wine Bar
W Hotel
The Washington Times
Watertown Savings Bank
Wellesley Hotel
Wellesley Island Golf Course
William H. Gardiner
Family Foundation

BELIEVE THERE IS GOOD IN THE WORLD

Welcome to our National Board!

Trevor Garlock Alexandria Bay, NY

“Growing up in a small town, I have been able to see Betterment’s impact on a very personal level. Betterment helps bring a community together. The ability to have a direct and immediate impact, all while having fun at the events, really makes you feel good about being involved.”



Cut along the dotted line and spread the ripple! See Page 4!

Jared Bowling Binghamton, NY

“The Buffalo Chapter held a benefit for my cousin Jay’s children to raise funds for their education after he passed away. I was touched by the level of support. As I learned more, I realized partnering with Betterment was the ideal next step to expand our benefit, ZooneyFest, that fellow Board Member Chris Palmer and I have chaired in our community for the past eight years.” *Chris pictured on left, Jared on right.*



Chris Palmer Binghamton, NY

“Betterment’s focus on helping individuals who need immediate support is directly consistent with what we have been doing with ZooneyFest. Joining Betterment will enable us to expand what we have been doing in the Greater Binghamton area by helping individuals who need it most.”



Dale Smith Cleveland, OH

“I was immediately drawn to the ‘grass-roots’ approach Betterment takes to identifying recipients and expanding its network. It has been humbling and rewarding to be involved with Betterment to help make a big difference on a small level.”

www.communitybetterment.org

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