



of the Mid-South


2017-2018

ANNUAL REPORT

WHERE THERE'S A YOU, THERE'S A WAY!

JULY 1, 2017-JUNE 30, 2018





"Thank you for your support that gives United Way the power to help individuals and families escape generational poverty and live the lives of their dreams! The result of our work is that more resources are available to better outcomes in the areas of education, health and financial stability across our eight-county region."

MIKE EDWARDS

*President & COO, Paragon Bank
United Way of the Mid-South
2017-18 Campaign Cabinet*

**OUR FOCUS IS ON THE
MID-SOUTH'S GREATEST
CHALLENGE: POVERTY.**

United Way of the Mid-South recently announced its new focus on poverty. The impacts we make in education, financial stability and health are helping individuals and families escape poverty and enjoy increased satisfaction in their lives.

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LETTER FROM  of the Mid-South
PRESIDENT & CHAIRMAN

Dear Friends,

As we celebrate 95 years of community impact, United Way of the Mid-South reflects back on our storied history as a change agent in the Memphis community. In 1923, representatives from several social agencies in Memphis formed the Community Chest Federation to explore the benefits of collective, organized fundraising. Little more than a “brain trust,” their ideas captured the imaginations of city leaders, and an organization now known as United Way of the Mid-South began its journey. The name changed to The Memphis Community Fund, and it distinguished itself as the premier charity in Memphis to address social issues and poverty at the onset of the 1930s. Of the original 20 agencies that received funding from the Memphis Community Fund, Porter-Leath, YMCA of Memphis & the Mid-South, The Salvation Army and YWCA Greater Memphis continue to provide important services to Mid-Southerners. Today, United Way of the Mid-South remains one of the largest, charitable foundations in the Mid-South impacting our neighbors’ lives more than 350,000 times last year.

The first campaign launched in April 1923 with a goal of \$450,000 from individual donations to “care for the operating deficits of 20 established agencies engaged in charity, relief and welfare.” Thanks to our generous corporate partners and donors, we were able to grant millions back into the community this year. Poverty remains a leading issue among Mid-Southerners, but we know now, as we did then, that together, we can do more good than any one of us can do alone. United Way continues to serve as the leading catalyst in stimulating support and services for individuals and families as they progress from poverty to prosperity.

Today, United Way provides grants and funding to more than 70 partner agencies as well as more than 40 agencies associated with our *Driving The Dream* program, a new initiative of United Way focusing attention on poverty reduction that will lead to economic prosperity for individuals, families and the Mid-South. *Driving The Dream* supports a paradigm shift in the health and human services sector to move from transactional, siloed service provision to a transformational, collaborative network of services and care coordination.

Our impact today and our vision for tomorrow are possible because of our generous community of corporate partners, donors and volunteers. Thank you for your confidence in the mission of United Way of the Mid-South, “to improve the quality of life for Mid-Southerners by mobilizing and aligning community resources to address priority issues.” For 95 years, we have had a positive impact upon our community, and because of your ongoing investment in our work, we will be able to continue to support our most vulnerable, as they strive to advance from where they are to where they dream to be.

Sincerely,



REV. KENNETH S. ROBINSON, M.D.

President and CEO of United Way of the Mid-South



JERRY COLLINS, SR.,

Chairman, Board of Directors United Way of the Mid-South

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YEAR IN REVIEW

United Way of the Mid-South celebrated 95 years of community impact by engaging corporate partners, individual donors, agency partners and volunteers in new events and new opportunities to give back to the Mid-South.



SCHOOL SUPPLY DRIVE

JULY 2017

United Way partnered with FOX13 to collect thousands of supplies to distribute to Shelby County Schools Teacher Toolbox and Communities in Schools.



FEAST OF DREAMS

DECEMBER 7, 2017

Our first Feast of Dreams offered participants a family dinner and dialogue-style opportunity to discuss solutions to reducing Mid-South poverty.



DRIVING THE DREAM TOWN HALL

AUGUST 15, 2017

The *Driving The Dream* Town Hall announced our concentrated efforts to focus on reducing poverty in the Mid-South, and the response was tremendous from the community and multiple funders including Kresge Foundation, the Gibson Family, the Urban Child Institute, and the Assisi Foundation.



DAYS OF CARING

SEPTEMBER 11-15, 2017

United Way's 26th annual Days of Caring service week kicked off with a community block party and recognition of our first responders. More than 1,600 volunteers participated in service projects across our eight-county region, making it one of our largest and most widespread volunteer projects ever.

MILLION DOLLAR RECEPTION

OCTOBER 26, 2017

The annual Tocqueville Society reception took on a new feel this year as we recognized six families--Mr. and Mrs. Ira A. Lipman; Mr. and Mrs. Allen B. Morgan, Jr.; Mr. and Mrs. Frederick W. Smith; Mr. and Mrs. John W. Stokes, Jr.; The Belz Family; and the Plough Foundation--who have contributed cumulatively over \$1 million each to United Way of the Mid-South.

LIVE UNITED NIGHT OUT

MARCH 2018

The LIVE UNITED Night Out was an evening of appreciation at a Memphis Grizzlies game to celebrate the outstanding achievements and commitment to our community by local corporate and community volunteers.



POVERTY SIMULATION AND SUMMIT

MARCH 2018

Could you survive for a month in poverty? This simulation gave attendees the opportunity to walk in the shoes of someone facing poverty to gain a better understanding of the challenges. Agency partners were on hand to facilitate discussion and increase understanding.



WOMEN UNITED "THE TIME IS NOW" WORKSHOP

MARCH 2018

On March 26th, in honor of National Women's History Month and the MLK50 commemoration, United Way of the Mid-South hosted nearly 50 trailblazing ladies for an exciting discussion on the creation of Women United. The attendees also heard from the voices of women who were previously and currently in the Women's Movement to highlight the theme the "time is now" for all women.



POP UP BABY SHOWER/ BABY SUPPLY DRIVE

APRIL 2018

United Way is working to build a Mid-South where every child has a fair shot at a healthy, prosperous, thriving life. Adolescent moms received bags filled with donated diapers, lotion and baby necessities supplied by generous donors from throughout the community.



BEST OF THE BEST AWARDS

JUNE 2018

United Way celebrated the best and brightest at our first annual Best of the Best Awards! These awards highlighted workplaces for their outstanding participation in the United Way campaign and throughout the year.



FINANCIAL REPORT

ASSETS	2018	2017
Cash and Cash Equivalents	\$173,799	\$125,717
Pledges Receivable, NET	\$5,068,981	\$5,208,472
Grants Receivable	\$36,123	—
Assets held by others	\$7,349,268	\$7,855,161
Beneficial interests in trusts	\$740,393	\$714,062
Property and Equipment <i>net of accumulated depreciation of \$686,722 and \$519,314, respectively</i>	\$1,756,997	\$1,890,001
Other Assets	\$11,684	\$16,299
TOTAL ASSETS	\$15,137,245	\$15,809,712

LIABILITIES	2018	2017
Accounts Payable and Accrued Expenses	\$386,233	\$504,576
Agency Liability	\$99,898	\$126,584
Checks in excess of deposits	\$144,279	\$67,198
Distributions Payable	\$373,088	\$189,611
Line of Credit	\$1,469,497	\$1,688,775
TOTAL LIABILITIES	\$2,472,995	\$2,576,744

NET ASSETS	2018	2017
Unrestricted	\$1,854,876	\$2,294,992
Temporary Restricted	\$5,665,553	\$5,794,911
Permanently Restricted	\$5,143,821	\$5,143,065
Total Net Assets	\$12,664,250	\$13,232,968
TOTAL LIABILITIES AND NET ASSETS	\$15,137,245	\$15,809,712



Charles didn't know he was poor. All he knew was his family didn't have much money. He was nine years old when his family moved from Mississippi to Tennessee. Charles' parents were sharecroppers, instilling in their children the value of hard work and humility.

"Nobody chooses to live in these conditions, and nobody wants to stay. No one would ever dream of living in poverty," said Charles of his childhood.

Charles went on to graduate from Westwood High School, Southwest Tennessee Community College, and The University of Memphis. Today, he works as a Technical Principal with FedEx TechConnect Global Strategic Planning and Analysis.

During a Leadership Memphis session, Charles was introduced to United Way of the Mid-South. It is United Way's commitment to supporting people in poverty through partner agencies and the *Driving The Dream* initiative that has kept him serving as a United Way volunteer for over 25 years.

RAISING FUNDS TO FIGHT POVERTY

United Way of the Mid-South knows there are many organizations you can support, and your gift to United Way is paired with the gifts of your coworkers, neighbors, friends and family members to create a tremendous force for our common good. Our work to impact local poverty includes engaging volunteers to learn the needs of our community, examining the operations and budgets of nonprofit agencies requesting program funding, and making recommendations on how to invest and distribute funds to positively impact local poverty.



2017-18 WORKPLACE CAMPAIGN

United Way of the Mid-South's 2017-18 workplace campaign was a tremendous success thanks to more than 450 corporations that rallied their employees to donate \$10,371,334 to the Community Impact Fund and \$6,633,646 to specifically designated agencies of their choice for a total gift to the community of \$17,004,980. Corporations supported United Way through employee contributions, special events and corporate gifts and collectively, more than 38,000 donors in our eight-county footprint were generous with their dollars to advance individuals and families from where they are to where they dream to be.

CAMPAIGN CABINET LISTING

Special thanks to this valuable group who secured 37 new partnerships.

Mike Edwards	Paragon Bank	Campaign Chair
Chris Anderson	Enterprise Holdings	Campaign Growth Co-Chair
Darrell Cobbins	Universal Commercial	Campaign Growth Co-Chair
John Pettey, III	Raymond James	Tocqueville Chair
Richard Wright	Ernst & Young	Tocqueville Committee
JW Gibson	Gibson Companies	Tocqueville Committee
Greg Gibson	International Paper	Tocqueville Committee
Bonnie Voldeng	FedEx	Tocqueville Committee
Glenn Sessoms	Retired/FedEx	Leadership Chair
Jeana Littrell	FedEx	Legal Chair
Lil Burroughs	FedEx	Distribution Callers
Rob Long	Desoto Times Tribune	Desoto County Chair
James Moore	Boys & Girls Club of the Hatchie River Region	Tipton County Chair
Jerry Collins	MLGW	Municipalities Chair and Priority Partners
Markita Jack	First Tenn Bank	Campaign Rep Chair
Brendan Powell	Kroger	Labor Advocate Chair
Scott Fountain	Baptist Memorial Healthcare	Priority Partners Co-Chair
Lisa Jenkins	Valero	Priority Partners - Callers
Chris Taylor	Valero	Priority Partners - Callers
Brett Winn	Valero	Priority Partners - Callers
Pam Jackson	Valero	Priority Partners - Callers
Chuck Thomas	AT&T	Priority Partners - Callers
Rajon Blanding	Accredo	Priority Partners - Callers
Travis LeMonte	Regions Bank	Priority Partners - Callers
Blake Elliott	Regions Bank	Priority Partners - Callers
Wayne Swafford	Rayloc	Priority Partners - Callers



The road from surviving to thriving is not an easy one, but Nataline was able to reach her goals with the help of United Way partner agencies and supportive guidance from United Way of the Mid-South President and CEO, Rev. Kenneth S. Robinson, M.D., who previously served as the pastor of her church.

Nataline was a single mother of three and had recently escaped an abusive relationship. Living in public housing, she made a vow to protect her children and their futures from becoming what she had experienced.

"The conditions were terrifying. I knew I had to not only remove my children from that environment, but I had to expose them to what it means to be financially stable and successful," said Nataline.

Nataline enrolled in Southwest Tennessee Community College while working at a child care center. She now has a Master's degree, is employed as the Program Manager for Communities in Schools, owns her own home, and all three of her daughters have completed high school and are pursuing college degrees.

LEADERSHIP GIVING AND TOCQUEVILLE SOCIETY

LEADERSHIP GIVING

United Way is committed to reducing the impact of poverty for individuals and families and strengthening our community by improving the education, health and financial stability of our neighbors. Nealy 6,000 Leadership Givers contributed over \$5.7 million, and these contributions continue to help move our citizens out of poverty and into a more stable life.

For a complete listing of United Way's leadership givers, please visit www.uwmidsouth.org/leaders-united/.



TOCQUEVILLE SOCIETY

United Way of the Mid-South's Tocqueville Society was founded in 1984 when 17 local philanthropists banded together to support the organization at the highest levels with contributions of \$10,000 or more. Tocqueville Society donors continue to change lives through philanthropic leadership focused on the building blocks for a better life: education, health and financial stability.



TOCQUEVILLE SOCIETY MEMBERSHIP

(\$100,000-\$249,999)

The Belz Family Foundation
Mr. and Mrs. Ira Lipman

(\$75,000-\$99,999)

Patrick Lawler
Mr. and Mrs. Henry W. Morgan
Mr. and Mrs. Frederick W. Smith

(\$50,000-\$74,999)

Ed and Nancy Barnett
Hilliard and Harriett Crews
D. S. Dawson
R. Davis and Amy C. Howe
Kim and Bryan Jordan

(\$35,000-\$49,999)

Mr. and Mrs. John C. Carson, Jr.
Mr. and Mrs. Robert G. McEniry
Scheidt & Hohenberg Foundation
Eric C. Fountain
Mr. and Mrs. William R. Reed, Jr.

(\$30,000-\$34,999)

John and Sheri Crawford
Gregory and Brenda Duckett
Mr. and Mrs. Charles Gerber
Mr. and Mrs. Gavin M. Murrey

(\$25,000-\$29,999)

Susan and Alan Graf
Hyde Family Foundation
Mr. and Mrs. Fred Montesi, III
Mr. and Mrs. Joseph Orgill, III
Max B. Ostner Sr, Charitable Trust
Carol W. Prentiss
Ray and Erin Schultz
Anne Wulff and Brian Bendersky

(\$20,000-\$24,999)

Chris and Markova Anderson
Dan Case
Wil and Sally Hergenrader
Jason Little
Mr. and Mrs. Charles D. Maxwell

Mr. and Mrs. Gavin Murrey
Glenda and Gary Shorb
Greg and Darla Tomlinson
Michael and Rebecca Ugwueke
Tocqueville Society Members have preferred to remain anonymous.

(\$15,000-\$19,999)

Mike and Kim Anderson
Kathryn and Carl Asmus
Rob and Vicki Baird
Robert B. Carter
Mike and Carolyn Edwards
Scott and Nada Fountain
Mr. and Mrs. David B. Garson
Vail and Alan Gates
Kathy and J.W. Gibson
Goldsmith Family Foundation
Molly and Robert Gooch, III
Greg and Susie Gregory
Judy and Mickey McLellan
Catherine and Tim Nicholls
James and Carla Plunkett
The Salmon Foundation
Susan L. Springfield
Dr. Fred Thomason and Dr. Ann Brown
Nina and Matthew Thornton, III
Anne and Mike Waddell
Greg and Barbara Wanta
Tocqueville Society Members have preferred to remain anonymous.

(\$10,000-\$14,999)

Robert Alexander
Jane and Ben Amaba
Allison and Mike Amick
R. Scott Barber
Joseph Barkley*
Denise Birdsong
Mr. and Mrs. James Bishop
Dee Anne and Mark Blair
Jimmy R. Blasingame
Ramona and Phil Blum
Richard K. Bollinger, Jr.
Hugh and Pam Boone
Gloria and Kenneth Boyland
Jim and Shana Bowman
Charles Braswell*
Mr. and Mrs. David J. Bronczek
Paula and Don Brown
Shannon and Beryl Brown
Steve and Gail Buckman
Mr. and Mrs. Phil Burnett
Preston and Lacy Carpenter
Marshall and Sue Clark
Thomas A. and Jana G. Cleves
Jay L. Cofield
Diane and Jerry Collins
Mark Connell*
David and Jessie Cunningham
Vince DeGutis
Caprice O. Devereux
Don Dillman
Craig Dismuke
Jason and Linda Dombroski
Michael and Cheryl Ducker
John Dunavant*
Carleton Ealy
David Edmonds
Ryan and Michele Ehrhart
Matthew Entrekin
Michelle Epps*
Phillip Farmer
Fredrika and Joel Felt
Bobbie and Dave Ferraro
Russ, Molly and Tom Fleming
Bob and Tina Fockler
Mimi and Greg Gibson
Neil Gibson and Lisa Menuzkin
Mike and Donna Glenn
Joel Goldblatt
Tim and Kristie Goldsmith
Jeffery Greer*
David Haddad
Mr. and Mrs. Everett P. Hailey
Betty and Jim Hale
Gregory Hall
Amanda and Scott Harkins
Michael A. and Carol W. Harris
Rheagan and Philip Harris

Mr. and Mrs. Russell T. Harris
Lesley and John Hartney
Sean Healy
Robert Henning
Lori Henry
Larry Herman*
Paul Herron and Dr. Rose Mary Stocks
Russell Hosea*
Jerry and Libby Hubbard
Justin and Selena Hulbert
Michael and Rebecca Huling*
Kim and Kevin Humphries
Sarah Hurley
Ben Huwer*
Jeff Jackson
Frank and Dr. Jeanne Jemison
Mr. and Mrs. David B. Jones
Rebecca Jones*
Elise and Richard Jordan
Tom and Anne Marie Kadien
Zoe and Ella Keane
Dave and Jane Kevern
Michael E. Kisber
Mr. and Mrs. E. Carl Krausnick, Jr.
Gopal Krishnamur*
Josh and Shea Lackie
Connie Lewis Lensing
Carol and Henry Levy
The Linton Family*
Jena Littrell*
Carla and Bruce Livesay
Betty and Skip Loewenberg
William and Ellen Losch
Laura and David Lowe
Jeff and Michele Maddock*
Karen and Mark McGough
John and Deborah Merino
Michelle Miller
Nikki and Michael Mitchell
Janet and Robert Molinet
Jon & Raven Moorehead
Mr. and Mrs. Allen B. Morgan, Jr.
Jack Muhs*
Kathryn and Henry J. Nafieh, Jr.
Jonathan and Catherine Nordstrom

Anthony Norris*
Scott Ogden
Rush and Julia O'Keefe*
Robert Paine
Cary and Kim Pappas
Diane and Jim Parker
Mat and Sophie Parker
Tamara Payne*
William Payton and Melissa Luck
David Payton
John Perkins*
Matthew Peterman
Jeffrey and Lori Peterson
Mr. and Mrs. John Pettey, III
Scott Plunkett
David T. Popwell
Mr. and Mrs. James H. Prentiss, Jr.
Susan and Bob Quinn
Lindsey and Kevin Rea
Edward C. Reyle
Amy and Bill Rhodes
Isabelle and Jean-Michel Ribieras
Dan and Chris Richards
Craig and Carol Roberts
Revs. Kenneth and Marilynn
Robinson
Timothy M. Romanow
Debbi and Michael D. Rose
Cathy Ross
Claude Russ*
Dave and Janice Russell
Bathsheba Sams
Joe L. Schiffhouer*
David and Cheryl Schlitt
J. T. Shawkey
Sara Beth & George Silverman
Neeti and Sharanjit Singh
Shivani and Rajesh Singh
Vicki and Ratan Singh
Monica Skipper
Mark and Jill Skobel
Doak and Denise Slay*
John Smith
Jack and Leighanne Soden
Mr. and Mrs. R. A. Spell

Vernon Stafford, Jr.*
Mr. and Mrs. Matthew Stone
Elmer W. Stout
Rajesh Subramaniam
Calvin Sullivan*
Mark and Laurie Sutton
Susan Sweat
Mr. and Mrs. Chris Taylor
Mr. and Mrs. William V. Thompson, Jr.
John Toohig
Paul Tronsor*
Sheryl and Rod Turner
Steve and Fran Twersky
Ann and Jim Vining
Bonnie and Kurt Voldeng
Andrew Wagner
Jim and Bitia Webb
Mr. and Mrs. Joe C. Weller
Bobbi Wells*
Bill West, Jr.
Tom and Leigh Ann Wicinski
Teresa and Britton Wilkins
Jeffrey R. Wills
Chris and Rich Wilson
** Part of The Tocqueville Society's "Step-Up" program*

COMMUNITY IMPACT

United Way of the Mid-South Community Impact Fund allows us to pool the resources of this community to attack local challenges—like poverty—at its roots. It puts your dollars to work where they can do the most good.

COMMUNITY IMPACT FUND AGENCIES

When you give to United Way of the Mid-South's Community Impact Fund, your support has the greatest impact. These United Way partner agencies and their programs improve education, financial stability and health - boosting our local economy by reducing poverty, one person at a time. When you give to our Community Impact Fund, you're providing vital funding to the work of these partners.

- 2-1-1 LINC
- Alliance Healthcare Services
- Alpha Omega Veterans Services, Inc.
- American Red Cross, Mid-South Chapter
- The ARC of Northwest MS
- Big Brothers Big Sisters of Greater Memphis, Inc.
- Binghampton Development Corporation
- Boy Scouts of America, Chickasaw Council
- Boy Scouts of America, West TN Area Council
- Boys & Girls Clubs of Greater Memphis
- Boys & Girls Club of the Hatchie River Region
- BRIDGES
- Catholic Charities of West Tennessee, Inc.
- Children & Family Services, Inc.
- Coldwater Volunteer Fire Dept.
- Collierville Literacy Council
- DeltaArts
- DeSoto County Foundation for Excellence in Education
- DeSoto County Literacy Council, Inc.
- Dewitt Community Coalition, Inc.
- East Arkansas Youth Services, Inc.
- Exchange Club - Carl Perkins Center
- Exchange Club Family Center of the Mid-South
- Fayette Cares, Inc.
- Fayette County Commission on Aging
- Fayette County Schools Alumni Association
- Fayette County Technical Rescue Team
- Fayette Literacy
- Feeding Fayette
- Frayser Community Development Corporation
- Friends For Life Corporation
- Girl Scouts Heart of the South
- Girls Incorporated of Memphis
- Goodwill Homes Community Services, Inc.
- Grace House of Memphis, Inc.
- Harwood Center, Inc.
- Healing Hearts Child Advocacy Center
- Hernando Excel by 5/ Dolly Parton Imagination Library
- Historic DeSoto Foundation
- Hope House
- Knowledge Quest, Inc.
- Latino Memphis
- Lauderdale County Family Resource Center
- Le Bonheur Early Intervention and Development (LEAD)
- Legal Aid of Arkansas, Inc.
- Literacy Mid-South
- Lowenstein House, Inc.
- Madonna Learning Center
- Memphis Child Advocacy Center
- Memphis Crisis Center
- Memphis Jewish Community Center
- Memphis Jewish Home
- Memphis Oral School for the Deaf
- Memphis Recovery Centers, Inc.
- Memphis Urban League, Inc.
- Meritan, Inc.
- Olive Branch Community Food Ministry
- Porter-Leath
- Sacred Heart Southern Missions, Inc.
- The Salvation Army
- Samaritans
- Search Dogs South
- Special Olympics, Greater Memphis
- SRVS
- Synergy Treatment Centers
- Tennessee Poison Center
- The Baddour Center
- The WORKS, Inc.
- Tipton County Commission on Aging
- Tunica County Community Development Coalition, Inc.
- Tunica County Literacy Council, Inc.
- United Housing, Inc.
- YMCA of Memphis and the Mid-South
- Youth Villages

**As of August, 2017*

GRANTS DISTRIBUTED BY UNITED WAY

United Way is perhaps most known for the funds distributed from our Community Impact Fund. However, United Way also invests in community partners through these additional sources of funding:

EMERGENCY FOOD & SHELTER FUNDING

United Way of the Mid-South helps impact our area by facilitating the distribution of Federal Emergency Food and Shelter Program funds in Shelby County, TN and Crittenden County, AR. In 2017, more than \$520,000 in funding helped Mid-Southerners with essential food and shelter needs through the work of the following organizations:

TOTAL
\$502,460

SHELBY COUNTY DISTRIBUTIONS

- Alpha Omega Veterans Services
- Catholic Charities of West TN
- Cocaine & Alcohol Awareness Program
- Family Promise of Memphis
- Family Safety Center
- Friends for Life
- MIFA (Metropolitan Inter Faith Association)
- Mid-South Food Bank
- Room in the Inn Memphis
- The Salvation Army
- Serving In Christ Outreach Ministry
- Shield, Inc.
- Trinity Community Coalition Outreach
- YWCA of Greater Memphis

SIEMER GRANT FUNDING

United Way directed \$100,000 in funds from Seimer to support families in attaining financial stability and increasing children's educational success:

TOTAL
\$100,000

- Knowledge Quest
- Agape Child and Family Services

CATALYST FUND GRANTS

United Way Catalyst Fund grants support collaborative community solutions to tough Mid-South issues

TOTAL
\$336,250

- RISE Foundation, Inc.: *(create a community plan to increase capacity to offer financial education)*
- ACE Awareness Foundation: *(train the community in Trauma Informed care)*



DRIVING THE DREAM

In 2016, United Way launched the "pilot" phase of *Driving The Dream*--an initiative that strengthens the ability of nonprofits across our region to connect people in poverty to the right services for help. United Way has focused attention on poverty reduction that will lead to economic prosperity for individuals, families and the Mid-South.

Driving The Dream is the transformative human services system of care designed to move people from where they are to where they dream to be. The goal is a Mid-South in which all people have equitable access to resources and supports needed to achieve their hopes and dreams by fostering a community where the people we serve are hopeful, resilient and self-sufficient. We know that families come in all different shapes and sizes and that challenges facing one family member have a direct impact on the experiences and outcomes of other family members, so we have adopted a two-generational whole family service delivery model. As part of this effort, we are promoting best practice models proven to move the needle on root cause issues that perpetuate poverty. We are equipping our partners with the tools and resources they need to change both culture and practice for the better.





www.uwmidsouth.org/driving-the-dream/



POVERTY IMPACT

HOW DOES MY SUPPORT OF UNITED WAY MAKE A DIFFERENCE?

Based on data in United Way of the Mid-South's Investment Results Report 2016-2017. These are results from United Way funded agencies and programs administered by United Way.

EDUCATION	HEALTH	FINANCIAL STABILITY	EMERGENCY & ESSENTIAL SERVICES
<p>Access to quality education throughout one's lifetime is an essential component to poverty reduction in the Mid-South.</p> <p>We see further need for high quality early childhood education and support for grade level reading.</p> 	<p>Over 102,000 people benefit from health & wellness programs.</p> <p>There is a great need to educate more people about shopping for healthy food choices and cooking foods in a healthy way.</p>  	<p>This year, UWMS' free tax prep program brought another \$12 million into the local economy, benefitting local businesses.</p> <p>We need your help to get more people "job-ready" & improve the quality of our region's workforce in order to bring more jobs to our area and boost the local economy.</p>	<p>More people are being educated on preparing for natural disasters and how to keep themselves and their families safe.</p> <p>We need to increase our efforts to support children in need of emergency foster care services.</p> 
<p>21,510 CHILDREN & YOUTH participated in programs that emphasized regular attendance</p>	<p>\$956,769 SAVED on prescription medications through United Way's partnership with FamilyWize</p>	<p>\$12,000,333 IN TAX REFUNDS came back to the Mid-South economy 9,394 people received FREE TAX PREP help</p>	<p>3,192 PEOPLE received emergency shelter services</p>
<p>17,873 YOUTH developed leadership & community action skills</p>	<p>56,376 PEOPLE received clinical services, physical therapy and health education</p>	<p>1,281 PEOPLE went from homelessness to permanent housing</p> 	<p>295,000 (+) PEOPLE obtained food from food pantries, home delivered meals and congregate meals</p>
<p>3,839 CHILDREN participated in high-quality early childhood education classes</p>	<p>18,183 PEOPLE accessed crisis intervention services through crisis hotlines</p>	<p>3,134 (+) PEOPLE received job readiness, training and placement services</p>	<p>14,473 PEOPLE received needed clothing after a disaster</p>
<p>1,525 ADULTS received help with literacy, high school diploma, and/or GED programs</p>	<p>2,399 WOMEN & CHILDREN were helped to escape & recover from domestic violence</p>	<p>5,585 (+) PEOPLE received services to increase their financial stability & resources</p>	<p>4,112 PEOPLE received assistance in overcoming challenges due to disasters</p>
<p>VOLUNTEERING, INFORMATION & REFERRALS</p> <p>Our new Volunteer United platform helps volunteers connect to opportunities all year long! To learn more about becoming a volunteer, visit our website at uwmidssouth.org.</p> 		<p>1,600 VOLUNTEERS donated time to 50 non-profit agencies during United Way Days of Caring</p>	<p>116,794 (+) PEOPLE received information and referrals about services to improve their lives</p>

Ellen is a Sr. Solutions Specialist at FedEx and looks forward to volunteering with United Way of the Mid-South every year.

Nearly 20 years ago, Ellen and her family moved from the Dominican Republic to the United States because her father, a minister, was offered a position at a Chicago church. Relocation expenses didn't come with the new job, and a Hispanic social services agency and United Way partner offered the much needed assistance for the family.

"I can personally testify to the great value and benefits that organizations supported by United Way bring to the community," said Ellen.

Because of her experience, Ellen became a faithful donor to United Way of the Mid-South four years ago and also became an active volunteer.

THESE WERE JUST A FEW OF THE THOUSANDS OF WAYS YOU IMPROVED LIVES!

Your gift to United Way addresses poverty by improving education, financial stability, health, and other basic needs. When your gift is added to the support of your co-workers, friends, and family members it becomes a tremendous force for our common good.

(+) indicates an increase over previous year.

COMMUNITY ENGAGEMENT

JULY 1, 2017 - JUNE 30, 2018

United Way is committed to supporting the Mid-South financially but also putting our hearts and hands where we put our funds. Community engagement is a cornerstone of the work we do as we invest in our eight-county region and positively impact poverty reduction.



OCTOBER 2017

Trunk or Treat



JANUARY 2018

**MLK DAYS
OF SERVICE**



MAY 2018

**MAY DAY
SNACK PACKS**

UNITED WAY OF
THE MID-SOUTH



JUNE 2018

**DAY OF
ACTION**

UNITED WAY OF THE MID-SOUTH

When United Way moved to the Heights neighborhood in 2015, integrating into the community was a top priority. And what better way than to celebrate with our neighbors, community partners and human service agencies to hand out treats and provide program information with nearly 1,000 attendees.

United Way, in partnership with Volunteer Memphis, commemorated the 50th anniversary of the life and legacy of Dr. Martin Luther King, Jr. by offering Mid-Southerners the opportunity to engage with partner agencies to volunteer and serve the community.

Free school lunches are an indispensable source of childhood nutrition, but when school is not in session, students lose access to this vital resource. Local kids received wholesome snacks to enjoy over their summer break so they could spend their time being happy and healthy instead of hungry.

Day of Action mirrors the work that United Way does year-round: empowering people to affect positive change on issues that matter most. Young professionals from across the community joined us on the longest day of the year to pack meals at the Mid-South Food Bank.

850 MEALS
25 VOLUNTEERS
60 FLU SHOTS
850 ATTENDEES
11 PARTICIPATING COMPANIES & ORGANIZATIONS
\$2,550 VALUE OF MEALS
\$164.92 VOLUNTEER HOURS IMPACT
\$1919.40 VALUE OF SHOTS
\$500 VALUE OF CANDY

2,000 VOLUNTEERS
100 PROJECTS COMPLETED
3834 SERVICE HOURS
\$92,552 ECONOMIC IMPACT

600 POUNDS OF FOOD
35 VOLUNTEERS
70 VOLUNTEER HOURS
\$4,128 ECONOMIC IMPACT

40 VOLUNTEERS
120 VOLUNTEER HOURS
300 MEALS PACKED
\$11,363 ECONOMIC IMPACT



1005 TILLMAN STREET, MEMPHIS, TN 38112 | 901-433-4300 | UWMIDSOUTH.ORG