

WOMEN'S FOUNDATION FOR A GREATER MEMPHIS

Response to the COVID-19 Pandemic



MISSION

To encourage philanthropy, foster leadership among women and support programs that enable women and children to reach their full potential.

VISION

To be an agent of change committed to a community of well-being and prosperity, where women live in sufficiency, strength, and safety, sharing their leadership and empowering their children.



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WOMEN'S FOUNDATION

FOR A GREATER MEMPHIS

AN ONGOING COMMITMENT TO SERVE

For 25 years, the Women's Foundation for a Greater Memphis has been uniting women and helping break the cycle of poverty through philanthropy, leadership and collaboration.

The COVID-19 pandemic has brought tremendous challenges to Memphis over the past eight months. The almost paralyzing effect has had multiple impacts on the health, safety and security of our community. This has made the Women's Foundation for a Greater Memphis' (WFGM) commitment through our Vision 2020 Strategic Plan to support organizations serving women and families in Memphis' most economically-disadvantaged zip code—38126—more important than ever.

Over the past four years, many of our families have made significant progress toward economic stability. However, prior to the pandemic, many were at or below the poverty level and living on tight budgets, with poor health care and without steady employment. COVID-19 has only intensified these challenges.

To ensure the greatest impact amidst the pandemic, WFGM has adapted and pivoted to support the many immediate response efforts needed within our community. As we continue our work and response to COVID-19, we are actively seeking additional funding to meet these demands while leveraging partnerships, fundraising and planning for the recovery phase.

We stand firm in our commitment to do this work. We also acknowledge the local and national partnerships that have provided resources and grants through the 38126 COVID-19 Response Project.

We are grateful for our loyal and faithful donors for your continued support.

Ruby Bright, President and CEO

ASSESSING THE IMPACT OF COVID-19 IN OUR COMMUNITY

During the early stages of the COVID-19 pandemic, WFGM conducted a needs assessment that revealed a disproportionately adverse impact from COVID-19 among grantee partners serving families residing in Memphis' poorest zip code, 38126.

Resources needed:

- Food and shelter
- Household supplies (i.e. soap, deodorant and cleaning products)
- Diapers and clothing
- PPE (Personal Protective Equipment)
- Rent and utility assistance

These findings mirrored those of marginalized communities throughout Shelby County.



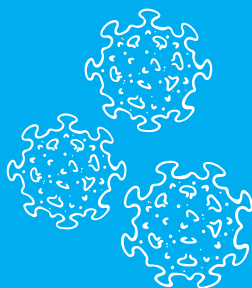
50.2%

of households do not have access to a computer or tablet with internet connectivity



57.4%

of households have a chronic health condition



17%

of households reported losing a job as a result of COVID-19



30%

unemployment rate among Heads of Household (87% are single women of color)

GIVING TUESDAY



NOW

WFGM participated in the special national, one-time #GivingTuesdayNow online giving campaign held in May. WFGM set a goal to raise \$25,000 in order to provide \$50 gift cards to 500 families in the 38126 area.

Achievements:

\$27,402

raised to provide Kroger gift cards to families

548

\$50 gift cards distributed to 38126 families

Media coverage:

- Daily Memphian
- WANT-TV Local 24 News
- WHBQ-TV Fox 13 Memphis
- WMC-TV Action News 5
- WREG-TV News Channel 3

LEADERSHIP DURING COVID-19



COVID-19 directly affects families who are struggling to survive. Our 38126 grantee partners continue to receive an overwhelming number of requests for basic needs to help stabilize families. There are also unanticipated costs as some programs have had to shift delivery models and others are canceled. In March, **WFGM's Board of Directors approved early grant payouts to Grantee and Community Partners totaling \$400,000** with flexibility to meet the greatest needs.

WFGM worked with the **Mid-South COVID-19 Regional Response Fund** at the Community Foundation of Greater Memphis to support strategic recovery and resiliency efforts and help the most vulnerable populations. We also assisted in identifying funding and PPE resources locally, regionally and nationally.

TDHS Coronavirus Relief Funds Supporting Tennessee Nonprofits

The Women's Foundation for a Greater Memphis was selected as one of the six Grant Administrators for the distribution of \$150 million of Tennessee Community Cares Program funding through the Tennessee Department of Human Services (TDHS). The Foundation will administer \$11.8 million in reimbursable grant funds for 60 organizations in Shelby County. During the COVID-19 pandemic, these funds will help organizations continue to address their needs and the families they serve.

COVID-19 RESPONSE PROJECT FUNDERS

CORPORATE AND FOUNDATION GRANTS

WFGM has received funding from the following corporations and foundations specifically in support of the 38126 COVID-19 Response Project:

- Aditi Foundation
- AutoZone
- Comcast
- FedEx
- Mid-South COVID-19 Regional Response Fund
- John Dustin Buckman Charitable Fund
- Kroger – Delta Marketing Area
- Lichterman-Loewenberg Foundation
- Memphis City Council
- Momentum Fund
- Ms. Foundation for Women
- New York Women's Foundation
- Urban Strategies, Inc.
- W. K. Kellogg Foundation
- Women's Funding Network



LEVERAGING AND PARTNERING

WFGM's shift to prioritize its support to meet the needs of our families spurred creation of the **38126 COVID-19 Response Project**. WFGM partnered with other philanthropic groups to invest in emergency programs and support low-income women and families.

Since May, two South City distribution events were held to provide necessities to families in need.

160+
volunteers donated time

1,050
families were served

70,000
pounds of food distributed

Additional supplies:

- Essential items—personal hygiene kits, face masks, diapers, laundry supplies and hand sanitizer
- Gift cards
- Community resource packets

Media coverage:

- Commercial Appeal
- Mayor Jim Strickland's Weekly Email Update
- Tri-State Defender
- WMC-TV Action News 5



In an effort to narrow the digital divide in zip code 38126, WFGM also joined forces with corporate and nonprofit partners to launch the **Digital Inclusion Project (DIP) Plan**. The plan is designed to improve the overall quality of life for 38126 residents and includes these components:

- Provide access to technological information
- Offer network resources
- Expand digital skills

While the DIP Plan provides underserved populations secure internet, digital tools and support, there is also a need for preparation that can further result in the attainment of educational goals and workforce skills. Additional components and anticipated outcomes of the plan include:

- A Technology Learning Hub in South City (zip code 38126)
- 1,000 digital kits (computers, desks, etc.)
- 5 Social Organizations with Entrepreneurship and Digital Literacy Solution
- 5 Neighborhood Wi-Fi Smart Zones

BTW Laptop Distribution Project

In July, WFGM distributed 90 laptop computers to the Class of 2020 of Booker T. Washington School in an effort to provide students with leadership-development opportunities, access to technology and digital literacy training. Each student received a laptop, one week of computer coding training, a new backpack and a \$100 gift card to purchase school supplies for the fall semester.

2020-2021 GRANTEE PARTNERS

VISION 20/20

The overarching purpose of the Vision 2020 Strategic Plan is to reduce poverty by five percent over five years in zip code 38126.

VISION 2020 GOAL 1

CASE MANAGEMENT AND WRAPAROUND SERVICES

Family Safety Center
Hope House Day Care
Knowledge Quest
Metropolitan Interfaith Association
Neighborhood Christian Center, Inc.
Urban Strategies Inc.

VISION 2020 GOAL 2

ADULT EDUCATION, TRAINING, AND ENTREPRENEURSHIP

Advance Memphis
Boys and Girls Club of Greater Memphis
DeNeuville Learning Center
Dress for Success
HopeWorks, Inc.
Karat Place, Inc.
Memphis Urban League
Southwest TN Community College Foundation
YWCA of Greater Memphis

VISION 2020 GOAL 3

EARLY CHILDHOOD DEVELOPMENT

Early Success Coalition
Families Matter
Porter-Leath

VISION 2020 GOAL 4

YOUTH DEVELOPMENT AND EMPLOYMENT

A Step Ahead Foundation
Big Brothers Big Sisters of the Mid-South
Booker T. Washington Middle & High School
Emmanuel Center, Inc.
Girls Scouts Heart of the South
Girls Incorporated of Memphis
Memphis Inner City Rugby
Mustard Seed, Inc.
New Ballet Ensemble and School
STREETS Ministries
U of M, Herff College of Engineering
Vance Avenue Youth Development Center

VISION 2020 GOAL 5

FINANCIAL EDUCATION AND ASSET BUILDING

RISE Foundation, Inc.
South City a Community of Opportunity Revitalization
Empowerment (SCORE CDC)



MAKING A DIFFERENCE

VISION 2020 FOUR-YEAR IMPACT

Launched in 2015, the overarching purpose of the **Vision 2020 Strategic Plan** is to reduce poverty by five percent over five years in zip code 38126, one of the poorest areas in the city of Memphis. WFGM has invested \$5.8 million in grants to provide direct services in zip code 38126 to reach our goal.



1,431

Individuals placed
in jobs



90

Individuals starting a business or
micro-enterprise



14

Residents who
purchased homes



**\$5.8
million**

invested in 38126



51%

Increase in average
household income



151

Programs
supported



2,654

individuals benefited
from special projects
and initiatives



782

Children enrolled in
early education and
childcare programs



996

Caregivers and parents engaged in
early childhood development and
parenting education



3,635

Young People participated in
programs supporting positive
youth development

COVID-19 RESPONSE PROJECT RESOURCE PARTNERS



Bare Needs
Diaper Bank



First Baptist
Church,
Lauderdale



One Commerce Square
40 S. Main Street, Suite 2280
Memphis, Tennessee 38103

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