

Annual Celebration Luncheon



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



MAXIMIZE™
NWMO

Dream big and grow together.

Maximize NWMO is a Program of...



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

MISSION STATEMENT:

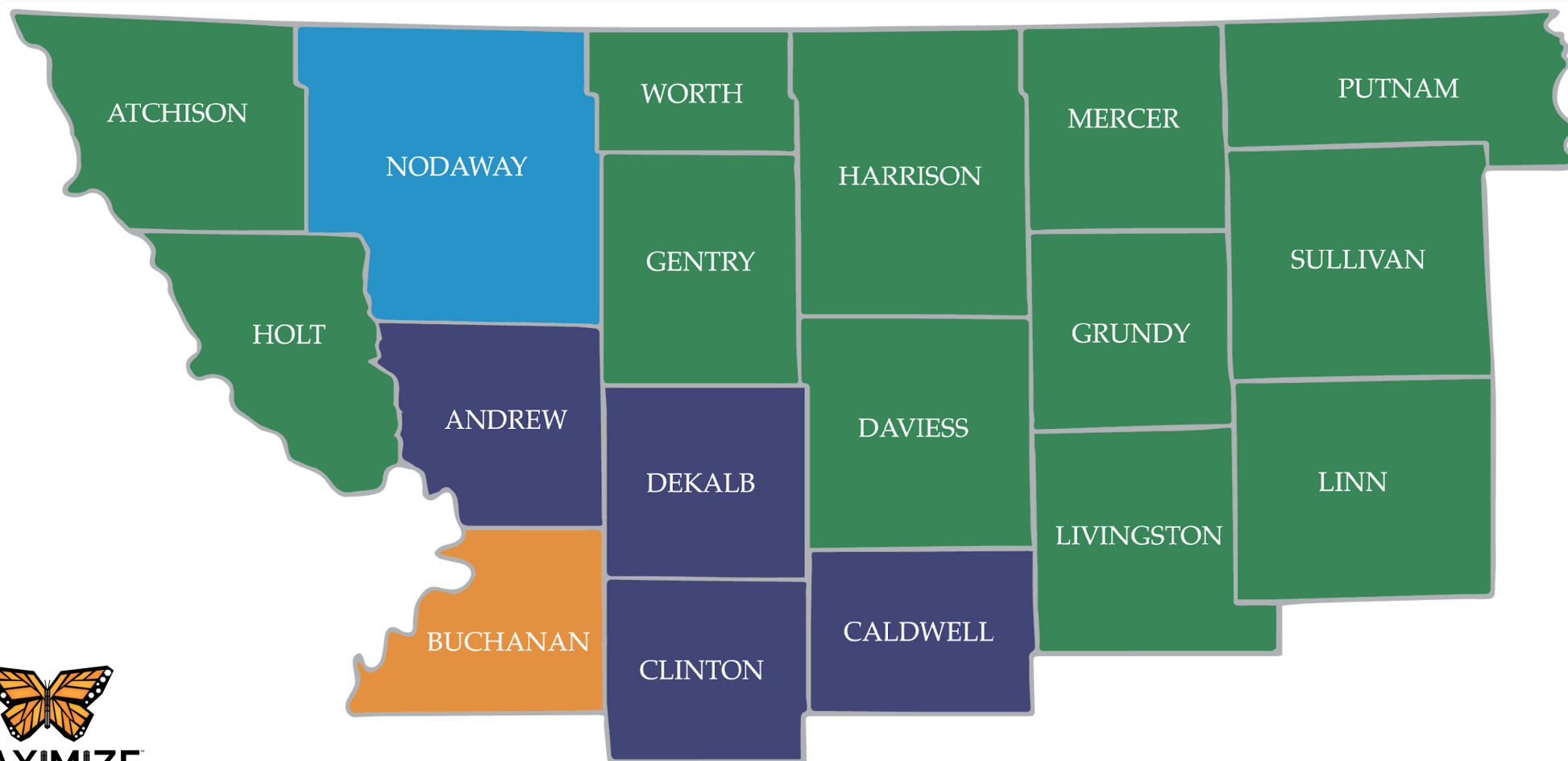
Through regional collaboration, to increase the power of charitable giving and philanthropy to transform our region into an economically vibrant area.



Our Region - NWMO's 18 Counties



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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



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Why the Monarch?



The Story Behind the Brand

Like the monarchs, our population is challenged.

Thanks to a concerted effort of many people learning about ways to help, slightly changing some of the habits they didn't realize were causing a problem, and the resiliency of monarch butterflies themselves, we are slowly seeing their population stabilize to rise.

We live in a beautiful region in the heart, soul, and crossroads of the country. **There is hope.** The same can happen for us in northwest Missouri. By dreaming big and growing together, our region's prosperity can rise again!

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
Partner Relationships

2012 – 2014

2016-2018

2020 – 2022

2015 – 2016

2017 – 2020

2023+

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



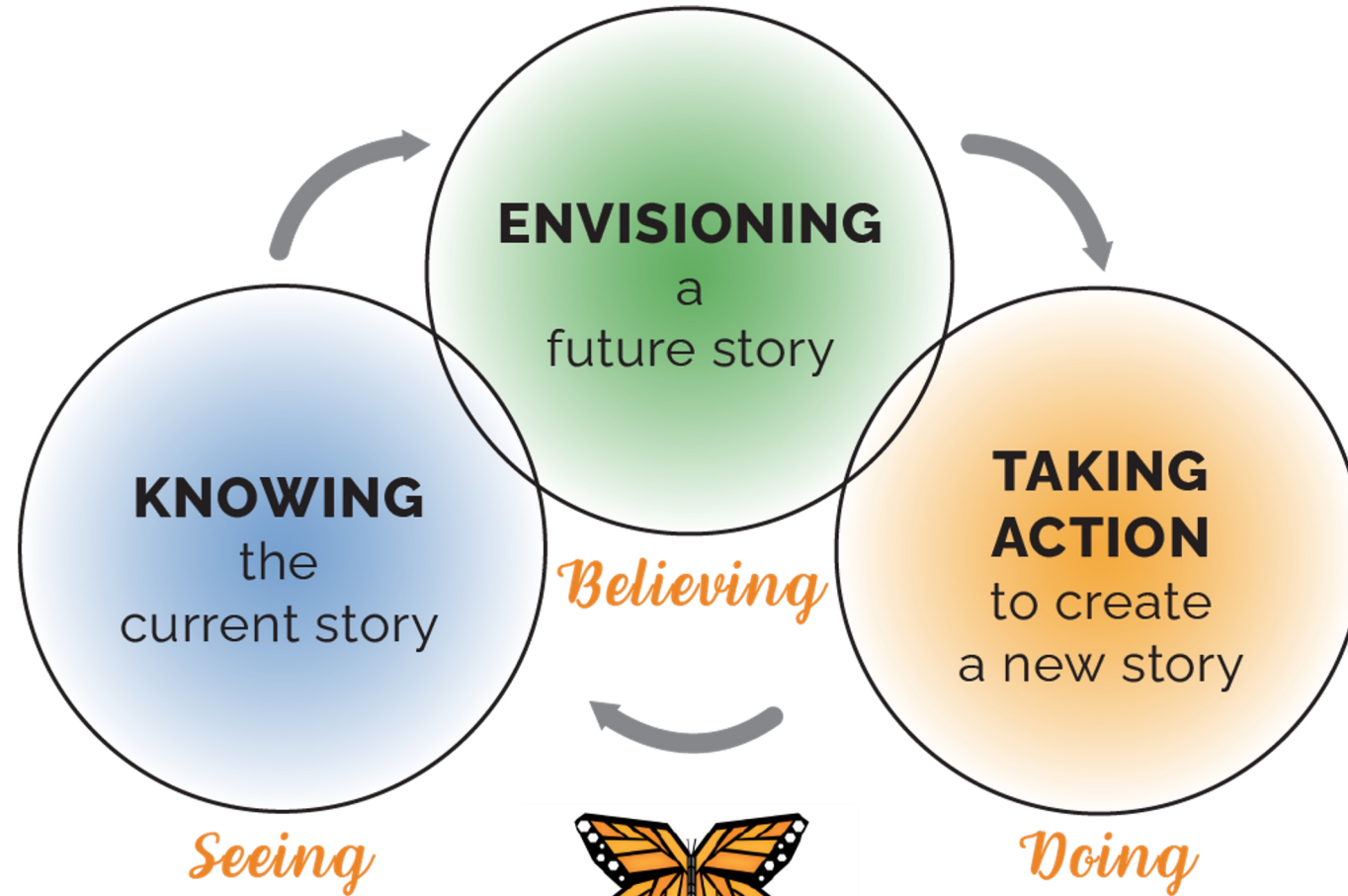
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Envisioned End Goal

Ensure local communities and the region can...



- ◆ **Enhance** the places we live, learn, work, and play
- ◆ **Recognize** opportunities across map lines and other borders
- ◆ **Make** decisions together
- ◆ **Change** the economy for the better **to improve** quality of life



PURPOSE

Overcome the consequences of long-term population decline and the resulting threats to all sectors by promoting and supporting a spirit of systematic inclusive action...

...assist the region by building leadership capability and capacity to sustain successful existing and new community development efforts.

Navigation Guide



VISION

Be a model sustainable support system for regional community collaboration.

MISSION

Bring Northwest Missouri communities together to dream big, grow leaders, and collaborate across all sectors of health care, economics, education, and quality of life enabling positive transformation and vitality.

VALUES



Resident, Visitor, Stakeholder, and Partner Engagement



Integrity, Honesty, and Transparency



Open Communication



Focus on the Future



Building and Sharing Knowledge



Community Systems Perspective



Encouraging Innovation

Uplifting
&
Inspiring
Action

Getting Down to
Business

VALUING DIVERSE PERSPECTIVES

Regardless of the Priority, Everyone Plays a Part!

Thank you for believing in this vision of working together across sectors and jurisdictions!

COMMUNITY INTERCONNECTION & INCLUSION



ASKING | LISTENING | LEARNING

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

#1 Regional Community Forums & Other Listening/Research Projects

#2 Discovery Groups

Bringing together experts serving within the region to learn more about what is being done to address topics of highest priority.

#3 CollaborACTION Teams

Communications efforts aimed at better connecting and promoting the region.

#4 Community Development & Leadership Programs

Coaching and Technical Assistance for the Region and Communities



Making a Difference

The Top 5 Impacts on Community Success

1. Level up your community
2. Include multiple voices
3. Big picture approach
4. Move from being reactive to being prepared and working together
5. Know where to look to find answers and opportunities.



Involving More People





Recognition



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Dream big and grow together.

CollaborACTION NETWORK

Regional Forums, Discovery Groups, and Regional Learning Collaborative Participants | 2020-2023

Penny Adams
Jackie Allenbrand
Cara Alexander
Elizabeth Anderson
Tim Arbeiter
Randy Arnold
Mitchell Bailey
Monica Bailey
Matt Barry
Marcie Behrens
Donna Bell
Marci Bennett
T.J. Berry
Ryan Bever
Rusty Black
Jim Blackford

Lois Bragg
Steve Briggs
Dawn B. Brown
Derek Brown
Jill Brown*
Meggan Brown
Debbie Burke
Chip Byers
Susan Campbell
Mike Chambers
Joseph Chambers
Michael Chambers
Jill Clair
Gary Clapp
Martha Clark
Chris Collins
Chelsea Corkins
Pat Curry
John Davis

Lance Davis
Jerri Dearmont
Bob Dempster
Jolene Dempster
Dick DeShon
Pat Dillon
Jon Doolittle
Randa Doty
Daren Dowell
Sarah Dunham
J. Eggleston
Glory Fagan*
Michelle Fagerstone
Darren Farnan
Cameron Fast
Tony Figg
Beth Findley
Nickolas Freeman
Bob Frohoff

Jack Gamble
Bill Gamble
David Gaines
Joe Gagnon
Amy Gessert
Laura Gibbons
Amanda Gilland
Karen Gillespie
Michelle Gillespie
Caitlin Goad
Bruce Gollnick
Nancy Greeley
Connie Griffith
Ellen Griffon
Dr. Lav Gupta
Shelly Guyer
Laura Hale
Blake Haynes*
Dan Hegeman

Joe Hegeman
Stacey Helfery
Corey Herron
Rex Hibler
Chad Higdon
Janet Hillman
Krista Hinrichs
D'Anna Honeycutt
Jamey Honeycutt
Steve Houts
Chad Howerton
Rodney Hummer
Josh Hurlbert
Nic Hutchinson
Mary Ingersoll
Bill Jackson
Sgt. Ryan Jensen
Elizabeth Johnson
Jessica Jones

Amy Justus
Rachel Kagay
Amy Keiderling
Dr. Lenny Klaver
Lowell Kruse
Patrick Kussman
Micah Landes
Julie Lewis
Patt Lilly
Bri Lindstrom
Rebecca D. Lobina
Mike Lodewegen
Tristan Londre
Don Macke
Linda Martin
Emiley Maudlin
Marcus McCarty
Quentin McConkey
Andrew McCrea

Daniel McNary
Karma Metzgar
Brad Meyer
Brad Meyer
Wally Meyer
Edie Miller
Jerry Mogg
Jenna Monning
Zach Monroe
Tracie Moore
Zachary Morgan
Keli Morris
Jennifer Morrison
Bud Motsinger
Zane Myers
Matt Nolker
Stephanie Norling
Jodie O'Brien
Kari O'Neal
Brenda Parnam

Shanda Parrish
Jim Patrico
Bruce Peshoff
Linda Place*
Ted Place
Zach Pollock
Deb Powers
Beatrice Quarella
Lance Rains
Phillip Ray
Natalie Redmond
Shelby Renfro
Louis Riggs
Thomas Riggs
Claire Rippel
Elizabeth Roberts
Ben Rogers
Brent Rosenauer
Case Ruckman
Peggy Rudock

Sherri Runde
Rob Russell*
Alicia Saunders
Janet L. Schwarz
Angela Shaffer
Joe Shanks
Lynne Shea
Brad Sheely
Brenda Shields
Diane M. Shryock
Caitlin Silver
Wes Simmons
Troy Slagle
Nick Smith
Jackie Soptic
Clayton Spray
Dan Spray
Gerald "Jerry" Sprong
Stacey Steffens
Susie Steffes
Sandy Steggall
Jessica Stewart
Lara Summers
Tara Summers
Jeff Sutterer
Leah Swindler
Richard Switzer

Stacey Steffens
BJ Tanksley
Dana Tarpening
Dave Tavres
Sam Tennant
Martial Thervenot
Tim Toepfer
Connie Turner
Ed Turner
Dean Van Shoiack
Michelle Vondrasak
Tama Wagner
Jack Walker
Kaylie Walker
Tomie Walker
Christopher Wallace
Corrine Watts
Annette Weeks
Ben White
Donna Wilson
Larry Wilson
Quentin Wilson
Mark Woodbury
Theresa Wren
Kristy Young

In addition to the 2,500+ participants involved in the 2020 Alumni & Resident Survey, the above have been involved as of 9.13.2023.



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CollaborACTION NETWORK

Regional Forums and Discovery Groups

- **6** Regional Listening Sessions
and **3** Caucuses with
205 total participants
in 2015-2016
- **725** students participating in Youth Focus Groups in 2019
- **2** Online Regional Forums since 2020
- **9** Discovery Groups on High-Speed Broadband, Tourism, ARPA Funding, Business Transition and Opportunities



CollaborACTION NETWORK

Regional Learning Collaborative

24+ participants in
COE 2026 from
2016-2018

65+ participants from
2021-2023



- 1st** MAXIMIZE NWMO - Free program pitch, 10 minutes
The 3 Biggest Influences on Thriving Communities
- 2nd** MAXIMIZE NWMO - Free offering, 45 minutes
The Top 5 Impacts on Community Success
- 3rd** MAXIMIZE NWMO REGIONAL LEARNING COLLABORATIVE - 6 weeks
**Introduction to Community Excellence:
Reaching Common Goals Faster**
- 4th** MAXIMIZE NWMO REGIONAL LEARNING COLLABORATIVE - 12 months
**Building Strong Teams
for Community Excellence**
- 5th** COE NATIONAL LEARNING COLLABORATIVE:
**Phase 1, 2, and 3 of
The Journey to Excellence**
- 6th** COMMUNITIES OF EXCELLENCE and BALDRIGE:
**National Assessment & Recognition
Program**

CollaborACTION NETWORK

Communities Active and/or Represented in the Regional Learning Collaborative

- ALBANY
- BETHANY
- BROOKFIELD
- CHILLICOTHE
- CLINTON COUNTY:
 - Plattsburg
 - Cameron
 - Lathrop
 - Gower
 - Trimble
- MARCELINE
- MARYVILLE/NODAWAY COUNTY
- MAYSVILLE
- STANBERRY
- WORTH COUNTY
- University of Missouri Extension Council Members



CollaborACTION NETWORK

Communications CollaborACTION

Team Participants | 2020-2023

Subash Alias
Kristie Arthur
Tony Belilovskiy
Shelby
Berkemeier
Meredith Berry
Jill Brown
Becky Cleveland
Bobbie Cronk
Glory Fagan
Denice Ferguson

Darrell Gardener
Christel Gollnick
Robin Hammond
Blake Haynes
Mary Hinde
Tosha Jackson
Terri Johnson
Rob Lawton
Joe Lear
Sarah Low
Gina Lucas

Lisa Macali
Don Macke
Mackenzie
Manring
Hannah McClure
Josh McKim
Kimberly
Milward
Crystal Narr
Linda Place
Sandy Potthoff

Carlee Quinn
Mallory Rahe
Randy Railsback
Tyler Reid
Jamee Searce
Shari
Schenewerk
Jackie
Spainhower
Max Summers
Amy Supple

Mark Sutherland
Steve Wenger
Lily White
Stephanie Williams

INTERNS
Caroline Brinker
Coral Myers
Tyler Reid



45⁺ volunteers from **14** counties

CollaborACTION NETWORK

Communications CollaborACTION Team

MISSION

We are personalizing the region to better promote and connect people, places, and resources in the interest of keeping and attracting innovative talent of all ages.



- **15,683**
Website visits
- **416**
Registered users

- **2,500+** Alumni & Resident Survey respondents
- **220** Social Media followers
- **2** Regional Videos
- **4** Journal Articles published
- **2** Discovery Groups on Regional Media and Tourism



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CollaborACTION NETWORK

Communications CollaborACTION Team

ANSWERING WHY POPULATION SHIFTS



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University of Missouri
Exceed

2020 ALUMNI & RESIDENT SURVEY RESULTS

- Open from July 14-September 30, 2020
- Open to residents and former residents of the **18-county region**
- Counties with the most respondents were Linn, Buchanan, Gentry, and Livingston

GOAL To better understand how to retain and attract talent to our region.

ONLINE SURVEY QUESTIONS

1. Why do people who grew up in this region stay?
2. How can we attract people who grew up here, but left, to move back?
3. How can we attract new residents to our region?

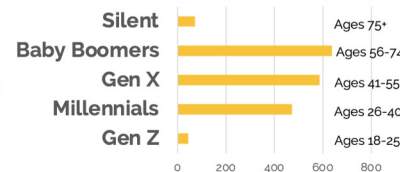
PARTNERS

- Maximize NWMO's Volunteer Communications CollaborACTION Team
- Community Foundation of Northwest Missouri
- University of Missouri Extension Exceed

PARTICIPANTS

2,504 people participated

- 2,182 people responded with migration info and are reflected in this summary
- 75% were females (Consistent with most public surveys)
- 4% live in another state



OUR BIGGEST OPPORTUNITIES



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Focus on...

- 1) Leadership development and community engagement for all ages
- 2) Promote and support entrepreneurship and innovation
- 3) Attract people who are open to returning to NWMO in the next few years

- After college and a few years of work experience
Bring new ideas & energy
- Near retirement age
Bring accumulated wisdom and wealth creating demand for services and amenities that create jobs, and they contribute valuable time, talent, and treasure.

48% of Americans said they prefer to live in a small town or rural area
as opposed to a city or suburb in December 2020, up from 29% in 2018.
- Gallup poll



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Resource Organizations

communitiesofexcellence²⁰²⁶_{TM}



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University of Missouri



Missouri Department of
Economic Development



LEADERSHIP
NORTHWEST
MISSOURI



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Investors and Donors



Missouri Department of
Economic Development



Individual and Business Donors
to the Maximize NWMO Fund
and Navigation Team



Guiding Coalition

Partner Council | 2023



Guiding Coalition

Navigation Team and Network Support and Coordination Team

NAVIGATION TEAM

Current:

Christel Gollnick ♦, JUPER Communications and Roots & Rounds

Mary Hinde, The Community Foundation of Northwest Missouri

Rachel Kagay ♦, Rachel Kagay Coaching & Consulting

Tracie Moore, University of Missouri Extension

Stephanie Norling, Communities of Excellence 2026

Sandra Potthoff, Communities of Excellence 2026

Randy Railsback, Former Missouri Representative

Jackie Spainhower ♦, University of Missouri Extension

Steve Wenger ♦, Maximize NWMO

Former:

Randa Doty, University of Missouri Extension

Joe Hegeman, United Fiber

Lowell Kruse, Communities of Excellence 2026 and The Community Foundation of Northwest Missouri

Joe Lear, University of Missouri Extension

Stacey Steffens, University of Missouri Extension

Max Summers, First Community Foundation of Northwest Missouri
Regional Vitality Committee Chairperson

♦ NETWORK COORDINATION AND SUPPORT TEAM

Global Horizons

Rob Lawton & Tony Belivosky, C3

Don Macke, The Center for Rural Entrepreneurship

Andrew McCrea, Andrew McCreaMulti-Media

Lara and Tara Summers, Luminary Leadership



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Awards

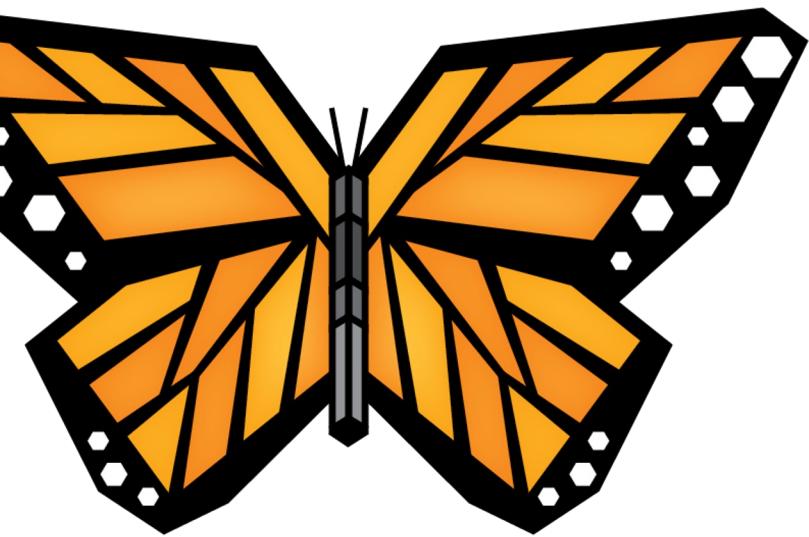


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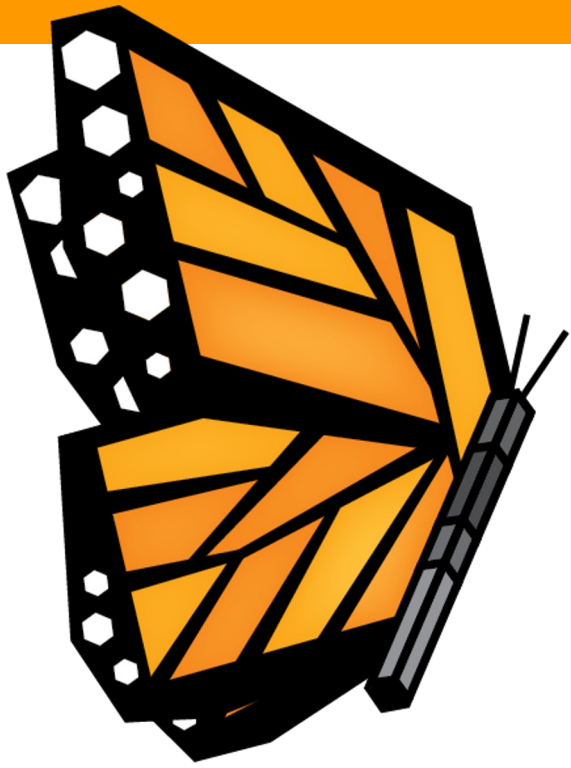
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Maximize NWMO Vision Award

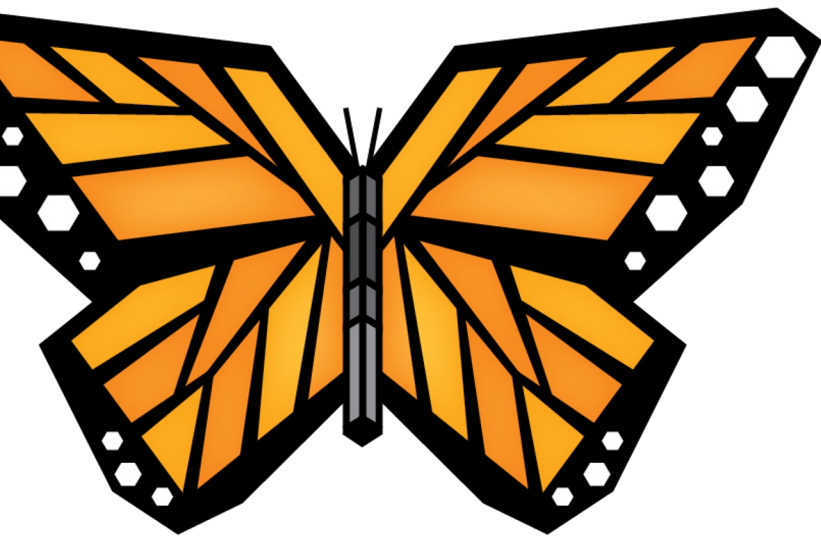




Maximize NWMO Vision Award

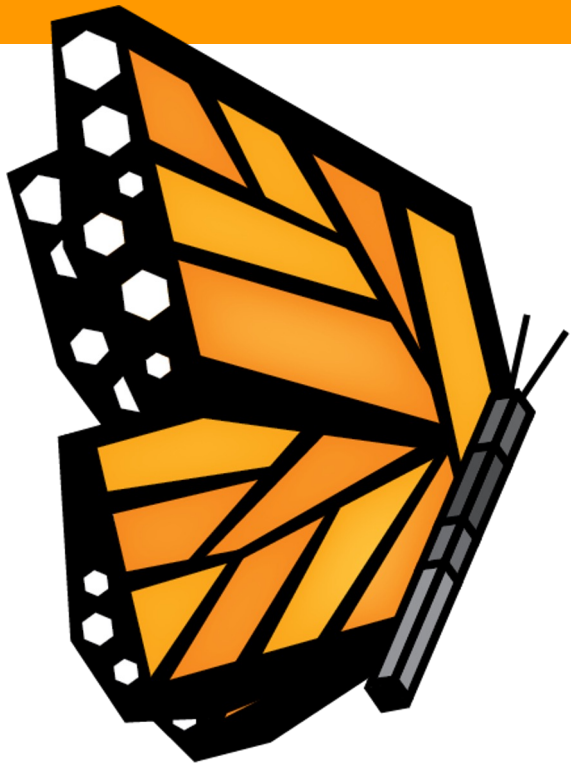
Lowell Kruse





Maximize NWMO Regional Navigator Award

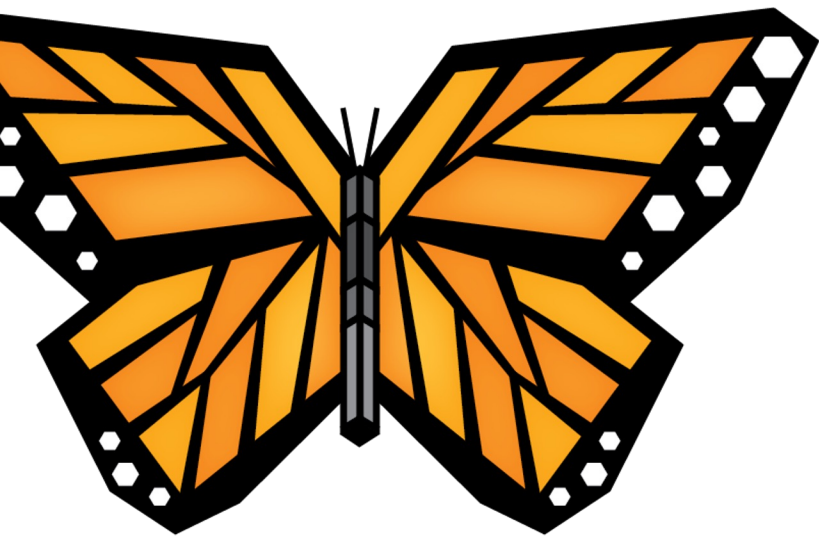




Maximize NWMO Regional Navigator Award

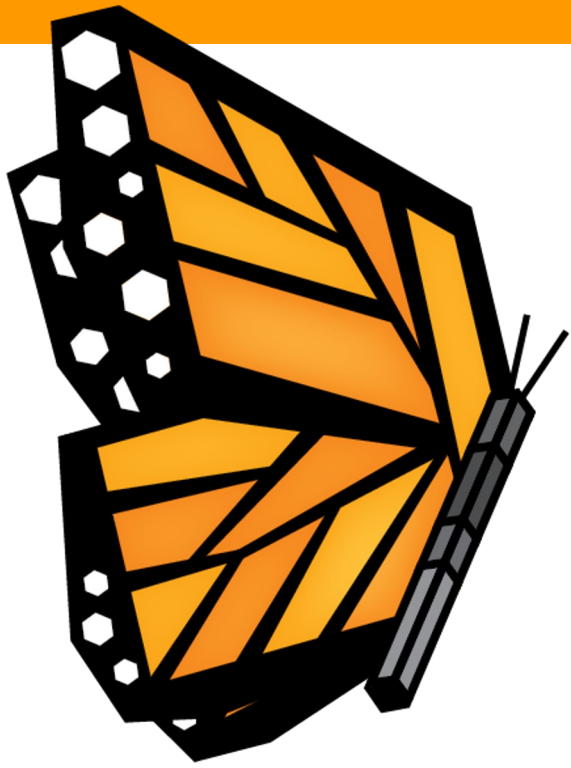
Max Summers





Maximize NWMO Community Navigator Award





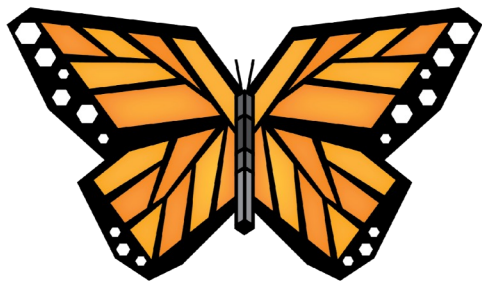
Maximize NWMO Community Navigator Award

Linda Place



ALBANY, MO

Wins Along the Way



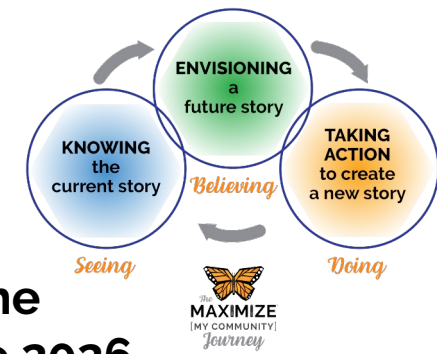
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ALBANY

ACCOMPLISHED:

- Small group gathered to discover a sense of urgency and participated in the 1st pilot with Communities of Excellence 2026
- Participated in 2021 and 2022 Regional Learning Collaborative with Coaching
- Conducted listening sessions with their youth and community leaders and community betterment groups
- Initial Guiding Coalition continues to gather & grow through leadership succession and transitions
- Priority projects surfacing, being explored, and pursued along with Main Street: Downtown park, Farmers Market, and others

NEXT STEPS:

- Working through strategic action map for the many layers of need around high-quality childcare, housing, and retirement-focused ventures
- Updating their written CollaborACTION Story



Be a Part of What's Next!



☐ **BE A DOOR OPENER/AMBASSADOR
& ADVISOR**

☐ **BE A DOER & PARTICIPANT**

- ☐ Regional Learning Collaborative Programs
- ☐ Navigation Team
- ☐ Network Coordination & Support Team
- ☐ Partner Council
- ☐ CollaborACTION Teams: Communications and Resource Development
- ☐ Discovery Groups on Priority Topics
- ☐ Regional Community Forums & Other Listening/Research Projects



☐ **BE A DONOR**



GET STARTED TODAY!



Introduction to Community Excellence: Reaching Common Goals Faster

☐ REGISTER HERE:

<https://bit.ly/Maximize101Registration>

For one of the following upcoming options:

- ☐ **October 11 - November 15, 2023** | 6 Sessions
Wednesday **MORNINGS** from 8:30 - 10:00 a.m.
- ☐ **January 24 - February 28, 2024** | 6 Sessions
Wednesday **MORNINGS** from 8:30 - 10:00 a.m.

☐ SUBMIT PAYMENT HERE:

<https://bit.ly/MaximizeNWMOFund>
\$300/person -OR- \$750 for a group of 3

Join Us Again September 11, 2024



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

together@maximizenwmo.org | www.maximizenwmo.org