



Jerry Collins Jr., P.E. announces to total of the 2009-10 United Way fundraising drive at the Annual Meeting and Campaign Celebration February 25th. Collins and his team of staff and volunteers surpassed the \$25 million goal set by United Way's Board of Directors, producing one of the strongest totals in the organization's 87-year history.

FANTASTIC FINISH (Continued from front panel)

another \$394,300. United Way Board of Directors member John Balboni, Senior Vice President and Chief Information Officer, Information Technology served as International Paper's Tocqueville Gifts Chairman. International Paper has 7 Tocqueville Givers.

The Combined Federal Campaign of military and federal government employees raised over \$1.7 million, led by Civilian Chairman John Williams, Manager, FAA Systems Management Office, and Military Co-Chairs RADM Don Quinn, USN and CAPT Doug McGowen, USN.

Our next fundraising campaign, which will be led by Shannon Brown, SVP & Chief HR Officer for FedEx Express, will begin in September with our Day of Caring Kickoff Rally.

2009 Top 15 Giving Organizations

The following organizations are listed as the top givers to the 2009 United Way campaign, based on information available as of March 1, 2010. Totals are based on a combination of employee gifts and corporate gifts.

- | | | |
|------------------------------------|------------------------------------|--|
| 1. FedEx | 6. Morgan Keegan | 11. Thomas & Betts |
| 2. First Tennessee | 7. MLG&W | 12. Smith & Nephew, Inc. |
| 3. Combined Federal Campaign (CFC) | 8. Methodist Le Bonheur Healthcare | 13. Vining Sparks IBG, L.P. |
| 4. International Paper | 9. AutoZone | 14. Valero |
| 5. Youth Villages | 10. Cargill, Inc. | 15. City Of Memphis Government Employees |

Snapshots from our Annual Meeting & Campaign Celebration



Members of the Wanzer family and Porter Leath executives celebrate Porter Leath's honor for being awarded with the 2010 G. Bradley Wanzer Award for Excellence



Shelby County Mayor Joe Ford addresses the Annual Meeting & Campaign Celebration crowd



United Way Chairman of the Board Bill Logue (left) honors Jerry Collins, Jr. P.E. and his wife Diane for their leadership in the 2009 fundraising campaign.

Logue and other key volunteers begin new officer roles on UW Board of Directors

William "Bill" Logue was named the new Chairman of the United Way Board of Directors in late February.

Logue has served United Way for many years as a Board member, most notably as General Campaign Chairman in 2006, leading our fundraising campaign to a then-all-time-record total.

Logue is President and CEO of FedEx Freight Corporation.

In addition to Logue moving to the Chairman of the Board position, other key Board positions were filled at our February meeting:

Shannon Brown is our new General Campaign Chairman. Brown is SVP & Chief HR Officer for FedEx Express.

Charles Burkett, President of Tennessee & National Banks for First Tennessee Bank is Immediate Past Board Chairman and Nominating Committee Chairman.

Martha Perine Beard is Board Chairwoman-Elect. Beard is Sr. Executive Officer, Memphis Region, for Federal Reserve Bank of St. Louis, Memphis Branch.

Rev. Marilyn Robinson is our new Community Impact Chairwoman. Robinson is Sr. V.P. at Saint Francis Healthcare.

Lee Meredith is our new Marketing and Communications Chairman. Meredith is Vice President and General Manager at WMC TV 5.

Jim Pleiman is our Chairman of Public Policy, which is now a Board Officer position. Pleiman is Vice President-Logistics at Schering Plough Corporation.

Burt Wolf continues as our Secretary/Counsel. Wolf is a Member at Husch Blackwell Sanders, LLP.

Irvin Calliste continues as our our Labor Participation Chairman. Calliste is President at Memphis AFL-CIO Labor Council.

Bill Drummond continues as our Treasurer. Drummond is Managing Partner at Ernst & Young, LLP.



William "Bill" Logue
Chairman of the
UW Board of Directors



Shannon Brown



Charles Burkett



Martha Perine Beard



Rev. Marilyn
Robinson



Lee Meredith



Jim Pleiman

LIVING UNITED

Volunteers making a difference through their United Way work

Marilynn Sasportas Robinson



Employer: Saint Francis Healthcare; Co-Pastor, St. Andrews AME Church

United Way profile: Robinson is our volunteer Community Impact Chairwoman

As a volunteer, Robinson served on our United Way Board of Directors, helped support the fundraising campaign at Saint Francis Healthcare and participated in United Way's Day of Caring and Annual Meeting events, often as part of the program providing invocation prayers.

Robinson is Senior Vice President at Saint Francis Healthcare, responsible for marketing, governmental affairs and the hospital's external communications. She also supervises Pastoral Services at the hospital.

Robinson is Co-Pastor of St. Andrew AME Church in Memphis with her husband, Rev. Kenneth Robinson, M.D.

In addition to her service on the United Way of the Mid-South Board, she provides leadership to The Circles of Success Learning Academy and The Works, Inc. She also serves on the Memphis Area Chamber of Commerce Governmental Affairs Review Committee.

We thank all of the men and women who serve our community as members of our United Way Board of Directors



Burt Wolf



Irving Calliste



Bill Drummond



Earned Income Tax Credit Alliance helping Tax Filers thru April 15th

Call 2-1-1 for details today!

United Way of the Mid-South and the Earned Income Tax Credit Alliance are offering FREE income tax preparation at their Volunteer Income Tax Assistance (VITA) sites January through April 15 at sites across the Mid-South.

Many of these free tax preparation sites will be open six days a week through April 15th. To learn more about a site working in your area, simply call our 2-1-1 help and referral line and speak with a trained operator who can help connect you to a nearby tax site.

"United Way of the Mid-South has seen tremendous success with our regional partners who help make the Earned Income Tax Credit Alliance possible," said Regina Walker, United Way's Sr. Vice President of Community Impact. "Year after year, our quality staff (Nidia Logan and Yvonne Howard) work with volunteers and partners across the area to help low-to-moderate income families and individuals file their taxes for free to obtain this valuable tax credit. This means larger tax refunds for people in our community who can really use them, creating stronger economic health for our entire region."

In the last two years alone, over \$7.5 million in Earned Income Tax Credits have stayed in the Mid-South area as a result of the hard work of the EITC Alliance.

To learn how you can help with this worthy endeavor during next year's tax season, call our United Way office at 901.433.4300 and ask to be connected with our Earned Income Tax Credit Alliance program.



Volunteer Income Tax Assistance program workers (from left) Betty Fitzgerald, Delores Williams and Maria Longoria trained other volunteers how to help people with filing their taxes.

Tocqueville Society Celebrates 25 Years



Our local Tocqueville Society is celebrating 25 years of supporting our community! The Tocqueville Society was founded in 1984 by Ira Lipman. Members of this society are generous donors who annually give \$10,000 or more to United Way of the Mid-South.

With 205 members investing nearly \$4 million in our 2009 campaign, the Tocqueville Society continues to represent 15% of the total dollars raised. The 2009-2010 Tocqueville Chairman is Frank Gusmus, President, FTN Financial. Thanks in part to Gusmus' leadership, First Tennessee /FTN Financial had a surge in Tocqueville Givers, reaching a total of 60 members. This includes 38 new Tocqueville givers and was a highlight of First Tennessee/FTN Financial's United Way fundraising campaign.



Frank Gusmus

The Society recognizes outstanding individuals whose generosity and dedication are motivated by a desire to improve the quality of life for everyone in our community. The Tocqueville Society is named after Alexis deTocqueville, a 19th century social scientist who came to America with the less-than envious task of studying our nation's prison systems.

In 1984-85, seventeen local philanthropists led by Ira Lipman banded together to support United Way of the Mid-South at extraordinary levels, with each member contributing \$10,000 or more to impact the challenges of our region.

The original seventeen members are:

- | | |
|-------------------------|------------------------------|
| Jack A. Belz | Charles B. Brakefield |
| Dr. Steven Charles | William B. Dunavant |
| Avron Fogelman | The Goldsmith Foundation |
| Julien J. Hohenberg | J.R. Hyde III |
| Margaret Hyde | Saul Kopald |
| Ira A. Lipman (founder) | Max Ostner |
| The Plough Foundation | James H. Prentiss Foundation |
| Rudi E. Scheidt | Frederick W. Smith |
| Willard Sparks | |

2010 G. Bradley Wanzer, Jr. Award presented to Porter Leath

Each year since 2006, United Way has honored one partner agency that exhibits the highest standards of accountability, outcome measures, collaboration with the community and partnership with United Way. The chosen agency is awarded with the *G. Bradley Wanzer, Jr. Award For Excellence*.

At United Way's Annual Meeting and Campaign Celebration earlier this year, Porter Leath was named the recipient of this year's award. Deborah Cotney, President of Meritan (last year's honored agency) and Chair of the UW Agencies Executive Association, presented the award.



Wanzer Trophy Presentation: Porter Leath Chairman of the Board Ellis Haddad (left) and Porter Leath President Sean Lee (right) with United Way V.P. of Communications Dave Skorupa (center).



The *G. Bradley Wanzer, Jr. Award For Excellence* was created to honor the memory of Brad Wanzer, former Sr. V.P. of United Way of the Mid-South who served the organization for 31 years.

"Outcomes are one of the main factors we evaluate in selecting the recipient of each year's Wanzer Award, and Porter-Leath has long been one of the most successful and effective nonprofits in the Memphis area," said Bryce Haugsdahl, Executive V.P. & C.O.O. at United Way of the Mid-South. "Porter-Leath's programs consistently produce positive outcomes, and United Way of the Mid-South was proud to present the agency with the 2010 Wanzer Award."

"2010 is Porter Leath's 160th year, and being selected for this award is an amazing way to kick off the agency's anniversary. I am thrilled to accept this award along with our Chairman of the Board, Ellis Haddad," Porter Leath President Sean Lee said.

FREE!

ORDER YOUR UNITED WAY LICENSE PLATE NOW!

Be one of the first 1,000 to order a United Way customized license plate, and avoid paying extra this year! (normally a \$35.00 value)



Visit www.unitedwaylicenseplate.com for more about this **FREE** offer!

Note: Tag is good for automobiles only. Not valid for motorcycles, boats, trailers or other vehicles. Final design of plate may vary slightly. An additional fee is due each following year for renewal in addition to your regular registration, fees and taxes. See website for details.



Wonder Trails to open in new sites in Mississippi, Arkansas

United Way volunteers and local sponsors will be installing Wonder Trails at numerous parks across the Mid-South this spring.

Wonder Trails help parents and their young children engage in quality fun learning opportunities together. The trails encourage parents to engage their children in learning more about the basics of shapes, letters, counting, color differentiation and other early skills. When parents teach young children, it encourages the children to learn more readily when they enter school.

The next Wonder Trails will be installed this spring at Lees Crossing Park in Hernando, Mississippi and in West Memphis, Arkansas at Hick's Park. United Way is partnering with Home Depot, the City of Covington and Wal-Mart on the Mississippi site, where Girls Scouts Heart of the South will help with the stenciling of the trails.

If you want to see a Wonder Trail in Tennessee, our first trail was installed at Frazier Park, 420 Long Avenue at the intersection of N. College in Covington, TN. The trail is located in the park next to Children and Family Services, a United Way partner agency.

Wonder Trails is part a national public engagement campaign helping parents, caregivers and communities create early learning opportunities for young children. The program is built on awareness, education and action.

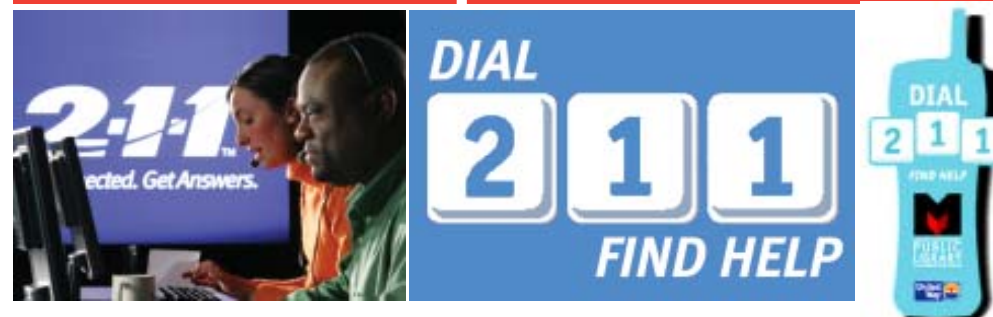


Signs at the Wonder Trail at Frazier Park inform parents how they can help teach children the alphabet as they enjoy a walk together



Wonder Trails feature letters and numbers in colorful configurations to help children learn the basics as they walk with their caregivers.

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. Last year, over 59,000 local calls to this valuable information resource connected people with needs to services that may be able to help. This cuts out a lot of the red tape people can experience when looking for nonprofit help for the first time.

Improving the quality of life for Mid-Southerners by mobilizing community resources

WINTER 2010



United Way of the Mid-South

making an impact

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

FANTASTIC FINISH! \$25.6 MILLION REVEALED AT ANNUAL MEETING & CAMPAIGN CELEBRATION

The 2009-10 United Way campaign ended with a celebration of \$25.6 million raised by local donations of caring for our community at the Annual Meeting and Campaign Celebration on February 25th at The Peabody in downtown Memphis, TN.

The \$25.6 million total represents one of the highest totals in our 87-year history, and surpasses the \$25 million goal set earlier by our volunteer Board of Directors. Organizations from across the region that contributed to the successful drive were saluted by Board members and volunteers at the meeting.

Among the million-dollar-plus organizations this year, FedEx once again led the region by raising over \$5 million in employee and corporate gifts. FedEx provided over \$1 million in corporation gifts, and employees raised nearly \$4 million, including over \$662,000 given by 49 Tocqueville Society (\$10,000 or more) donors.

First Tennessee and FTN Financial, the two core business segments of First Horizon National Corporation contributed \$1,295,737 to this year's campaign, significantly up from last year's impressive \$920,000! Contributions were generously matched 50 cents on the dollar. First Tennessee/FTN Financial saw a dramatic rise in Tocqueville Society gifts thanks in part to the leadership of Frank Gusmus, President of FTN Financial who is also our community's volunteer chairman of the Tocqueville Society. Also helping with First Tennessee's campaign was Charles Burkett, First Tennessee Bank President and 2008-09 United Way Chairman of the Board of Directors.

International Paper contributed \$1,051,466 to the result, with employees donating \$657,166 and International Paper's generous corporate match of 60 cents on the dollar bringing in *(More inside)*



LEADERSHIP MAKING A DIFFERENCE

2008-09 United Way Board Chairman Charles Burkett (left) and 2009 General Campaign Chairman Jerry Collins led our organization during the successful United Way campaign.

"This has been one of the more challenging campaigns in our United Way's history. Working with Jerry Collins was an unbelievable experience. His determination and focus helped make this campaign so successful. His winning demeanor as our campaign leader kept our eyes on the prize."

Faye Carter, UW Senior VP, Fundraising



United Way President Harry Shaw (at podium) receives recognition for his service to United Way of the Mid-South. Shaw has been president of our organization since 1988 and will retire in June after a 41-year United Way career, which will be highlighted in our Spring 2010 newsletter.