

United Way  of the Mid-South

VOLUNTEER TRAINING GUIDE



UNITED WAY OF THE MID-SOUTH

ABOUT UNITED WAY



REV. KENNETH S. ROBINSON, M.D.

*President and CEO
United Way of the Mid-South*

Dr. Kenneth S. Robinson became the President & CEO of United Way of the Mid-South in February 2015, yet his previous volunteer and Board-level leadership with the organization extended more than 25 years. His bi-professional synthesis of medicine and ministry has made him a strong leader in the areas of public policy, health and healthcare, and community development at the highest levels of local, statewide and national impact. Dr. Robinson has held Board and leadership positions with numerous nonprofits, foundations, colleges, civic organizations, health-related entities and "think-tank" groups across the Mid-South and Tennessee. He holds a Bachelor of Arts, cum laude, from Harvard College; the Doctor of Medicine degree from Harvard Medical School; and a Master of Divinity from Vanderbilt Divinity School. He and his wife of over 40 years, Marilyn, have twin daughters – both accomplished physicians.

UNITED WAY OF THE MID-SOUTH IS FOCUSED ON CREATING CHANGE FOR FAMILIES AND COMMUNITIES BY ADDRESSING OUR GREATEST CHALLENGE: POVERTY.

We know there are many organizations you can support; so we very much appreciate your trust. Your gift to United Way's Community Impact is paired with the contributions of your coworkers, neighbors, friends and family members to create a tremendous force for our common good.

United Way of the Mid-South is the region's largest public, exclusively charitable foundation. We rely on the support of individual donors and volunteers to make a collective impact in communities across our eight-county service area. Scores of local volunteers - people like you - are trained to evaluate grant requests and make recommendations on funding decisions through our United Way grant-making process. These volunteers learn about the needs of our community, examine the operations and budgets of local nonprofit agencies and programs, and make the tough decisions regarding their recommendations to our Board of Directors, about how donated funds should be invested. Their overarching consideration is to prioritize which programs seeking funding are most closely aligned with our strong network of human services agencies - helping individuals and families move toward financial stability and greater self-sufficiency.

Our United Way Board of Directors (also made up of local, unpaid volunteers) reviews these funding recommendations, and makes the final grant decisions; yet another level of safeguarding and being good stewards of your donation. At United Way, we are committed to multiple levels of oversight to ensure your gift is invested wisely, effectively, and in ways that have the most significant impact for families in the Mid-South.

Driving The Dream™ is United Way of the Mid-South's human services system of care-designed to help people "move 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 dreams; by fostering a community where the people we serve are hopeful, resilient and self-sufficient.

No one wants to struggle or to see his or her children face overwhelming challenges. Yet in Memphis, 23% of individuals live in poverty, as well as one in three children! Together, we can transform the futures of thousands of families among us; and we can help them break out of the cycle of poverty. Through a network of over 130 partners, **Driving The Dream™** is connecting people with all the resources they need, and helping thousands of people build financial stability and a brighter future for their families!

Together - in a united way - we can literally transform the lives of individuals and families; and, in so doing, we can also transform the wellbeing of our community!

Thanking you for your support,

A handwritten signature in black ink, appearing to be "K. Robinson", written over a red and orange geometric background.

MAKING A COMMUNITY IMPACT

TRANSFORMATIONAL RESULTS FOR OUR COMMUNITY START WITH YOUR SUPPORT.

United Way of the Mid-South is the region's largest public, exclusively charitable grant-making foundation. Donations to United Way are an investment in the lives of adults and children across our eight-county service area as we respond to local needs and address our community's most critical issue: poverty.

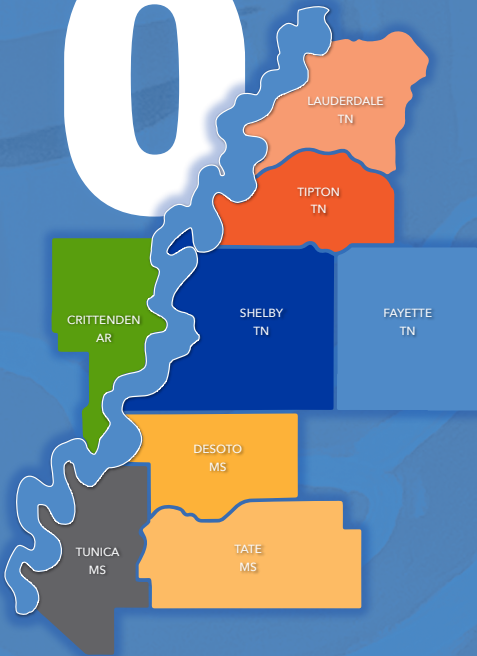
With the assistance of local volunteer committees in each county that we serve, United Way has carefully invested in selected high-performing agencies that are delivering programs aimed at addressing poverty and the long-term financial security of families across the Mid-South.

In your role as a Campaign Representative, Employee Engagement Champion, or volunteer you are a leader in helping United Way deliver on its mission. With your help, our workplace campaigns, fundraisers, and community events provide an easy and fun way to support United Way and help people move from where they are to where they dream to be.

Donations can be made through payroll deduction arranged through workplace giving campaigns, or with a direct online one-time contribution, or recurring credit card charge.

Leadership Giving - gifts of \$500 or more - drive community impact. Leadership givers are connected with other like-minded philanthropists and enjoy opportunities to deepen their engagement with United Way and the people we serve.

8 COUNTIES SERVED



YOUR GIFT CREATES AN IMPACT IN YOUR COUNTY.

The donations you make to United Way of the Mid-South support Community Impact through our eight-county service area in: Fayette, Lauderdale, Shelby and Tipton counties in Tennessee; Crittenden county in Arkansas; and DeSoto, Tunica and Tate counties in Mississippi.

33%

of Memphis' children live in poverty.





United Way of the Mid-South has built a network of over 130 agencies - *Driving The Dream™* - to help individuals and families living in poverty give an easily accessible way to connect to all the resources they need to meet their immediate and long-term goals. *Driving The Dream™* can help families move toward financial security and a brighter future. With one call to the *Driving The Dream™* Call Center, a friendly voice will answer the immediate concerns and take the conversation one step further... "what other help do you need?" With that simple question, people can enter a network of support with multiple agencies across sectors, including public benefits. People who reach out to *Driving The Dream™*

Driving The Dream™ currently has over 130 network partners. In May of 2023, United Way of the Mid-South announced a two-year Families First Community Grant from the TN Department of Human Services that will allow **Driving The Dream™** to expand its services, currently offered only in Shelby County, to reach 14,000 individuals and children by 2025. Learn more about **Driving The Dream™** at our website. <https://dtd.uwmidsouth.org>.



HELPING PEOPLE MOVE FROM WHERE THEY ARE, TO WHERE THEY DREAM TO BE

Department of
Human Services

UNITED WAY OF THE MID-SOUTH

FREE TAX PREP



A SERVICE TO HELP HOUSEHOLDS BUILD FINANCIAL STABILITY.

Achieving financial stability is critical to households living in, or on the edge of poverty. Too often, predatory tax-preparers take advantage of those who need help the most, charging high fees or a percentage of refunds.

United Way of the Mid-South offers a FREE alternative with IRS certified and trained tax preparers. Low and moderate income households - those making \$64,000 or less in 2023 - are eligible for **FREE TAX PREP** and can take full advantage of the Earned Income Tax Credit and other credits and deductions.

United Way hosts over 20 Free Tax Prep sites at locations across the region. Some locations offer translation or bilingual services, and a mobile site is available to increase accessibility. Information about Free Tax Prep services, site locations, and hours of operation is available by calling **2-1-1** or on our website.

United Way of the Mid-South is seeking volunteers to help make Free Tax Prep possible across the Mid-South. We rely on volunteers to serve as greeters, screeners, and tax preparers.

No experience is necessary and the training is free.
JOIN US!



2.1.1

Get Connected. Get Help.™



CONNECTING YOU WITH THE PUBLIC BENEFITS YOU QUALIFY FOR.

BENEFIT KITCHEN is offered by United Way as a resource to quickly connect you with Tennessee's public benefits, including:

- ◀ Food Stamps / SNAP
- ◀ Head Start
- ◀ TennCare
- ◀ Child Tax Credit
- ◀ School Meals, and much more!

This easy text service is free, confidential, and can save you money, time, and effort. Text **BENEFITS** to **211-211** and, after a few short questions, you will immediately receive notice of tax credits and benefits you're eligible for, along with links to apply for each benefit. Find the benefits you deserve for FREE.

Driving The Dream™ is here to help you connect with additional resources and services. Call 844-444-4211 for more information.



YOUR HEALTH IS OUR PRIORITY!

Don't overpay for your prescription medications! **SingleCare** is a FREE prescription savings service that provides you with consistently low prices. You can use your SingleCare card even if you have prescription coverage with your health insurance plan. Get all the savings you need right at your local pharmacy.



FREQUENTLY ASKED QUESTIONS

There are questions we often encounter about United Way of the Mid-South, our mission in the community, our grant-making, and how we raise money. Questions provide an opportunity to provide additional information and build trust. People are willing to support a fundraising campaign, volunteer for an event, or advocate for United Way among friends and colleagues if they have been provided transparent and compelling answers to their questions.

WHAT DOES UNITED WAY DO?

United Way of the Mid-South is helping more people escape generational poverty by making strategic investments in our community and improving people's lives. We're creating lasting, community-level changes to help local individuals and families enjoy a better quality of life. Our strategies include leading cross-sector collaborations, advocacy for public policy changes, and funding direct services and programs provided by human service partner agencies.

WHERE DOES UNITED WAY FOCUS?

We're leading the fight against poverty and **Driving The Dream™** helps thousands of people move from where they are to where they dream to be. Our unduplicated network of supports and services creating improvements for people's quality of life through economic and social mobility.

WHY IS UNITED WAY THE BEST WAY TO MAKE THE BIGGEST DIFFERENCE?

United Way has the scope, expertise and influence to bring together hundreds of human service agencies, government entities, corporations, private foundations, and dedicated volunteers around a common vision of creating maximum impact in our community. We are trusted by our partners and the community because we ensure transparency, efficiency and accountability in our work.

WHY SHOULD I GIVE TO UNITED WAY?

Your gift makes an impact on our single most significant issue: poverty. It supports hundreds of vital services available to people in the Mid-South. To ensure that your money is well-spent for the most critical needs in our community, teams of knowledgeable volunteers who live and work in the Mid-South make decisions on where the money is spent to help the most people in need. With a focused approach, we can make a collective impact.

HOW DOES UNITED WAY DEMONSTRATE ITS ACCOUNTABILITY?

United Way is the largest, public charitable foundation in the Mid-South. United Way is the leading way for corporations, individuals,

groups and agencies to make a difference in our community. We demonstrate our accountability by supporting high-performing, human service agencies through a transparent and rigorous grant-making process.

WHAT ARE UNITED WAY'S OVERHEAD COSTS?

United Way of the Mid-South's operating overhead is 12%, which means that 88¢ of every dollar raised is invested in the fight against poverty.

CAN I GET HELP FROM A UNITED WAY AGENCY? CAN ANYONE?

Yes. The vital services provided by agencies are available to everyone without regard to economic status, race or religion. In some rare cases, services may be limited based on government-imposed eligibility requirements.

DO UNITED WAY SUPPORTED AGENCIES CHARGE FEES FOR THEIR SERVICES?

Some do, and some don't. Those who do charge generally base their charges on the individual's ability to pay, and that sum is always far below actual costs.

DO YOU HAVE A SERVICE FEE FOR THOSE DONATIONS DESIGNATED TO AGENCIES?

No, we convene these entities for the greatest good, and while undesignated funds fuel the grant-making of United Way of the Mid-South, we don't charge a service fee for funds designated to other organizations.

WHO DECIDES WHO GETS UNITED WAY CONTRIBUTIONS?

Every year community volunteers make the tough decisions – decisions that touch thousands of lives and involve millions of dollars. They visit agencies, review budgets and make sure every dollar goes to programs that have the greatest impact on the lives of Mid-Southerners.

WHY NOT JUST GIVE DIRECTLY TO THE AGENCIES?

There are several reasons why United Way is among the best ways to give to charity:

- United Way's community-based oversight assures donors that the charities you support through United Way adhere to sound fiscal policies, provide needed services, and achieve results.
- Giving through United Way reduces costly and time-consuming fundraising efforts for agencies, so their time can be spent helping others.

FREQUENTLY ASKED QUESTIONS

- Giving through United Way supports a network of agencies that work together in our battle against poverty, creating a network of support that is delivering results in addressing poverty now.
- Most companies offer payroll deduction to divide your gift into smaller Donations.

Together, we can do more good than any one of us can do alone.

HOW ARE UNITED WAY AGENCIES ACCOUNTABLE TO UNITED WAY DONORS?

Every United Way agency meets these high standards to assure you of quality and efficiency:

- Recognized by the IRS as a nonprofit 501(c)(3) organization.
- Governed by a volunteer board of directors.
- Provides for a human care need and measures those results.
- Audited regularly by an independent CPA firm.
- Submits annual financial statements.
- Presents and defends their organization's budget to a panel of community volunteers.
- Operates at a reasonable cost.

Experienced community volunteers oversee the distributions to all agencies, review financial reports and annual audits, conduct on-site visits and monitor programs to assure quality.

DO THE AGENCIES GET GOVERNMENT FUNDING?

Many agencies receive government support, primarily through grants. In fact, United Way funding is often used by agencies to generate matching government funds with agency resources. However, shrinking government dollars available to agencies can threaten their financial stability, which means that privately funded sources like United Way are more important than ever.

WHY DOES UNITED WAY SUPPORT SOME AGENCIES THAT ARE AFFILIATED WITH RELIGIOUS GROUPS?

United Way supports agencies because they provide services to people who need them and create meaningful results in our battle against poverty. The agencies affiliated with religious groups provide services to all people, regardless of religious affiliation. United Way of the Mid-South recognizes the rights of all people and does not, in any way, discriminate against any person or organization because of race, religion, gender, sexual orientation, age, national origin, disability, socioeconomic status, or political preference. In all of our funding policies and employment practices, we strive to be both fair and equitable.

IF I GIVE TO MY CHURCH, WHY DO I NEED TO GIVE TO UNITED WAY?

Most people who give to charity also give to their church, synagogue or house of worship. Studies have shown that people who participate in faith-based worship on a regular basis also give more to charity and are more likely to volunteer. By giving to United Way, you are supporting high-performing agencies who have widespread impact and touch thousands of people - including many Mid-Southerners of faith - in a variety of ways.

HOW DO I KNOW MY GIFT REALLY MAKES A DIFFERENCE?

United Way volunteers focus on community needs and program results when making funding decisions. You can serve on a volunteer committee to decide how to best distribute the funds raised.

I KNOW SOMEONE WHO ASKED FOR HELP AND DIDN'T GET IT - WHAT'S GOING ON?

United Way helps make sure that programs throughout the community have the resources they need to serve people and address challenges. Needs always exceed the dollars available to meet them; unfortunately, some people don't get the help they may desperately need. United Way agencies served thousands of people in the Mid-South last year. If more people give, waiting lists can be reduced and programs can be expanded to serve more people with agency resources. However, shrinking government dollars available to agencies can threaten their financial stability, which means that privately funded sources like United Way are more important than ever.

DOES THE MONEY STAY LOCAL?

By directing your contribution to support United Way, we are able to. United Way's Community Impact ensures local nonprofits' success. Volunteers in your community work with United Way staff to determine the most effective way to deploy these resources to benefit individuals and families. You support the agencies that are delivering vital services in your community.

HOW CAN PEOPLE PARTICIPATE?

When we LIVE UNITED, whatever the problem facing our community, we can create real change.

- **GIVE** - Invest in the best way to make the biggest difference.
- **ADVOCATE** - Be informed and speak out on issues that matter to you.
- **VOLUNTEER** - Put your talents to work in the community
- **ENGAGE** - Join others to bring positive change.

United Way of the Mid-South received a 4-star rating from **Charity Navigator**. This designation means that we have shown our donors and constituents that we are accountable, transparent and financially healthy.



2022-23 COMMUNITY IMPACT PARTNERS

When you give to United Way of The Mid-South's Community Impact, your support has the greatest impact. Supporting United Way helps more people move toward financial stability and self-sufficiency. These agencies and their programs are funded by your support of United Way of the Mid-South's Community Impact. They are collectively working to improve economic and social mobility - boosting our local economy by helping families move from where they are to where they dream to be. When you give to United Way's Community Impact, you're providing vital funding to the work of these agencies. Thank you!

Alliance Healthcare Services
Alpha Omega Veterans Services, Inc.
American Red Cross, Mid-South Chapter
Boy Scouts of America, West TN Area Council
Boys & Girls Clubs of Greater Memphis
Catholic Charities of West Tennessee, Inc.
Children & Family Services, Inc.
Coldwater Volunteer Fire Department
DeSoto County Foundation for Excellence in Education
DeSoto County Literacy Council, Inc.
Dewitt Community Coalition, Inc.
District One Volunteer Fire Department
Exchange Club - Carl Perkins Center
Families in Transition Inc.
Family Biz Builder
Fayette Cares, Inc.
Fayette County Commission on Aging
Fayette Literacy
Frayser Community Development Corporation
Friends For All
Girl Scouts Heart of the South
Goodwill Homes Community Services, Inc.
Grace House of Memphis, Inc.

Harwood Center, Inc.
Hernando Excel By 5 Dolly Parton Imagination Library
Historic DeSoto Foundation
Hope House
Kindred Place
Knowledge Quest, Inc.
LaGoshen Family Life Center
Latino Memphis
Lauderdale County Family Resource Center
Le Bonheur Early Intervention and Development (LEAD)
Legal Aid of Arkansas, Inc.
LINC 2-1-1
Madonna Learning Center
Memphis Child Advocacy Center
Memphis Crisis Center
Memphis Jewish Community Center
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.

Samaritans
Search Dogs South
Southwest Human Resource Agency
Special Olympics, Greater Memphis
SRVS
Sweet Cheeks Diaper Ministry
Synergy Treatment Centers
Tennessee Poison Center
The ARC of Northwest Mississippi
The Baddour Center
The Salvation Army Memphis & The Mid-South
YMCA of Memphis and the Mid-South
YWCA Greater Memphis

United Way of the Mid-South Endorsed Agencies as of June 2023:

Binghampton Development Corporation
BRIDGES
Fayette County Schools Alumni Association
Girls Inc. of Memphis
Memphis Jewish Home & Rehab
United Housing, Inc.
Youth Villages

2022-23 DRIVING THE DREAM™ AGENCIES

***Driving The Dream™** is helping people move from where they are to where they dream be. United Way of the Mid-South has built a network of partner agencies - **Driving The Dream™** - to give individuals and families living in poverty an easily accessible way to connect to all the resources they need to meet their immediate and long-term goals. As of June 2023, **Driving The Dream™** partners include:*

2Unique Community Salvation Foundation
Agape Child & Family Services
Alliance Healthcare Services
Alpha Omega Veteran Services, Inc.
American Red Cross, Mid-South Tennessee
America Works
Amerigroup
Anaya Partnership/Youth Villages
Apple Seeds, Inc.
Believing Church
Bethany Christian Services
Big Brothers Big Sisters of the Mid-South
Binghampton Development Corporation
Birthright Memphis
BlueCare Tennessee
Bodine School
Boys & Girls Club of Memphis
BRIDGES
Capstone Education Group
Catholic Charities of West Tennessee, Inc.
Center for Employment Opportunities
Center for Transforming Communities
Church Health Center
Churches-Families and Communities Together (C-FACT)
City of Memphis - GVIP
CMI Healthcare Services
Collective Blueprint
Collierville Literacy Council
Communities In Schools
Community Intervention Memphis
Community Legal Center
Constance Abbey
Coordinated Effort to Enhance Development (CEED)

Daughters of Zion All Women's Bible College
DeafConnect of the Mid-South
DeNeuille Learning Center
Divine Life
Dress for Success Memphis
Early Success Coalition
Economic Opportunities
Ella Bebe Angels
Enchanted
Families Matter
Frayser Community Development Corporation
Freedom, Healing, Wholeness INC.
Freeman Outreach Center
Gestalt Community Schools
Goodwill Homes Community Services, Inc.
Golden Leaf Church
Good Shepherd Pharmacy
Grace House of Memphis, Inc.
Greater Memphis Financial Empowerment Center
Green Dot Schools
Harwood Center, Inc.
Hope City
HopeWorks
Integrated Addiction Care
Jesus People Church
JIFF, Inc.
Kindred Place
Knowledge Quest
Latino Memphis
Le Dujour H.E.R.O. Village of the Mid-South, Inc.
Legacy of Legends CDC
Libertas School of Memphis

Liberty Memphis
Lifeline to Success
Literacy Midsouth
Madonna Learning Center
Memphis Area Legal Services, Inc.
Memphis Child Advocacy Center
Memphis Crisis CenterT3
Memphis Delta Prep Charter School
Memphis Dream Center
Memphis Gridiron Ministries
Memphis Oral School for the Deaf
Memphis Public Library & Information System (211)
Memphis Jewish Community Center
Memphis Urban League, Inc.
Methodist Le Bonheur Community Outreach
Meritan, Inc.
Metropolitan Inter-Faith Association (MIFA)
Mid-South Food Bank
Mind Renewals, Inc.
Neighborhood Christian Centers, Inc.
Naturally Nurtured Birth Services
New Ballet Ensemble & School
New Dawn Social Services
New Sardis Baptist Church
Oasis of Hope
One by One Ministries
One More Child
Pathways In Education
Phi Beta Sigma Fraternity (Tau Iota Chapter)
Porter-Leath
Progeny Place
Promise Development Corporation



Raleigh Community Christian
Child Care Center
Refugee Empowerment Program
RISE Foundation
RiseTN
Room in the Inn
Seedco
Shelby County Dept. of Human Services
Shelby County Schools
Shelby Residential Vocational Services
(SRVS)
Shirley Poole Legacy Foundation
Sister Supply
S.O. What! Foundation
Southeast Regional Development
Corporation (SRDC)
STS Enterprise Corporation
Synergy Treatment Centers
Tech 901
The Excel Center
The HART Center
The Last House on The Block (LHOTB)
The Salvation Army
The SMART Center
Thistle & Bee Enterprises
TN Voices for Children
United Housing, Inc.
United Way Free Tax Prep (FTP)
University of Tennessee of Health
Science Center (UTHSC)
UpSmith, Inc.
Urban Strategies, Inc.
U of M Dean of Students
WorkSteady Works, LLC
YMCA of Memphis & the Mid-South
YWCA of Greater Memphis
Young Ladies of Change, Inc.

As of August 2023

FOR QUESTIONS CONTACT:

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UWMIDSOUTH.ORG