

May 16, 2024

Building Community Wealth

DISCOVERY GROUP



MAXIMIZE[™]
NWMO

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.

TODAY'S GOALS | Thursday, May 16, 2024

- **Welcome and Why We're Here**
- **Today's Panel:**
 - **STEVE WENGER**, Maximize NWMO Navigation Team Member and Data Lead
 - **MARY HINDE**, President/CEO, Community Foundation of Northwest Missouri
 - **CHRISTEL GOLLNICK**, JUPER Communications and Maximize NWMO Navigation Team Member
- **Q & A**
- **Opportunities to Get Involved**

A JOURNEY FOCUSED ON RESULTS



GUIDING COMMUNITIES

To think broadly while acting locally to maximize win-win opportunities across the region.

Many Voices



One Vision



Local and regional communities respecting individual interests while working together on shared needs.

Project-Oriented in Silos



Working smarter, not harder.

WHAT CAN WE
DO TOGETHER
THAT ANY ONE
OF US CAN'T DO
AS WELL ALONE?

*Ensure local communities
and the region can...*

- **Strengthen and enhance existing efforts** in the places we live, learn, work, play, and give through empowering leaders
- **Protect what is loved most** about the region
- **Bring together public, private, and nonprofit leaders** to solve problems and take advantage of new opportunities across community and county borders
- **Make better decisions together**





SERVING 18 PRIMARILY RURAL COUNTIES



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

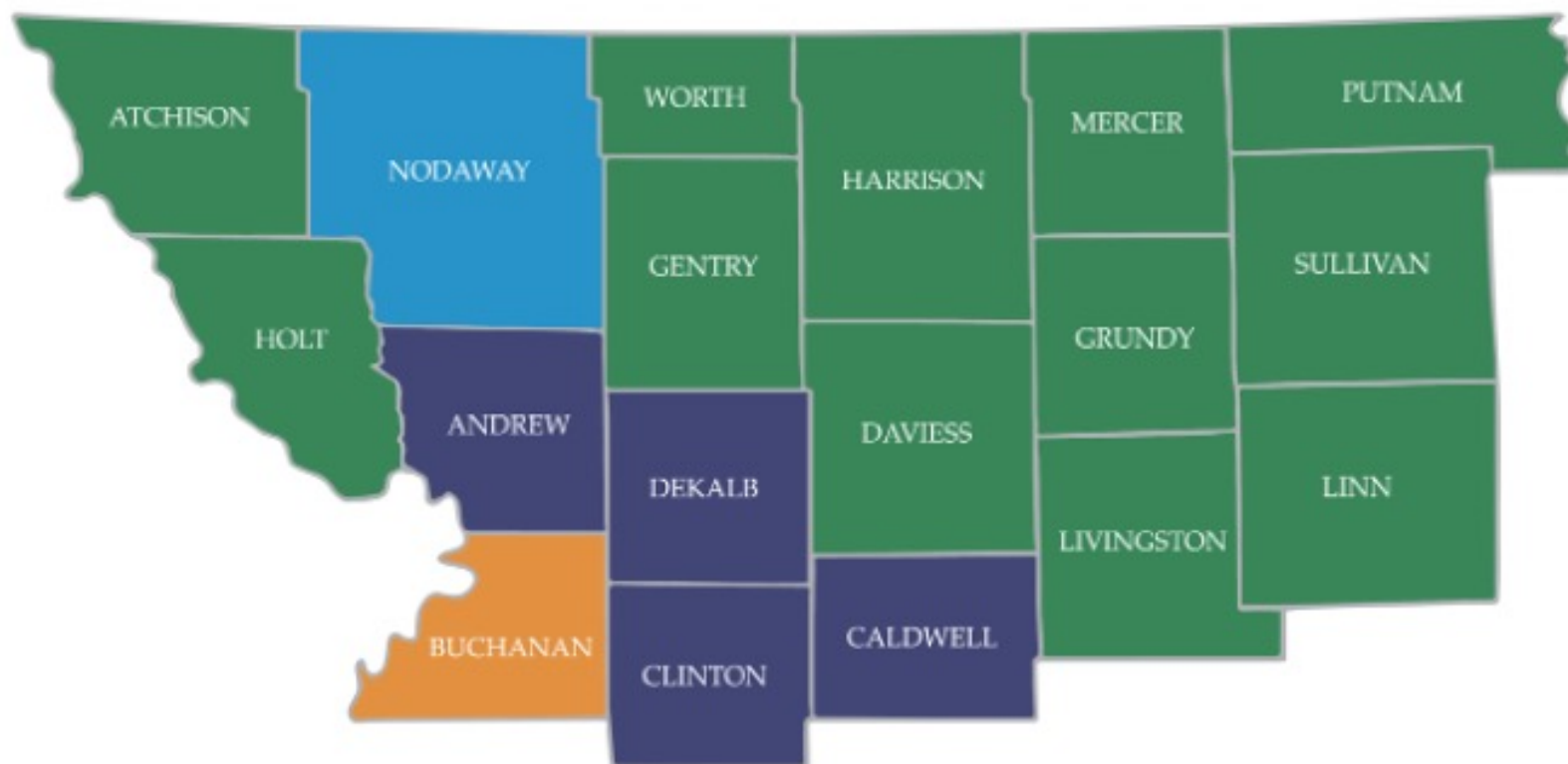
RURAL, Nonmetro Micropolitan County
Has an urban cluster of 10K-49,999 people

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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GROWING ACROSS THE REGION



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ALBANY
SEEING, BELIEVING & DOING = Strategic Action Planning

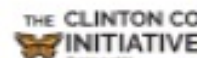


MARYVILLE
DOING = Taking Action on Joint Projects

MAYSVILLE
SEEING & BELIEVING = Listening, Sharing, & Learning

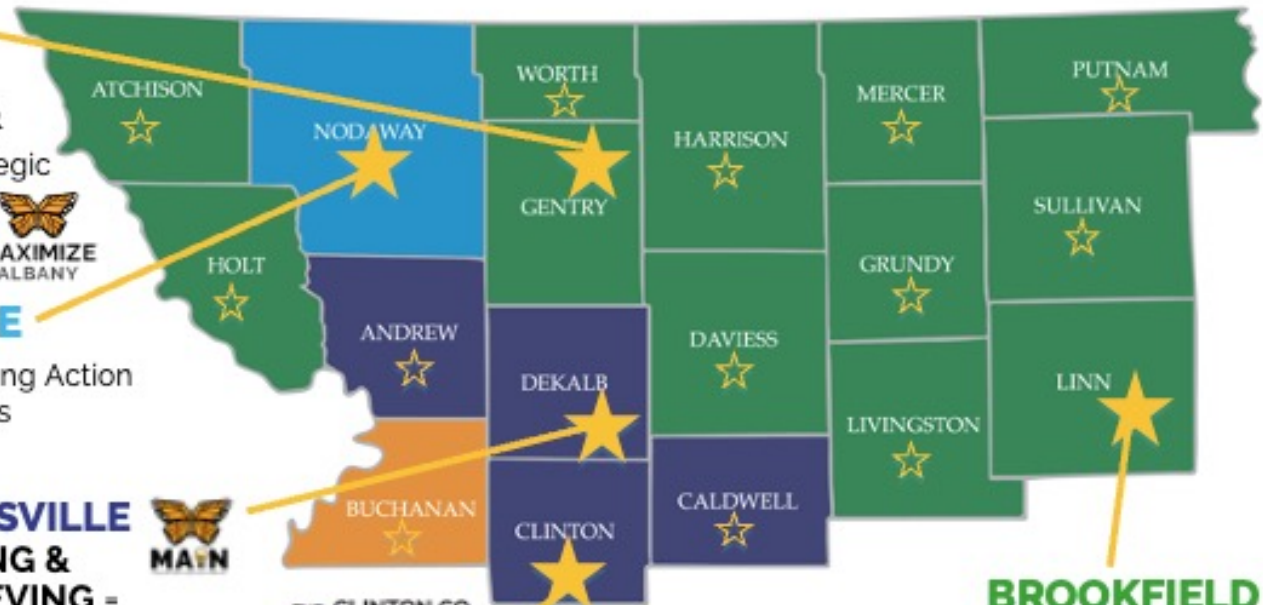


Residents & Stakeholders Showing Up for Regional Events and Programs



CLINTON COUNTY
SEEING, BELIEVING, & DOING = Listening, Sharing, Learning, Planning, & Acting

BROOKFIELD & MARCELINE
DOING = Taking Action on One Collaborative Program



DREAMING BIG & GROWING TOGETHER

by being inclusive
of many perspectives to
make progress on what
we all need and want.

*Many Voices,
One Vision,
Shared Priorities*

COMMUNITY INTERCONNECTION & INCLUSION



THREE CHARACTERISTICS OF SUSTAINABLE COMMUNITY SUCCESS

HAVE A
CAN DO
ATTITUDE



INVEST
IN
THEMSELVES



DEVELOP
LEADERS
ACROSS
GENERATIONS



Don Macko, Center for Rural Entrepreneurship

OUR REGIONAL VITALITY JOURNEY



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

Launch of Pilot with Three
Communities/Trade Areas
in the new Communities of
Excellence 2026 National
Learning Collaborative

- Growing Community Leadership Capability & Capacity through The Maximize [My Community] Journey Framework™
- Alumni & Resident Survey and Update of the Transfer of Wealth Study
- Surveys, Forum Discussions, and Formation of Discovery Groups, CollaborACTION Teams, and the Regional Partner Council Relationships

2012 – 2014

2016-2018

2020 – 2024

2015 – 2016

2017 – 2020

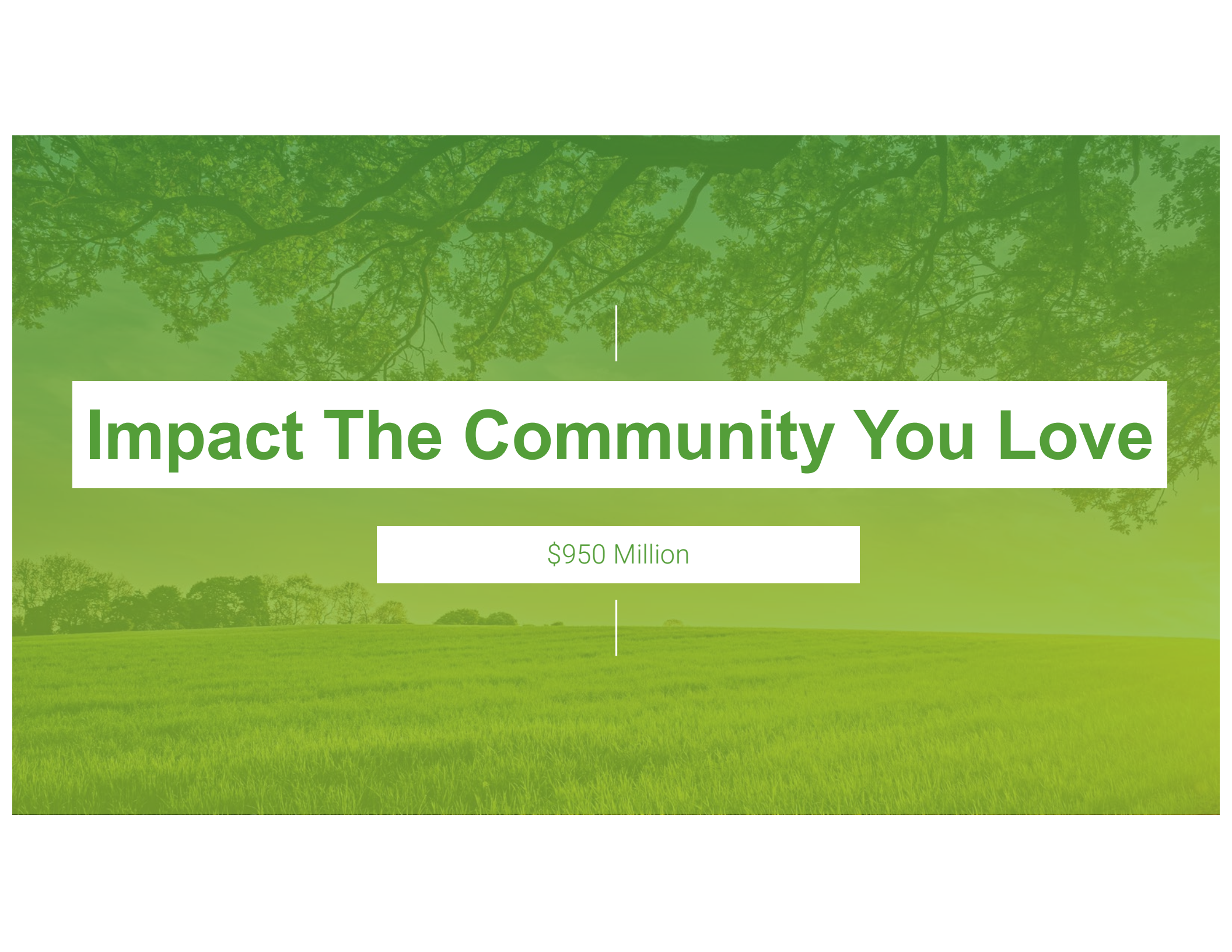
2024+

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





Impact The Community You Love

\$950 Million

Mary Hinde



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

President / CEO

The Community Foundation of Northwest Missouri



Founder / Coordinator

Alliance of Missouri Community Foundations



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Many Missourians want to **maximize their impact** when giving back to the community that made them who they are.

We make it easy to set up donor advised funds so that your gift can be **purposefully granted**, and your **legacy can live on forever**.

How it works...

GIVE

GROW

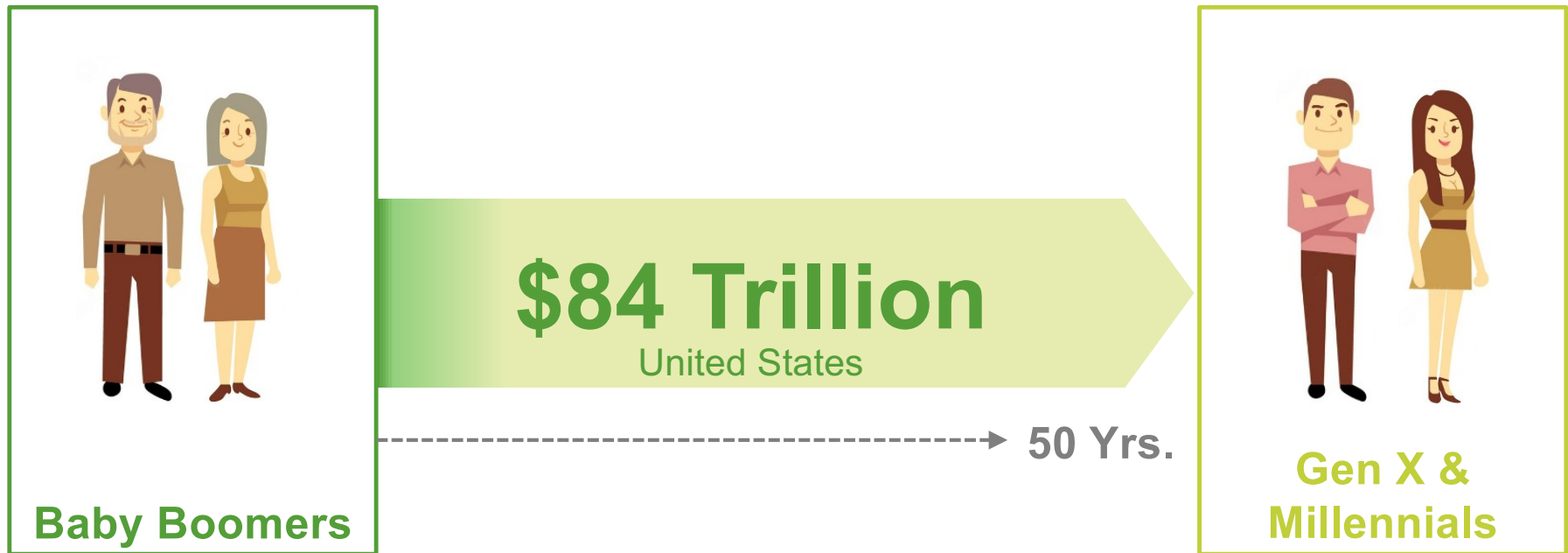
GRANT



An Engine For Generational Prosperity



The Opportunity: The Great Transfer Of Wealth



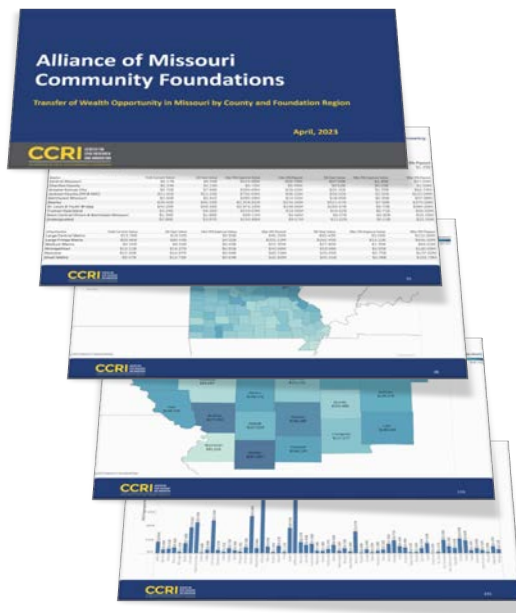
**Cerulli Associates projects that wealth transferred through 2045 will total \$84.4 trillion.*

How Much Wealth Will Transfer in Northwest Missouri?

THE REPORT



AN INITIATIVE OF THE ST. LOUIS COMMUNITY FOUNDATION



SOURCES



KEY RESEARCH

Demographics

US Household Data

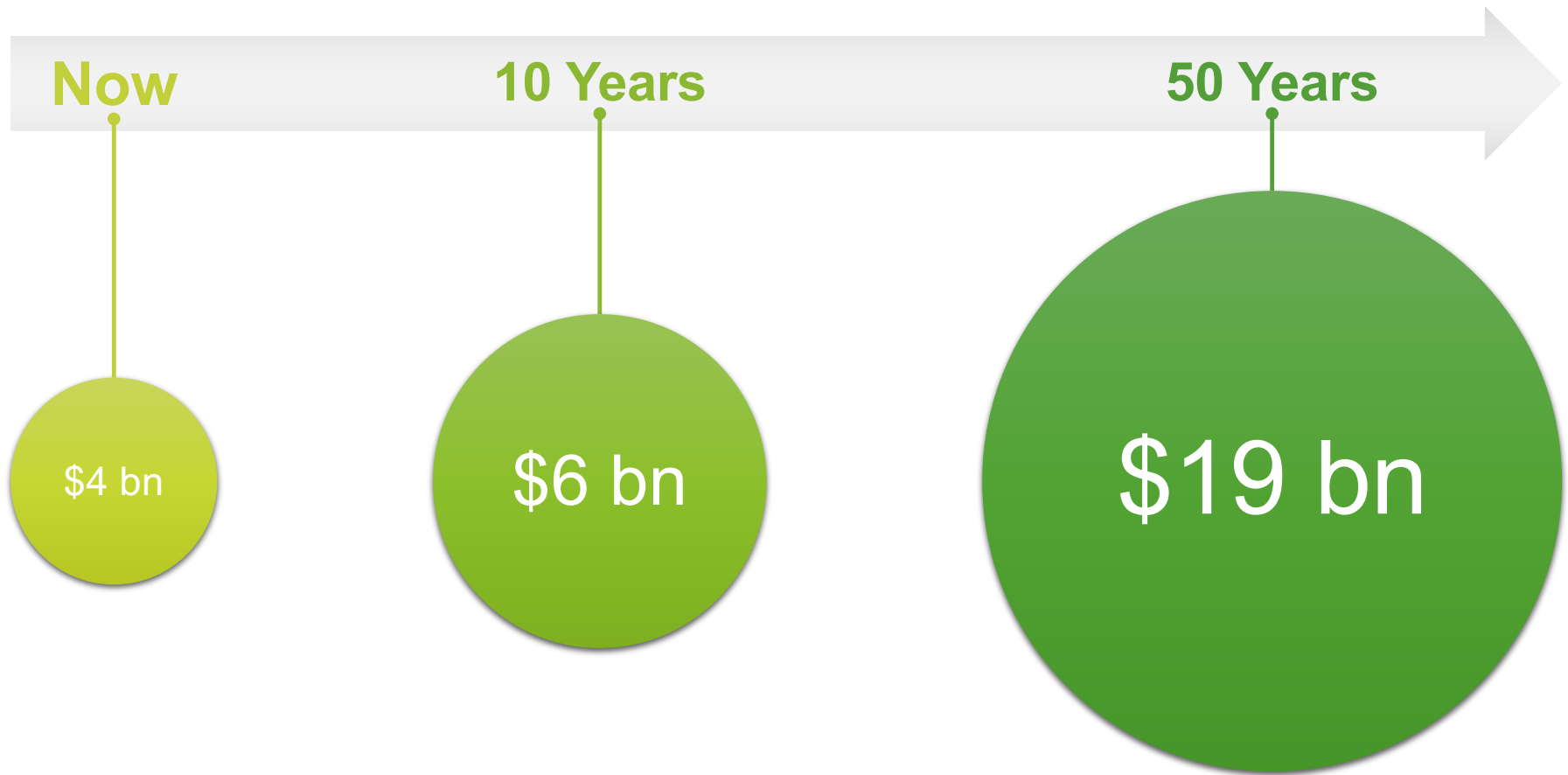
Life Expectancy

Income

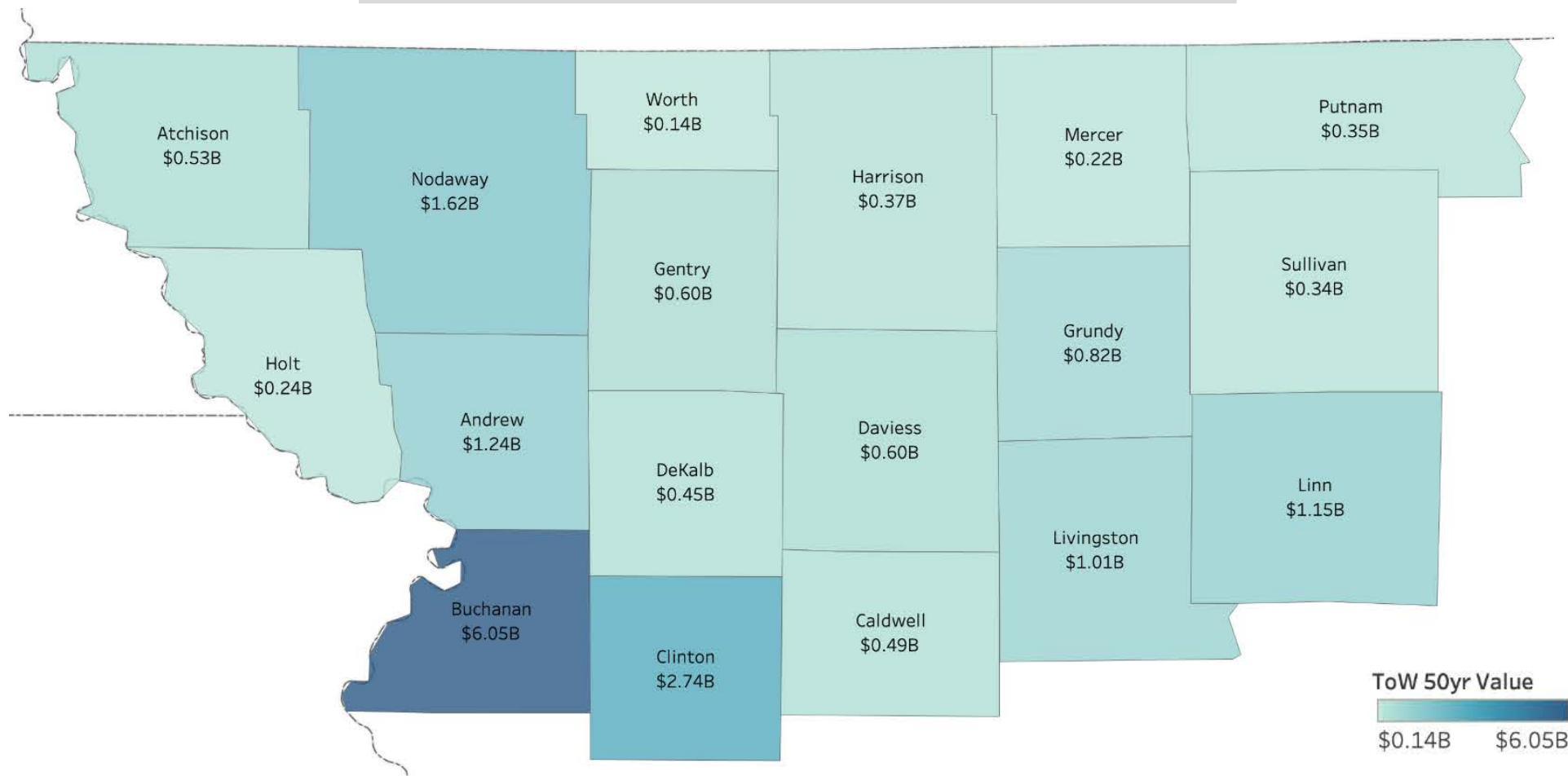
Wealth Distribution

Charitable Giving

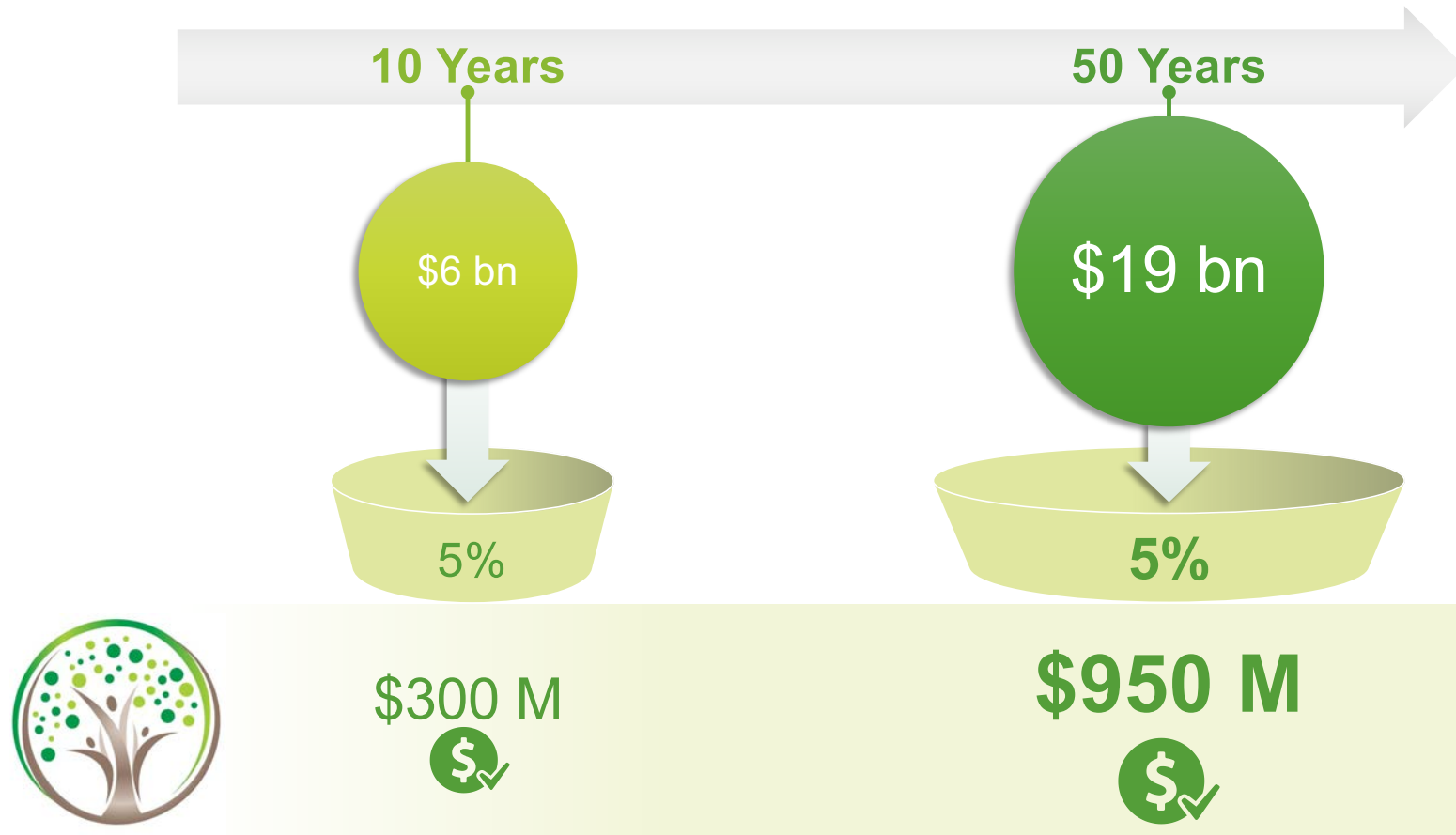
Transfer of Wealth In Northwest Missouri



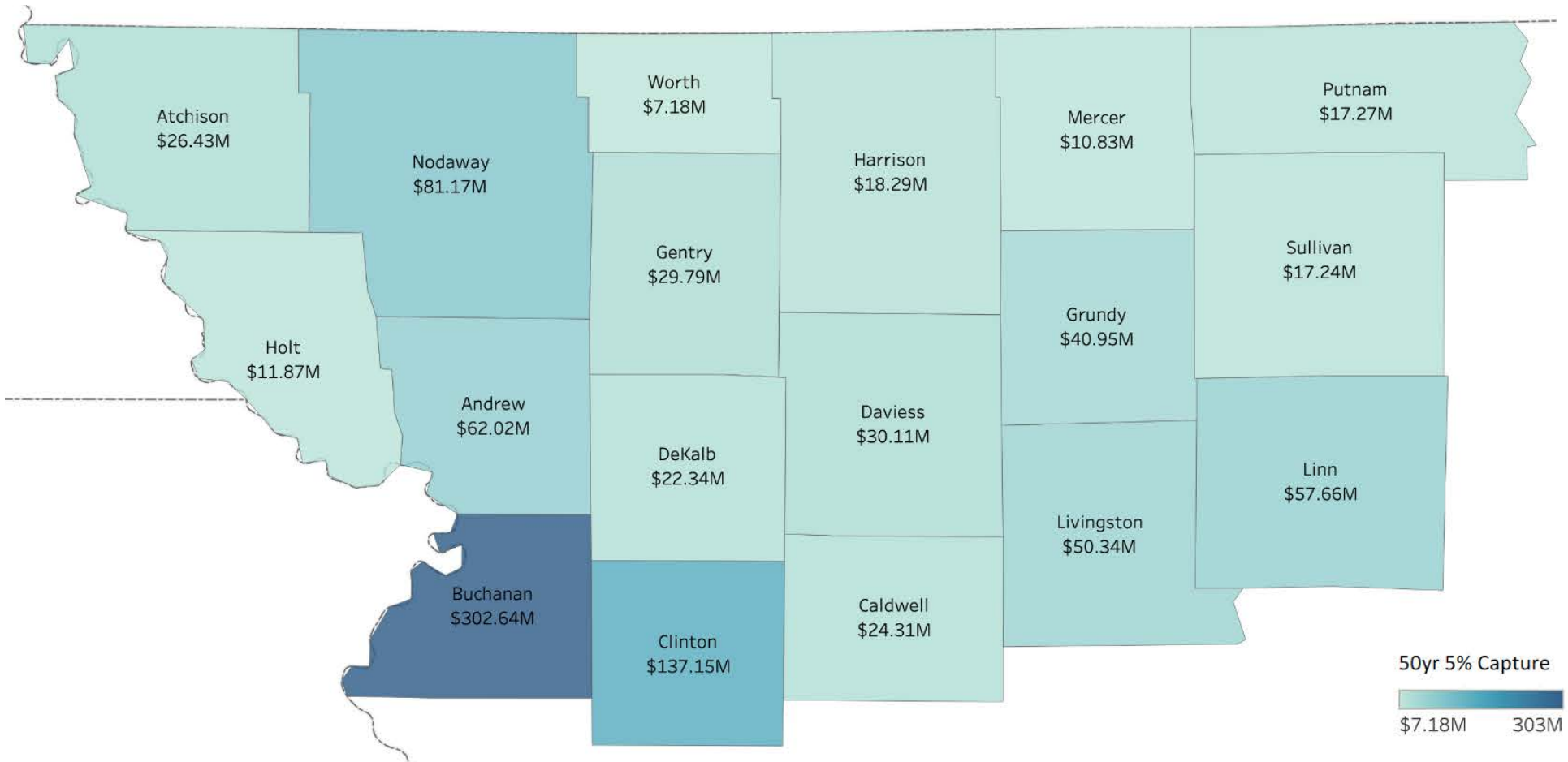
NWMO Transfer of Wealth In Next 50 Years: \$19bn



Our Goal: Capture Just 5%



\$950M In the Next 50 Years



What could \$950 Million Do?



Pay Tuition For
20,000 – 25,000
Students At
Regional Colleges



**Based on 2022 – 2023 tuition rates.*



Build
25
Healthcare
Clinics

**Based on recent comparable construction projects .*

Who Gives & How Much?

\$31m 

Assets

225 

Donors

Thousands

Giving Range

Millions

Who?

Educators Parents Farmers Public Servants

People Just Like You

Healthcare Civic Leaders Business Owners

How to start a fund



It's really that simple.

Lots of Ways To Give



Let's Change The Future of Northwest Missouri

Fill Out Our Form



Contact Us

(816) 232-2022

Stacey Helfery
Stacey@CFNWMO.org

Mary Hinde
Mary@CFNWMO.org

Sign-up Sheet



We will contact you!

Other Ways To Support Your Community

Refer a Friend!

Who else should we talk to?

www.CFNWMO.org

Thank You!

Fill Out Our Form



Stronger Together



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— OF —
NORTHWEST MISSOURI

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TWO LEVELS OF WORK IN COMMUNITIES THAT NEED RESOURCES



COLLABORATIONS
with high-level strategic
objectives for action

PRIORITY PROJECTS,
activities, initiatives,
and policies

A DIFFERENT MINDSET IS REQUIRED FOR RESOURCING COLLABORATIVE WORK

How do you view your central challenge?



Dominant Traditional Mindset	Resourcing/Financing Mindset
Central challenge is acquiring scarce resources for individual priorities, projects, activities, initiatives, and policies.	Central challenge is repurposing abundant resources to create new flows of funding for the core aspects of community.
Deference to Status Quo	Proactive Thinking and Action
Technical	Values-Based
Transactional	Systemic
Assembly	Creativity
Task	Journey

MANY OPTIONS

Temporary or One-Time Funding	Funding That Needs to Be Repaid	Sustainable Financing
	Bonds – Investors purchase bonds with expectation they will be repaid over a specified time period at a specified interest rate	Fund Interest Income – Savings, Endowment, Donor-Advised, Scholarship, etc.
Grants ★	Loans – Through loan agreements, investors fund specific initiatives expecting to be repaid over a specified time period at a specified rate of return	Dedicated Public Revenues – Raised through taxes, assessments, public fees, or tax credits
Donations ★		Earned Income – Money generated from paid work (revenue from fees for services, etc.)
	Pay-for-Success – Funding with expectations that the project will meet performance specifications, upon which repayment is contingent	Value-Based Payment Model – Payments for certain projects that specify who gets paid, for what, and payment conditions and terms
	Equity Investments – Investors purchase ownership shares in an enterprise expecting the business's earnings and/or assets to grow. Returns accrue to the investor when the ownership share is sold	Institutional Purchasing & Investment – Decisions of anchor institutions on purchasing, investment, and employment can significantly impact local social, economic, & environmental change
		Mandates – Requirements to provide a service/good, funding may be provided or not
		Public Appropriations – Funds are allocated according to impact
		Reinvestment – Using savings from health care or other government services (and/or excess revenues) as a source for upstream and downstream investments



PANELIST Q & A

MAXIMIZE NWMO's NEXT STEPS TO CONTINUE THE CollaborACTION

- **Preparing communities for big opportunities**
- **Raising awareness of the region's assets and activities**
- **Bringing people together**
- **Establishing and growing can-do attitudes**
- **Building collaborACTIVE relationships, processes, and resources**



HOW CAN **YOU** BE A PART OF THE ACTION?

www.maximizenwmo.org



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

☐ **BE A DOER & PARTICIPANT**

- ☐ **Regional Community Forums & Other Listening/Research**
- ☐ **Discovery Groups on Priority Topics with Panels of Experts**
- ☐ **CollaborACTION Teams:**
 - ☐ Communications
 - ☐ Resource Development
- ☐ **Community Development and Leadership Programs**
 - ☐ Intro: Reaching Common Goals Faster
 - ☐ Building Strong Teams for Community Excellence
- ☐ **Guiding Coalition:**
 - ☐ Regional Partner Council
 - ☐ Navigation Team
 - ☐ Network Coordination & Support

☐ **BE A DONOR**

Contribute funding to sponsor upcoming:

- ☐ Community Learning Workshops
- ☐ Next-Level Community Mentoring & Coaching
- ☐ Regional Communications Activities

*“Never doubt that a small group
of thoughtful, committed
[empowered and organized]
citizens can change the world;
indeed, it’s the only thing that
ever has.”*

- Margaret Mead, anthropologist, amended by Christel Gollnick, JUPER Communications

Thank you!



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together@maximizenwmo.org
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