



UNITED WAY OF THE MID-SOUTH

CAMPAIGN CABINET NOTEBOOK



ABOUT OUR UNITED WAY



DR. KENNETH S. ROBINSON,
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 United Way of the Mid-South 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.

OUR FOCUS ON THE MID-SOUTH’S GREATEST CHALLENGE: POVERTY.

United Way of the Mid-South is in its fourth year with laser focus on our region’s single largest issue: poverty. The impacts we make in economic and social mobility are all contributing to the work of advancing individuals and families from poverty to prosperity.

DRIVING THE DREAM

United Way has focused attention on poverty reduction that will lead to economic prosperity for individuals, families and the Mid-South. *Driving The Dream* is the transformative human services system of care designed to move people 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 hopes and dreams by fostering a community where the people we serve are hopeful, resilient and self-sufficient. As a result, we have adopted a two-generational, whole family service delivery model, and as part of this effort, we are promoting best practice models proven to move the needle on root cause issues that perpetuate poverty. We are equipping our partners with the tools and resources they need to change both culture and practice for the better.

WHAT HAPPENS WHEN I MAKE A DONATION TO UNITED WAY?

United Way of the Mid-South knows there are many organizations you can support, and we appreciate your trust. We’re proud that Forbes magazine ranks United Way Worldwide as one of the nation’s top charities and reports on our firm commitment to transparency and high standards of ethical practice.

Your gift to United Way is paired with the contributions of your coworkers, neighbors, friends and family members to create a tremendous force for our common good. Scores of local volunteers - people like you - are trained to evaluate and make recommendations on funding decisions through our United Way allocations 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 of how much should be invested in which programs for the most significant impact on education, financial stability and health, while positively impacting the issue of poverty.

Our United Way Board of Directors (also made up of local, unpaid volunteers) review the allocations funding decisions as yet another level of safeguarding your donation. At United Way, we are committed to multiple levels of oversight to ensure your gift is used wisely, effectively, and in ways that have the most significant impact on life in the Mid-South area.

UNITED WAY

GRANTS DISTRIBUTED BY UNITED WAY

United Way is perhaps most known for the funds distributed from our Community Impact Fund. However, United Way also invests in community partners through these additional sources of funding:

EMERGENCY FOOD & SHELTER FUNDING 2018-19

United Way of the Mid-South helps impact our area by facilitating the distribution of Federal Emergency Food and Shelter Program funds in Shelby County, TN and Crittenden County, AR. In 2018-19, nearly \$500,000 in funding helped Mid-Southerners with essential food and shelter needs through the work of the following organizations:

- Agape Child and Family Services
- Alpha Omega Veterans Services
- Catholic Charities of West TN
- East Arkansas Youth Services Inc.
- Families in Transition
- Family Promise of Memphis
- Friends for Life
- Good Neighbor Love Center
- MIFA (Metropolitan Inter Faith Association)
- Mid-South Food Bank
- Restoration Time Family and Youth Services
- The Salvation Army
- Shield, Inc.
- Trinity Community Coalition Outreach
- YWCA of Greater Memphis

TOTAL
\$455,139

SIEMER GRANT FUNDING 2018-19

United Way directed \$100,000 in funds from Siemer to support families in attaining financial stability and increasing children's educational success:

- Knowledge Quest
- Agape Child and Family Services

TOTAL
\$100,000

UNITED WAY OF THE MID-SOUTH CATALYST FUND GRANTS

United Way Catalyst Fund grants support collaborative community solutions to tough Mid-South issues:

- Family Safety Center of Memphis and Shelby County
- Community Legal Center
- Momentum Nonprofit Partners
- Common Table Health Alliance
- Heights CDC

TOTAL
\$299,105



UNITED WAY'S COVID-19 ECONOMIC RELIEF 2020

United Way's COVID-19

TOTAL
\$758,826

Economic Relief

Funds supports nonprofit agencies in maintenance of efforts and in meeting increased community need to 19 organizations including:

- Mid-South Food Bank
- American Red Cross
- YMCA's Child Care program
- Neighborhood Christian Center
- SchoolSeed
- Boys and Girls Club of Greater Memphis's Child Care program

Additionally, \$120,000 was granted to United Way's Relief Call Center powered by *Driving The Dream*, created to connect people to services and corporations to partner agencies that perform critical services; and our Free Tax Prep Extended Drive-Thru Drop Off program, offering free tax preparation for individuals and families with incomes less than \$56,000 in 2019 at United Way Plaza.



UNITED WAY

FREQUENTLY ASKED QUESTIONS

There are questions we often encounter, and if handled well, these can be great opportunities for providing information about United Way. People are usually willing to participate in a campaign when they have the information they want, so please review these helpful notes and share these answers as questions arise.

WHAT DOES UNITED WAY DO?

ANSWER: 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?

ANSWER: We're leading the fight against poverty and our *Driving The Dream* initiative helps more people escape generational poverty so they can live the life of their dreams. Our system of care is 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?

ANSWER: United Way has the scope, expertise and influence to bring together hundreds of human service agencies, government, corporations, private foundations, and dedicated volunteers around a common vision of creating maximum impact and achieving long-lasting results.

- We identify, understand and prioritize ongoing and emerging human service needs.
- We recruit the people and organizations who bring the passion, expertise and resources needed to get things done.
- 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?

ANSWER: 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.

HOW DID UNITED WAY OF THE MID-SOUTH RESPOND DURING THE COVID-19 PANDEMIC?

ANSWER: As the critical nature of the COVID-19 pandemic became evident in our community, United Way of the Mid-South quickly stood up our COVID-19 Economic Relief Fund. The United Way of the Mid-South (UWMS) COVID-19 Economic Relief Fund was designed specifically to support nonprofit agencies as they perform their critical services for our most vulnerable Mid-South neighbors. This Fund continues to meet the needs of the region's health and human service organizations which experienced a surge in demand for support from neighbors and communities significantly impacted by this pandemic.

United Way's COVID-19 Economic Relief Fund has a three-fold purpose: to provide immediate support to nonprofits addressing the most critical community needs related to the pandemic; to provide long-term recovery support to UWMS partner agencies in their continued and even more vital work; and to provide critical and timely support to UWMS for our adaptive response efforts to meet the ongoing influx of need in our community.

An additional, innovative component of our immediate responsiveness to individuals and families impacted by COVID-19 is United Way's Relief Call Center powered by *Driving The Dream* - implemented to connect callers to critical services, partner agencies and employment resources. United Way's Relief Call Center has the capacity to put callers in contact with multiple agencies without individuals having to repeat the circumstances for the call.

Finally, United Way of the Mid-South's Free Tax Prep program created an innovative, low-risk alternative when its sites were forced to close: the Drive-Thru Drop-Off tax preparation option. This option allows filers to submit their tax return documents to process their refunds without ever leaving their vehicle, meeting social distancing guidelines.

HOW DOES UNITED WAY DEMONSTRATE ITS ACCOUNTABILITY?

ANSWER: United Way is the largest, public charitable foundation in the Mid-South. United Way is the leading way for corporations, individuals, groups and agencies can make a difference in our community, and we support high-performing, human services agencies to boost prosperity for individuals and families through our Community Impact Fund and our *Driving The Dream* initiative.

WHAT ARE UNITED WAY'S OVERHEAD COSTS?

ANSWER: United Way of the Mid-South's operating overhead is 16.9%, which means that 83¢ of every dollar raised is invested in the fight against poverty.

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

ANSWER: 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 AGENCIES CHARGE FEES FOR THEIR SERVICES?

ANSWER: 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?

ANSWER: No, we convene these entities for the greatest good, and while undesignated funds fuel the Community Impact Fund, we don't charge a service fee for funds designated to other organizations.

WHO DECIDES WHO GETS UNITED WAY CONTRIBUTIONS?

ANSWER: Trained Volunteers. Every year these 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 Mid-South lives.

WHY NOT JUST GIVE DIRECTLY TO THE AGENCIES?

ANSWER: 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.
- Giving through United Way supports a network of agencies that work together in our battle against Mid-South poverty.
- Most companies offer payroll deduction to divide your gift into smaller donations.

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

HOW ARE UNITED WAY AGENCIES ACCOUNTABLE TO UNITED WAY DONORS?

ANSWER: 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?

ANSWER: 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?

ANSWER: 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, age, national origin, disability, socioeconomic status, political preference or lifestyle. In all of our funding policies and employment practices, we strive to be both fair and equitable.

DOESN'T CHARITY BEGIN AT HOME?

ANSWER: Yes, it does. "Home" is not only the place where we reside – it is the community that surrounds us, and the people that make up that community. Working together works for the betterment of everyone.

WHAT IF MY SPOUSE GIVES FOR ME?

ANSWER: Family finances and giving are very personal matters. Each person decides if he or she wants to help by being personally involved. More people can be helped if more people give.

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

ANSWER: 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 which 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?

ANSWER: 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. An interesting thing happens when the people who give money are also in charge of determining the best funding uses for it – they work hard to make the right decisions!

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

ANSWER: 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?

ANSWER: Yes. By designating your funds to the Community Impact Fund in the county of your employment or residence, local volunteers in your community work with United Way staff to determine the most effective way to deploy these resources to benefit individuals and families.

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.
- **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.



REMEMBER

Answering questions courteously, quickly, and thoroughly can make the difference between building trust with a donor or losing a donation and possibly starting incorrect rumors.

ISSUE STATEMENTS

These are statements that clarify issues and questions people may raise during a United Way campaign. These statements have been entrusted to you as a member of our Campaign Cabinet. They are not for general public distribution, should be treated with the highest standard of care, and should be used wisely. To use these statements correctly, please observe these three easy points:

1. Use only the individual issue statement that addresses the issue in question. Providing other issue statements that do not address the issue in question only causes more confusion.
2. If there are still questions about the issue (after using the correct issue statement), please refer the questions to Mary Sexton at 901-433-4308 or through e-mail to mary.sexton@uwmidsouth.org.
3. **DO NOT** make copies of these statements for volunteers, Employee Engagement Champions or Corporate Executives. This complies with our ongoing efforts to keep confusion to a minimum.

ABORTION United Way of the Mid-South does not allocate monies to any member agency, hospital or clinic for the financial support of abortion. Additionally, none of the member agencies have ever offered abortion as a service.

DISCRIMINATION 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, age, national origin, disability, socioeconomic status, political preference or identity.

COERCION Giving is a personal decision. Whether a person chooses to give to United Way of the Mid-South and how much he or she gives is up to the individual. United Way of the Mid-South does not encourage or condone coercive solicitation in any of its fundraising activities, nor does it encourage or condone coercive solicitation by any of its corporate partners. United Way believes providing information about our work, our community and the lives that are impacted by our network of care is always the most powerful way to get people involved in the United Way fundraising campaign.

FUNDING POLICIES The ways by which a nonprofit 501(c)(3) organization can obtain funding from United Way of the Mid-South are: 1) apply to become a United Way member agency, or 2) apply for one-time grants administered by United Way and/or on behalf of other organizations. For more information, please contact Janet Haas at 901-433-4333.

COMPENSATION The annual budget for United Way of the Mid-South is reviewed/approved by our local volunteer Finance Committee and presented to our Board of Directors, also comprised of local volunteers, for final approval. The Chairman of the Board is responsible for the evaluation and compensation process of the Senior Staff. The President, with input from the Senior Staff, is responsible for the evaluation

and compensation process for United Way staff. All compensation budgets are approved by the Board before they are implemented. As contributors and volunteers, your United Way of the Mid-South Board of Directors realizes the organization must be competitive in attracting and maintaining the highest quality staff at competitive costs. Board members know you've made your donation to help those less fortunate, and that you want to ensure that people who really need help receive the care needed. Currently, your United Way of the Mid-South employs a staff of over 50 professional dedicated to improving the lives of Mid-Southerners. These professionals allow United Way to keep administrative and fundraising costs low, roughly 17¢ per dollar raised in the general campaign, to help people in nearly 200 human service programs and initiatives.

LOCAL ADMINISTRATIVE COSTS United Way of the Mid-South spends less than 17¢ per dollar raised from the general campaign and grant revenues for administrative, process, pledge tracking and fundraising costs. Thus, a contribution to United Way of the Mid-South is the most efficient way toward improving our communities. This is far lower than the 35% recognized by the Better Business Bureau's Wise Giving Alliance (also called Give.org), a national nonprofit "watchdog" group, or the 25% recognized by the USA Office of Personnel Management for the Combined Federal Campaign, or 20% recognized by some charity information reporting sources such as navigator.org. Each year United Way is audited by an independent accounting firm to review our financial practices. We believe in being as transparent as possible with our financial information, and copies of our audit and IRS 990 form are available to the public through our website at www.uwmidsouth.org.

WILLIAM ARAMONY In February 1992, management improprieties surfaced against William Aramony, then president of United Way of America and drew a swift response from United Way of the Mid-South. Our local Board of Directors immediately withheld the service fee to United Way of America until extensive and immediate actions were taken to eliminate the recurrence of questionable practices, and Mr. Aramony resigned. In June 1995 after an extensive investigation, William Aramony and two accomplices were convicted on numerous charges brought against them. Mr. Aramony was given a 7-year sentence in federal prison for a "conspiracy to defraud United Way of America." The other two individuals involved were also sentenced to serve prison time, and the three were ordered to pay back over \$500,000 to United Way of America – virtually all of what they were convicted of stealing. Local volunteers from United Way of the Mid-South were instrumentally involved in making improvements to the oversight steps in place at United Way of America. United Way of America (now United Way Worldwide) has made sweeping changes to strengthen its governance, accountability and cost-effectiveness over the last 27 years and is recognized for its strong transparency and openness by Forbes magazine. Where public contributions are involved, ALL ACTIVITIES must be above reproach.

MARKETING COLLATERAL

Featuring exciting new branding visuals, these engaging and informative marketing collateral materials will help publicize your resource development drive and inform your co-workers about United Way. We work with you to produce banners with your organization's logo at minimal costs - please contact your United Way staff member for details.

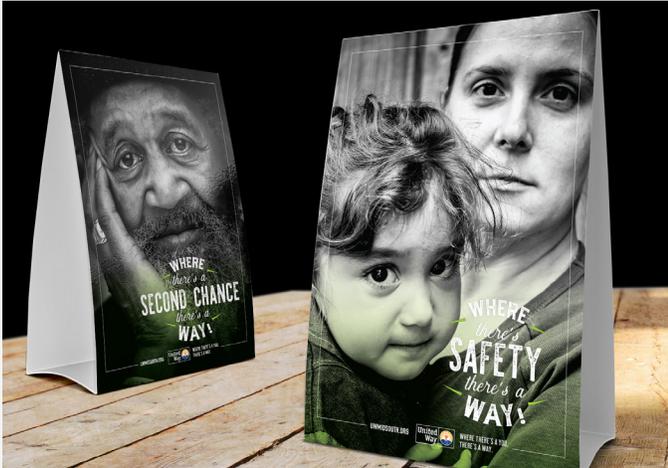


Table Tents



Retractable vertical banners are easy to showcase in your workplace.



Posters, brochures, booklets and flyers.



DRIVING THE DREAM: PROSPERITY FOR ALL

TALKING ABOUT...



UNITED WAY OF THE MID-SOUTH

DRIVING THE DREAM

At United Way of the Mid-South, we're assembling partners to address our community's single biggest challenge: poverty. We want to move people from where they are to where they dream to be. We call this initiative "DRIVING THE DREAM."

POVERTY IS OUR AREA'S BIGGEST ISSUE

- Memphis is at or near the top of national listings of large metro areas for overall poverty.
- Over 150,000 people live in poverty in Memphis.



- Even more alarming, **44.9% of the city's children** live in poverty.
- Memphis is the second most impoverished MSA with a population over 1M people.
- No single organization or individual can solve the problem alone.

A SHIFT FROM REACTIVE TO COOPERATIVE

Memphis has a long history of fighting poverty, most often reacting to the impact it has on our residents and community. These efforts are significant, and *Driving The Dream* is bringing groups with a long history of poverty work together to strengthen our cooperative efforts. We're creating a network of care that uses shared strategy, data and teamwork across multiple organizations to help more people gain greater financial security.

BENEFITS TO INDIVIDUALS AND THE 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. More people escaping poverty results in greater efficiencies in services and increases the amount of spendable cash in the area, which is a benefit for businesses' capacity to sell goods and services.

PARTNERS UNITED IN A TEAM EFFORT

Moving the needle on poverty requires a team effort - a partnership of people from nonprofits, services and organizations working with individuals and families who strive to advance from poverty to prosperity. Together, we can help people in poverty discover their dreams, follow a plan to escape poverty, and see their dreams come true. It takes people who are driven to see changed lives and a stronger community community to make this happen.

PARTNERS USING THE SAME TOOLS AND MEASUREMENTS

Driving The Dream organizations are trained to use three vital strategic tools so we can be sure we're all speaking the same language and focused on the same outcomes:

- Consistent operating Best Practices and training for agency care providers to help clients develop their own "Map of My Dreams" and co-create a path from where they are to the life of their dreams.
- A shared technology platform to make/receive referrals in a centralized database to track individual, program and community-level progress and gaps.
- A standardized assessment tool to identify a client's needs in areas such as housing, education, employment and life skills.

A BATTLE WE MUST WIN

Our battle against poverty is a fight we must win for the sake of everyone living in the Mid-South. Our *Driving The Dream* initiative has some significant advantages:

- We have a great team of experts with skill, heart, courage, and drive, working together.
- We serve a community that understands the challenge and supports *Driving The Dream*.
- *Driving The Dream* clients are invested in their plans to escape poverty to live the lives of their dreams.

You can help us make a difference! Let's see more people escape poverty. Let's make dreams come true.

TALKING ABOUT UNITED WAY: MAJOR POINTS

Many people have heard of United Way, but few understand the breadth and scope of our work. These major talking points will help you speak about United Way, helping people see and understand the “big picture,” leading to greater understanding and stronger involvement.

BRINGING PEOPLE TOGETHER TO ADDRESS THE MID-SOUTH'S BIGGEST CHALLENGE: POVERTY.

United Way of the Mid-South is the leading catalyst in stimulating support and services for individuals and families as they progress from poverty to prosperity.

- United Way is where people, organizations and sectors across the region pool talents, time, resources and influence to help people in need and create greater opportunities for everyone.
- Our top priority is to help individuals and families gain economic and social mobility to advance from poverty to prosperity and an improved quality of life for all Mid-Southerners.

UNITED WAY: ITS UNIQUE POSITION TO HELP AND INFLUENCE.

United Way of the Mid-South is the largest, public, charitable foundation in the Mid-South.

- United Way is uniquely positioned at the intersection of nonprofits, health and human services agencies, businesses, community organizations, government, volunteers, faith-based groups, and private foundations – all rallied around a shared vision for a better, stronger, more viable Mid-South.

THE COMMUNITY IMPACT FUND: GIVING HELP WHERE IT IS NEEDED MOST

We can do more good together than any one of us can do alone.

- Making an undesignated investment in United Way, and its Community Impact Fund, strengthens the impact of your donation and those of your colleagues, neighbors, friends, and family members.
- Together, these gifts to United Way's Community Impact Fund create a significant force for good.

LOCAL VOLUNTEERS – LIKE YOU – ANALYZE OUR AREA'S CRITICAL NEEDS AND HOW NONPROFITS WITH A PROVEN TRACK RECORD CREATE A DIFFERENCE.

United Way serves as a capacity builder for the nonprofit sector by stewarding donor dollars.

- Volunteers make the tough decisions of where and how to distribute your gift so it does the most good for the most people, impacting thousands of lives in our area every day, in a way no single-cause organization can accomplish.

DRIVING THE DREAM: PEOPLE ESCAPING POVERTY TO LIVE THE LIFE OF THEIR DREAMS

United Way provides focused attention to poverty reduction which leads to economic prosperity for individuals, families and the Mid-South.

- United Way's *Driving The Dream* initiative brings nonprofit and human service professionals together to create a new system of care.
- This system helps people identify their dreams and create a step-by-step plan to escape poverty, and live out those dreams.
- The key to the Mid-South's economic prosperity IS poverty reduction.
- Every time one person escapes poverty, we all benefit.



United Way of the Mid-South INVEST IN OUR COMMUNITY

UNITED WAY OF THE MID-SOUTH PROVIDES HELP IN WAYS YOU MAY NOT EXPECT.

In addition to funding local services, programs and agencies through direct cash grants, United Way invests in the community to produce local results for individuals and families.



UNITED WAY OF THE MID-SOUTH

DRIVING THE DREAM

United Way of the Mid-South has created **DRIVING THE DREAM**, an innovative system of care to address the effects of poverty and help people craft – and reach – the life of their dreams. A coalition of agencies who focus on investing in poverty reduction solutions and economic growth strategies will create opportunities for our most vulnerable individuals and families and connect them to resources and opportunities to help them escape generational cycles of poverty.

uwmidsouth.org/driving-the-dream



United Way of the Mid-South
COMMUNITY IMPACT FUND

United Way of the Mid-South has built a dynamic network of services to promote education, health and financial stability for individuals and families facing crisis. The **COMMUNITY IMPACT FUND** enables us to provide a huge impact on poverty through the creation of collaborative solutions to advance people living in poverty from where they are to where they dream to be.

uwmidsouth.org/community-impact-fund



United Way of the Mid-South

Mid-Southerners living in poverty or individuals who are making \$56,000 or less can receive **FREE** tax preparation and filing through United Way's **FREE TAX PREP PROGRAM**. In the last tax filing year, the Mid-South economy realized nearly \$14 million in tax refunds including \$4.7 million in federal credits. Mid-Southerners save millions in fees and ensure they claim all the credits for which they are eligible. Refunds from this program often result in 20% or more of a household's annual income.

uwmidsouth.org/why-uw/free-tax-prep

RESOURCES

Connect your employees with United Way resources to help them thrive.



FAMILYWIZE DISCOUNT PRESCRIPTION CARDS

Medical expenses can force lower income households into making tough decisions between either purchasing medicine or paying bills/buying food. United Way's partnership with FamilyWize discount prescription cards helps people save on many prescription medications regardless of insurance status or income. Familywize has helped nearly 100,000 Mid-Southerners by saving them over \$8 million in prescription costs.

familywize.org



2-1-1 HELP LINE

United Way's partnership with the Memphis Public Library system provides an important call center to connect people in need with services that can help. Trained 2-1-1 operators can listen to the details of a person's situation and refer them to nonprofit, government or other services. 2-1-1, receives more than 50,000 calls a year, helps cut through the red tape of searching for the right program and connects people in need to services that can make a difference.

memphislibrary.org/linc-2-1-1



2020-21 COMMUNITY IMPACT FUND AGENCIES

*WHEN YOU GIVE TO UNITED WAY OF THE MID-SOUTH'S COMMUNITY IMPACT FUND, your support has its greatest impact. Helping United Way in **Driving The Dream** ensures more people escape generational poverty and live the life of their dreams. These United Way agencies and their programs improve the economic and social mobility of individuals and families as well as boost our local community by reducing poverty, one person at a time. **When you give to the Community Impact Fund, 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
 Binghampton Development Corporation*
 Boy Scouts of America, Chickasaw Council
 Boy Scouts of America, West TN Area Council
 Boys & Girls Club of the Hatchie River Region
 Boys & Girls Clubs of Greater Memphis
 BRIDGES USA
 Catholic Charities of West Tennessee
 Children & Family Services, Inc.
 Coldwater Volunteer Fire Department
 Community Foundation of Northwest Mississippi - Hernando Excel By 5
 DeltaARTS
 DeSoto County Foundation for Excellence in Education, Inc.
 DeSoto County Literacy Council, Inc.
 Dewitt Community Coalition, Inc.
 District One Volunteer Fire Department
 East Arkansas Youth Services
 Exchange Club Carl Perkins Center for the Prevention of Child Abuse
 Family Biz Builder
 Families in Transition, Inc.
 Fayette Cares, Inc.
 Fayette County Commission on Aging

Fayette County Schools Alumni Association, Inc.
 Fayette County Technical Rescue Team, Inc.
 Fayette Literacy
 Frayser Community Development Corporation
 Friends For Life Corporation
 Girls Inc. of Memphis*
 Girl Scouts Heart of the South
 Good Neighbor Love Center, Inc.
 Goodwill Homes Community Services, Inc.
 Grace House of Memphis, Inc.
 Harwood Center, Inc.
 Healing Hearts Child Advocacy Center
 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
 Legal Aid of Arkansas, Inc.
 LINC/2-1-1
 Literacy Mid-South*
 Lowenstein House, Inc.
 Madonna Learning Center, Inc.
 Memphis Child Advocacy Center

Memphis Crisis Center
 Memphis Jewish Community Center
 Memphis Jewish Home & Rehab
 Memphis Oral School for the Deaf
 Memphis Recovery Centers, Inc.
 Memphis Urban League, Inc.
 Meritan, Inc.
 Nelson Resource Center
 Olive Branch Community Emergency Food Ministry, Inc.
 Porter-Leath
 Sacred Heart Southern Missions, Inc.
 Samaritans
 Search Dogs South
 Southwest Human Resource Agency
 Special Olympics, Greater Memphis SRVS
 Synergy Treatment Centers
 Tennessee Poison Center
 The ARC of Northwest Mississippi
 The Baddour Center
 The Salvation Army Memphis & The Mid-South
 Tipton County Commission on Aging
 United Housing, Inc.*
 YMCA of Memphis & the Mid-South
 Youth Villages*
 YWCA of Greater Memphis

*United Way of the Mid-South Endorsed Agencies
 As of July 2020

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

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