



UNITE

IN THE FIGHT AGAINST
POVERTY

MAKING A DIFFERENCE IN
EDUCATION
FINANCIAL STABILITY
& **HEALTH**

**Thank you for
your support of
United Way of
the Mid-South**

**LIVE UNITED.
SOLVE IT TOGETHER.**



of the Mid-South

EDUCATION

FINANCIAL STABILITY

HEALTH

WHO WE ARE:

Since 1923, United Way has served our Mid-South community with an outstanding reputation and commitment to our region

Our mission has not changed:
Improving the quality of life for Mid-Southerners by mobilizing & aligning community resources to address priority issues.

- Bringing people together
- Using new ideas & tactics on our area's single largest problem
- It will be a long, difficult, and challenging fight, but with your help we know we can win together!



United Way is helping lead the fight against...

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POVERTY.

Memphis & the Mid-South rank at the top of national poverty measures for major metropolitan areas.

The primary reason we do not see big improvements in other measures of civic life is the large number of families and citizens who live at or below the poverty line in our community.

Until we can meaningfully impact poverty, progress in other areas will be all the more challenging.



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REALIZING DREAMS OF SUCCESS



The fight against poverty is not about paying other people's bills or creating a utopia where no one has any expenses. It's a fight we can win with a strong strategy and a clear pathway to victory.

It's about giving people in poverty an opportunity to dream of a better life. We want to help find the roadmap from where they are, to where they want to be.

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RECOGNIZED LEADERSHIP

United Way President & CEO Dr. Kenneth Robinson has written about his vision to help people out of poverty, noted in *The Commercial Appeal*, *Memphis* magazine, *Inside Memphis Business* magazine, and other publications.

He has also been featured on numerous local news programs and public service broadcasts.

Thanks to a dynamic & engaged Board of Directors, United Way's profile in our community has increased. The time is right for tackling our area's single largest challenge, local poverty.

DRIVING THE DREAM
United Way of the Mid-South

UNITED WAY IS DRIVING A STRONGER FOCUS TO ADDRESS THE MID-SOUTH'S POVERTY.

THE AMERICAN DREAM STILL EXISTS.
Some say the American dream is in trouble or isn't as lofty a dream as others once articulated, but Dr. Kenneth S. Robinson, President & CEO of United Way of the Mid-South knows that no one aspires to be intractably stuck in poverty, or desires to see one's family stuck in want and need, generation after generation.
Yes, the American dream is still about economic self-sufficiency - providing for one's loved ones, living comfortably and building a positive future. United Way is driving the creation of a more connected system, to help more people obtain the skills and knowledge to live out their American dream.

MEMPHIS' LARGEST PROBLEM IS POVERTY.
"Poverty robs people of their dreams. It is the underlying denominator, the undertow that keeps pulling families down, the undercurrent that courses through our region. It creates dependence and crime, hopelessness and blight, lost revenue for Mid-South businesses - and prematurely lost lives. The statistics are clear, Memphis poverty is the nation's highest in numerous categories. Memphis is at the epicenter of the Mid-South, and poverty is a consuming problem which impacts our entire Mid-South area."
- Dr. Robinson

IMAGINE A MID-SOUTH MOVING PEOPLE OUT OF POVERTY.
During United Way's annual luncheon report in April, Dr. Robinson asked more than 650 in attendance to imagine a Mid-South where individuals and families in poverty are not "just circling the same mountains, wandering in the same wilderness, facing the same obstacles, fighting the same day-to-day economic challenges that they've always had." Instead, Dr. Robinson asked people to imagine:
• A Mid-South in which individuals can gain skills to be well-employed and provide income for their families
• A Mid-South in which nonprofit agencies, governmental entities, and quasi-governmental entities work together - seamlessly, and collaboratively - to help individuals move from financial dependency, instability, and vulnerability to financial stability and economic self-sufficiency
• A Mid-South in which people can dream, and then plan and plot a path out of poverty.
"It's a tough nut to crack, helping people realize their dreams of moving out of poverty, but United Way is uniquely positioned to facilitate this kind of cross-sector collaboration. While United Way's leadership profile in education and health is impressive and growing, I believe where we are poised to assume a much greater leadership role is in improving financial stability."
- Dr. Robinson

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DRIVING THE DREAM

Too often, a person in need does not know where to turn or which services are available to help.

United Way helps people identify their dreams and aspirations, helping them chart a roadmap out of poverty through a system of services and programs that make a difference.

We're empowering more people to help in this work, creating a system of knowledgeable care. We're bridging the gap between people in need and services that can help.



For a person in need, there must be “no wrong door” to finding help. We’re creating a system to meet people wherever they come, with whatever services are available.

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WHAT WE WANT

We want the same things you do – a Mid-South:

- Where **people are thriving regardless of where they live, or how much money they make.**
- Where **our children receive a great education, preparing them for college / career.**
- Where **families earn enough to take care of themselves and save for the future.**
- Where **people live healthy, productive lives.**



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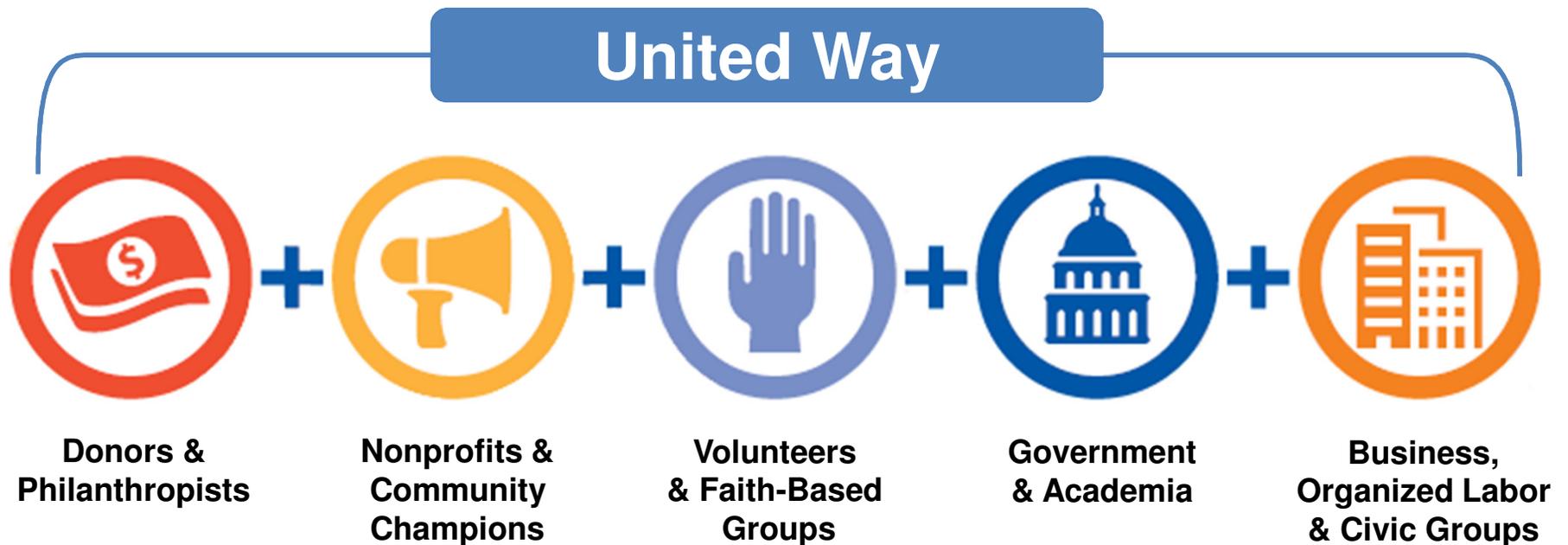
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BRINGING PEOPLE & RESOURCES TOGETHER

- United Way is in a unique position unlike any other organization, standing at the intersection of multiple sectors with an investment in our community.
- United Way “unites” us all to work together & combine resources to address the most important Mid-South issues.



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ADDRESSING THE ROOT CAUSES OF POVERTY

Our poverty problems are rooted in poor education outcomes, weak or no financial stability, and health costs that keep people from being able to work, or save.

There are many overlaps among the three areas, and when we make improvements in **any** of the three we are helping people travel farther on their journey out of poverty.



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IMPACT FUND

Directing a donation to United Way's Impact Fund makes the biggest impact on our overall quality of life.

This fund "unites" nearly 80 nonprofits to create positive local outcomes in:

- Academic achievement for children
- Financial literacy training
- Greater access to healthy living options
- Quality affordable housing, domestic violence & child abuse treatment and prevention
- Helping people with mental & physical disabilities
- Many, many more.



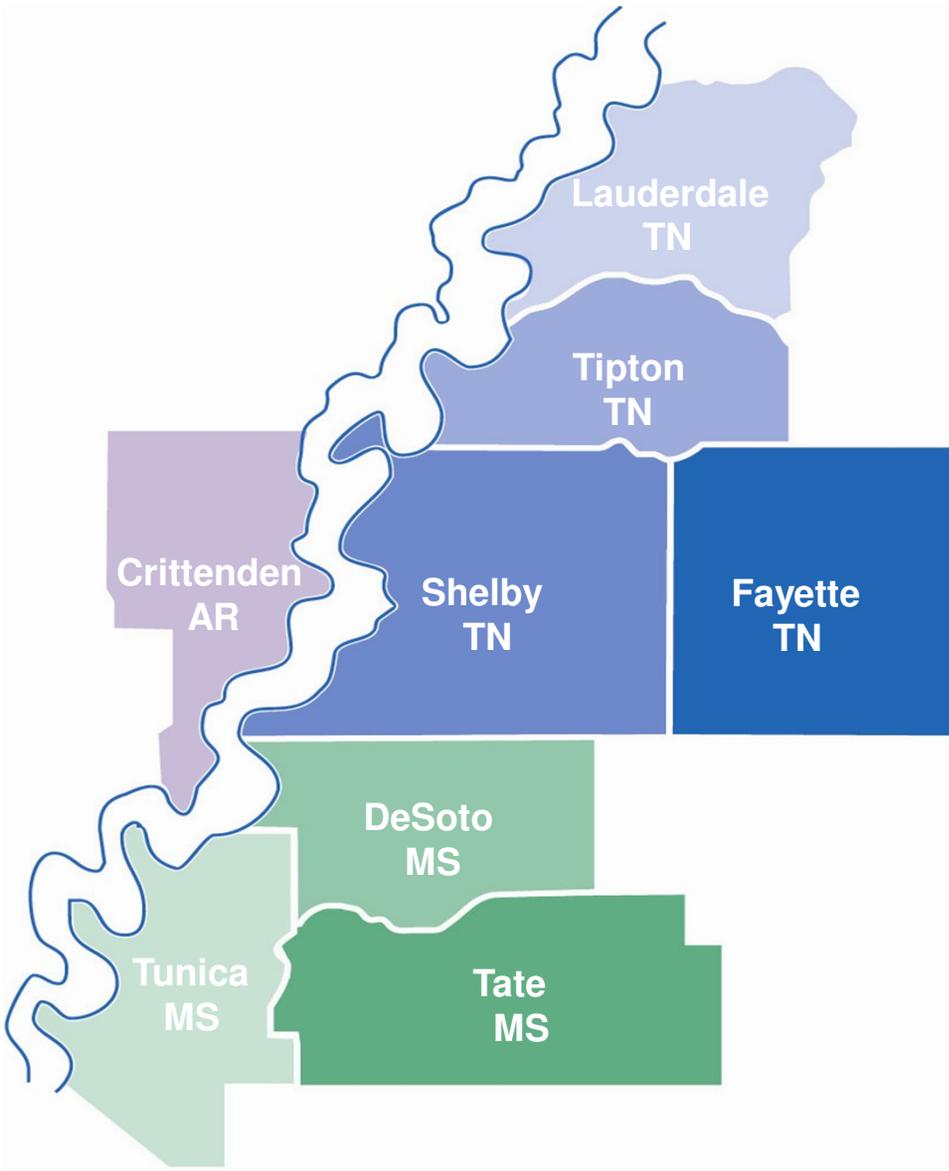
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YOUR SUPPORT STAYS HERE AT HOME

Your donations stay in your county & community, helping your neighbors, co-workers, family members, & people like you.

Allocations Committees are manned by local volunteers, from each county, deciding which agencies receive funds and how much they receive.

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NEED HELP? Dial 2-1-1

Do you or someone you know need non emergency assistance?

Your “best first step” is to call 2-1-1, our region’s information and referral system for nonprofit & other nonemergency services.

Trained operators can hear the details of your situation and cut through the red tape to connect you with services that lend assistance.

2-1-1 is a partnership between United Way of the Mid-South and the Memphis Public Library System.



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TODAY'S UNITED WAY: EDUCATION

- **Kindergarten Readiness**
 - Increasing parental involvement in day care and early education
- **Third Grade Reading Proficiency**
 - The grade that is essential for reading; *child learns to move from “learning to read” to “reading to learn”*
- **College / Career**
 - Prepping high school students for the next level



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TODAY'S UNITED WAY: FINANCIAL STABILITY

- Financial stability for families and individuals
- Free tax preparation
 - 2015 tax year, over 8,000 federal returns prepared in our area
 - Nearly \$13 million in total refunds
 - Approximately \$1.4 million saved in tax preparation fees
 - Over \$4.7 million in federal credits brought to the Mid-South



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TODAY'S UNITED WAY: HEALTH

- Healthy eating and active living to prevent illnesses like heart disease, diabetes, and stroke
- Domestic violence and child abuse prevention
- Community-wide solutions to priority health issues such as infant mortality



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MAKE A DIFFERENCE WITH UNITED WAY

Want to LIVE UNITED and make a difference for people in the Mid-South?
It's easy – you can:

GIVE

Make a financial contribution. Every amount helps our community.

ADVOCATE

Spread the word about United Way and our shared mission to make our community greater

VOLUNTEER

Roll up your sleeves and let's get to work! We have many ways for you to get involved.

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LEARN MORE

Visit www.uwmidsouth.org

- List of our local nonprofit partners
- Campaign collateral
- Volunteer information
- Latest news & events info
- Social media links
- And much more...

The screenshot shows the United Way of the Mid-South website homepage. At the top left is the United Way logo with the tagline "LIVE UNITED. SOLVE IT TOGETHER." and "of the Mid-South". To the right is a search bar and the text "THANK YOU FOR SUPPORTING UNITED WAY.". Below this is a navigation menu with links: HOME, CONTACT, NEWS, PRIORITIES, VOLUNTEER, 2-1-1 FOR HELP, ABOUT, CAMPAIGN, VIDEOS, AGENCY PARTNERS, JOBS AT OUR UW, GIVE NOW!. The main banner features a group photo of diverse people and the text "UNITE JOIN US IN THE BATTLE AGAINST MID-SOUTH POVERTY FOR A HEALTHIER, WEALTHIER, & WISER MID-SOUTH". Below the banner is a "MOST RECENT POSTS" section with a search bar and a list of four articles. To the right is a "FROM THE BLOG:" section with a photo of people and a link to "more". Below this is a "SPECIAL ACCESS FOR ECMS" section with a lock icon and text: "ATTENTION MID-SOUTH EMPLOYEE CAMPAIGN MANAGERS! United Way of the Mid-South invites all of our Employee Campaign Managers to an exclusive page with everything you need to run a great United Way resource development drive - just click on the lock to the left to jump-start your success!". At the bottom is a "JOIN US ON SOCIAL MEDIA" section with icons for Twitter, Facebook, LinkedIn, YouTube, and Instagram. The footer contains the text: "SERVING CRITTENDEN, DESOTO, FAYETTE, SHELBY, TATE, TIPTON & TUNICA COUNTIES IN AR, MS, & TN IMPROVING THE QUALITY OF LIFE FOR MID-SOUTHERNERS BY MOBILIZING AND ALIGNING COMMUNITY RESOURCES TO ADDRESS PRIORITY ISSUES" and the website URL "WWW.UWMIDSOUTH.ORG".

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THANK YOU

- The Mid-South faces many challenges
- No one organization, agency or group can solve them alone
- We have to UNITE.
- When we Live United, we can Solve It Together
- Thank you for your support!



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