

United Way's Earned Income Tax Credit Alliance Seeks Volunteers to Maximize Local Impact!

The **Earned Income Tax Credit Alliance** is looking for volunteers to assist in preparing federal and state tax returns electronically for low to moderate income families and individuals again this year. For new volunteers, this will be a chance to meet new people, learn new skills and help others. Each volunteer tax preparer must complete the Internal Revenue Service's Tax Law and Process Based training to receive their certification.

Volunteers may also serve as screeners and greeters for the tax process. As a screener, the volunteer will assist taxpayers in completing the interview sheet and transfer the paperwork to a tax preparer for completion. As a greeter, the volunteer will use a check sheet to determine if the taxpayer has all the necessary information to have their return completed at the free tax site. These volunteers will need the ability to meet and talk with a variety of people. Volunteers should have good communication skills and be comfortable with people of different backgrounds.

Since its creation EITCA has helped bring approximately \$16 million to families and individuals in the Mid-South. This is an important way United Way of the Mid-South helps improve incomes across our community.



Volunteer Income Tax Assistance training sessions begin November 30 and end February 11, 2010. Volunteers can pick the appropriate training classes for their particular volunteer interests. All classes will be held at BRIDGES, 477 N. Fifth Street.

Last year, EITCA volunteers from many local organizations helped people file their income taxes for free, making sure they claimed this important tax credit when they qualified.

By volunteering for the EITC Alliance individuals can share new skills, have an impact on the community, make new friends and help people improve their financial well-being. It can also be a great resume-builder!

To request an application and to reserve your seat for training, contact Dee Fuller at (901) 433-4326 or dee.fuller@uwmidsouth.org

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Youth United Way Bowls Pins For Pennies with parents for fun and fundraising!

Youth United Way held its 4th annual Pins for Pennies kickoff rally on Sunday, October 18 to start the YUW program year.

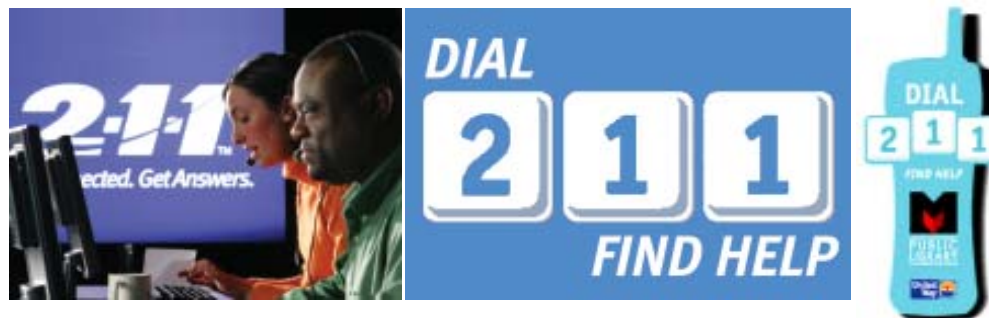
Over 200 Youth United Way students and their parents teamed up to raise funds by bowling. Every pin that fell raised at least a penny, so everyone wanted everyone else to have high scores!

The Youth United Way program teaches local teens the value of leadership and encourages positive life decisions and strong academic achievement. Through the years, a high percentage of students have been awarded scholarships to a large number of colleges and universities.



Pins for Pennies bowlers (from left) **Armani Alexander, Victoria Terry, Vickie Terry and Aliyah Alexander** participated in the popular October kickoff event which brings students and parents together to start Youth United Way's program year.

Need Help? Dial 2-1-1



2-1-1 connects people facing challenges with services that matter: Quickly!

When you need help, the first step can be the most challenging. Now the answer's simple - **Dial 2-1-1** for fast access to community services information. United Way and the Memphis Public Library give the Mid-South this powerful tool for health and human service information.

FALL 2009



United Way of the Mid-South

making an impact

IN CRITTENDEN, DESOTO, FAYETTE, LAUDERDALE, SHELBY, TIPTON, TATE AND TUNICA COUNTIES



Despite record rainfall, volunteer spirit shines through

(See photos on next page)

Collins Emphasizes "Need to Give" in Challenging Economic Times

United Way General Campaign Chairman **Jerry Collins, Jr. PE.** led this year's United Way rally at Christ The Rock Metro Church, 8800 Winchester Rd. where he reminded the crowd to focus on

"It is a great honor and responsibility to be the General Campaign Chairman this year," he said. "No one ever gave more because they watched an economics forecast, but many have answered the call when a neighbor, friend or family member has asked for help."

Fundraising drive begins with over \$1,453,000 presented at kickoff rally!

(More inside)

Hosting the Day of Caring kickoff this year was **Charles Burkett**, President of First Tennessee and Chairman of the Board

(Continued on page following)

helping people in need rather than on news reports about uncertain economic indicators.

Collins and his team of campaign cabinet members, fundraisers and volunteers are raising funds for United Way's network of nearly 100 nonprofit agencies. Collins said "my team and I are focused less on questions about the national economy and more on the ability to help people in need by supporting our local United Way."



Smith & Nephew volunteers **John Grise, Wayne Parks, Leslie Parson and Robert McClatchey** closed out the rally with energy as they performed the song "Love Train"

Volunteers & leaders show support for UW at Day of Caring

(Continued from front panel)

of Directors for United Way of the Mid-South. **Rev. Chris Bennett**, Pastor of Christ The Rock Metro Church, delivered the invocation and the Pledge of Allegiance was led by **NCCS Walt Clark** and **NC1 Cristy Justice** from our United States Navy.

Both **Myron Lowery**, Mayor Pro Tem, City of Memphis and **A C Wharton**, Shelby County Mayor, saluted the volunteers. **Martha Perine Beard** from the Memphis branch of the Federal Reserve Bank of St. Louis and volunteer Chairwoman for UW's Community Impact work spoke about the tremendous need to support United Way's fundraising drive.

"This year, our nonprofit sector is working to improve people's lives in the midst of a challenging national economy," she said. "Your support of United Way is all the more critical during times like these."

Frank Gusmus, President of FTN Financial, and volunteer chairman for United Way's local **Tocqueville Society** said that we do indeed face more challenges this year and reminded the crowd that we have overcome challenges in the past.

The Day of Caring rally ended on a "high note" with volunteers from Smith & Nephew giving the crowd an energizing rendition of the R&B classic "Love Train."

Day of Caring volunteers participated in a wide variety of projects from landscaping and grounds improvements to interacting with children and adults with special needs due to physical challenges. (See photos below)



United Way Chairman of the Board **Charles Burkett** told the crowd about **Jerry Collins** and his team of fundraising volunteers: "I had the Campaign Chairman's job a few years ago, and it takes hard work. This year's Chairman has already shown his dedication, and that he is always focused to two things: raising support for United Way, and having fun in the process!"



Above, **Mayor A C Wharton** salutes volunteers for their willingness to help people in need and make a difference by giving and volunteering. **Mayor Pro-Tem Myron Lowery** (left) also saluted the volunteers.

Both Wharton and Lowery have shown support of United Way and our network of health and human service programs throughout the years.

Snapshots: volunteers at work during Day of Caring

United Way volunteers set a new high mark for volunteerism as they worked at local nonprofits this year - many of them worked during a record-setting rainstorm! Volunteer safety was paramount, and outdoor activities were rescheduled for a sunnier day. However, indoor activities went forward as planned. Local nonprofits and volunteers report tremendous success!



Early gifts and efforts contribute over \$1.45 million to local campaign's start



Marvin Smith, (left) Managing Director, FedEx Worldwide Services presents the charitable \$1 million dollar check from **FedEx Corporation** to kick off the regional fundraising campaign. Holding the check are (center) **Harry Shaw**, UW President and (right) **Jerry Collins**, General Campaign Chairman.

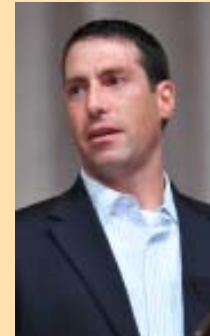
Early campaigns play a very important role in the regional fundraising campaign. They help set a pace for giving that energizes volunteers and donors to support the United Way network of care. On Friday, Sept. 18th several organizations presented the results of early gifts and fundraising efforts at United Way's Day of Caring kickoff rally.

Marvin Smith, Managing Director, FedEx Worldwide Services, presented a **\$1 million gift from FedEx Corporation!** This gift continues to be the single largest corporate gift given to United Way of the Mid-South, and was met with a thunderous standing ovation from the Day of Caring volunteer army.

Steve Franklin, Senior Program Manager at **Medtronic**, announced that the Medtronic campaign had raised **over \$230,000**. This fantastic campaign is all the more remarkable since it represents a large increase in a year when Medtronic had less employees in its organization.

Harry Shaw, President of the United Way of the Mid-South, along with **Regina Walker**, Senior Vice President of Community Impact announced United Way's In-House Campaign (gifts given by United Way's 52 employees) raised **\$222,604** an all-time record for the employee drive.

Steve Franklin, Senior Program Manager at **Medtronic**, announced **Medtronic employees raised \$230,768** for this year's campaign. This total for **Medtronic represented a fantastic increase of over \$36,000** over the organization's impressive 2008 campaign.



The impressive can-do spirit of local volunteers willing to work during a record-setting rainstorm was reported in the Saturday, September 19th edition of **The Commercial Appeal** newspaper.

IMPROVING EDUCATION, INCOME AND HEALTH

United Way Joins Forces to Assist in Local Economic Stability Initiative

United Way of the Mid-South is participating in a conference to explore innovative, asset-building programs in Tennessee and our local communities November 5, 2009.

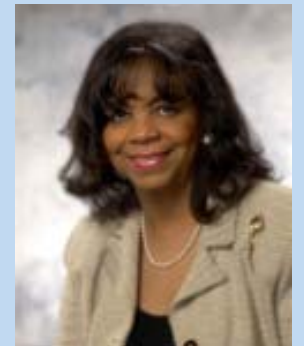
According to the Center for Social Development, assets - more than income - contribute to a household's financial well-being. More importantly, they decrease the risk of intergenerational poverty which can lead to a variety of social problems including poor health, education, and criminal activity.

The conference will examine asset building strategies to help families achieve economic stability, including tools such as financial education and counseling, savings and banking campaigns, access to affordable financial products and services, homeownership, micro enterprise and entrepreneurship.

Other partners in this community-wide discussion include: The Federal Reserve Bank of Atlanta, Nashville Branch, along with the Federal Reserve Bank of St. Louis, Memphis Branch and the Center for Community Building and Neighborhood Action at the University of Memphis. Please contact Cathy Martin if you wish to learn more about this conference at (901) 579-4102.

LIVING UNITED

Volunteers making a difference through their work with United Way



Martha Perine Beard

Name: Martha Perine Beard

Employer: Federal Reserve Bank of St. Louis, Memphis Branch

United Way profile: Martha has been a long-time member of our United Way volunteer leadership team. She has contributed countless hours and expertise helping steer the organization's fund distribution and Community Impact initiatives.

Martha's involvement has led to her accompanying our local United Way staff for meetings with the United Way of America organization, and serving in a variety of critical leadership roles on our local Board of Directors.

Martha currently serves on our board as Chairwoman of our Community Impact department, which oversees the volunteer-driven funding process of directing United Way donations to nonprofit agencies and programs across the Mid-South region. Experienced leaders like Martha Perine Beard make it possible for our local United Way to make wise and informed decisions about using your gifts where they can do the most good, for the most people, on the most important issues facing our community.