United Way of the Mid-South

2020 Virtual Campaign
Community Impact for Over 97 years

United Way is driving the dreams of individuals and families advancing from poverty to prosperity.

Our mission:
"Improving the quality of life for Mid-Southerners by mobilizing & aligning community resources to address priority issues."

1923
Granted $450,000 for 20 agencies

2020
Over 97 years — Raised $800M for Mid-South agencies

UWMIDSMOUTH.ORG
Togetherness, we can do more good than any one of us can do alone.

Uniting people and resources:

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

83% of every dollar raised is invested in the community.

- Donors & Philanthropists
- Nonprofits & Community Influencers
- Volunteers & Faith Based Groups
- Government & Academia
- Business, Organized Labor & Civic Groups
Mid-Southerners in Poverty
YOUR SUPPORT STAYS HERE AT HOME

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

We partner with nearly 70 efficient, high-performing agencies and over 200 programs. Support of United Way made an impact more than

300,000

times just last year throughout our eight-county area.

*Note: Memphis data is highlighted since it serves as the epicenter of the Mid-South.
COVID Response

HOW WE CONTINUE TO SUPPORT OUR MOST VULNERABLE NEIGHBORS

www.uwmidsouth.org/covid-19
## Mid-Southerners in Poverty

YOUR DOLLARS MAKE A DIFFERENCE

<table>
<thead>
<tr>
<th>$14M</th>
<th>$938,163</th>
<th>143,093</th>
<th>45,971</th>
<th>2,749</th>
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<td>IN TAX RETURNS came back to families with household incomes less than $56,000/yr</td>
<td>SAVED on 14,500 prescription medications through United Way’s partnership with FamilyWize.</td>
<td>PEOPLE received information and referrals about services to improve their lives.</td>
<td>PEOPLE received food through food pantries, home-delivered meals and congregate meals.</td>
<td>CHILDREN and YOUTH participated in programs to support academic achievement</td>
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- **45,971**: People received food through food pantries, home-delivered meals and congregate meals.
- **2,749**: Children and youth participated in programs to support academic achievement.
Since 2002, our United Way and the IRS have partnered the tax returns for families earning less than $56,000 annually for free. The Free Tax Prep program keeps families from spending vital resources on tax preparation and promotes financial self-sufficiency.
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DRIVING THE DREAM
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2·1·1
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Our aligned grant-making through the Community Impact Fund supports a powerful network of agencies and programs in achieving positive outcomes for individuals and families in the Mid-South.
Everyone has dreams of a better life regardless of their circumstances. We are intentionally connecting the dots among agencies for those in Mid-South poverty — moving them from where they are to where they dream to be. 

Driving The Dream is the solution.
Driving the Dream Video
Raising the Funds

Raising funds through a United Way Workplace Campaign is a great way to:

- Elevate Corporate Social Responsibility platform
- Engage employees in a cause for their community
- Enlighten your team about the adverse effects of poverty on Mid-Southerners
- Enjoy the satisfaction of knowing your dollars are hard at work doing the most good
Engagement Groups

Fueling the Fight

Engagement Groups provide opportunities for you to get more deeply involved through volunteering or attending our many events throughout the year.

- Leaders United
- Retire United
- Tocqueville Society
- Women United
- UW Ambassadors
Workplace Campaign

The Mid-South faces many challenges. Now we also face COVID-19.

No one person, nonprofit agency, company, or group can solve them alone.

Join us in the fight for a better, brighter Mid-South and help us move people from where they are to where they dream to be.
For more information, contact your Resource Development Manager