



**United Way**  
of the Mid-South



**2020 Virtual Campaign**



**United Way**  
of the Mid-South

# Community Impact for Over 97 years

United Way is driving the dreams of individuals and families advancing from poverty to prosperity.

## Our mission:

*"Improving the quality of life for Mid-Southerners by mobilizing & aligning community resources to address priority issues."*







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# Convene, Collaborate, Connect

TOGETHER, WE CAN DO MORE GOOD  
THAN ANY ONE OF US CAN DO ALONE.

## *Uniting people and resources:*

United Way is the largest, public, charitable foundation in the Mid-South.

**83%**  
**OF EVERY  
DOLLAR  
RAISED IS INVESTED  
IN THE COMMUNITY**





**United Way**  
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# Mid-Southerners in Poverty

YOUR SUPPORT STAYS HERE AT HOME

**Your donations stay in our counties & community**, helping neighbors, co-workers, family members & people like you.

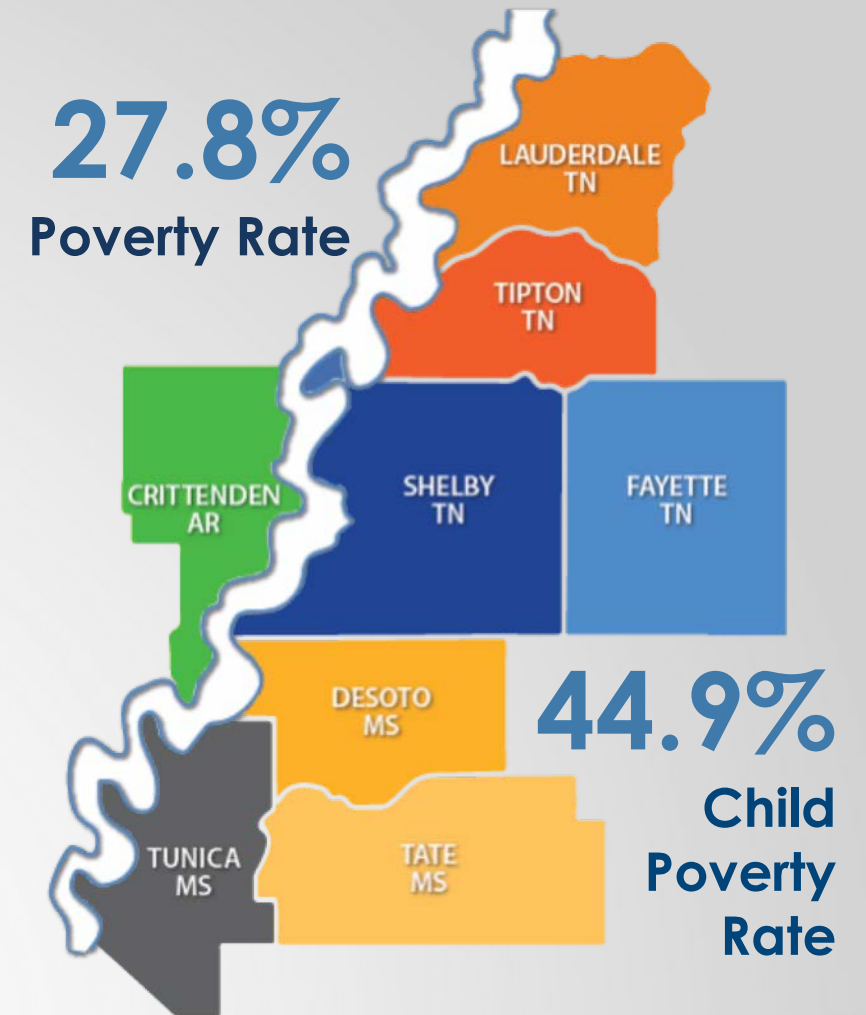
*We partner with nearly 70 efficient, high-performing agencies and over 200 programs. Support of United Way made an impact more than*

# 300,000



*times just last year throughout our eight-county area.*

\*Note: Memphis data is highlighted since it serves as the epicenter of the Mid-South.





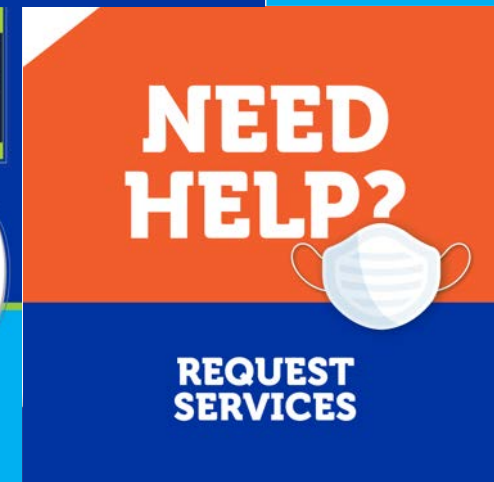
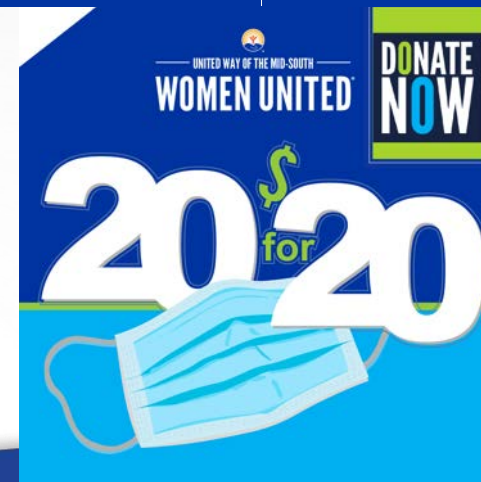
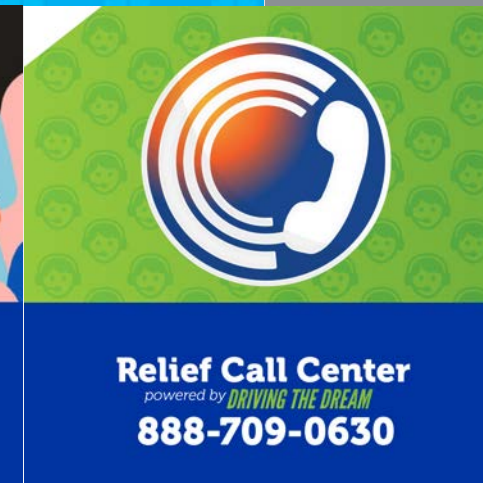


**United Way**  
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# COVID Response

HOW WE CONTINUE TO  
SUPPORT OUR MOST  
VULNERABLE NEIGHBORS

[www.uwmidsouth.org/covid-19](http://www.uwmidsouth.org/covid-19)





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# Mid-Southerners in Poverty

YOUR DOLLARS MAKE A DIFFERENCE



**\$14M**

**IN TAX RETURNS**

came back to families with  
household incomes less  
than \$56,000/yr



**\$938,163**

**SAVED**

on 14,500 prescription  
medications through  
United Way's partnership  
with FamilyWize.



**143,093**

**PEOPLE**

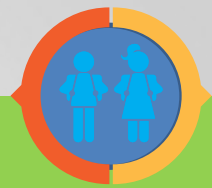
received information  
and referrals about  
services to improve  
their lives.



**45,971**

**PEOPLE**

received food through  
food pantries, home-  
delivered meals and  
congregate meals.



**2,749**

**CHILDREN and  
YOUTH**

participated in programs  
to support academic  
achievement





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**Driving the Dreams of  
Mid-Southerners**



United Way  of the Mid-South

Since 2002, our United Way and the IRS have partnered the tax returns for families earning less than \$56,000 annually for free. The Free Tax Prep program keeps families from spending vital resources on tax preparation and promotes financial self-sufficiency.

# NEED HELP CALL?



**Relief Call Center**  
powered by  
***DRIVING THE DREAM***  
**1-888-709-0630**



**Get Connected. Get Help.™**



**UWMIDSOUTH.ORG**







**United Way**  
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## Driving the Dreams of Mid-Southerners



United Way  of the Mid-South  
**COMMUNITY IMPACT FUND**

Our aligned grant-making through the **Community Impact Fund** supports a powerful network of agencies and programs in achieving positive outcomes for individuals and families in the Mid-South.





**United Way**  
of the Mid-South

## Driving the Dreams of Mid-Southerners



UNITED WAY OF THE MID-SOUTH

## DRIVING THE DREAM

Everyone has dreams of a better life regardless of their circumstances. We are intentionally connecting the dots among agencies for those in Mid-South poverty — moving them from where they are to where they dream to be. ***Driving The Dream*** is the solution.



Driving the Dream **Video**

# Raising the Funds

**Raising funds through a United Way Workplace Campaign is a great way to:**

- Elevate Corporate Social Responsibility platform
- Engage employees in a cause for their community
- Enlighten your team about the adverse effects of poverty on Mid-Southerners
- Enjoy the satisfaction of knowing your dollars are hard at work doing the most good





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# Engagement Groups

Fueling the Fight

**Engagement Groups provide opportunities for you to get more deeply involved through volunteering or attending our many events throughout the year.**

- Leaders United
- Retire United
- Tocqueville Society
- Women United
- UW Ambassadors







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# Workplace Campaign

The Mid-South faces many challenges. Now we also face COVID-19.

No one person, nonprofit agency, company, or group can solve them alone.

**Join us in the fight for a better, brighter Mid-South and help us move people from where they are to where they dream to be.**





2020 Campaign **Video**

**UWMIDSOUTH.ORG**



For more information, contact your Resource Development Manager