



**United Way**  
of the Mid-South

**2018-2019**

**ANNUAL REPORT**

July 1, 2018 – June 30, 2019





Credit cover and background images:

**JAMOND BULLOCK** ALIVE PAINT, MURALIST

Jamond Bullock of Alive Paint provided live art as he painted his interpretation of poverty during Night to Unite - entitled "*The Helping Hand*".

## CONTENTS

- 4 Letter from the Chairman of the Board
- 5 Letter from the President & CEO
- 6 Community Impact
- 12 Year In Review Events
- 14 Community Connections
- 16 Fueling the Cause
- 21 Financial Report
- 22 Staff Directory



**MICHAEL A. EDWARDS**  
President, COO and Director,  
Paragon Bank  
United Way of the Mid-South  
2018-19 Campaign Chair

"We are proud to be a community bank with a community-minded team. We are passionate about giving back. Paragon Bank is honored to have worked with and supported United Way of the Mid-South for nearly 15 years, as this has given us the opportunity to make a meaningful difference in the communities where we live and work. As the 2018-19 General Campaign Chair, it has been my privilege to personally champion United Way's mission."



## Letter from the **Chairman of the Board**



**SCOTT FOUNTAIN** Chairman of the Board  
Senior Vice President and Chief Development Officer  
of Baptist Memorial Health Care

During my time on the board, United Way of the Mid-South has achieved what was once unimaginable. Through the generous support of companies, donors and granting organizations, United Way is pioneering a new way to advance individuals and families from poverty to prosperity. ***Driving The Dream*** partners with many agencies and aligns resources in a manner that unites local organizations in a “no wrong door,” collaborative effort. This exciting new approach is designed to help Memphis’ and the Mid-South’s most economically challenged individuals become empowered to create a map to reach their goals. Through this initiative, United Way is helping to move people from where they are to where they dream to be.

United Way has also consistently funded scores of high-performing agencies through aligned grant-making and the Community Impact Fund. Indeed, we are dedicated to improving the quality of life for Mid-Southerners, and as a United Way donor, I am honored to sit at the cutting edge of this critical work in our community.

I am pleased to share this annual report of our United Way’s achievements with you. I look forward to reporting next year on the milestones we will mark together at the conclusion of the fiscal year. Thank you for all you are doing to help United Way of the Mid-South open doors to self-sufficiency for the most vulnerable in Memphis and the Mid-South.

Sincerely,

A handwritten signature in black ink that reads "Scott Fountain". The signature is fluid and cursive, with the first name "Scott" being more prominent.

## BOARD OF **DIRECTORS**

**SCOTT FOUNTAIN**, *Chairman of the Board*, Baptist Memorial Health Care  
**CHRISTOPHER ANDERSON**, Enterprise Holdings  
**R. SCOTT BARBER**, Horseshoe Casino and Hotel  
**SHANNON A. BROWN**, FedEx Express  
**IRVIN CALLISTE**, Memphis, AFL-CIO Labor Council  
**DARRELL COBBINS**, Universal Commercial, LLC  
**JERRY COLLINS**, Community Volunteer  
**ROLAND CRUICKSHANK**, Methodist University Hospital  
**CATHY CULNANE**, AutoZone

**MIKE EDWARDS**, Paragon National Bank  
**J.W. GIBSON**, Gibson Companies  
**JEFFERY GREER**, FedEx Freight  
**ALISA HAUSHALTER, D.N.P.**, Shelby County Health Department  
**MARY ANN JACKSON**, Baker Donelson  
**MICHAEL JUNG**, The Commercial Appeal  
**MELANIE A. KELLER**, Meritan  
**ARI LITVIN**, Wells Fargo Advisors, Memphis  
**URSULA MADDEN**, City of Memphis  
**DAVID MAY**, Regions Bank  
**JEAN M. MORTON**, SunTrust Bank  
**JOHN PETTEY, III**, Raymond James

**NATALINE PURDY**, Communities in Schools of Tennessee at Memphis  
**KENNETH S. ROBINSON, M.D.**, United Way of the Mid-South  
**CATHY SLATER**, International Paper  
**RANDY STOKX**, Deloitte Services LP  
**CHARLES THOMAS**, AT&T  
**LETICIA TOWNS**, Regional One  
**JOSH TULINO**, Valero  
**CHRIS VANSTEENBERG**, First Horizon  
**CRAIG L. WEISS**, Tower Ventures  
**KEVIN WOODS**, BlueCross BlueShield of Tennessee  
**RICHARD WRIGHT**, Ernst & Young LLP  
**J.T. YOUNG**, Memphis Light, Gas & Water



## Letter from the President & CEO



**REV. KENNETH S. ROBINSON, M.D.**  
President and CEO of United Way of the Mid-South

For over 95 years, our United Way of the Mid-South has had an unequivocally positive influence upon our community. Today, as we distribute this 2018-2019 Annual Report, we avidly continue to forge new partnerships and to find new solutions to tackle old problems. Thanks to our outstanding Board of Directors, corporate partners, donors, agencies, volunteers and staff, we are fully dedicated and even better-positioned to fulfill our mission, "...mobilizing and aligning community resources to address priority issues."

This year, we have further focused our work on the one underlying and overarching issue which remains among the most pressing for Mid-Southerners - poverty. 27.8 percent of Memphians and 44.9 percent of Memphis' children live in poverty. Mounting a relevant and corresponding response, our United Way has now become the leading catalyst in stimulating support and services particularly for our neighbors who are experiencing multi-generational poverty, many of whom are already seeking out the programs we fund. This report will reflect that our comprehensive response involves multiple investments and initiatives.

We respond by allocating funds to more than 70 exceptional partner agencies, guided by our volunteer-driven, aligned grant-making process which identifies programs essential to advancing economic mobility and poverty reduction.

We respond through ***Driving The Dream*** – our signature, functional, connected network of many community-based organizations; using shared methodologies, shared tools, shared assessments and even a shared database to collectively work on behalf of shared program recipients to advance their social and economic mobility. ***Driving The Dream*** allows our United Way to make the most powerful and personal impact on poverty in the Mid-South, one individual or family at a time.

We respond by administering an IRS-certified Free Tax Preparation Program, for persons whose household income was \$55,000 or less in 2018. Our free assistance facilitated the return of over \$14 Million in tax refunds to nearly 11,000 taxpayers, saving them an estimated \$2.2 Million in tax preparation fees!

We respond by providing Volunteer United, our own online volunteer portal and platform which fuels our corporate partners' employee engagement. In 2018, we matched over 4,000 volunteers with worthwhile service projects primarily at United Way agencies; resulting in 16,300 volunteer hours and an economic impact of over \$453,000!

Please know how extraordinarily grateful I am for your support of United Way of the Mid-South. Your contributions made a meaningful impact more than 300,000 times this year, as people came through the doors of a United Way-funded agency, program or service. You are creating lasting change; transforming the lives of Mid-Southerners and elevating the economic future of our community, as adults and children advance from poverty to prosperity. Indeed, as I say often, "Where there's a you, there's a way!" Our United Way!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ken Robinson', written over a horizontal line.



## COMMUNITY IMPACT OVERVIEW

United Way of the Mid-South is committed to designing 21st Century solutions to address the growing challenges in our community, namely the increase in families living in poverty. Our leadership and Board of Directors acknowledged the opportunity to enhance our grant distribution by shifting our focus from funding unaligned programs to funding programs which support a cause: advancing individuals and families from poverty to prosperity.

Poverty and pervasive economic immobility clearly present a huge opportunity for our community. United Way realizes this is a complicated, daunting undertaking, and we cannot do it alone. We are mobilizing volunteers in our community and aligning our resources to demonstrate impact in a quantifiable manner. Our goal is to help our partners understand the value of their work by sharing stories of success through data collection and reporting.

While we continue to support strong United Way partners that have proven to be an asset to our community, our current role as convener and change agent goes well beyond our more generic historical roles. There is a sense of urgency that compels us to focus our actions and resources on addressing the issues that negatively impact our community. We do this by providing access to resources to stabilize families, helping break the cycle of generational poverty, and empowering individuals to live out their dreams. Together, we have the opportunity to transform the lives of thousands of families in our community. We have developed a community impact agenda that embodies a commitment to move people from where they are to where they dream to be.





## MEET DEANGELO

Deangelo was in significant crisis--he had no housing, wasn't working, rarely ate well, and lacked the life skills to access the resources he needed to move out of poverty. He was referred to *Driving The Dream* (DTD) Care Coordination at Catholic Charities, one of United Way's six *Driving The Dream* "Hub" agencies. Deangelo became a DTD participant, and the Care Coordinator worked with him to determine his next steps.

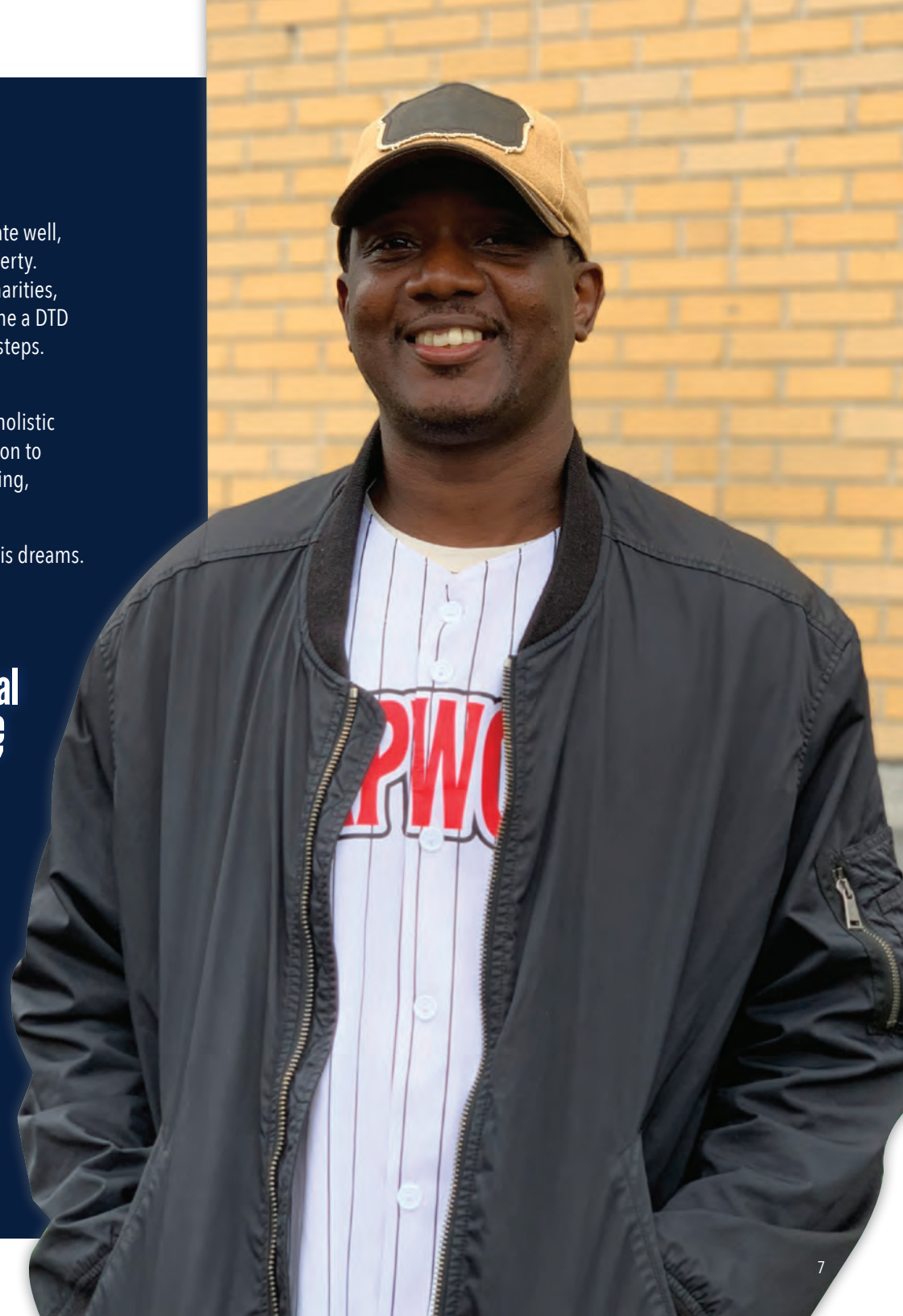
Deangelo's initial goal was simply to find a safe place to sleep. But through a commitment to Care Coordination, he was referred to a six-month, intensive, holistic job placement program with the goal of a better life for participants. In addition to completing the six-month intensive program, Deangelo obtained stable housing, full-time employment, and is earning a livable wage.

He is no longer in crisis, can now pay his rent, and is on his way to achieving his dreams.

**"I want to enroll at Southwest Tennessee Community College and pursue a degree in social economics because I want to be able to educate my family, friends and everyone about poverty."**

~ Deangelo, *Driving The Dream* participant

**3,797**  
**people**  
received services to  
increase housing stability





## COMMUNITY IMPACT



— UNITED WAY OF THE MID-SOUTH —

# DRIVING THE DREAM

**“I was astonished because I had never experienced such a connection. I left with eight job options and resources that I didn’t know were there. It gave me a sense of peace. The experience was amazing.”**

~Mr. Jefferson, *Driving The Dream* participant

**1,961** FAMILY MEMBERS IMPACTED  
**2,794** TOTAL REFERRALS  
**1,728** HOUSEHOLDS SERVED  
**4,004** CLIENT ENGAGEMENTS

*Driving The Dream* envisions a Mid-South in which all people have equitable access to the 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.

**“When I became President & CEO of United Way of the Mid-South, I sought to increase the impact of our work; building upon our rich relationships with community-based agencies. Informed by my background in medicine, ministry and public health, I saw an opportunity for us to generate a more collaborative, holistic, wraparound approach which could become transformational in the lives of low income individuals and families living in poverty – the vast majority of those who seek resources funded by our United Way. *Driving The Dream* was born. It is rapidly becoming a model network of services and systems.”**

~ Rev. Kenneth S. Robinson, M.D.

*Driving The Dream* promotes a multi-generational approach to advancing health and well-being. Such an approach involves identifying all the factors that undermine a family's self-sufficiency, then working with the family to solve problems, access new resources and sharpen existing skills. Together with our partners, we are updating how our programs work; so that the ways we build capacity for adults are now connected to supports for children. Our collective goal is to help whole families move out of poverty toward a future of their choosing.

**WE WORK WITH 68 ORGANIZATIONS PROVIDING 120 DIFFERENT SERVICES.**





DTD IS TOUCHING THOUSANDS OF  
MEMPHIANS AND TRANSFORMING LIVES.

60% HAD MORE STABLE  
EMPLOYMENT

60% OF CLIENTS REPORTED AN  
INCREASED SENSE OF HOPE

71.4% REPORTED HIGHER  
INCOME

75% HAD BETTER FINANCIAL  
MANAGEMENT STRATEGIES

With funding from the Tennessee Department of Human Services, grants were provided to Catholic Charities, Meritan, Porter-Leath and SEEDCO to deliver *Driving The Dream* "Hub" services. The Hubs supply care coordination and support needed to help low-income individuals and families gain stability and increase positive outcomes. In 2019, United Way, with support from the Siemer Institute for Family Stability, used an innovative approach to blend resources to fund Agape Child and Family Services and Knowledge Quest as additional care coordination hubs.

### 2017-2018 DTD GRANTS RECEIVED

\$150,000 KRESGE FOUNDATION + \$333,000 URBAN CHILD INSTITUTE  
\$300,000 ASSISI FOUNDATION + \$819,500 STATE OF TN DHS(2GEN) = \$1,602,500 TOTAL DTD GRANTS

Scan to view our DTD partner list.



### DRIVING THE DREAM FOCUS AREAS

early childhood education

social capital  
networks, friends  
and neighbors

post-secondary &  
employment pathways

health & well-being  
mental health,  
toxic stress, access  
to health care

economic assets  
asset building, bundled  
services and housing



## COMMUNITY IMPACT

United Way of the Mid-South, with funding from individual donors as well as corporate, foundation and government grant sources, provides financial resources to support local nonprofits that are aligned with our mission to have the maximum impact on family economic mobility.

**COMMUNITY IMPACT FUND GRANTS** are United Way's largest and most familiar community investments. This year, these grants are supporting **97 programs at 70 agencies** in United Way's eight-county area. Catalyst Fund Grant awards were provided to five community collaborations working to improve systems of care. Funded strategies include a coordinated effort to improve and increase agency organizational capacities and to increase health and wellness of children and youth. Emergency Food and Shelter grants were awarded to 13 Shelby County agencies and three Crittenden County agencies to ensure that people in crisis have access to basic necessities.

To ease the cost burden of health care, United Way distributes FamilyWize prescription drug cards. Through FamilyWize, cards distributed in 2018 helped over 3,000 community members every month save money on prescription medications, saving nearly \$1.4 million.

Your support of United Way made a meaningful impact more than 300,000 times throughout our eight-county area.

Scan to view our partner agency list.



## 2018-2019 COMMUNITY IMPACT FUND INVESTMENTS

United Way of the Mid-South provides financial support to diverse programs working together in concert to decrease poverty in the Mid-South.



[www.uwmidsouth.org/community-impact-fund](http://www.uwmidsouth.org/community-impact-fund)



United Way, in partnership with over 28,000 donors, provided grants to Mid-South agencies to maximize our efforts towards poverty reduction. Volunteers tirelessly research and vet agencies and their programs to determine the most appropriate ways to allocate funds. In 2018-19, over 70 high-performing agencies received over \$6.2 million in grants. United Way also received and distributed public and private funds to create positive momentum in key areas including emergency food and shelter and disaster relief.

**\$6,247,289** **COMMUNITY IMPACT POOL**



## COMMUNITY PARTNERSHIP GRANTS

**\$4,500** MOTT FOUNDATION  
**\$9,474** UWW DISASTER RELIEF  
**\$455,139** EMERGENCY FOOD & SHELTER  
**\$100,000** SIEMER INSTITUTE  
**= \$569,113** TOTAL COMMUNITY PARTNERSHIPS



## MEET GREG

A former Marine, Greg found himself jobless and homeless at 50 years old due to an opioid addiction. After graduating from the VA's 45-day drug and alcohol program, he was connected with United Way of the Mid-South partner, Alpha Omega Veteran Services. What started as a residency, turned into a full-time job for Greg. In his 12 years with Alpha Omega, he has remained sober, mentored other veterans and, most recently, received his driver's license so he can be more involved in his grandchildren's lives.



## YEAR IN REVIEW EVENTS

### DAYS OF CARING PERIOD PACKS FOR SHELBY COUNTY SCHOOLS

BEALE STREET LANDING | SEPTEMBER 13, 2018



Volunteers from across the Mid-South collected hygiene items for Shelby County Schools' students to create more than 200 "period packs." This Days of Caring project met a huge need for female students, and allowed schools to have a ready supply of items to meet the students' needs.

### POVERTY UNPLUGGED

THE FEDERAL RESERVE BANK | OCTOBER 1, 2018



The third installment of Poverty Unplugged allowed attendees to do a deep dive into the topic of "Fair Wages and Quality of Jobs" and how it impacts and influences generational poverty in the city of Memphis and surrounding counties. A group of distinguished community and thought leaders served as the featured panelists and moderator.

### TOCQUEVILLE SOCIETY RECEPTION HONORING ROBERT MCENIRY

NEXAIR | NOVEMBER 7, 2018



United Way of the Mid-South's Tocqueville Society Reception annually recognizes a dedicated donor for his or her investment in our mission. This 2018 event was no exception, as McEniry was honored by his son, Kevin, for his 18 years of service and substantial monetary gifts to United Way of the Mid-South.

### FEAST OF DREAMS

AVON ACRES | NOVEMBER 8, 2018



The second annual Feast of Dreams was an interactive dinner party with a purpose. People from all walks of life and from across the city engaged in solutions-oriented discussions around some of our city's biggest challenges. Feast of Dreams explored poverty through the lens of "The Economics of Place" and examined the business side of developing our communities and the advantages of attracting businesses to our city's core.



## FREE TAX PREP PROGRAM TAX-A-THON

SOUTHLAND MALL | JANUARY 26, 2019



Tax-a-Thon kicked off the Free Tax Prep season that returned over \$14 million back into the Mid-South. Volunteers provided support and filed tax returns for individuals and families earning less than \$55,000. During this tax preparation marathon, financial institutions were on hand to provide advice. There were coloring sheets for kids, and a live radio remote with Mayor Jim Strickland, City of Memphis.

## WOMEN UNITED LAUNCH PARTY

REDFISH | JANUARY 31, 2019



Women United is a new leadership group of United Way of the Mid-South. This diverse group of leaders is committed to helping low-income women and their families move out of poverty.

Members come together for one purpose – to address the critical issues women and children face in our communities. Through giving, volunteering, advocating and networking, these leaders advance United Way's mission to break the cycle of generational poverty and create meaningful change throughout the Mid-South.

## COMMUNITY IMPACT TOWN HALL

CHRISTIAN BROTHERS UNIVERSITY | MARCH 6, 2019



United Way's Community Impact Town Hall was a results-oriented convening aimed at stimulating innovative approaches to advancing individuals and families from where they are to where they dream to be. This interactive discussion created a sense of urgency, while elevating the dialogue around addressing Mid-South poverty. At this annual event, attendees learned best practices in creating economic prosperity from the national founder of Transition to Success and author of "Diagnosis: Poverty," Dr. Marcella Wilson.

## URBAN CHILD INSTITUTE CEO CONVENING

CHRISTIAN BROTHERS UNIVERSITY | MARCH 7, 2019



United Way of the Mid-South and Urban Child Institute hosted over 100 CEOs and Executives from top Memphis companies in a forward-thinking seminar, inviting them to learn more about United Way's *Driving The Dream* initiative. Dr. Marcella Wilson was the keynote

speaker. The presentation focused on *Driving The Dream's* goal to shift the social and cultural paradigm around poverty.

## BEST OF THE BEST AWARDS

BIOWORKS | JUNE 18, 2019



Best of the Best Awards highlighted workplaces for their outstanding participation in the United Way Campaign and throughout the year. Winners included Atmos Energy, Valero, MLG&W, Nucor Steel, National Guard Products/Jordan Aluminum, FedEx, Gibson Companies, New Millennium Steel Building Systems, Southland Gaming & Racing, Trustmark National Bank and Accredo.

## COMMUNITY CONNECTIONS

United Way serves at the intersection between people, corporations and organizations across our eight-county area to combine our resources and influence, which leads to economic prosperity for individuals, families and the Mid-South. Volunteers greatly enhance our reach and ability to support our neighbors who need help the most.



School supplies and generous monetary donations were collected for School Seed's Teacher Toolbox and Communities in Schools. More than **60 VOLUNTEERS** made an economic impact of over **\$56,000** and reached more than **100,000 STUDENTS**.



Days of Caring is the community's largest volunteer-driven service opportunity and the most impactful week of the year! Volunteers rolled up their sleeves to complete **100 PROJECTS** across the Mid-South. Over **1,700 VOLUNTEERS** donated over **10,000 HOURS** with an economic impact of more than **\$261,000**.



This year's Trunk or Treat festival highlighted "Lights On" in support of afterschool services and featured fun STEAM activities. Those activities included metalworking, slime making, healthy food choices, and robotics. More than **65 VOLUNTEERS** served over **1,000 MEALS** and made an economic impact of nearly **\$17,000**.



United Way's Free Tax Preparation Program's nearly **150 IRS-CERTIFIED VOLUNTEERS** served over **5,200 HOURS**; a donation valued at over **\$125,000**. They assisted individuals and families in filing almost **11,000 TAX RETURNS**, returning more than **\$14 MILLION** in refunds back into the local economy, and into the households of tax filers who **SAVED NEARLY \$2.2 MILLION** in preparation and filing fees.



In honor of Memphis' Bicentennial, Memphians celebrated all that is good in our city by taking time to give back. More than **150 VOLUNTEERS** participated in activities including Riverfront Painting, Riverfront Clean-Up, and Meal packing at the Mid-South Food Bank.



# night to UNITE

95<sup>th</sup> ANNIVERSARY PARTY

## THE COLUMNS | APRIL 5, 2019

Since 1923, United Way has been on the front lines in the Mid-South making a difference, one family at a time. United Way began with the vision to support local organizations. In our first year, we raised \$450,000 for 20 agencies. **TO DATE, UNITED WAY OF THE MID-SOUTH HAS RAISED OVER \$800 MILLION TO ADVANCE THE MISSION AND WORK OF MID-SOUTH AGENCIES.**

Thank you to the many sponsors, attendees and volunteers who made our 95th anniversary a success!

Night to Unite was the first event of its scale to be executed by United Way of the Mid-South in over 30 years. Its purpose was three-fold: to celebrate 95 years of community impact in the Mid-South, to raise additional money for the Community Impact Fund and to reach a different audience of potential donors.

Night to Unite was successful through the collaboration of all United Way departments. We were able to bring added awareness to the United Way brand with print media placements in RSVP Magazine, 4Memphis Magazine and Memphis Magazine; a digital billboard at Poplar and White Station as well as outdoor posters strategically placed throughout Memphis; earned, on-air media opportunities with Local 24 Live, Local 24 stories by co-anchor Katina Rankin, The Bev Johnson Show, Live @ 9 on WREG, Royal Radio Memphis (Facebook Live); and paid, prime time 30-second commercial spots on Local 24.

Overall, Night to Unite hosted **OVER 400 PEOPLE** and **RAISED OVER \$12,000 FOR THE COMMUNITY IMPACT FUND.**





## FUELING THE CAUSE

United Way of the Mid-South uses best practices to demonstrate that employee engagement, retention and satisfaction are strongly tied to their perception of companies' community impact and positive social influence. Through our partnership with over 420 companies, United Way offers employees the ability to channel resources to fuel the cause; because together, we can do more good than any one of us can do alone.

Companies engage with United Way through workplace campaigns, corporate events and by providing **CAMPAIGN REPRESENTATIVES** who serve as necessary "extra hands" during our busiest season. A special thank you to the companies that provided Campaign Representatives to support United Way's mission!



**"During my years as a United Way supporter, I have served three times as a Employee Campaign Manager for Tennessee Department of Human Services teams and as a Leadership Giver. I have tried to lead by example because I believe in the work and the mission of United Way, and I am proud to be a part of what they are doing in the Mid-South."**

~ Lisa Myers, Tennessee Department of Human Services,  
United Way donor for 25 years

As a child, I recall being in third grade and needing help with spelling. My mother, Beverly, would send me to my brother or father. By the fourth grade, though we never discussed it, I realized that my reading and language skills had passed those of my mother. I no longer asked her for help.

As the years passed, I was finally able to understand why. When my mother was five years old, her father and grandmother died within a short time of each other, and her mother became an alcoholic. My mother, along with her two siblings, were removed from their mother's custody, placed in a children's home and then placed in foster care.

Beverly was told that she couldn't learn anything because she was dumb, her brainwaves were messed up, and she

would be punished if she picked up a book and tried to read. At 14, my mom was forced to quit school and take care of the younger foster children.

Despite her inability to read, my mom still achieved many successes. She ran her own business and raised children who attended and graduated from college and now lead successful careers.

As my own daughter entered third grade, my mom was determined to learn to read. My husband and I offered her special classes or a tutor but she found a place that worked for her, Literacy Mid-South, a partner agency of United Way. There, Beverly found a wonderful teacher who worked with her in the classroom and tutored her at the library. He made her feel very comfortable, and

her reading skills and confidence began to soar.

Literacy Mid-South gave my mom a confidence she never had before through the gift of reading. This is just one of the many reasons I support United Way of the Mid-South and their agency partners. They change lives!



~ Bonnie Volding, Vice  
President at FedEx  
Freight, United Way  
donor for 15 years



## ENGAGEMENT GROUPS

United Way offers individuals the opportunity to engage on a personal level with our mission—through our engagement groups. Working side by side with like-minded Mid-Southerners, we can truly make an impact on poverty.

**LEADERS UNITED** is an amazing group of dedicated donors who use their treasure to strengthen our community by improving our neighbors' self-sufficiency. Over 5,200 Leadership Givers contributed over \$5.3 million, with these contributions supporting United Way's Community Impact Fund and the work done by our many committed area nonprofits.

As an integral part of United Way, **WOMEN UNITED®** fights for the rights of every person in our community to live their best lives. They are a diverse, vibrant group of women, bound together by a powerful sense of belonging – to each other, to the organization's mission, and to the community they call home.

**“Where women thrive, communities thrive. The power of women to effect lasting change through shared insight, talent and experience is unmistakable. I believe Women United is perfectly poised to connect the many coalitions of women across the Mid-South who are already deep in the work of building a future in which all women can thrive.”**

~ Susan Tulino, Member of Women United,  
United Way donor for 3 years

# 5,350

women & children  
were helped to escape  
& recover from  
domestic violence

*The goal of Women United is to provide direct service in three advocacy areas: adult education, domestic violence and financial empowerment. In their first year of service, Women United has made strides to promote the well-being of women and children in the Mid-South.*



**RETIRE UNITED** is an opportunity for donors who are in a new phase of their lives to explore different activities and create new passions. This engagement group offers many ways to stay connected, to volunteer and to learn new skills that can make a difference in our community.





# TOCQUEVILLE SOCIETY



“I am pleased to be the Chairman of United Way of the Mid-South’s Tocqueville Society. Today, we have approximately 240 members who contribute \$3.5 million annually, which is more than 20% of total local United Way contributions; a growth of more than 20 times in annual support from its start 35 years ago. Members of the Tocqueville Society, by virtue of their generous contributions, recognize the vital services of United Way – supported agencies and *Driving The Dream* in helping people in our community.



**JOHN PETTEY, III**  
Tocqueville Society Chair  
United Way donor for 15 years

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. Today, Tocqueville Society donors continue to focus their giving to support United Way’s charge to serve as a leading catalyst in stimulating support and services for individuals and families as they progress from poverty to prosperity.





# TOCQUEVILLE SOCIETY MEMBERSHIP

## (\$100,00 to \$249,000)

The Belz Family Foundation  
Mr. and Mrs. Henry Morgan  
Pat Lawler  
*Tocqueville Society Member has preferred to remain anonymous*

## (\$75,000 to \$99,999)

Mr. and Mrs. Frederick W. Smith

## (\$50,000 to \$74,999)

Hilliard and Harriett Crews  
R. Davis and Amy C. Howe  
Kim and Bryan Jordan  
Mr. and Mrs. Robert G. McEniry

## (\$35,000 to \$49,999)

Eric C. Fountain  
Mr. and Mrs. Charles Gerber  
Mr. and Mrs. William R. Reed, Jr.  
Anne Wulff and Brian Bendersky

## (\$30,000 to \$34,999)

Gregory and Brenda Duckett  
Scheidt & Hohenberg Foundation

## (25,000 to \$29,999)

Mr. and Mrs. John C. Carson, Jr.  
Susan and Alan Graf  
Hyde Family Foundation  
Max B. Ostner, Charitable Trust  
Carol W. Prentiss  
Ray and Erin Schultz

## (\$20,000 to \$24,999)

Chris and Markova Anderson  
Dan Case  
Susan L. Springfield  
Michael and Rebecca Ugwueke  
*Tocqueville Society Member has preferred to remain anonymous*

## (\$15,000 to \$19,999)

Mike and Kim Anderson  
Kathryn and Carl Asmus  
Robert B. Carter  
Vince DeGutis  
Dr. Paul DePriest  
Mike and Carolyn Edwards

Scott and Nada Fountain  
Kathy and J.W. Gibson  
Joel Goldblatt  
Greg and Susie Gregory  
David Haddad  
Wil and Sally Hergenrader  
Elise and Richard Jordan  
Mr. and Mrs. Charles Maxwell  
Judy and Mickey McLellan  
Michelle Miller  
Catherine and Tim Nicholls  
The Salmon Foundation  
Monica Skipper  
Dr. Fred Thomason and Dr. Ann Brown  
Nina and Matthew Thornton, III  
Anne and Mike Waddell  
Greg and Barbara Wanta

## (\$10,000 to \$14,999)

Petrick Adams\*  
Scott Adams  
Jane and Ben Amaba  
Nuriya Robinson-Anozie  
Rob and Vicki Baird  
R. Scott Barber  
Joseph Barkley  
Christine Belling\*  
Jerry Beyl\*  
Mr. and Mrs. James Bishop  
Ramona and Phil Blum  
Richard K. Bollinger, Jr.  
Gloria and Kenneth Boyland  
Jim and Shana Bowman  
Charles Braswell\*  
Mr. and Mrs. David J. Bronczek  
Shannon and Beryl Brown  
Justin Brownlee\*  
Mr. and Mrs. Phil Burnett  
Brie Carere\*  
Preston and Lacy Carpenter  
Dale Chrystie\*  
Marshall and Sue Clark  
Thomas A. and Jana G. Cleves  
Jay L. Cofield  
David and Jessie Cunningham  
Thomas Dale\*  
John and Leslie Daniel  
Martin Davis\*

Caprice O. Devereux  
Don Dillman  
Jason and Linda Dombroski  
Michael and Cheryl Ducker  
John Dunavant\*  
Carleton Ealy  
Matthew Entreklin  
Michelle Epps\*  
Fredrika and Joel Felt  
Susan Ferguson  
Dave Ferraro  
Patrick Fitzgerald\*  
Russ, Molly and Tom Fleming  
Candace Steele-Flippin  
Malcolm J. Franklin  
Alan and Vail Gates  
Mimi and Greg Gibson  
Neil Gibson and Lisa Menuskin  
Timothy and Kristie Goldsmith  
Molly and Robert Gooch, III  
Jeffery Greer  
Mr. and Mrs. Everett P. Hailey  
Betty and Jim Hale  
Gregory Hall  
Caroline Hannah  
Amanda and Scott Harkins  
Rheagan and Philip Harris  
Mark and Tanya Hart\*  
Lesley and John Hartney  
Paul Herron and Dr. Rose Mary Stocks  
Jason and Dawne Honeycutt  
Russell Hosea  
Jerry and Libby Hubbard  
Michael and Rebecca Huling\*  
Kim and Kevin Humphries  
Ben Huwer  
Frank and Dr. Jeanne Jemison  
Rebecca Jones\*  
Maria Justo  
Eric Keane  
Dave and Jane Kevern  
Michael E. Kisber  
Gopal Krishnamurthi  
Mr. and Mrs. E. Carl Krausnick, Jr.  
Ben and Katya Landess  
Michael Lauderdale  
William Joseph Lee\*  
Connie Lewis Lensing

Carol and Henry Levy  
Mike Lenz\*  
David Liebetreu  
The Linton Family  
Mr. and Mrs. Ira Lipman  
Jeana Littrell  
Carla and Bruce Livesay  
Ellen and William Losch  
Jeff and Michele Maddock  
Tammy Mailhot\*  
Karen and Mark McGough  
John and Deborah Merino  
Eric Miller  
Janet and Robert Molinet  
Jon & Raven Moorehead  
Mr. and Mrs. Allen B. Morgan, Jr.  
Dawn Morris  
Dr. G. Scott Morris  
Charles E. Murphey, Jr.  
Mr. and Mrs. Gavin M. Murrey  
Kathryn and Henry J. Naifeh, Jr.  
Richard S. Norman  
Anthony Norris  
Jerry Owen\*  
Rush and Julia O'Keefe  
Robert Paine  
Cary and Kim Pappas  
Mat and Sophie Parker\*  
Marianne Parrs  
Tamara Payne  
John Perkins\*  
Jeffrey and Lori Peterson  
Mr. and Mrs. John Pettey, III  
Scott Plunkett  
David and Selden Popwell  
Mr. and Mrs. James H. Prentiss, Jr.  
Susan and Bob Quinn  
Lindsey and Kevin Rea  
Edward C. Reyle  
Isabelle and Jean-Michel Ribieras  
Richard Roberts\*  
Terry Robertson\*  
Revs. Kenneth and Marilynn Robinson  
Maisha Robinson  
Cathy Ross  
Claude Russ  
Dave and Janice Russell  
Bathsheba Sams

Joe L. Schiffhouer\*  
David and Cheryl Schlitt  
Tracci Schultz  
Tyler and Jackie Shawkey  
Amy Shreve\*  
Neeti and Sharanjit Singh  
Shivani and Rajesh Singh  
Vicki and Ratan Singh  
Catherine Slater  
Charles F. Smith, Jr.  
Dave and Marsha Smith  
John Smith  
Kenneth Spangler  
Vernon Stafford, Jr.  
Randy Stokx  
Mr. and Mrs. Matthew Stone  
Elmer W. Stout  
Scot Struminger  
Rajesh Subramaniam  
Calvin Sullivan\*  
Mark and Laurie Sutton  
Susan Sweat  
Stephen Tanzer  
Chris and Stefanie Taylor  
Steven H. Taylor\*  
Joseph T. Tobin  
John Toohig  
Josh Tulino  
Sheryl and Rod Turner  
Steve and Fran Twersky  
Bonnie and Kurt Voldeng  
Andrew Wagner  
Nancy Walker  
Mr. and Mrs. Joe C. Weller  
Bobbi Wells  
Bill West, Jr.  
Tom and Leigh Ann Wicinski  
Jeffrey R. Wills  
Chris and Rich Wilson  
Richard Wright  
Keith Yarmowich\*  
Mark and Robbie Yerger  
J. T. Young

\* Part of The Tocqueville Society's "Step-Up" program





In the midst of being terminated from her job and facing a housing crisis, Kapreshia reached out to United Way of the Mid-South for employment assistance and was referred to one of United Way's **Driving The Dream** hubs, Porter-Leath. Since she had previous experience with early childhood education, her Care Coordinator helped her update her resume and land an interview with La Petite Academy. The interview was successful, and Kapreshia became the Lead Toddler Teacher. She recently interviewed for a teaching position with another school, and the interviewer was so impressed with her resume and qualifications that she interviewed Kapreshia for not one, but three open positions. Thanks to **Driving The Dream**, Kapreshia is now very optimistic about her future.

**"My experience with Driving The Dream has opened more doors than I ever thought possible."**  
~ Kapreshia, Driving The Dream participant

**2,314**  
**people**

received job readiness and training services



# FINANCIAL REPORT

## STATEMENT OF ACTIVITIES

JULY 1, 2018 – JUNE 30, 2019

REVENUE	2019	2018
<b>ANNUAL CAMPAIGN</b>		
Contributions received	\$16,763,315	\$17,084,341
Less donor designations	-\$4,730,590	-\$4,318,837
Less provisions for noncollectable pledges	-\$865,305	-\$668,248
	<b>\$11,167,420</b>	<b>\$12,097,256</b>

Investment income	\$193,604	\$403,633
Special events	\$147,526	\$33,669
Change in trust	-\$1,794	\$26,330
Other contributions	\$368,511	\$491,725
Grants and contracts	\$1,292,562	\$648,651
Miscellaneous income	\$17,425	\$3,193
<b>TOTAL REVENUE</b>	<b>\$13,185,254</b>	<b>\$13,704,457</b>

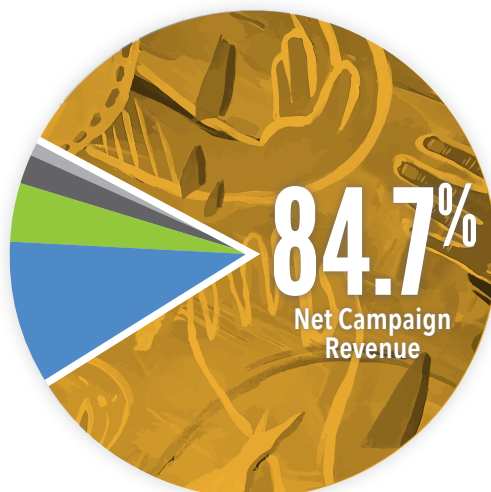
EXPENSES	2019	2018
<b>PROGRAM SERVICES</b>		
Allocations to agencies	\$12,873,770	\$12,577,637
Less donor designations	-\$4,730,590	-\$4,618,837
<b>NET FUND DISTRIBUTED</b>	<b>\$8,143,180</b>	<b>\$7,958,800</b>

Community service	\$2,939,668	\$2,304,305
Grant expenses	\$1,218,126	\$579,509
<b>TOTAL PROGRAM SERVICES</b>	<b>\$12,300,974</b>	<b>\$10,842,614</b>

<b>SUPPORTING SERVICES</b>		
Fundraising	\$1,015,671	\$1,247,430
Management and general	\$1,582,413	\$1,883,131
<b>TOTAL SUPPORTING SERVICES</b>	<b>\$2,598,084</b>	<b>\$3,130,561</b>

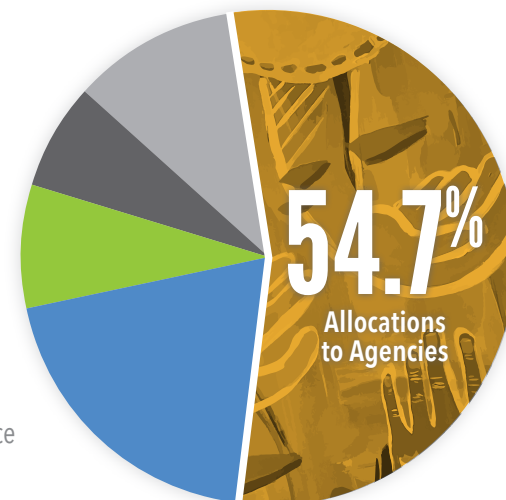
### 2019 REVENUE

1%	Special Events / Miscellaneous
1.5%	Investment Income
3%	Other Contributions
9.8%	Grants and Contracts



### 2019 EXPENSES

10.6%	Management & General
6.8%	Fundraising
8.2%	Grant Expenses
19.7%	Community Service



# STAFF DIRECTORY



Our United Way staff is a strong and diverse mix of seasoned professionals and fresh talent who are committed to the battle against poverty.

## EXECUTIVE LEADERSHIP

**Rev. Kenneth S. Robinson, M.D.,**  
*President & CEO*

**Gia Stokes,**  
*Chief Financial Officer*

**Lori Spicer Robertson,**  
*Chief Communications & Engagement Officer*

**Angelia Allen,**  
*V.P., Strategic Development*

**Mary Sexton,**  
*V.P., Resource Development*

## COMMUNICATION & ENGAGEMENT

Shamikia Adkins

### COMMUNICATIONS & MARKETING

Tawanda Jones  
Keshia Merritt  
Caroline Parkes  
Laura Russell

### CORPORATE & COMMUNITY ENGAGEMENT

Lindsay Larson  
Letitia Robertson

## COMMUNITY IMPACT

Janet Haas

### COMMUNITY PARTNERSHIPS

Diana Bedwell  
Donna Owens

### FINANCIAL STABILITY

Phyllis Fickling  
Yvonne Howard  
Kamisha Tucker

### DRIVING THE DREAM

Karlescica Brookins  
Cassandra Brown  
Eric Burden  
Terell Clayton  
LaShondra Hill  
Cecelia Johnson-Powell  
Candace Sanders  
Twana Whitlock  
Ariana Young

## FINANCE & OPERATIONS

### FINANCE

Brian Fiorino  
Helen Lemons  
Dyannice Perry  
Andrea Pope  
Stacey Reinke  
Uretha Smith

### HUMAN RESOURCES

Lynn Jackson  
Stephanie Sibley

### FACILITIES

Phyllis Hunt  
Steven Jones

### INFORMATION TECHNOLOGY

Jarvis Harris  
Matt King

### DATA

Tehrian Martin

## RESOURCE & DEVELOPMENT

### MAJOR GIFTS

Regina Holland  
Stephanie Brockway Shearin


### PRIORITY PARTNERS

Rhonnie Brewer  
Stephanie Douglas  
Albert Edwards  
Michael Riley

### ANNUAL GIVING

Annette Knox



The background is a light green color with various abstract patterns. There are several handprints in different shades of green, some of which are stylized and overlapping. There are also some floral or leaf-like shapes scattered throughout. The overall feel is organic and collaborative.

**“I am so happy that United Way of the Mid-South is focusing on raising people out of poverty through the collaborative efforts of their partners. We are thrilled to be a part of this work because it allows us to partner with many other wonderful agencies in the community that specialize in services that our clients need. It is true that together we can make a difference and do it in a way that is more efficient and effective for everyone.”**

*~Charlotte Hoppers, Executive Director, Grace House of Memphis*





1005 Tillman Street, Memphis, TN 38112  
901-433-4300 | [UWMIDSOUTH.ORG](http://UWMIDSOUTH.ORG)

