



If you feel you know what Missouri Community Betterment is all about, we have some news that may surprise you. If you don't know much about our organization, thank you for allowing us to introduce you to our story. As our 55<sup>th</sup> anniversary year closes we are more committed than ever to serving grassroots volunteers who are banding together with their neighbors to be changemakers – people who believe in “the possibility of better” – in their communities.

***The possibility of better***

*Better opens the door.  
Better challenges us to see what's there  
and begs us to imagine how we could improve on that.  
Better invites us in and gives us a chance to seek  
dramatic improvement on behalf of those we seek to serve.*

*By Seth Godin, author of eighteen bestsellers, founder of altMBA, former VP at Yahoo*

Our mission is to celebrate and connect Missouri communities to each other and a network of resource providers to empower them to improve their quality of life.

**Do you believe in the possibility of better?**

Being a believer is not always an easy position to be in...especially in small rural communities that do not have the human and financial resources in place that most metropolitan area residents can call upon for making improvements. MCB provides **helpful connections** to volunteers in Missouri neighborhoods and communities of all sizes, and we focus most efforts on those in rural areas who simply need to be pointed in the right direction for the **technical assistance, professional consulting and funding** they are seeking. MCB's website and experienced team share a wealth of knowledge on a wide range of economic development, management and volunteer topics. They are also **conduits to many public and private resource partners** at the federal, state and regional levels.

In addition to connecting community volunteers to resources and each other, MCB serves as a **catalyst and accountability partner for communities** who want guidance and need a boost of encouragement from an outside source. Consider this recent note:

*“Improving our community quality of life is not an easy task. MCB promotes committees of action and has provided the avenue for volunteers to step forward and lead the drive for all kinds of improvements. We now have a Heritage Days event, a committee working on improving the Farmers Market area on our Public Square, and improvement of the overall appearance of our older downtown area. City leaders typically do not have time for these kinds of projects but can play a supportive role as the projects progress. So, lots of things have been put in play, none of which would be happening without MCB.”*

*- David Norman, Mayor of Ava, MO*

We often hear from community members how valuable they feel their experiences with MCB are to their ability to move their community efforts forward. Online access to information is helpful, however, the **human connection that is offered through our personal community visits and statewide gatherings** – a Spring Leadership event for youth and the Fall Annual Conference and Recognition Program – are what continue to set MCB apart from other organizations. It is this **down-to-earth**

*“This program provides and leads to opportunities for my constituents that would not be available any other way.”*

*- Missouri Senator Dan Hegeman, 12<sup>th</sup> District*



**human-centered approach along with a dedication to listening, problem-solving, and leadership in partnership with participating communities that allows MCB to meet the need** so many community advocates have for a human liaison to the digital and support organization resources available to them.

So, what is the big news about our organization beyond our proven mission model? Our leadership has taken a bold leap forward with a strong belief in the value of bettering our organization with the following:

1. As the longest standing statewide community betterment/development organization in the nation, we have updated our vision, mission and purpose statements and strategic action plan to **focus our efforts on the greatest needs and unique value of our role** in ensuring Missouri thrives with connected communities where people desire to live, learn, work, play and visit.
2. Our **website** will soon be getting a facelift reflecting these updates that will make it **easier to navigate and more accessible** to more community volunteers.
3. All of our communications materials are in the midst of receiving updates that **better share the impact** of investments in empowering community volunteers.
4. And, we are swiftly moving forward with plans to **expand our support to, and celebration of, communities who are strategically planning their progress**. Communities will soon be able to use our new checklist as a planning guide and annual self-assessment. By bringing together the promising practices of many public and private community development and integrated management models through this co-creation process, MCB seeks to uplift and promote all technical assistance resource organization partners to better meet and serve grassroots volunteers where they are in their knowledge gathering and Leadership development.

In addition to this exciting phase of “collaborACTIVE” innovation, Missouri Community Betterment, a 501(c)(3) nonprofit organization recognized by the I.R.S. has also received **GuideStar’s 2018 Platinum Seal of Transparency** for organizational management practices. Although we do not have Missouri Neighborhood Assistance Program [NAP] tax credits to offer donors at this time as we have often had in the past from the Missouri Department of Economic Development, Missouri community volunteers need support and deserve recognition now more than ever. MCB is not only maintaining its number of 60 participating communities, but we have been very busy this year communicating with a list of 48 communities who are seriously interested in getting involved as they seek to improve the quality of life in their communities. **The need for, and interest in, our services is on a significant rise. We simply have to raise our efforts and resources to better meet the existing need.**

If you believe in the possibility of better, and that community volunteerism matters to the prosperity and quality of living in our state, ***will you help us as we move forward in our mission of empowerment?*** Support Missouri Community Betterment today in one or more of the meaningful ways outlined on the enclosed Sponsorship Form.

Thank you for your investment in better!

Teresa Keller  
Executive Director

“Missouri Community Betterment is a tremendous association that recognizes the efforts and achievements of our state’s rural communities. As a former youth member, community member and State Board Member I am a product of the leadership development promoted by the association.”

– United States Congressman  
Jason Smith

“Through the presentation of inspirational and encouraging speakers our adults and youth have been able to bring important and exciting ideas back to our community during the 43 years of participation that have resulted in over 200 progressive projects in our town. Many of our successes have been shared with other communities.”

– Elaine Campbell, president of  
Houston Community  
Betterment and Arts Council,  
Houston, MO

