

Little ripples making a big splash

There is a saying: When life hands you lemons, make lemonade. We're not sure who coined it, but it seems that the next generation of Betterment has adopted that philosophy. So to help those people whose lives handed them lemons, our young Betterment network started lemonade stands...and car washes, and leaf raking businesses...to spread a ripple of goodness.

Inspired by the newly re-published book, "The Lemonade Ripple: A Sweet Story of Charity and Kindness," hundreds of little helping hands have gotten to work in simple ways to make big waves in their communities. The book, written and illustrated by long-time Betterment supporter Paul Reichert, tells the story of how one little girl's lemonade stand to help her friend sparks additional small fundraising efforts to support the same cause. This tale has also ignited a philanthropic fire in hearts of our young network.

In Bethesda, MD, Carderock Elementary School adopted Betterment's unique mission and the entire student body turned into philanthropic entrepreneurs with their own simple fundraising ventures. The school reached out into their community to find potential recipients, conduct a school-wide vote, and orchestrate their own unique events to generate support. From coffee and muffins to basketball tournaments, the children raised over \$1,800 to help Just Tryan It organization that helps fight childhood cancer.

In Fayetteville, GA, a Betterment-inspired lemonade stand not only raised more than \$400, but it also attracted Hollywood guests! When movie production began across the street from Sebastian and Edie Belle Turner's home, they took advantage of the opportunity and set up a lemonade stand. Cast and crew of the upcoming movie, "What to Expect When You're Expecting," became daily customers, and the 8- and 6-year-olds brought in \$117 in tips for Betterment. Then, their generous ripple continued as their parents and neighbors agreed to match their funds.

"It's so rewarding to watch your children take ownership in making a difference for others," said Anthea Turner, mom of Edie Belle and Sebbie and a Betterment Founders' Circle member.

"They got excited about serving lemonade to stars like Brooklyn Decker and Dennis Quaid, but they were more excited to do it for a great cause."

In an effort to continue educating and encouraging

the next generation of philanthropists, Betterment is working to get "The Lemonade Ripple" into the hands of as many children as possible. In partnership with their new publisher, SkyHorse Publishing, Betterment plans to distribute 2,500 books this spring to libraries across the country.

"Educating young people is a critical part of the mission of our next decade of doing good," commented Foundation President Brendan Curley. "We've had 11 years of tremendous stories of touching lives, so now its time to share our Betterment story to inspire the next generation."



Spring 2012 betterment

a social network with a social conscience

A publication of the Foundation for Community Betterment
www.communitybetterment.org

The Next Generation...

As we enter our 12th year of Betterment, we are excited to launch our next campaign for support: **The Next Generation of Betterment: Educating Youth, Enriching Recipients, Empowering Volunteers and Energizing Communities.**

Throughout this newsletter we highlight how you can help us achieve our goals for this campaign. Whether its buying a copy of "The Lemonade Ripple" so that we can share it with a local library, or joining our Founders' Circle to support the critical infrastructure of the Foundation, your gifts make a difference in the future of our Foundation, and most importantly in the lives of our recipients. Join us in educating young people, empowering more volunteers, energizing your community and enriching the lives of those in need!

You can help Betterment put The Lemonade Ripple into the helping hands of children by making a tax-deductible gift to support this effort. A gift of \$20 allows Betterment to share one book with a library or school, and for \$50, three books can be shared! You can also purchase your own hard copies of The Lemonade Ripple for \$12.95. All author proceeds from the sale of this tremendous book support the foundation. Go to www.communitybetterment.org.



Enriching the lives of our recipients...

Their needs are all different, but there is a common thread in the varied stories of each of Betterment's 176 recipients. They all possess a generous spirit that drives them to continually give to their communities even in their own time of need. In Betterment's eyes they are heroes, and in our 12 years we have helped 102 individuals and 74 organizations continue their heroic efforts of kindness. Here are a few stories of our tremendous group of recipients from 2011, and how Betterment was able to help.

Alex Bay Tribute

Ron McLennan became a member of the Alexandria Bay chapter committee on day one. He personified the Betterment mission -- giving in so many big and small ways to his community.

When Ron passed away, just weeks before their annual Paddle event, his fellow committee members established the Ron McLennan Immediate Need Fund to honor his legacy of giving. Like Betterment's national Immediate Need Fund, this chapter fund allows the Alexandria Bay chapter to help recipients in their community who need support quickly when there is no time to host an event in their honor.

Every July, for the past 11 years, the Alex Bay chapter hosts an annual kayak event on the St. Lawrence River. Hundreds enjoy this tradition every year and together they have given more than \$65,000 to 18 different recipients, and even added a golf outing to the festivities in recent years! Betterment's work is now well known in Alex Bay, so often recipient proposals are brought forward during the winter months when the annual Paddle event is months away. The Ron McLennan Memorial Fund will allow the chapter committee the ability to help these families immediately.

This year, the Paddle event generated \$13,000 for the Hurst Family, the Alexandria Township Historical Society and for this immediate need fund. The fund was put to use in November to share much-needed support with the Hunter family whose child was burned and hospitalized. "In previous years, we would have had to decline this November request," said Carolyn Curley, Alex Bay chapter committee member. "We know Ron would be proud that we could help right away."

Join Ron's wife Nancy and daughter Carolyn (pictured here) at Alex Bay's next Betterment Paddle and Golf Outing on July 27-28, 2012.



An unbelievable team of friends



They used to huddle up on a Big Ten football field. But last football season, they huddled together to give one of the most tremendous group hugs to their teammate, Matt Isenberg. Former University of Illinois football players Matt Cushing, Brian Vanosky and Mark Day (pictured left) stepped up to help their friend who had been downed with tragic health circumstances.

Matt, a father of two and a high school teacher, was on his way home from work when he suffered a brain hemorrhage.

He miraculously got himself to a hospital where a nurse found him in the parking lot and rushed him into the ER. After three brain surgeries and a two-week coma, he awoke to learn that he has Wernicke's Aphasia brought on by the traumatic brain injury. His rigorous therapy prognosis totalled over \$100,000 for the year, and his insurance was not going to cover it.

Before any of these details were known, Matt's friends had already designed their game plan to help. They immediately created a trust fund and a website to keep friends and family informed and to take donations. Then, they rallied their networks to begin planning an event in Chicago. Matt Cushing, a Betterment donor, remembered Betterment's events and fundraisers, so he reached out to Betterment board members for their help and advice.

The Isenbergs epitomized Betterment's mission with their selfless acts of charity and volunteerism in their community. Our national office immediately set up a web page that allowed Matt's friends to make credit card gifts to the Foundation in his honor. And, Betterment's Chicago chapter volunteers stepped up to help with auction details and event registration.



This tremendous teamwork resulted in more than \$200,000 raised for the Isenbergs, and a percentage of those funds were used to further the foundation's mission as well. With this support, Betterment was able to invest more in our Immediate Need Fund (INF), and maintain our website so that other recipients like Matt can benefit from our services. Just one month after the event, Betterment had already shared our first 2012 INF gift with Christina Rolley, a mother of four who was paralyzed two years ago in a sledding accident and is now battling breast cancer.

"The partnership with Betterment allowed us to raise so much more for Matt and his family than we ever could have," commented Matt Cushing. "And, it means a great deal to Matt and his family that other Betterment recipients can be helped by his friends and family's support."

Our 2011 Immediate Need Fund (INF) Recipients



Carolayne Ryan, Palm Beach, FL

Carolayne (pictured above with daughters Jennifer, Erin and Megan) was released from the hospital after triple bypass surgery and aortic valve replacement and came home to bills that insurance didn't cover when extra medical bills came in. A gift from Betterment helped her with her electric bills and mortgage payments so she can focus on her cardiac rehabilitation.

The Schauer Family, Canton, OH

The Schauer family was hit twice this year by flooding. Insurance covered the first flood, however the second flood left considerable more damage. Betterment's INF donation helped the family purchase a new washer and dryer to replace their recently purchased washer and dryer which wasn't covered again by insurance.

Paul Smith, Canton, OH

Paul Smith is the father of four children. An electrical fire broke out in their home burning it to the ground and destroying everything. The family didn't have insurance and had very little in savings. Betterment's INF support helped to pay for new appliances for their new home.



Harrison Snow, Lake Worth, FL

Just 18 months old, Harrison (pictured at left) was born a diaphragmatic hernia and a floppy airway which has required many surgeries and subsequent semi-permanent hospital stays. Betterment's INF support assisted the Snow family by paying household bills to ease their financial burden.

William Gillis, Livonia, MI

William Gillis is a young man who used his tuition reimbursement check to pay for a hospital bill for his father rather than use it to pay his hockey team dues as was his plan. Betterment's gift enabled William and his family to keep up with their monthly bills during his father's illness. And it helped to keep William on the ice with his team to reinforce his selfless decision to help his family at a time of crisis.

Ryan Hunter, Alexandria Bay, NY

Ryan Hunter is a four year old boy from the Alex Bay community that was severely burned in an accident at his home. Our Alexandria Bay Chapter helped Ryan's family by sharing grocery and gas cards that supported his aunt as she cared for his three siblings so that Ryan's mom could be with him during his 4-week hospital stay 100 miles away.

Immediate Need

means so many different things to those we serve. Maybe its making sure the electricity stays on or the house stays heated. Whatever the case may be, Betterment's Immediate Need Fund (INF) is in place to address those needs that require a quick response.

About three years after the Foundation's inception, Betterment's chapters were faced with an increasing number of recipients, and not always the time to organize an event to help each one. And, at that time, Betterment's mission was also spreading, so recipients were surfacing in cities where there was no active chapter of volunteers to organize an event.

To address these issues, the Foundation created the Immediate Need Fund. Since its inception, the INF has shared almost \$47,000 to help more than 25 recipients breathe a little easier.

This fund would never exist without donors sharing general donations to Betterment. Donors like the White House Golfers, who made Betterment's Immediate Need Fund their recipient for their annual golf outing. Or Kerry and Joe Schmit, Founders' Circle members (see page six), who have committed \$1,000 year for five years to support the general needs of the foundation.

Empowering Volunteers, Energizing Communities...

Betterment would not exist without the helping hands of the hundreds of people in our chapter cities who volunteer their time, expertise and energy to spread the Betterment ripple effect of goodness in their communities. In our 12 years, we have grown from a national board of eight people to a national board of 17 and ten chapters with individual community committees in each of those cities. From an annual kayak race in Alexandria Bay, to a charity bike ride in Palm Beach, these volunteers create opportunities for hundreds of people to get involved and give hope to people in need in their communities. Here are just a few highlights from our chapter cities in 2011.

Canton reaching out and rockin' it

In Canton, Ohio, Betterment volunteers aren't just busy planning fundraising events for recipients. They've had a full calendar of meaningful outreach efforts to touch the lives of Stark County residents.

The Canton chapter's volunteer base grew in 2011, in part because of the 11 unique volunteer opportunities offered. For the mothers and children of Domestic Violence Project, Inc., volunteers baked birthday cakes throughout the year and adopted a family at Christmas. They also donated and collected items for the Pregnancy Support Center, and organized a successful book drive for J. R. Coleman Family Services.

Betterment volunteers also got busy helping with Habitat for Humanity projects and working at Warrior Dash. They also ran a fun "Lobster Trap" putting green with Bender's Tavern in downtown Canton on First Fridays.

Their packed outreach schedule didn't stop the Canton Chapter from raising money and sharing support for recipients in need. They supported two worthy immediate-need recipients and established a memorial fund for Ronald Stokes, Jr., a 2010 Rocktoberfest recipient.

Highlighting all of this tremendous activity was Canton's fourth annual Rocktoberfest event. It proved to be another success, raising over \$20,000 for one local family and three nonprofit organizations in the community.

They created more opportunities to make a difference in 2011, so the Canton chapter is excited to see the ripple effect of giving make even more waves in 2012 for Stark County. Join them at the end of March for their Winter Olympics event at Fiddlestix Billiard Cafe.



The Gorski Family (above) and Lacrosse on 3 were two of Canton's four recipients in 2011.



Upcoming Events:

For more detailed event information, go to our website or email info@communitybetterment.org.

April 9-13 – Canton, OH

Share your gently used books with those who need them during Canton's annual book drive to benefit Dragonfly Academy and SPARK.

May 4 – Chicago, IL

Cinco de Mayo Fiesta at Easy Bar!

May 29 – Washington, DC

White House Golf Outing

July 27-28 – Alexandria Bay, NY

Celebrate summer at the 12th Paddle on the St. Lawrence River and 4th Annual Golf Outing!

September – Seattle, WA

Betterment Month at Gold's Gym Northwest!

September 29 – Canton, OH

Fall is rockin' because Rocktoberfest is back!

October 20-21 – Norfolk, VA

October is not just about beer - Join us at the Town Point Virginia Wine Festival!

Donor Spotlight: Ben & Bridgett Klopp

For most people, your wedding is a special time in life when everyone comes together to celebrate YOU. For Ben and Bridgett Klopp, it became a time to focus on others, especially those in need. To celebrate their special day, the Klopps encouraged their wedding guests to give tax-deductible gifts to Betterment in lieu of wedding presents. Their unique selfless way of supporting Betterment resulted in over \$3,000 for our recipients! And, they have inspired other couples to do the same! Thank you, Ben and Bridgett, and all of your generous friends and family, for inviting Betterment to share in your special day!!



Cleveland does it again!

The Cleveland Chapter continued to make a profound impact on the lives of local families and organizations in 2011. The 8th annual Black & White Ball, held on March 26, was a "mad" success! The event, attended by over 275 revelers playing off of the Mad Men TV show theme, raised almost \$48,000 to benefit The Kilmartin Family (pictured at left), Grace Gretchen Heltzel, and New Life Community. Thank you to all the great volunteers and attendees who made the gifts to these deserving recipients possible!

Spicing it up in Palm Beach

Over the years, Betterment has seen a fair share of golf outings and happy hours, but last year, our Palm Beach chapter kicked it up a notch when it came to events! As one of the newest chapters, they work hard to expand our network by creating unique fundraising events that appeal to those in their community.

Events like "Bike for Betterment," where more than 50 people decked out their bikes and peddled through Palm Beach to help support recipient Laetitia Brice who is a single mother of two struggling with breast cancer.

"Sample Tuesday" Happy Hour also brought guests together to learn more about Betterment and to support a local women's shelter by bringing much-needed hotel-size shampoos, conditioners and soaps.

A "Sushi and Saki Tasting" event gathered a great crowd to help 18-month-old Harrison Snow who had been born with diaphragmatic issues which resulted in multiple surgeries and expensive hospital stays not covered under his parents' insurance.

Betterment's national board wanted to join in the fun, so the PBC chapter hosted the board's annual fall meeting in November and rallied another great happy hour to spread the word about Betterment.

They kicked off 2012 with a happy hour, "Brrr... Baby its Cold Outside," and collected winter gear for a homeless shelter. And, in March they plan to host their first annual "travel"-themed event, "Bon Voyage with Betterment" that features a raffle for an all-inclusive week vacation anywhere in the US! Be sure to keep your eyes on our PBC chapter for their unique 2012 festivities!



Seattle: A month of sweat and sharing

This year, across four events, Seattle's Gold's Gym Northwest proudly raised \$1,875 for the Alves Family whose father and head of household suffers from liver cancer, and The Friends of Valley Memorial Park to revitalize the park for the community.

Our Fit & Healthy Fashion Show: High style, fashion for active lifestyles, and fitness ruled the runway in this fit-fashion extravaganza! Members and friends enjoyed an evening out at this fashion show.

Gold's Gym Golf Field Day: Gold's Gym golfers gathered on the green for this great cause for an afternoon of golf, drinks and good ole Gold's Gym camaraderie.

Fitness in the Park: Sunday morning sunshine set the scene as Gold's Gym group fitness instructors and personal trainers took center stage, leading an outdoor workout at a local park.

From the runway to the fairway in DC

Betterment ladies in the Washington DC area "styled" it up again this year by partnering with Neiman Marcus in Mazza Gallery for a night of fashion and fun! Flora Cross, Helen George, Laura Farrell and Jennifer Curley Reichert hosted the event with tremendous support from Liberty Jones of Neiman Marcus. Attendees enjoyed make-overs, shopping and cocktails, and competed for glam prizes by dressing models in the latest fashions and playing "blingo."

Betterment DC also took to the fairways in 2011 with three separate golf tournaments. **The White House Golfers** made Betterment the recipient for their annual tournament in May donating \$5,000 to underwrite our national Immediate Need Fund. Betterment also worked with the friends of Danny Shanz to give further support to Danny, who was struck by lightning in 2009 while he was working as golf pro at Congressional Country Club. Danny, our 2009 Betterment golf outing recipient, continues to struggle with health issues, so we were very glad to lend our support.

Finally, Cara Berg and David Berndt organized a Betterment golf tournament in October to support our Immediate Need Fund. They had a great group of Betterment "regulars" join them for a day of fun on the course. Overall, these tournaments secured more than \$65,000 for our recipients!! Plans are already in the works for golf in 2012, so stay tuned!



Gold's Gym Northwest Calendar: Camera flashes lit up even brighter smiles as various Gold's Gym staff favorites posed for this fundraising calendar.

Thank you Seattle Chapter host committee members Jenna Etzel, Cara Lee, Justin Johnson, Vicky Savage, and Michelle Toussaint!

Those who help make it all happen...

Twelve years, 112 events, 176 recipients, and over \$900,000 shared. None of this would have been possible without people like those listed on the following pages who have invested in our mission. Our 'Founders' Circle' recognizes the individuals in our network who have stepped up with leadership pledges of at least \$1,000 a year for five years. Our 'Friends of Betterment' recognizes those who have committed gifts of \$200 a year for five years. If you are interested in partnering with Betterment at the Founders' or Friends' levels, please go to the "Donate Now" tab on our website. In an effort to be environmentally conscious, those highlighted on the following pages have given \$100 or more in 2011, and our entire 2011 donor list is highlighted online. THANK YOU to all of our donors, and especially those whose gifts have totalled \$1,000+ (blue names) since our inception in 2000!

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Thank you to those who wish to remain anonymous.

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Matt Wojtowicz
Charles Wolf
Marc Woodard
John Wynn
Benson Yachnin
Dash Yost
Harold Yupari
Thomas & Anita Zimmerman

A Special Thanks to our 2011 Corporate Partners

Whether its donating bar space, graphic design expertise or gift certificates, our corporate partners give Betterment the tools we need to touch the lives of our recipients. In an effort to be more "green," those highlighted below have given \$100 or more in 2011, and our entire 2011 corporate donor list is highlighted online. A special THANK YOU to all of our corporate partners, and especially those whose gifts have totalled \$1,000+ (blue names) since our inception in 2000!

121 Strategies & Government Relations LTD
4site Interactive Studios
ABC Events
Alexandria Bay Fire Co.
aliveOne Bar, Chicago
Banks Development
Berner Natural Cheeses
Blackstreet Capital Mgmt.
Bobby Labonte Foundation
Bryce Resort
Bureau of Engraving and Printing
The Byrne Group
Clear Channel Communications
Cleveland Fitness Boot Camp
Cleveland International Film Festival
COCO Palm Beach

Core Power Yoga
Curley Company
Deep 6 Dive and Watersports
The Deuble Foundation
Easy Bar, Chicago
Eye Restorations Clinic Inc
Frantz Ward LLP
William H. Gardiner Family Foundation
The Harrington/ McLaughlin Family Foundation
It's a 10
John Marshall Bank
JS Wagner Co
JW Marriott Spa Valeo
The Kennedy Group
Leo Burnett Company
Lockheed Martin

LSV Asset Management
Milk & Honey
Miller Group International LLC
Neiman Marcus
Norfolk Festevents
Palm Beach Segway Tours
Parker Hannifin Foundation
Pick Of Cleveland
Pizzazz
Playhouse Square
Red Lodge Foundation
Salud
Santa Lucia River Club
SCI Direct LLC
Smile Art Center
SpaSoak

St. Lawrence Business Consultants LTD
SunFest 2011
Ultima Fitness
USilluminations
Watertown Savings Bank
Woodard Photography

Thank you!



Get Involved...

There are many ways you can get involved in the Betterment network to help make a difference in communities across the country!

- Make a tax-deductible monetary gift or a gift of products or services (and double that gift through your company's matching gift program)!
- Pledge an annual gift to The Next Generation Campaign and set up monthly credit card deductions to fulfill your pledge in a very simple, painless way.
- Give the gift of Betterment by making a donation in memory or in honor of a loved one.
- Attend or volunteer for event activities.
- Run a race, host a movie night or cocktail party, or send an email blast to help a friend and Betterment.
- Share your talents and expertise by joining a local chapter board or assisting our national board.

Follow us on Twitter at "CommBetterment" and become our fan on Facebook by searching "The Foundation for Community Betterment." Go to the web to learn more: www.communitybetterment.org.



The Next Generation of Betterment

There are so many reasons our Betterment National Board members are thrilled about 2012. First, we're building off a tremendous 2011 when hundreds of Betterment volunteers and donors raised more than \$200,000 for 20 deserving recipients! The ripple effect is truly growing and to date, we've raised more than \$2M for 176 recipients across the nation!!

Next, we're excited to welcome our newest board member, **Elizabeth Vernick** (front row, 2nd from right) who has been involved in the Cleveland chapter for a few years, and now is helping in the Chicago Chapter. We are also honored to welcome to our Betterment leadership team, **Daryl Cooke** (front row, far right) who serves as our Foundation Manager. Though Betterment is volunteer-driven, Daryl's position is the reason the Foundation can empower and support our volunteers, and continue to keep our network engaged and informed. We are thrilled to have Daryl in this very important role for us!

Finally, the year 2012 marks another wonderful beginning for us as we embark on our next campaign for support. We look forward to partnering with YOU to **educate** young people about giving back, to **empower** hard-working volunteers, to **energize** communities across the country, and most importantly to **enrich** the lives of those who need us the most.



Members of your 2012 Community Betterment National Board



P.O. Box 358
Arnold, MD 21012



Where is he now? Checking in on 2007 recipient Michael Klotzbach finds him back in the DC area and doing fantastic! After being diagnosed with cancer at age 21 while at the Naval Academy, he has endured his fair share of chemo. Today, he is working in the Pentagon for the Navy, and looking forward to his June wedding! To read more of our recipient updates, visit www.communitybetterment.org.