



## YOUR GIFT IS THE WAY WE KEEP FAMILIES TOGETHER

Sarah was determined to keep her siblings from entering foster care. Her mother had passed away, and they were removed from their disabled father's custody.

Though she had four children of her own, she took them in – she knew her mother would have wanted it that way.

Sarah panicked as she read a letter taped to her front door. The letter stated she was being evicted because there were too many people living in her apartment.

Since she did not have legal custody of her siblings, she was not eligible for a larger unit. Sarah also learned that, without custody, she could not receive additional resources from the state for the children's basic needs.

Sarah was referred to a United Way partner agency that works to keep families in their homes. A case manager was assigned who immediately secured clothing and additional food. The case manager also worked with the state and was able to help Sarah obtain temporary custody. Soon, she moved her family into a four bedroom apartment and enrolled the children in the neighborhood school.

Thanks to your support, United Way made a difference for this family. Together we can do more good than any one of us can do alone.



## UNITED WAY'S MISSION

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

## DRIVING THE DREAM AGAINST POVERTY

At United Way of the Mid-South, we're assembling partners to address our community's single biggest challenge: poverty. We want more people to escape poverty and live the life of their dreams. We call this initiative *Driving The Dream*.

### POVERTY IS OUR AREA'S BIGGEST PROBLEM:

- Memphis is at or near the top of national listings of large metro areas for overall poverty.
- Nearly 150,000 people in Memphis live in poverty
- That's over 27.8% of the city's population.
- Even more alarming, 44.9% of children live in poverty.
- No single organization or individual can solve this problem alone.

### BENEFITS TO INDIVIDUALS AND OUR LOCAL ECONOMY

A more aggressive approach to poverty reduction will transform the lives of individuals and families, moving them from a state of economic crisis to greater self-sufficiency. Lowering our high poverty rates will also strengthen our local economy. Moving the needle on poverty is a team effort. With your support, we can help people in poverty discover their dreams, follow a plan to advance out of poverty, and see their dreams come true. Our battle against poverty is a fight we must win for the sake of everyone living in the Mid-South.

**Need help or know someone who does?** Dial our 2-1-1 helpline or (901) 415-2790 during normal business hours and speak with a trained operator who can connect you to services that make a difference.

### UNITED WAY SERVES

Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton & Tunica counties in AR, MS and TN.

1005 Tillman Street, Memphis, TN 38112  
Phone (901) 433.4300 | Fax (901) 433.3100

[UWMIDSOUTH.ORG](http://UWMIDSOUTH.ORG)



UW0320



United Way  of the Mid-South

# CONGRATS ON YOUR NEW JOB!



# WELCOME TO YOUR NEW WORKPLACE!



Dear Employee:

As a company, we are committed to improving the quality of life for Mid-Southerners. In addition, we encourage our employees to be involved with and support local civic and charitable activities.

We support United Way because its network impacts local poverty by striving to advance people by providing access to a better quality of life.

United Way practices the highest levels of transparency, efficiency and effectiveness. Hundreds of local volunteers are involved in its fundraising, decision-making and distribution of funds. Your support helps programs and agencies with proven track records and good management, which are regularly reviewed, to ensure they meet high levels of standards and practice.

One easy way to give – preferred by many of us – is through payroll deduction. Through this method, you authorize automatic deductions from each paycheck or as a lump sum gift paid once a year. You can also contribute by cash or check.

The attached pledge card allows you to choose either option. Please sign and return the card, whether or not you decide to participate. Your decision is kept confidential. Thank you for helping the Mid-South by supporting United Way.

# WHO IS UNITED WAY OF THE MID-SOUTH?

United Way is the largest public charitable foundation in the Mid-South. We serve as the intersection between people, corporations and organizations to combine our resources and influence, which leads to economic prosperity for us all.

## THE PRIORITY IS LOCAL POVERTY

Many of our area’s struggles are rooted in the challenges created by generational poverty. United Way strives to advance individuals and families from where they are to where they dream to be, but we know this isn’t a fight we can tackle alone. Please consider giving of your time, talent and treasure to help move people from poverty to prosperity.

# WANT TO GET INVOLVED?

**LEADERS UNITED** Consider becoming a part of Leaders United by giving an annual donation of \$500 or more.

Your funds, joined with those of other Mid-Southerners, allow United Way to serve the most vulnerable because together, we can do more good than anyone of us can do alone.

**WOMEN UNITED** Women United is a United Way leadership group. This diverse group of leaders is committed to helping low-income women and their families move out of poverty.

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

When women support and invest in other women, they are truly unstoppable. For a \$500 annual donation, you can join Women United and empower women to reach their full potential.

# I’M JOINING MY COMPANY’S SUPPORT OF UNITED WAY

Giving is a personal choice. Your gift is a voluntary and important decision that will impact thousands of people. We provide several options for your contributions:

A

To contribute a specific amount each pay period:

other	\$100	\$50	\$20	\$10	\$5

B

To make a stock/securities donation. Please call 901-433-4374.

C

To contribute a one-time gift to United Way: \$

OPTIONAL

United Way of the Mid-South is helping people across our 8-county area. Please indicate which county (if you have a preference) you wish to support through your payroll deduction gift.

I wish to place my gift in the United Way Community Impact Fund for the following county:

Crittenden, AR

DeSoto, MS

Fayette, TN

Lauderdale, TN

Shelby, TN

Tate, MS

Tipton, TN

Tunica, MS

Print Name

Sign

Date

☐

I authorize my employer to deduct this amount from each paycheck. I understand this authorization will continue unless specified by me in writing. United Way of the Mid-South does not provide goods or services as whole or partial consideration for any contribution.