

# WELCOME TO YOUR NEW WORKPLACE!



Dear Employee:

As a company, we are committed to improving the quality of life for Mid-Southerners. In addition, we encourage our employees to be involved with and support local civic and charitable activities.

We support United Way because its network impacts local poverty by improving education, financial stability and health – the essential building blocks for a strong quality of life.

United Way practices the highest levels of transparency, efficiency and effectiveness. Hundreds of local volunteers are involved in its fundraising, decision-making and distribution of funds. Your support helps programs and agencies with proven track records and good management, which are regularly reviewed, to ensure they meet high levels of standards and practice.

One easy way to give – preferred by many of us – is through payroll deduction. Through this method, you authorize automatic deductions from each paycheck or as a lump sum gift paid once a year. You can also contribute by cash or check.

The attached pledge card allows you to choose either option. Please sign and return the card, whether or not you decide to participate. Your decision is kept confidential. Thank you for helping the Mid-South by supporting United Way.

## WHAT IS UNITED WAY?

United Way of the Mid-South brings donors, volunteers, corporations, government agencies, non-profits, and individuals like you together to tackle our community's most pressing problems.

## THE PRIORITY IS LOCAL POVERTY

Many of our area's struggles are rooted in the challenges created by generational poverty. We must help people escape poverty so they can live the life of their dreams, and help us produce an even greater Mid-South where we can work and live.

United Way attacks the root causes of poverty by making improvements in education, financial stability, and health.

**EDUCATION** Your support helps us focus on local kindergarten readiness, third grade reading proficiency and College/Career readiness after high school.

**FINANCIAL STABILITY** United Way is focused on family financial stability with initiatives that help with income such as our Free Tax Prep program and bringing sectors together to increase financial literacy in the Mid-South.

**HEALTH** United Way promotes healthy eating and active living, and is very involved with domestic violence prevention and helping people escape abusive situations.



## I'M JOINING MY COMPANY'S SUPPORT OF UNITED WAY

Giving is a personal choice. Your gift is a voluntary and important decision that will impact thousands of people. We provide several options for your contributions:

**A** I want to contribute the following percentage of my salary each pay period:

2.5%	2.0%	1.5%	1.0%	0.6%
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**B** or, I want to contribute a specific amount each pay period:

\$50	\$25	\$20	\$15	\$10	\$5
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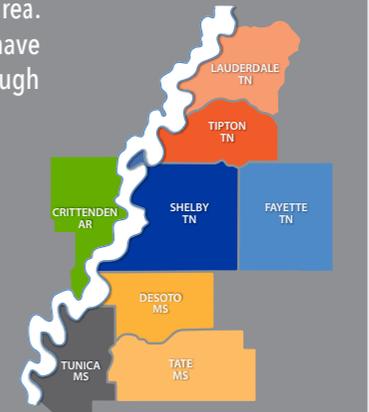
**C** or, I want to contribute a one-time gift to United Way:

\$

**OPTIONAL** United Way of the Mid-South is helping people across our 8-county area. Please indicate which county (if you have a preference) you wish to support through your payroll deduction gift.

I wish to place my gift in the United Way Community Impact fund for the following county:

- Crittenden, AR
- DeSoto, MS
- Fayette, TN
- Lauderdale, TN
- Shelby, TN
- Tate, MS
- Tipton, TN
- Tunica, MS



Print Name \_\_\_\_\_

Sign \_\_\_\_\_

Date \_\_\_\_\_

I authorize my employer to deduct this amount from each paycheck. I understand this authorization will continue unless specified by me in writing. United Way of the Mid-South does not provide goods or services as whole or partial consideration for any contribution.



# YOUR GIFT IS THE WAY WE KEEP FAMILIES TOGETHER

Sarah was determined to keep her siblings from entering foster care. Her mother had passed away, and they were removed from their disabled father's custody.

Though she had four children of her own, she took them in – she knew her mother would have wanted it that way.

Sarah panicked as she read a letter taped to her front door. The letter stated she was being evicted because there were too many people living in her apartment.

Since she did not have legal custody of her siblings, she was not eligible for a larger unit. Sarah also learned that, without custody, she could not receive additional resources from the state for the children's basic needs.

Sarah was referred to a United Way member agency that works to keep families in their homes. A case manager was assigned who immediately secured clothing and additional food. The case manager also worked with the state and was able to help Sarah obtain temporary custody. Soon, she moved her family into a four bedroom apartment and enrolled the children in the neighborhood school.

Thanks to your support, United Way made a difference for this family because together we can do more good than any one of us can do alone.



## UNITED WAY'S MISSION

Improving the quality of life for Mid-Southerners by mobilizing and aligning community resources to address priority issues.



# DRIVING THE DREAM AGAINST POVERTY



At United Way of the Mid-South, we're assembling partners to address our community's single biggest challenge: poverty. We want more people to escape poverty and live the life of their dreams. We call this initiative *Driving The Dream*.

### POVERTY IS OUR AREA'S BIGGEST PROBLEM:

- Memphis is at or near the top of national listings of large metro areas for overall poverty.
- Nearly 150,000 people in Memphis live in poverty
- That's over 26.4% of the city's population.
- Even more alarming, 39% of the city's children live in poverty - the nation's highest child poverty rate.
- No single organization or individual can solve the problem alone.

### BENEFITS TO INDIVIDUALS AND OUR 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. Moving the needle on poverty is a team effort. With your support, we can help people in poverty discover their dreams, follow a plan to advance out of poverty, and see their dreams come true. Our battle against poverty is a fight we must win for the sake of everyone living in the Mid-South.

## WHERE THERE'S A YOU, THERE'S A WAY!

**Need help, or know someone who does?** Dial our 2-1-1 help line or (901) 415-2790 during normal business hours and speak with a trained operator who can connect you to services that make a difference.

### UNITED WAY SERVES

Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton & Tunica counties in AR, MS and TN.

1005 Tillman Street, Memphis, TN 38112  
Phone (901) 433.4300 | Fax (901) 433.3100

[UWMIDSOUTH.ORG](http://UWMIDSOUTH.ORG)



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United Way  of the Mid-South

# CONGRATS ON YOUR NEW JOB!