



Annual Celebration Luncheon



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



MAXIMIZE™
NWMO

Dream big and grow together.

- **Welcome & Introduction of The Community Foundation of Northwest Missouri**
– Christel Gollnick & Rachel Kagay
- **Overview of Maximize NWMO Progress & Quality of Life**
– Christel Gollnick and Steve Wenger
- **Lunch**
- **Spotlight on Local Efforts & Accomplishments**
– Maximize Albany, Clinton County Initiative, & Maysville Area Improvement Network
- **Awards & Recognition**
– Christel Gollnick, Rachel Kagay, and Steve Wenger
- **What's Next & Roundtable Discussion**
– All Attendees

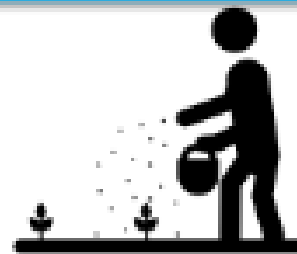
Three Keys to Thriving Communities

Sustainable Community Success Requires . . .

CAN DO
ATTITUDE



INVEST IN
THEMSELVES



DEVELOP
LEADERS
ACROSS
GENERATIONS



Maximize NWMO is the Regional Vitality Committee of...



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Helping
Communities
That Are
Willing
to Invest in
Themselves
Through
Affiliate Funds
and Other
Funds

VISION

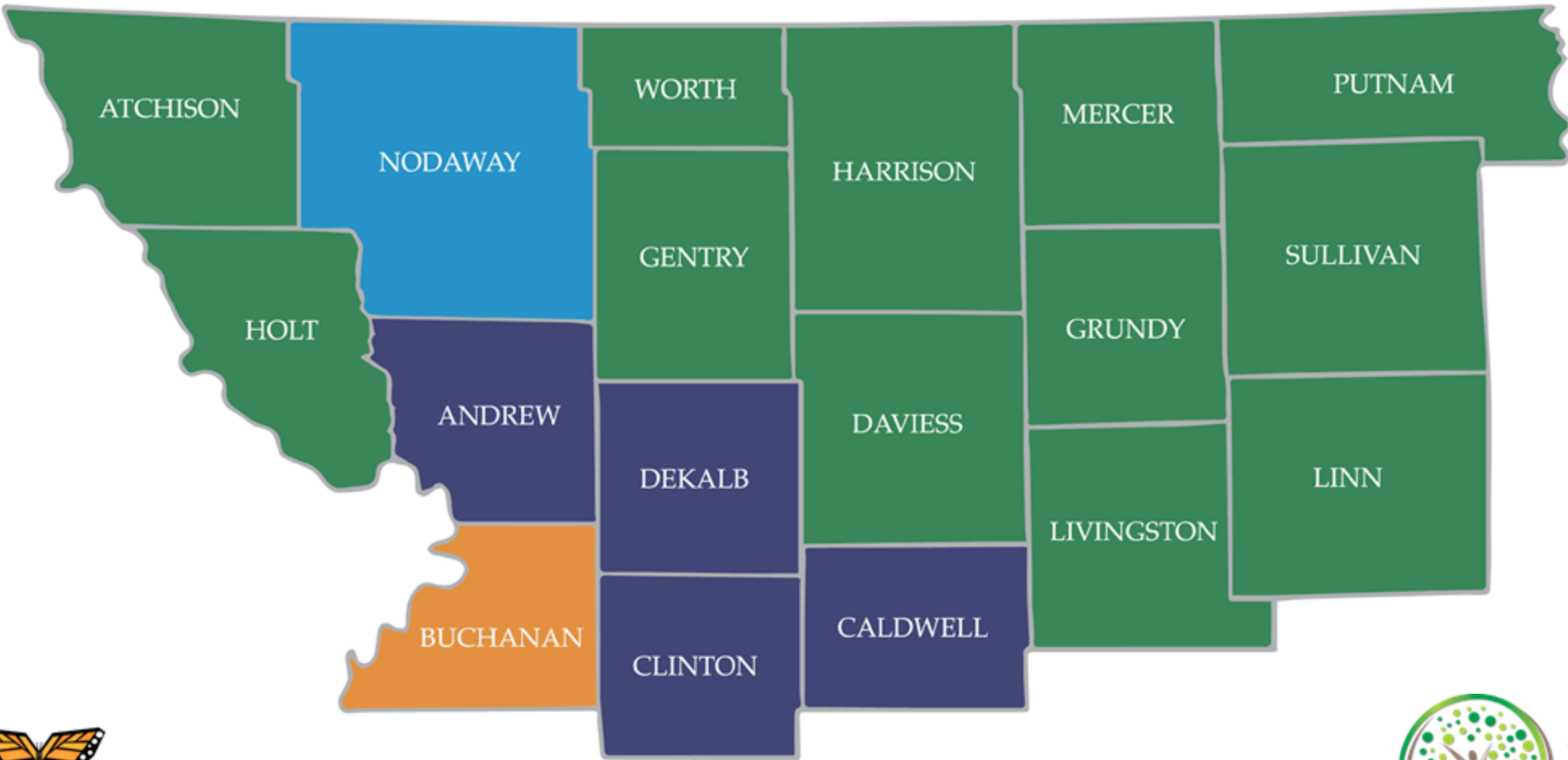
Create a philanthropic culture in Northwest Missouri to create an exceptionally fulfilling place to live.

MISSION

Perpetually improve the quality of life in Northwest Missouri by promoting and facilitating charitable giving.



NWMO's 18-County Region



URBAN, Metro County
Has a densely-settled urban entity with 50K+ people

RURAL, Metro County
All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Nonmetro Micropolitan County
Has an urban cluster of 10K-49,999 people

RURAL, Nonmetro, Noncore County
All urban clusters are less than 10K and urban core commuters at less than 25%

Source: USDA, Economic Research Service using data from the U.S. Census Bureau with definitions based on the Office of Management and Budget



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

OUR VISION

Where are we going? What is the end goal?



A *connected*

region where communities and counties work together to maximize the shared potential as an exceptional place to live, learn, work, and play.



OUR PURPOSE

Why is being more connected so important?



Grow

the region's population and prosperity by building resilient and innovative attitudes and behaviors and promoting a spirit of community through systematic and inclusive action.



OUR MISSION

What are we doing to help?



Invite, inspire, & guide
communities and counties to dream big,
grow leaders, and collaborate across all
quality-of-life aspects through connection
and a proven set of tools for meaningful
collaborACTION.





Progress



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Our Regional Vitality Journey



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Fact-Informed & Opportunity
Inspired Launch: Transfer of
Wealth Study & Regional
Research

Launch of Pilot with
3 Communities/Trade Areas
in the new COE 2026
National Learning
Collaborative

◆ Growing Community Leadership Capability &
Capacity through The Maximize [My Community]
Journey Framework™

◆ Surveys, Forum Discussions, and Formation of
Discovery Groups, CollaborACTION Teams, and
Regional Partner Council

2012 – 2014

2016-2018

2020 – 2023

2015 – 2016

2017 – 2020

2025+

Asking Why: Rural
Regional Listening
Sessions and
Community
Conversations

◆ Applying NLC Learning and
Designing a Regional Support
Framework & Initial Backbone
Relationships

◆ Form Navigation Team

◆ Rebranding & Grant writing

Growth will continue at the
speed of trust, willingness
to CollaborACT, and
availability of supportive
resources



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The Proven Pathway We Are Following



Strategically Answering

What can we do together that any one of us can't do as well alone?

#1 Regional Forums, Surveys, Discovery Groups & Other Listening Projects

1,650
participants
2012-2025

#2 Community Development & Leadership Programs

199+
participants
2016-2025

#3 CollaborACTION Teams

115+
participants
2020-2025

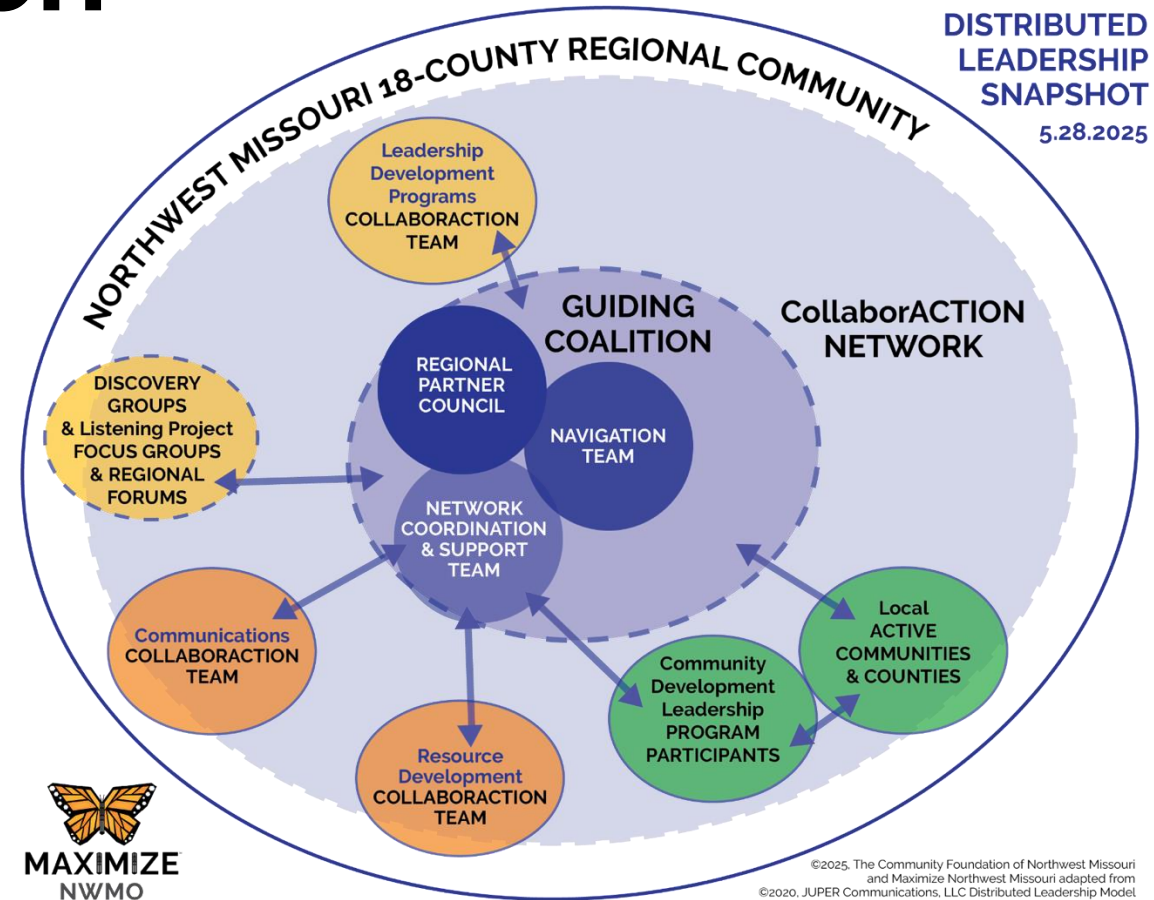
#4 Research, Data Gathering, & Facilitation of Decision-Making

3K+
respondents
2020-2025



Practicing Shared Responsibility for Leadership and Action

#1 EXPANDED GUIDING COALITION & PROGRAMS



Understanding What Quality of Life Means

#2

UPDATED DEFINITION OF INTERCONNECTED AND INCLUSIVE CORE ASPECTS

- ◆ Health
- ◆ Economy
- ◆ Education
- ◆ Natural Environment
- ◆ Built Environment
- ◆ Housing
- ◆ Social Connections



C.O.R.E. Common Community Scorecard

#3
SHARED
OUR
QUALITY
OF LIFE IN
REGIONAL
FORUM

CORE AREAS	INDICATORS	NWMO 18-Counties	MO	U.S.
 Health 	Life Expectancy	76.2%	75.8%	77.7%
 Economy 	Median Household Income	\$59,342	\$68,920	\$78,538
 Education 	High School Graduation Rate	87%	89.7%	81.1%
 Natural Environment 	Ambient Air Quality Days Exceeding National Standards	.21%	.21%	.64%
 Built Environment 	Access to High-Speed Broadband	94.39% 25DL/3UP 91.67% 100 DL/20UP	92.83% 89.86%	95.60% 93.47%
 Housing 	Homes with Suboptimal Conditions	23.58%	25.62%	31.98%
 Social Connections 	Adults w/14+ "Not Good" Mental Health Days Per Month	5.5 Days	5.3	4.9



More Detail at <https://maximizenwmo.org/2025-regional-community-forum>

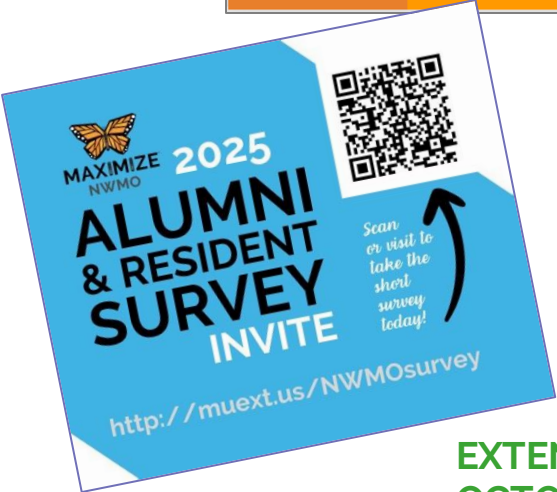
Working to Better Connect and Promote the Region

#4 RELAUNCHED COMMUNICATIONS COLLABORATION TEAM

OUR STATE OF QUALITY-OF-LIFE MEDIA CAMPAIGN	
MONTH	TOPIC IDEAS
OCT 2025	Announce Maximize NWMO Awards presented on 9.24.2025
NOV 2025	QOL: Health
DEC 2025	Results of the 2025 Alumni & Resident Survey
JAN 2026	QOL: Social Connections and Sense of Belonging Importance
FEB 2026	Launch of "MAKE IT HOME: Live Local, Love Local" Campaign
MAR 2026	QOL: Education
APR 2026	QOL: Natural Environment
MAY 2026	QOL: Housing
JUN 2026	QOL: Built Environment
JUL 2026	QOL: Economy
AUG 2026	Big Picture Thinking and Value of Growing Leaders and Development Programs and Local Philanthropy
SEP 2026	Updated on Regional Activities, Partner Council, & Impact

STARTS IN OCTOBER 2025!

HELP US CHOOSE A LOGO!
VOTE TODAY!!



EXTENDED THROUGH
OCTOBER 20, 2025!



Surveys Responses

(by County Lived/Worked 4+ Yrs. or Educ. Earned if Other)

NAME	Goal by County with 90% Confidence Interval	Responses as of 9/22/2025	Goal Progress	Surveys Still Needed
Andrew County	266	34	13%	232
Atchison County	256	21	8%	235
Buchanan County	269	143	53%	126
Caldwell County	262	8	3%	254
Clinton County	266	61	23%	205
Davless County	261	7	3%	254
DeKalb County	262	30	11%	232
Gentry County	258	116	45%	142
Grundy County	262	14	5%	248
Harrison County	261	19	7%	242
Holt County	253	5	2%	248
Linn County	264	23	9%	241
Livingston County	265	83	31%	182
Mercer County	250	5	2%	245
Nodaway County	266	46	17%	220
Putnam County	254	1	0%	253
Sullivan County	257	0	0%	257
Worth County	236	194	82%	42
	4668	810	17%	3,858

COUNTY

- As of 9.22.2025

1st place
 2nd place
 3rd place
 4th place
 5th place
- 14.2% to Overall County Goal

82% Worth County
 53% Buchanan County
 45% Gentry County
 31% Livingston County
 23% Clinton County

17%

of Goal Received
 to be able to share
 data at county level



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2025 | As of 9.22.2025

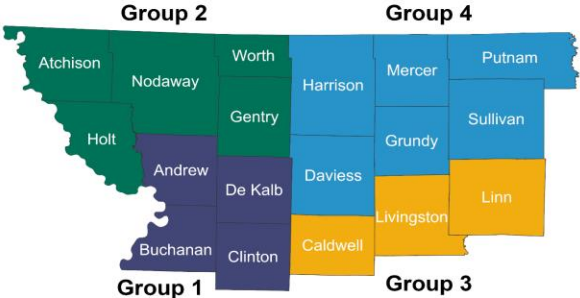
ALUMNI & RESIDENT SURVEY PROGRESS

Surveys Responses				
(by County Lived/Worked 4+ Yrs. or Educ. Earned if Other)				
NAME	Goal by Sub-Region with 90% Confidence Interval	Responses as of 9/22/2025	Goal Progress	Surveys Still Needed
Group 1	269	268	100%	1
Group 2	268	382	143%	-114
Group 3	267	114	43%	153
Group 4	268	46	17%	222
	1072	810	76%	262

SUB-REGION

76%

of Goal Received to be able to share
 data at sub-regional group level



2025
 ALUMNI
 & RESIDENT
 SURVEY
 INVITE

You can help
 reach the 100%
 Goal!

Complete
 & Share Today!



<http://muext.us/NWMOsurvey>



2025

ALUMNI & RESIDENT SURVEY



INVITE



<http://muext.us/NWMOsurvey>



Enjoy Your Lunch!



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Dream big and grow together.

Growing and Evolving
**MAXIMIZING OUR
POTENTIAL**



MAXIMIZE™
ALBANY

September 2025

OUR NAVIGATION GUIDE

MISSION STATEMENT

Serve as a continuous guide of support to help its leaders recognize opportunities, make fact-informed decisions and transform Albany and regional shared economies.

OUR PROGRESS



- **Participated in the 1st national pilot of Communities of Excellence 2026**
- **Spotlighting early childhood education** by discussing needs and options with United Way, Success by Six, the Albany School District, and local
- **Revitalizing downtown** – Started a Main Street program, Renovating the historic Rigney Theater, created a downtown park, attracted new business to vacant commercial properties, demolished unsafe buildings, started a farmer's market, and more . . .
- **Exploring retirement-focused ventures** with local real estate developer, healthcare providers, the city, and other businesses.
- **Community connectiveness & ability to mobilize quickly helped us be selected for Missouri Humanities' Small Town Showcase**

WHAT WE'VE LEARNED

- We understand our community better through our **RELATIONSHIP-BUILDING** and review of **DATA** on our demographics, economy, resources, assets, access, etc. about our **PLACE**
- **LISTENED** to our youth and adults through COE 2026, Maximize NWMO and Main Street
- Working **TOGETHER** is better . . . Combined Chamber and Main Street into avoid duplication of efforts, volunteers, and resources.
- Monthly Chamber lunch continues but now serves as an opportunity for community connection & networking for anyone—no membership required.

HOW MAXIMIZE NWMO AND THE COMMUNITY FOUNDATION HAS BEEN HELPFUL



- **CONNECTORS:** Both have opened doors and introduced us to new opportunities – continued learning through COE2026 and Lincoln Vibrant Communities
- **FUNDRAISING:** Assistance with matching grant for the Rigney Theater let to additional investment from community members - \$200,000 raised so far
- **STORYTELLING:** By telling our story and showcasing our work, we have won several state awards through Missouri Main Street



WHAT'S ON OUR HORIZON

- **Focus on leadership – Explore ways to create a pipeline for future community leaders**
- **Revisit data and set new goals**
- **Continue to build off fundraising success**



Progressing Towards
**MAXIMIZING OUR
POTENTIAL**



September 2025

OUR NAVIGATION GUIDE

MISSION STATEMENT



We come together to create a growing economy, an inclusive and diverse countywide community, and a vibrant learning environment as the building blocks of a great rural life.



OUR PROGRESS 2020-2024

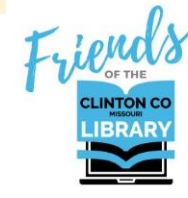
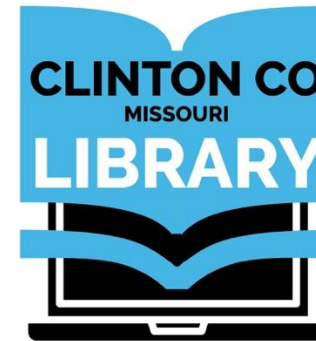
- Formed a MO nonprofit corporation with IRS 501(3) status
- Helped launch Plattsburg Tigers On Main, a student-driven downtown store
- Secured Turney as the location of a broadband experiment for delivering **high-speed Internet** *(Funded by the National Science Foundation and operated by United Fiber)*
- Inspired Gower Senior Center and Downtown Sidewalk Renovations
- Completed 2 Dream Big listening projects to identify shared priorities
- Hosted a series of monthly discussions on Quality of Life with each sector in search of shared priorities

MORE

OUR PROGRESS 2025



- Completed feasibility study to establish a library & innovation center in the county and formed a library board and friends' group:
- Launched www.VisitClintonCoMo.com
- Hosted several roundtable discussions with the county's Farm-to-Market/ Homesteading community leaders



WHAT WE'VE LEARNED

- We understand our county better through our **RELATIONSHIP-BUILDING** and review of **DATA**. We also know more about what drives people to live here after the feasibility study.
- **LISTENING** to hundreds of people of all ages uncovered unexpected similarities.
- Library & Innovation Center advocacy showed us we need to reach beyond our natural constituencies.
- Our **PROXIMITY** to the Greater Kansas City area and ability to maintain a country life is a very big deal. We could attract more visitors if we work together and promote ourselves.
- The spirit of collabor**ACTION** can spread to other organizations even if they aren't directly involved in CCI.



HOW MAXIMIZE NWMO AND THE COMMUNITY FOUNDATION HAS BEEN HELPFUL

- Access to training opportunities and coaching through The Maximize [My Community] Journey™
- Help of a paid professional to guide us and keep us moving forward
- Opportunity to work with the Foundation as a fiscal agent for pursuing and implementing grants by setting up an affiliate fund before obtaining our 501(c)(3) charitable status from the I.R.S.
- Connection to what's happening in the region around our county



WHAT'S ON OUR HORIZON

- Continuing to advocate for a county library and innovation center/resource hub
- Expanding and updating the new visitor website, especially before the World Cup is in KC next summer
- Sponsoring a new group of leaders to participate in the “Building Strong Teams” program
- Documenting our decisions, processes, and progress
- Strategic action planning

THANK YOU!

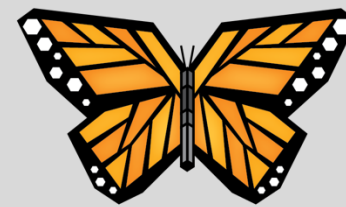


www.maximizenwmo/Clinton-County | www.visitcomo.com

Getting Started on

MAXIMIZING OUR POTENTIAL

September 2025



MA**N**

Maysville Area Improvement Network

OUR NAVIGATION GUIDE

MISSION STATEMENT



The Maysville Area Improvement Network (M.A.I.N.) **exists to maximize the place we call home and create opportunities for all to thrive as we live, learn, work, and play here both now and for generations to come.**

AREAS OF FOCUS

CORE PRIORITIES ESTABLISHED FROM RESEARCH & LISTENING



- **COMMUNITY ECONOMIC DEVELOPMENT** (*Job creation, promoting area businesses, expanding childcare access*)
- **COMPREHENSIVE COMMUNICATIONS PLATFORM TO CONNECT THE AREA**
- **FOSTER COMMUNITY BEAUTIFICATION AND PRIDE**
- **CREATE AND CONNECT RESIDENTS TO RECREATIONAL OPPORTUNITIES**

OUR PROGRESS 2023-2025



- Listened to our residents & other stakeholders through a DREAM BIG Listening Project
- City Council members in DeKalb County now gathering together regularly and aligning calendars
- Established an ongoing partnership with DeKalb County Extension Council
- Hosted a Small Business Exposition and Workshop with resource partners
- Strategic action planning



WHAT WE'VE LEARNED

- **Oftentimes, slow growth is sustainable growth.
Go slow to go fast.**
- **Have a clear and compelling “why.”**
- **Work to get decision makers in the room!
Ongoing recruitment is a must.**



HOW MAXIMIZE NWMO AND THE COMMUNITY FOUNDATION HAS BEEN HELPFUL

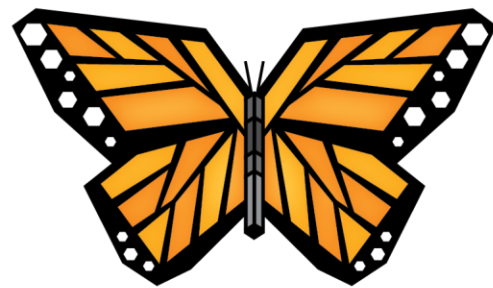
- Access to resources and best practices at our fingertips or a phone call away.
- Connection with other communities implementing The Maximize [My Community] Journey™ regionwide.
- Continual access to “Building Strong Teams” program content.
- Brings legitimacy to the effort.
- Organized, simplified way to create and access capital for community projects.

WHAT'S ON OUR HORIZON



- **ATTENDING MU EXTENSION CONNECTING ENTREPRENEURIAL COMMUNITIES CONFERENCE**
- **OCTOBER 9TH – LAUNCHING MONTHLY ENTREPRENEUR SUCCESS ROUNDTABLE**
- **RESTRUCTURING MONTHLY MEETINGS TO BE TOPIC/THRIVING COMMUNITY INDICATOR FOCUSED FOR GREATER ENGAGEMENT**
- **TRACKING AND SUMMARIZING COMMON & COMPLEMENTARY GOALS ACROSS THE AREA**

THANK YOU!



Maysville Area Improvement Network

www.maximizenwmo/MAIN



Awards

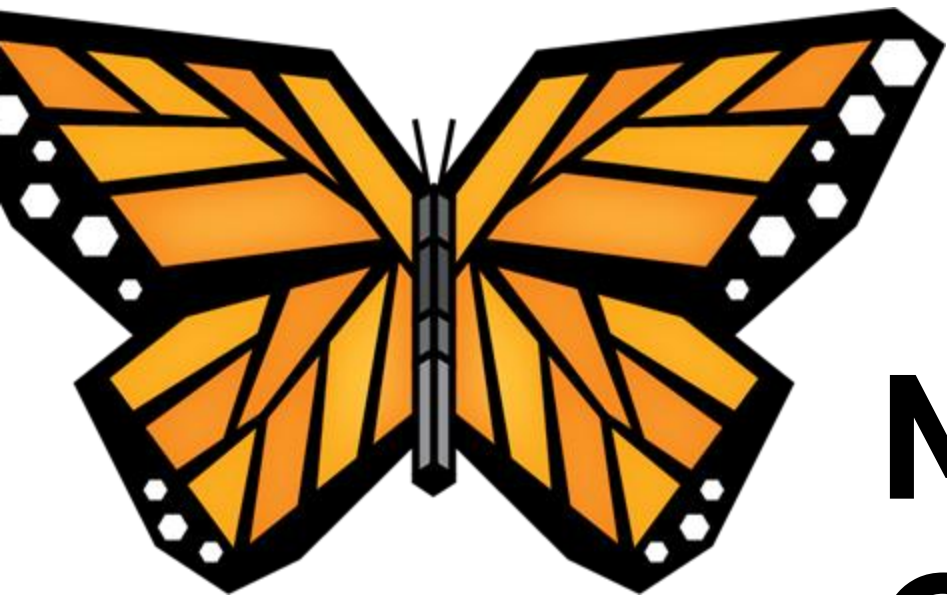


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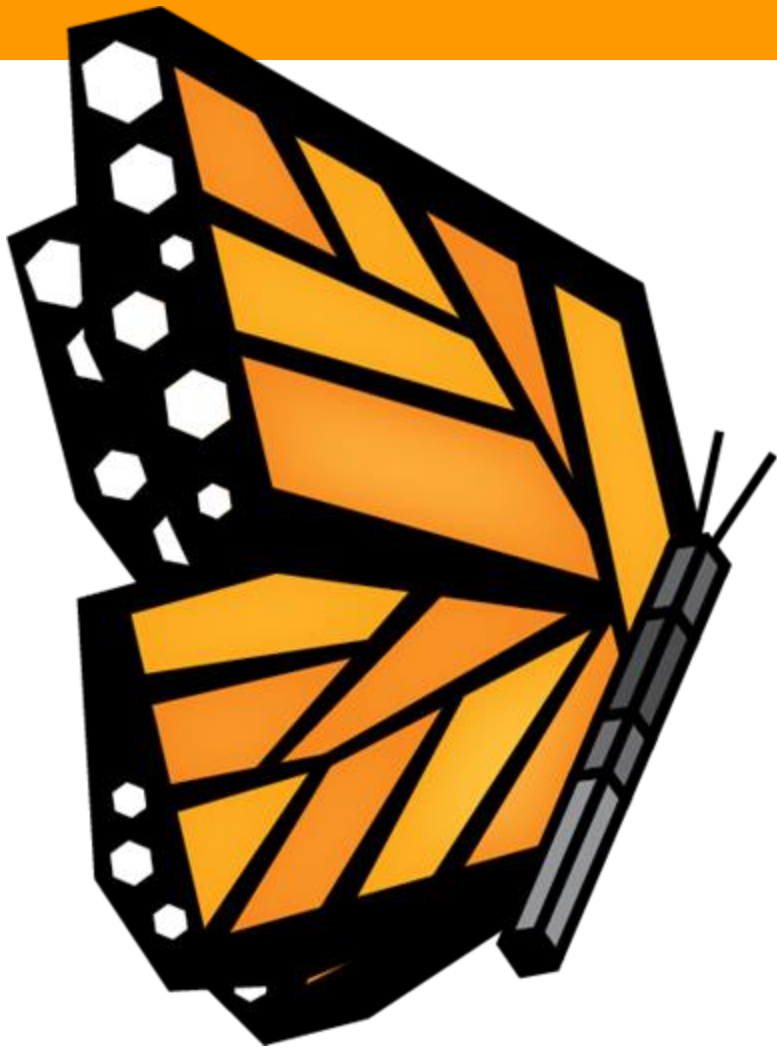
MAXIMIZE
NWMO

Dream big and grow together.



Maximize NWMO Community Navigator Award

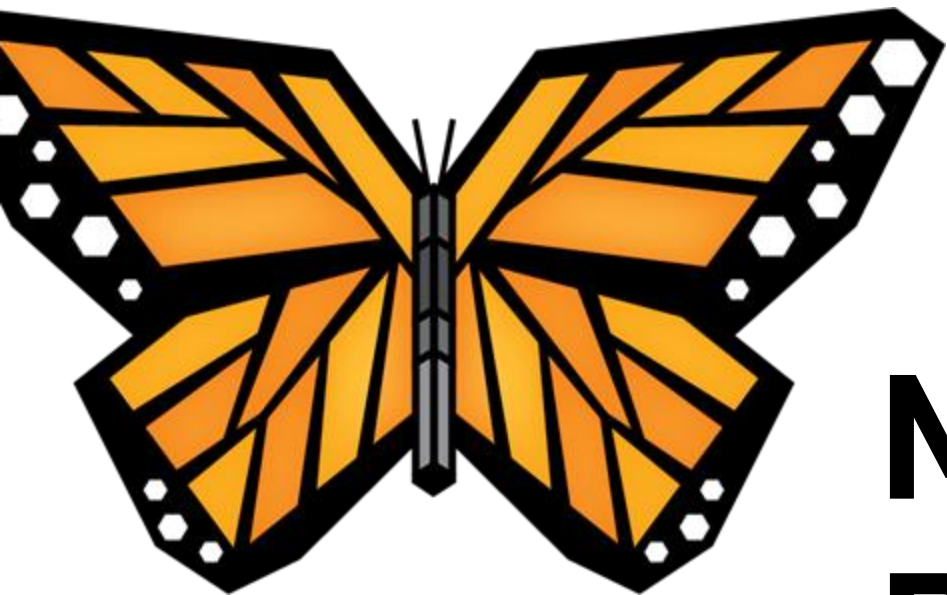




Maximize NWMO Community Navigator Award

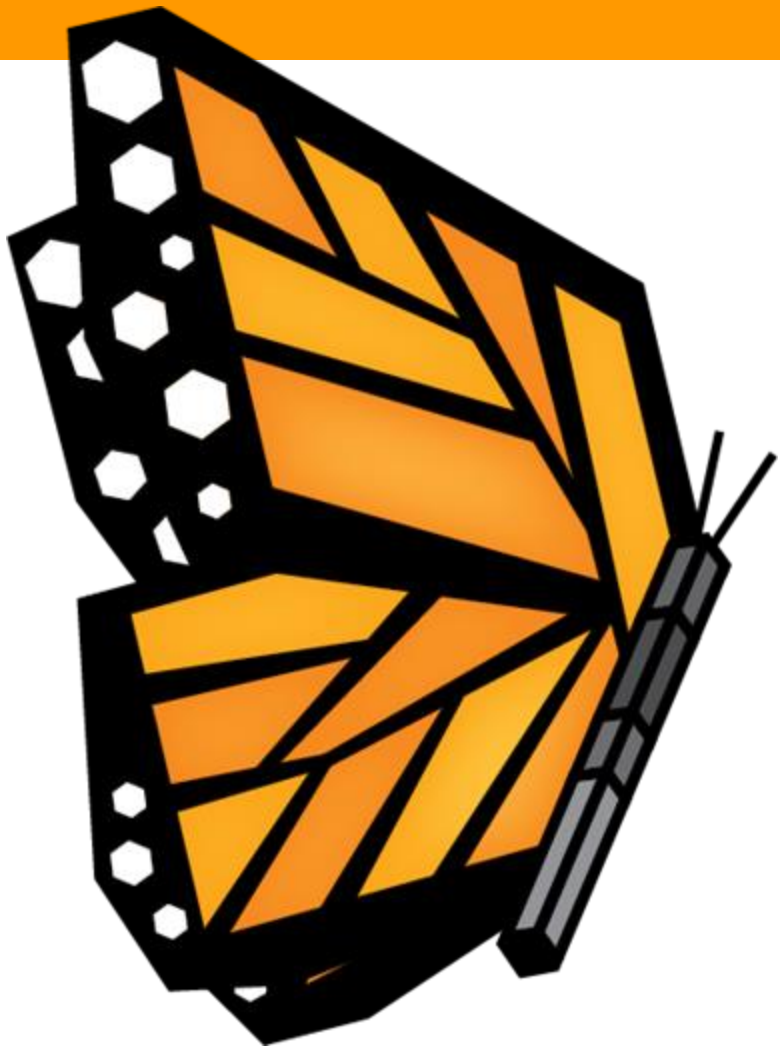
Caitlin Silver





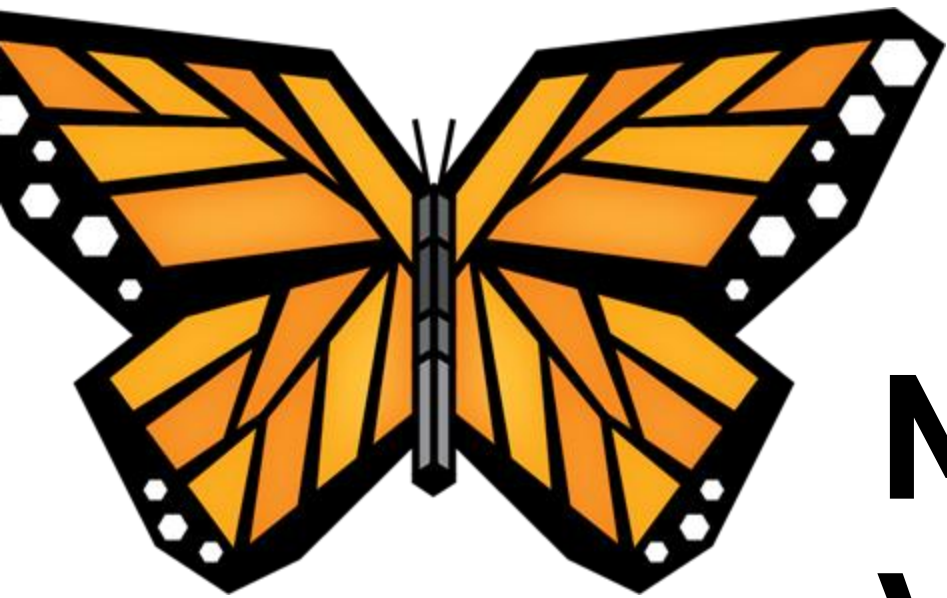
Maximize NWMO Regional Navigator Award





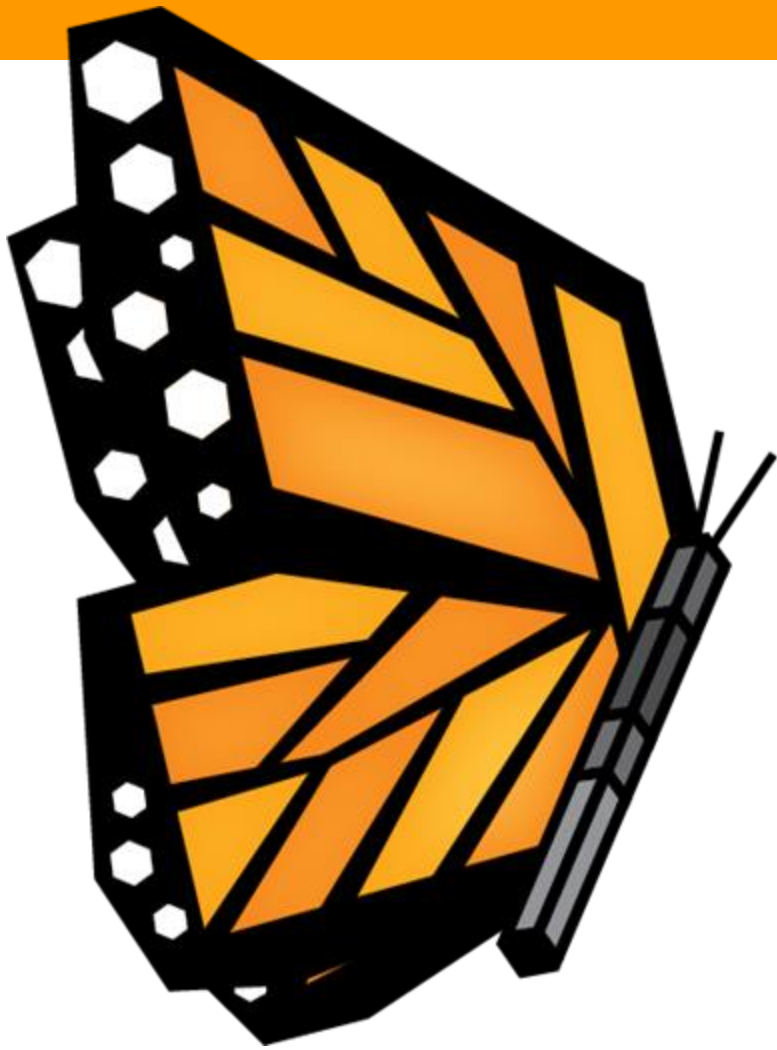
Maximize NWMO Regional Navigator Award

Jackie Spainhower



Maximize NWMO Vision Award

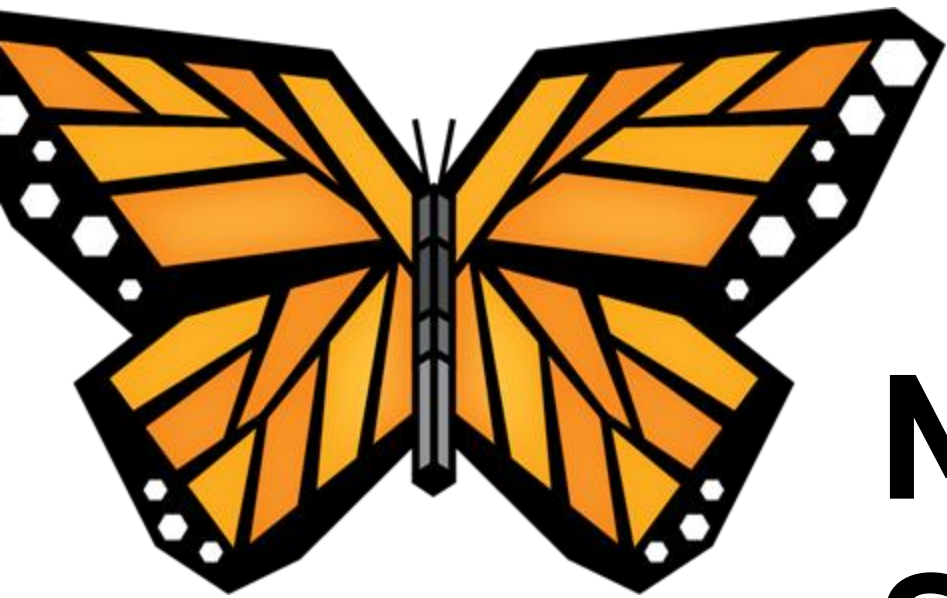




Maximize NWMO Vision Award

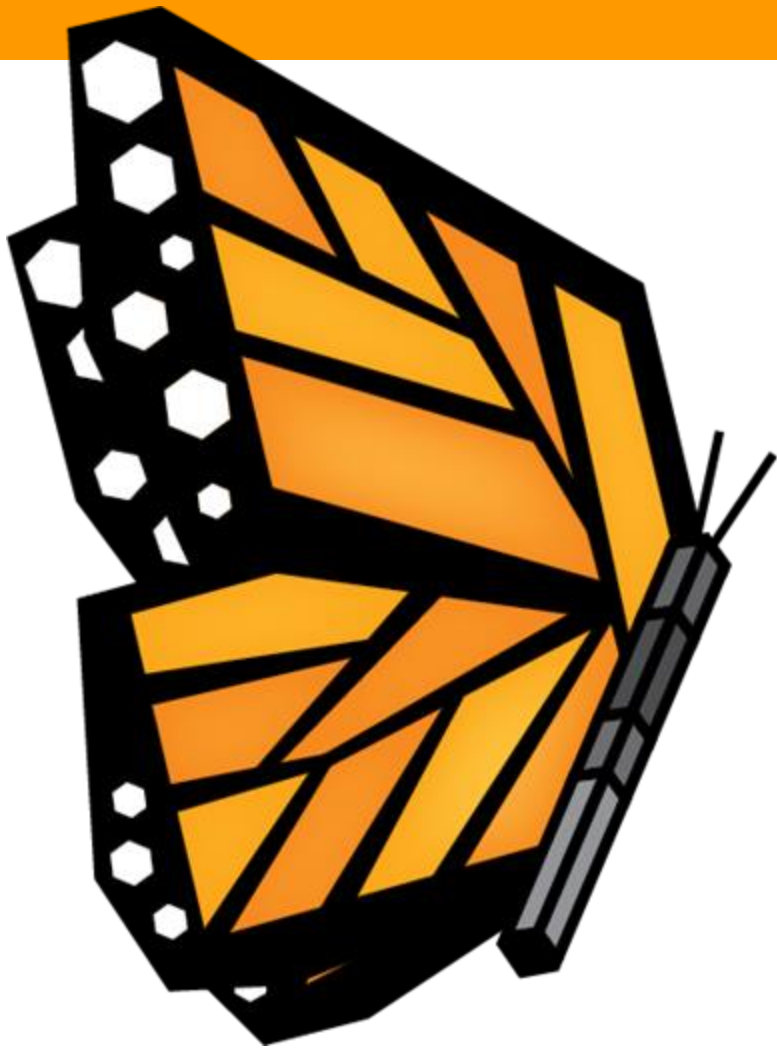
Mary Hinde





Maximize NWMO Special Recognition





Maximize NWMO Special Recognition

Sandy Potthoff



CollaborACTION NETWORK

Resource Organizations | 2020-2025



CollaborACTION NETWORK

Investors and Donors | 2012-2025



**INDIVIDUAL AND
BUSINESS DONORS**
to the Maximize NWMO Fund,
NAP Tax Credits, and Navigation
Team managed by



Guiding Coalition

Regional Partner Council | 2025



Extension
University of Missouri



Missouri Department of
Economic Development



ST. JOSEPH
COMMUNITY ALLIANCE
UNCOMMON LEADERSHIP



UNIVERSITY OF MISSOURI
KANSAS CITY



INDIVIDUAL
COMMUNITY LEADERS



Be a Part of What's Next!



- ☐ **BE A DOOR OPENER/AMBASSADOR
& ADVISOR**
- ☐ **BE A DOER & PARTICIPANT**
- ☐ **BE A DONOR & PARTNER**



*Contact Us &
Learn More!*

together@maximizenwmo.org
www.maximizenwmo.org

What's Next for Today

- **Quick Stretch & Networking Break**
 - Say Hello to Your Regional Neighbors!
Ask each other what you're doing to celebrate National Neighbor Day on 9/28th!
- **Complete the 2025 Alumni & Resident Survey**
- **Vote for Your Favorite Make It Home Logo**
 - Gather Around the Front Tables
- **Regional Roundtable Discussion**
 - Gather Around the Front Tables

10:00 Minute Break Before Roundtables

10:00



Roundtable Discussion



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



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Dream big and grow together.



**What can individuals
do to make NWMO feel
like home . . . a place
to live and love?**

Thank you! Join Us Again

9.23.2026



MAXIMIZE™
NWMO

Thank you for being a part of dreaming big and growing together!

together@maximizenwmo.org | www.maximizenwmo.org