ANNUAL REPORT
2017-2018

Moving the Vision Forward
2017 - 2018 OFFICERS AND EXECUTIVE COMMITTEE

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Leslie Shaw
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In April, thousands of people gathered in downtown Memphis for the MLK50 celebrations at the National Civil Rights Museum to celebrate the life and legacy of Dr. Martin Luther King, Jr. and to ask the question “Where do we go from here?” Poverty in Memphis has always been a point of discussion in the city, but this year even more so as a national spotlight highlighted the work that Dr. King left behind.

“A good strategic plan is priceless when the goals of the plan matter—especially when the impact is measurable.”

Two years ago, we implemented the Vision 2020 Strategic Plan to reduce poverty in zip code 38126, the poorest neighborhood in the city of Memphis, by five percent. The numbers were shocking—62 percent of adults and 76 percent of children in the area lived in poverty.

A good strategic plan is priceless when the goals of the plan matter—especially when the impact is measurable. Through Vision 2020 we are helping to create a vibrant community with diverse resources for families, with state-of-the-art technology, quality education from cradle to career, living wage employment, career growth, and access to quality health care and mobility.

We have reached more than 7,000 people in zip code 38126. Over 623 individuals received job training, 543 children were enrolled in early childcare, 1,683 young people participated in youth development programs, and there was a 44% increase in average household incomes.

And more.

Thank you for another successful year committed to the women and families of this community.

Mary H. McDaniel
Chair of the Board

Ruby Bright
Executive Director and CAO
Our Mission is to encourage philanthropy and foster leadership among women and support programs that enable women and children to reach their full potential.

Our Vision is to be an agent for 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.
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. As of the end of the 2017-2018 Fiscal Year, WFGM has invested $3.5 million in grants to provide direct services in zip code 38126 to reach our goal.

**Make a Difference in 38126, Vision 2020 Two-Year Impact**

- **623** Individuals Placed in Jobs
- **31** Individuals Starting a Business or Micro-enterprise
- **7** Residents who purchased homes
- **$3.5 Million** invested in 38126
- **44%** Increase in average household income
- **79** programs supported
- **850** Girls participating in Girls summit celebrating the Anniversary of Title IX
- **543** Children enrolled in early education and childcare programs
- **639** Caregivers and parents engaged in early childhood development and parenting education
- **1,683** Young People participated in programs supporting positive youth development
### 2017-2018 Grant Making - $1,200,000

#### GOAL 1

**Grantees**
- Knowledge Quest
- Metropolitan Interfaith Association
- Urban Strategies Memphis Hope

**CASE MANAGEMENT AND WRAPAROUND SERVICES**

**$100,000**

**3 PROGRAMS**

To support families in zip code 38126 in securing resources to meet their basic needs.

#### GOAL 2

**Grantees**
- Advance Memphis
- Boys and Girls Club of Greater Memphis
- DeNeuville Learning Center
- HopeWorks, Inc.
- Karat Place, Inc.
- Memphis Urban League
- Southwest Tennessee Community College
- YWCA of Greater Memphis

**JOB SKILLS AND EMPLOYMENT**

**$218,100**

**8 PROGRAMS**

To equip residents of 38126 with marketable job skills to gain living wage employment through linkages to education and marketable job training skills.

#### GOAL 3

**Grantees**
- Early Success Coalition
- The Exchange Club Family Center
- Memphis Library Foundation
- Neighborhood Christian Center
- Porter-Leath

**EARLY CHILDHOOD DEVELOPMENT**

**$89,600**

**5 PROGRAMS**

To ensure that all children age 0-3 living in 38126 will be prepared to enter and learn in kindergarten.
YOUTH DEVELOPMENT AND EMPLOYMENT
$191,500 | 10 PROGRAMS
To develop positive outcomes in youth that include competence, confidence, connection and character.

Grantees
Booker T. Washington High School
Emmanuel Center, Inc.
Girls Incorporated of Memphis
Girls Scouts Heart of the South
Memphis Inner City Rugby
Mustard Seed, Inc.
New Ballet Ensemble and School
STREETS Ministries
University of Memphis, Herff College of Engineering
Vance Avenue Youth Development Center

FINANCIAL EDUCATION AND ASSET BUILDING
$25,000
1 PROGRAM
To help families gain financial education skills to help them reduce poverty.

Grantee
RISE Foundation, Inc.

Responsive Funding and Special Projects in Zip Code 38126
$80,000

Strategic Initiatives
$293,000
Connecting Hearts, Hands and Philanthropy (CHHP)
National Philanthropic Collaborative of Young Women’s Initiatives (NPCYWI)
Partnership for Women’s Prosperity (PWP)

Funders:
Walmart Foundation and W. K. Kellogg Foundation
Philanthropy

Since 1996, WFGM has awarded $29.5 million to 530 programs involving more than 100 local non-profits, including investments in advocacy and research.

A Look into African American Women Philanthropy

WFGM, in partnership with the W.K. Kellogg Foundation (WKKF), established Connecting Hearts, Hands and Philanthropy: A Collaborative of African American Women-Led Organizations (also known as the CHHP Collaborative). The intent of the CHHP Collaborative is to capture the historical leadership and giving power of African American communities.

The CHHP Collaborative hosted the Inaugural Summer Breeze Gala in 2017 to demonstrate their collective impact welcoming over 200 guests and raising over $50,000. The proceeds from the event were awarded to 10 organizations that offer programming focused on young women and girl’s empowerment and encourage careers in STEM.

The CHHP Collaborative is comprised of:

- The Bluff City Cluster of The Links, Incorporated - Memphis (TN) Chapter, Shelby County (TN) Chapter and River City (TN) Chapter
- Shelby County (TN) Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
- Phi Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc.
A Life of Philanthropy, Leadership and Collaboration

More than 400 guests helped us celebrate three extraordinary women during the 2018 Legends Award Reception in April in three categories. The award was created in 2009 to honor trend-setters, visionaries and innovators. The recipients have mastered their field and use their knowledge and skills to better the community.

The Catalyst Award recipient is Associate Pastor of First Congregational Church, Rev. Sonia Louden Walker for her life-long commitment to help end hunger in the community.

The Innovation Award recipient is retired CEO of Baptist Memorial Hospital for Women, Anita S. Vaughn for her trailblazing career making quality healthcare more accessible for women and their families.

The Philanthropy and Leadership Award recipient is President of the Lichterman Lowenburg Foundation, Fredrika “Freddi” Felt for her dedication to supporting youth services, education, the Jewish community and other agencies whose work brings about lasting improvements in Memphis.

Baptist Memorial Health Care has been the Legends Award Reception Presenting Sponsor since the event’s inception in 2009.

Annual Tribute Luncheon Takes Center Stage

At our 2018 SOLD OUT Annual Tribute Luncheon with Presenting Sponsor FedEx, 2,200 attendees helped us raise over $520,000. Guests enjoyed powerful words from our keynote speaker Valeisha Butterfield Jones, Global Head of Women and Black Community Engagement at Google. Jones encouraged women to be the best version of themselves, declaring that as women, “We got the juice!” to get things done.

Power of the Purse, Shopping with a Cause

More than 250 people attended the 2017 Power of the Purse™ Auction in October to raise more than $50,000. Power of the Purse™ combines a silent and a live auction, with the opportunity to bid on luxury jewelry, handbags, vacation packages, and more.
Leadership

WFGM is led by a 35-member Board of Directors, 11-member Board of Trustees, and 10-member staff representing a cross section of philanthropists, business leaders, marketing professionals, entrepreneurs, and industry experts.

The Two-Generation Approach: Mother, Daughter Success

Education transforms lives. In June, mother-daughter duo Donna and Destiny York graduated from the Women Healing Memphis program along with 13 other women from 38126.

Funded in partnership with Southwest Tennessee Community College Foundation and WFGM, Women Healing Memphis (WHM) is a continuing education program that provides education and training empowering women living in the 38126 zip code to compete in allied health professional fields.

WHM students completed 50-hour training programs to prepare them to take the national certification exams to become Dialysis Technicians and EKG Technicians. The program not only pays the course fees, but also provides funds for books, materials, examination fees and provided childcare assistance.

Destiny looks forward to working in a small clinic. She says the Southwest faculty were inspiring and supportive throughout the course. “We had great teachers who were very hands on,” she said.

Donna has worked at FedEx as a material handler for the past 24 years and now looks forward to working in a hospital setting.

“I want to see more programs like this because they make a difference in people’s lives,” she said. “It’s great to see someone cares about us and sees us as worthy of investing in.”
Memphis YWI Attends the United State of Women

WFGM was proud to sponsor five girls to be part of our new Young Women’s Advisory Council (YWAC), a leadership develop program under the Young Women’s Initiative-Memphis created in partnership with Girls Inc. of Memphis. The girls were among 6,000 attendees of the 2018 United State of Women Summit in May in Los Angeles, CA, featuring prominent women leaders. YWAC members also met with 40 other council members to discuss key issues in their localities for girls of color. The partnership was funded in part by the Walmart Foundation, FedEx, and First Tennessee Bank.

Second Annual Title IX Girls Summit

In partnership with the Memphis Grizzlies and Girls Inc. of Memphis, WFGM celebrated the 46th Anniversary of Title IX during the second Annual Girls’ Summit. For two days 450 middle and high school student-athletes learned about career options through hands-on demonstrations and panel discussions. Special thanks to the event’s featured guests: WNBA Champion Tamika Catchings, two-time Olympic Gold Medalist for US Soccer Angela Hucles, World Rugby Hall of Famer Phaedra Knight, and Basketball Player and Speaker Bilqis Abdul-Qaadir.

CONSUMER PHILANTHROPY:

the opportunity for a company or organization to engage their customers in philanthropy by committing a portion of their proceeds for their products and services for a designated period to a cause

Ten companies and groups gave

$60,523

in consumer philanthropy for the 2017-2018 Fiscal Year.

Thank you to:

Anonymous
Beautiful Colored Girls
Collaboration

WFGM leverages local and national partnerships, expanding our economic footprint and garnering millions in grants to support and implement services geared towards the economic security of women and their families while continuing conversations to tackle women’s issues.

Changing Lives One Student at a Time

Over 113 volunteers sorted 72,000 items and provided 434 hours of service to support the 2nd Annual Zip Code 38126 Back to School Project in September.

WFGM distributed 1,000 backpacks to students of Booker T. Washington School and LaRose Elementary School, located in the heart of 38126. The backpacks were filled with school supplies, hygiene kits, and a resource packet including information and opportunities for parents and guardians used to support the entire family.

Both schools received uniforms to fill their clothes closet and students at LaRose Elementary received tablets donated by Memphis Housing Authority to assist them with homework.

Volunteers were provided by WFGM, NIKE, Fed Ex, Urban Strategies, Neighborhood Christian Center, LeMoyne Owen’s Man Up Organization, Kellogg’s, and Delta Sigma Theta Sorority, Inc. Memphis Alumnae Chapter.

Total Volunteer Impact in 2017-2018

1,595 Volunteer Hours

388 Volunteers
**National Partnerships, Local Impact**

**South City Heartbeat Community Resource Room**

In September, the South City Community Resource Center opened in Booker T. Washington School providing onsite resources for families based on the needs they identify as most critical for success. More than 200 people have accessed this space for internet, job training, certification programs, GED classes, parenting classes and special events. More than a dozen community organizations and partners have utilized the space for meetings and collaboration.

**Nike: Made to Play and Grow**

WFGM received a $10,000 grant from the NIKE Community Impact Fund to deliver the Made to Play program at LaRose Elementary this summer. Booker T. Washington (BTW) High School partnered with WFGM’s Young Women’s Initiative to provide physical fitness programming through basketball for 82 children in pre-K through fifth grade. Two graduating seniors from the BTW Lady Warriors Basketball team interned for the summer camp.

**Annie E. Casey/Evidence2Success**

The Annie E. Casey Foundation has selected the Women’s Foundation as one of six cities to implement their Evidence2Success program. Evidence2Success is an evidence-based approach that provides a framework for engaging communities and public systems in improving child well-being. The Annie E. Casey Foundation has made a $450,000 commitment to Vision 2020 and 38126.

**Walmart and the Young Women’s Initiative**

The National Philanthropic Collaborative of Young Women’s Initiatives (NPCYWI) received a $500,000 Walmart Foundation Diversity and Inclusion Grant to advance their work. NPCYWI is a dynamic effort by eight leading women’s foundations that seeks to galvanize and invest resources to amplify the collective power of young women – particularly young women of color – to ensure that they are safe, healthy and economically prosperous in a world with gender and racial equity.

The eight NPCYWI organizations include:
- The Women’s Foundation for a Greater Memphis
- The Women’s Fund of Greater Birmingham
- The Women’s Foundation of California
- Dallas Women’s Foundation
- The New York Women’s Foundation
- Washington Area Women’s Foundation
- Women’s Foundation of Minnesota
- The Women’s Fund
The financial information reported is derived from the audited financial statements prepared by Watkins Uiberall, PLLC, Certified Public Accountants and Financial Advisors of which may be obtained by contacting the Women’s Foundation for a Greater Memphis.
## Donors | July 1, 2016 – June 30, 2018

**CORPORATIONS AND FOUNDATIONS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Donor Name</th>
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<tbody>
<tr>
<td>$100,000+</td>
<td>Annie E. Casey Foundation</td>
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<td>AutoZone, Inc.</td>
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<td>BlueCross BlueShield of Tennessee Community Trust</td>
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<td>City of Memphis</td>
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<td>FedEx</td>
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<td>Hyde Family Foundation</td>
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<td>Independent Bank Plough Foundation</td>
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<td>Tennessee Department of Human Services</td>
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<td>The Urban Child Institute</td>
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<td>W.K. Kellogg Foundation</td>
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<td>Walmart Foundation National WorkDev/ECopp</td>
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**$10,000 - $49,999**

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<th>Donor Name</th>
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<tr>
<td>Baptist Memorial Health Care Foundation</td>
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<td>Community Foundation of Greater Memphis</td>
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<td>Cummins Foundation Cummins, Inc.</td>
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<td>First Tennessee Bank CRA BIEW Local 1298</td>
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<td>International Paper</td>
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<td>John Dustin Buckman Charitable Trust</td>
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<td>Josefa del Mercado Area</td>
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<td>Memphis Housing and Community Development</td>
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<td>NAPA</td>
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<td>OR Nurse Nationwide, Inc. Rebeka Joyce Furland Sedgwick Claims Management Service Holding, Inc. Sylvia Marks Charitable Trust</td>
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<td>Urban Strategies, Inc.</td>
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**$5,000 - $9,999**

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<th>Donor Name</th>
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<td>Aetna</td>
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<td>AVA Family Mediation Center, Inc. Bank of America</td>
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<td>Baptist Memorial Hospital for Women</td>
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<td>Comcast</td>
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<td>GCA Services Group</td>
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<td>JAPN Land Rush Bluff City</td>
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<td>McCormack Baron Salazar, Inc. Memphis Housing Authority Methodist Le Bonheur Healthcare Raymond James Financial, Inc. Siemens Industry Vintage 901</td>
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<td>Women's Foundation of Minnesota Workforce Investment Network</td>
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**$1,000 - $2,500**

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<th>Donor Name</th>
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<tr>
<td>1 Source Office and Facility Supply AARP - Tennessee Ace Awareness Foundation Aveva Aerospace AAU Alpha Lambda Omega Ampro Industries Baker, Donelson, Bearman, Caldwell &amp; Berkowitz, P.C. Beth Sholom Synagogue Bowden Internal Medicine, PLLC Buckman Buckner Brooks &amp; Heights Entertainment Burch, Porter, &amp; Johnson, PLLC Caesars Entertainment The Canale Foundation Christ Community Health Services CIGNA HealthCare CityCurrent Clarion Security</td>
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## Visionary

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<th>Donor Name</th>
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<tr>
<td>Visionary</td>
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<tr>
<td>2,500 - $5,000</td>
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<tr>
<td>Carol A. Beachey Andrea Baustick Ruby Bright</td>
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<td>Denise D. Carpenter Rosie Phillip Davis, Ph.D. Nanett Farris</td>
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<td>Catherine S. Gammmel Edith Kelly-Green Marie E. Lewis</td>
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<td>Diane M. Long Joyce Nussbaum Jennifer K. Osvalt Marica Parr</td>
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<td>Nisha Powers Heidy A. Ramirez, Ph.D. Sandra J. Reed Jennifer D. Scibbi</td>
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<td>Natasha Sen-Fizdale Stephanie Simpson Vicki J. Singh Vera Stein</td>
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<td>Nina R. Thornton Deborah D. Tipton Laurie A. Tucker Anita S. Vaughn</td>
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<td>change a Life $1,000 - $2,500</td>
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<td>Suzanne Allen Celia Althoff Jane Amaba Tom Archer</td>
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## Change a Life

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<td>Change a Life $1,000 - $2,500</td>
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Donors | July 1, 2016 – June 30, 2018


IN-KIND DONATIONS

Every effort has been made to reflect the accuracy of our donors while compiling this list. If your name has been misspelled, omitted or misrepresented, please contact us at 901.578.9346 and we will correct our records. We appreciate your patience, generosity and understanding.
ADVOCACY AND RESEARCH
Partnership for Women’s Prosperity  |  Tennessee Women’s Fund Alliance  |  Young Women Philanthropists
National Philanthropic Collaborative of Young Women’s Initiative
University of Memphis Center for Research in Education Policy
University of Memphis Department of Social Work  |  Women’s Initiative Think Tank

VISION 2020 FUNDERS
Annie E. Casey Foundation  |  AutoZone Inc.  |  Baptist Memorial Health Care Foundation  |  Bank of America
BlueCross BlueShield of Tennessee  |  John Dustin Buckman Charitable Trust  |  Charities Aid Foundation of America
Christopher Cooley, DDS  |  City of Memphis  |  Community Foundation of Greater Memphis  |  Cummins Foundation
Dollar General  |  FedEx Corporation  |  First Tennessee Bank, CRA  |  Hyde Family Foundation  |  Independent Bank
International Paper  |  Jeanne Varnell  |  Maximus Foundation  |  New Neighbors of the Greater Memphis Area
Nike Community Impact Fund  |  Plough Foundation  |  Pyramid Peak Foundation  |  Raymond James
Sedgwick Claims Management Inc.  |  Sylvia Marks Trust  |  Ryan Vick, DDS  |  Tennessee Department of Human Services
The Canale Foundation  |  Urban Child Institute  |  W.K. Kellogg Foundation  |  Walmart Foundation (National and State)

COMMUNITY AND STRATEGIC PARTNERSHIPS
Phi Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc.  |  Baptist Memorial Health Care
City of Memphis AmeriCorps Vista Program  |  City of Memphis Division of Housing and Community Development
City of Memphis Summer Youth Employment Program  |  Shelby County (TN) Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
Dress for Success  |  Financial Empowerment Center  |  Goodwill Excel Center Mid-South, Inc.
Greater Memphis Alliance for a Competitive Workforce  |  High Ground News  |  Latino Memphis  |  LeMoyne Owen College
Literacy Mid-South  |  Memphis BioWorks Foundation  |  Memphis Health Center  |  Memphis Housing Authority
Meritan  |  Methodist LeBonheur Health Care  |  Operation HOPE  |  Seedco  |  Seeding Success  |  Soulsville USA
Southeast Transportation Workforce Center  |  Shelby County Early Childhood Education Plan
Shelby County Health Department  |  Shelby County Schools  |  The Memphis Challenge
The Links, Inc., Bluff City Cluster (Memphis, River City and Shelby County Chapters)
United Way of the Mid-South  |  Urban Strategies Memphis HOPE  |  Workforce Investment Network (WIN)

Women’s Foundation
FOR A GREATER MEMPHIS
Moving the Vision Forward

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www.wfgm.org