Women's Foundation for a Greater Memphis

Moving the Vision Forward

Philanthropy, Leadership, Collaboration

2021-2022

Grantee and Community Partners
WFGM FACTS
For 26 years, The Women’s Foundation for a Greater Memphis (WFGM) has played a major role as a backbone organization aligning people, resources, and coordinating community-based services through the Two-Generation Approach to reduce poverty.

WFGM is an organization of women helping women break the cycle of poverty through philanthropy, leadership and collaboration.

PHILANTHROPY
Since 1996, WFGM has awarded over $33 million to more than 530 programs involving more than 182 local non-profits, including investments in advocacy and research.

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

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.
The Women’s Foundation for a Greater Memphis (WFGM) is grateful to our donors, supporters and partners for investing in the South Memphis neighborhood of zip code 38126. Over the past five years, WFGM invested $7.1 million in grants to provide direct services in zip code 38126 to reach our goal.

**Vision 20/20 Five-Year Impact**

- **1,730** Individuals placed in jobs
- **94** Individuals starting a business or micro-enterprise
- **16** Residents who purchased homes
- **$7.1 Million** Invested in 38126
- **53%** Increase in average household income
- **182** Programs supported
- **6,886** Individuals benefited from special projects and initiatives
- **825** Children enrolled in early education and childcare programs
- **1,065** Caregivers and parents engaged in early childhood development and parenting education
- **5,632** Young people participated in programs supporting positive youth development

Vision 2020 Five Years – Total Number Served = 16,117
In Year Five Alone, Total Number Served = 5,211

*The number of individuals served represents an average attrition rate of 20%*
The overarching goal of Vision 2025 is to increase investment and reduce poverty in five Memphis neighborhoods by 2025.
### VISION 2025 GOALS

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<th>IMPACT MEASUREMENT</th>
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<td><strong>Sustain in 38126</strong> Improve economic and social outcomes for Memphis women and their families through strategic partnerships and grant-making investments.</td>
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<td><strong>Design Systems Framework</strong> Expand collaborations and strategic alliances to build a new network or resources aimed at creating a high impact pipeline of rewarding job opportunities matched with skilled and prepared candidates for employment.</td>
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<td><strong>Strengthen the Organization</strong> Assess the organizational sustainability requirements – including human capital and technology – to help strengthen WFGM’s overall capacity and growth plan.</td>
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<td>4</td>
<td><strong>Amplify Our Story</strong> Increase our leadership influence through strategic communications.</td>
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<td>5</td>
<td><strong>Replicate the Model</strong> Leverage our deep expertise and insight to build new collaborative partnerships to replicate the WFGM neighborhood-based, poverty reduction model.</td>
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### IMPACT MEASUREMENT

WFGM will use the following outcome measures to assess the impact of Vision 2020 -2025 against its goals:

- Increase in fulltime employment (over six months or greater)
- Increase in earned income over five year period
- Increase in number who possess high school diploma or GED
- Increase in number of children enrolled in quality early childcare
- Increase number of children and youth engaged in afterschool and summer programs
- Decrease high school dropout rate
- Increase enrollment in post-secondary education programs
2021-2022 GRANT MAKING: $1,400,000
INVESTMENT BY PROGRAM AREA

Vision 2025 Investment Area 1 | Case Management and Wraparound Services
5 programs. .................................................. $151,500

Vision 2025 Investment Area 2 | Adult Education, Training and Entrepreneurship
9 programs. .................................................. $220,500

Vision 2025 Investment Area 3 | Early Childhood Development
3 programs. .................................................. $78,000

Vision 2025 Investment Area 4 | Youth Development and Employment
12 Programs. .................................................. $265,000

Vision 2025 Investment Area 5 | Financial Education and Asset Building
2 Programs. .................................................. $35,000

Program Assessment, Research & Evaluation ........................................ $120,000

Advocacy & Research ........................................ $100,000

Technical Support .............................................. $100,000

Strategic Initiatives
15 programs. .................................................. $230,000

2021-22 National Foundation Grant Awards
Annie E. Casey Foundation Evidence2Success Programs
Young Women’s Initiative
W.K. Kellogg Foundation Partners

Responsive Funding and Special Projects in Zip Code 38126 .............. $100,000
2021-22 GRANTEE PARTNERS AND INVESTMENT AREAS

Case Management and Wraparound Services
Hope House Day Care
Knowledge Quest
MIFA (Metropolitan Inter-Faith Association)
Neighborhood Christian Center, Inc.
Urban Strategies, Inc.

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 Tennessee Community College Foundation
YWCA of Greater Memphis

Early Childhood Development
Early Success Coalition
Families Matter
Porter-Leath

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 Inc. 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
RISE Memphis
South City, a Community of Opportunity Revitalization Empowerment (SCORE CDC)
CASE MANAGEMENT AND WRAPAROUND SERVICES

Hope House Day Care .......... $11,500
Clinical Community Outreach will go into communities with high rates of HIV and provide prevention education, free HIV testing and on-site counseling and linkage to medical care. Also provides Early Childhood Development

Knowledge Quest .......... $30,000

Family Stability Initiative (FSI) advocates for policy changes around emergency assistance eligibility as well as supports the emergence and awareness of additional resources toward basic needs for families. FSI collaborates with other organizations to leverage expertise and resources in unduplicated fashion to equip families to obtain sustainable employment and reduce poverty through financial literacy, money management, and acquiring of assets.

MIFA (Metropolitan Inter-Faith Association) .......... $35,000

MIFA Emergency Services provides immediate assistance with rent, mortgage, and utility payment to prevent homelessness. Shelter placement and rapid rehousing services are provided to homeless families with the greatest need.

Neighborhood Christian Centers, Inc. (NCC) ...... $25,000

NCC Crisis and Wraparound Services provides emergency food, clothing, and housing items to residents in zip code 38126. Rental and utility assistance, empowerment programs, and tools, training, and opportunities to assist adults in transitioning into meaningful careers and professions are offered.

Urban Strategies, Inc. .. $50,000

Economic Mobility: Incentive Support provides support to participants through comprehensive family and individual assessments to identify barriers, make referrals for needed resources, and map long-term goals to progress toward economic self-sufficiency. Case managers aid participants in confidence building, life skills, and development of individual work plans to create pathways to success.

ADULT EDUCATION, TRAINING AND ENTREPRENEURSHIP

Advance Memphis .......... $50,000

Job Readiness, Placement & Financial Literacy in 38126 provides adults with resources and skills needed to create a holistic, stepping stone system as they move toward financial stability. The comprehensive job readiness curriculum was developed specifically for the residents of 38126 to help them overcome roadblocks of poverty and achieve professional and educational goals, find jobs, succeed in the workplace and move toward financial security.

Boys and Girls Club of Greater Memphis .......... $25,000

Increasing Youth’s Career Readiness Skills in the 38126 Zip Code provides job training and development program for students to ensure that they are ready to launch successful careers upon graduating from high school. Offers paid job training, placement services, and workplace development that results in a pipeline to economic self-sufficiency and prosperity.

DeNeuville Learning Center ... $12,500

Educational Empowerment for Women provides classes in high school equivalency (in English & Spanish, English as a second language (ESL), computer basics, citizenship test preparation, and sewing. Offers onsite care for the children of women attending classes, case management, healthy living/enrichment workshops, employment counseling and interview preparation. Also provides Early Childhood Development
2021-22 GRANTEE PARTNERS

Dress for Success Memphis . . . $15,000
Interview Suiting and Employment Retention provides resources and training sessions to 38126, including professional, soft skills, job training, placement assistance, financial literacy and exploration of entrepreneurship in the community area.

HopeWorks .................. $18,000
HopeWorks in 38126: Motivate to Elevate! provides empowerment for individuals to become self-sufficient through job skills training and education, helping them to feel confident in their ability to find and keep living wage jobs. Adult education classes will be offered to provide preparation for taking the GED and HiSET for students seeking to earn their high school diploma and increase chances of obtaining higher wage employment. Internships will be provided to women in order to gain insight about their chosen career paths.

Karat Place, Inc. ............... $30,000
Special Transitional Actions to Reduce Poverty in 38126 Zip Code provides comprehensive services to female residents of zip code 38126 in the criminal justice system to reduce homelessness, poverty and recidivism. Services rendered will include transitional housing, job readiness training, and life skills and supportive services. The program aims to provide linkage to employment, break the cycle of poverty and crime as well as restore some social harmony and economic growth in zip code 38126.

Memphis Urban League ........ $20,000
Workforce and Economic Development provides economic empowerment through career counseling, job readiness/soft skills, professional development job placement assistance, and customer service knowledge and enhancement to participants. Memphis Urban League promotes economic empowerment, self-reliance, and instills the moral character necessary to be thriving leaders in families and communities.

Southwest Tennessee Community College Foundation ........ $25,000
SouthwestWORKS: Driving to Better Futures provides training opportunities focusing on the CDL program to women in 38126 to enter into a career in transportation and logistics—where starting salaries exceed Memphis’ livable wage—while enhancing self-concept/self-esteem and personal accountability in the areas of education and finances.

YWCA of Greater Memphis .... $25,000
Occupational Skills Development for Victims/Survivors of Domestic Violence provides a comprehensive continuum of job training and job readiness programs, after-school programs, financial literacy programs, and high school equivalency services designed to meet the individual needs of each participant as well as essential support services to ensure each participant’s success.

EARLY CHILDHOOD DEVELOPMENT

Early Success Coalition ........ $25,000
Nurturing Parenting offers services that support positive parenting, improved access to maternal/child health and social services, and increased access to quality childcare and pre-K education.

Families Matter ............... $25,000
Raising Highly Capable Kids and Healthy Relationship Skills provides parents with a hands-on, interactive, practical curriculum to engage and build with other parents over the course of 13 weeks. Using relevant stories and exercises, parents learn about essential building blocks that can maximize their children’s full potential and empower the whole family. Additionally, Families Matter is adding a healthy relationship skills
Curriculum for students to assist and support individuals in understanding how to build successful relationships in order to support a healthy relational future.

**Porter-Leath** .......................... $28,000
Porter-Leath | Early Childhood provides affordable and quality early childhood education services for children under the age of three in zip code 38126 and vital wraparound services for their families.

**YOUTH DEVELOPMENT AND EMPLOYMENT**

**A Step Ahead Foundation** ......... $27,000
Girl Talk and Partners in Prevention provides community resources to help individuals and their families break the cycle of intergenerational poverty and attain economic self-sufficiency. Girl Talk targets adolescents ages 13 to 19. Young women are provided with programming and resources regarding family planning, educational attainment, and employment opportunities to increase wages. Partners in Prevention will engage employees of organizations in 38126 that can inform their clients about the importance of planning.

**Big Brothers Big Sisters** ........ $15,000
M.I.S.S.I.O.N. 38126 focuses on equipping youth in 38126 with marketable job skills, college exposure, and networking with individuals in those arenas to increase confidence, character, and competence. The project will provide 25 boys and girls ages 6-18 years of age with one-to-one mentoring and will also work with the youth on mental wellness as it relates to taking care of self.

**Booker T. Washington High School** .......................... $15,000
Lady Warrior Exposure provides inner-city low-income, African American teenage girls with opportunities to travel to various parts of the country to be exposed to different cultures and academia. It also provides economic opportunities outside of the metro Memphis area. The main objectives include improving ACT scores by at least two points and increasing the number of student athletes who successfully graduate from high school and attend post-secondary institutions.

**Emmanuel Center, Inc.** ........ $25,000
Emmanuel Academy After-School Program/Camp H.O.P.E. provides a safe and stimulating educational environment for youth in kindergarten through 12th grade to help them achieve academic excellence after school and during the summer break. The focus is on youth development in the areas of education and healthy living. The program also provides a place for the youth to socialize with their peers. Camp Hope has an educational theme of reading, science, and math. The purpose of the program is to educate and empower youth by equipping them with the skills needed to elevate themselves out of poverty.

**Emmanuel Center, Inc.** ........ $25,000
**Taking Action** provides girls with tools, resources, and support to advocate for and with their peers and communities with a focus on addressing healthy sexuality and health care disparities while using a national research based practice curricula.

**Girl Scouts Heart of the South** .......................... $15,000
Girl Scout Community Troop Initiative works to expand programs that provide values, teamwork, diversity, and community service to girls residing in zip code 38126. GSI will offer training to increase volunteer skill levels of women in the areas of courage, confidence, and character to enable them to become stronger role models for young girls in their community. Girl Scouting empowers girls to change the cycle of poverty, violence, teen pregnancy, and high school dropout rates in zip code 38126.
Memphis Inner City Rugby . . . . $25,000

MICR Girls Retention & Development provides academic and athletic opportunities to both middle and high school students that are traditionally unavailable to young women and girls living in low-resource communities. This program develops leaderships, respect, grit, and discipline alongside concrete rugby skills paired with yoga, coaching, tutoring, and mentoring.

Mustard Seed, Inc. . . . . . . . . $15,000

Reinvigorating and Empowering African-American Disadvantage Youth (READY) provides a summer enrichment program to enhance job readiness of youth who live in zip code 31826. This program will provide holistic and structured activities including science, mathematics, English review, soft skills job training, healthy food preparation, and nutritional training.

New Ballet Ensemble and School . . . . . . . . $20,000

Creative Youth Development in 38126 provides a contemporary dance (Hip Hop) and culinary classes to youth in the 38126 zip code through partnerships with LaRose Elementary School, Booker T. Washington High School, and Knowledge Quest. This program will inspire youth to build social skills, enhance educational outcomes, and develop leadership.

STREETS Ministries . . . . . . . . . . . . . . . $25,000

Pathways Mentoring provides mentors to middle school and high school students to provide them with accountability, support, and cultural exposure. Pathways participants receive academic support one hour daily after school.

University of Memphis - Herff College of Engineering . . . . $38,000

Girls Experiencing Engineering 2021 provides middle and high school girls an opportunity to increase their awareness and interest levels in the fields of mathematics, science and engineering. An academic year after-school STEM program will be provided at both Boys and Girls Club TTC and the Emmanuel Center to offer additional STEM learning opportunities to students in 38126.

Vance Avenue Youth Development Center . . . . $20,000

Making a Better Change provides supportive services including tutoring, mentoring, after school programs, summer camp and nutritional programs for youth in the 38126 zip code.

FINANCIAL EDUCATION AND ASSET BUILDING

RISE Memphis . . . . . . . . . . . . . . . . . . . . . . . . . . . . $30,000

SAVE UP provides financial education to teach participants the proper way to manage money and the benefits of saving. Save Up offers Individual Development Accounts that provide matching funds to assist individuals with purchasing assets such as computers, homes, vehicles, or to start a small business.

South City, a Community of Opportunity Revitalization Empowerment (SCORE CDC) . . . . $5,000

South City Community Engagement Initiative – South City LEADS Resident Leadership Training Initiative connects residents to opportunities that help to provide them with the tools, information, and skillsets needed to empower themselves and to become economically secure. Residents and other stakeholders are equipped with the essential life tools to become marketable and financially stable, to advance their educational level, and to obtain resources towards home ownership.
VISION 2020 FUNDERS

Aditi Foundation
Annie E. Casey Foundation
Anonymous
AutoZone, Inc.
Bank of America
Baptist Memorial Health Care Foundation
BlueCross BlueShield of Tennessee
Bowden Internal Medicine
The Canale Foundation
Charities Aid Foundation of America
Cigna Foundation
City of Memphis
CN Railroad
Comcast
Community Foundation of Greater Memphis
Christopher Cooley, DDS
Cummins Foundation
Dollar General Literacy Foundation
FedEx
First Horizon
Gannett Foundation
Kathy and J.W. Gibson
Hilton Hotels Worldwide
Hyde Family Foundation
Independent Bank
International Paper
John Dustin Buckman Charitable Trust
Kroger - Delta Marketing Area
Lichterman-Loewenberg Foundation
Maximus Foundation
Momentum Fund
Ms. Foundation for Women
New York Women’s Foundation
Nike Community Impact Fund
Plough Foundation
Raymond James
Ryan Vick, DDS
Sedgwick Claims Management
Shelby County Commission
Sylvia Marks Trust
Tennessee Department of Human Services
Tennessee Valley Authority
University of Tennessee Science Center
Urban Child Institute
Jeanne Varnell*
W. K. Kellogg Foundation
Walmart Foundation (National and State)
Women’s Funding Network

VISION 2025 FUNDERS

Aditi Foundation
Assisi Foundation
AutoZone, Inc.
Bank of America
Baptist Memorial Health Care Foundation
Bowden Internal Medicine
Caesars Entertainment
Cigna Foundation
City of Memphis - Division of Housing and Community Development
Comcast
FedEx
First Student
Gant Systems, LLC
Hyde Family Foundation
Independent Bank
International Paper
The Kresge Foundation
Kroger - Delta Marketing Area
Lichterman-Loewenberg Foundation
McDonald Murmann Center for Wellness and Health
Ms. Foundation for Women
Nike, Inc.
OurConnections, LLC
Pinnacle Financial Partners
ServiceMaster Facilities Maintenance
Tennessee Valley Authority
University of Tennessee Health Science Center
Urban Strategies, Inc.
Vaco
Varnell Survivor’s Trust
Verizon
Wells Fargo

*deceased
ADVOCACY AND RESEARCH PARTNERS
National Philanthropic Collaborative of Young Women’s Initiative (NPCYWI)
Tennessee Women’s Fund Alliance (TWFA)
University of Memphis Center for Research in Education Policy (CREP)
University of Memphis School of Social Work
Women’s Funding Network (WFN)
Young Women Philanthropists (YWP)

COMMUNITY AND STRATEGIC PARTNERS
as of 12/15/21

Alpha Kappa Alpha Sorority, Inc.
AutoZone, Inc.
Bank of America
Baptist Memorial Health Care
Bare Needs Diaper Bank
Bowden Internal Medicine
Christ Community Health Services
City of Memphis Division of Housing and Community Development
City of Memphis Summer Youth Employment Program
Clean Memphis
Comcast
Competitive Workforce
Delta Sigma Theta Sorority, Memphis Alumnae Chapter
Emmanuel Center, Inc.
FedEx
Financial Empowerment Center
Girl Scouts Heart of the South
Goodwill Excel Center Mid-South, Inc.
Greater Memphis Alliance for a Competitive Workforce
Greater Memphis Financial Empowerment Center
Heart to Heart International
High Ground News
Independent Bank
International Medical Corps
International Paper
Kroger - Delta Marketing Area
LeMoyne-Owen College

Literacy Mid-South
Memphis Area Women’s Council
Memphis BioWorks Foundation
Memphis Challenge
Memphis Health Center
Memphis Housing Authority
Memphis Inner City Rugby
Meritan
Methodist Le Bonheur Healthcare
Mid-South Food Bank
Nike, Inc.
Operation HOPE
RISE Memphis
School Seed
SCORE CDC
Seedco
Seeding Success
Shelby County Early Childhood Education Plan
Shelby County Health Department
Shelby County Schools
Soulsville USA
Southeast Transportation Workforce Center
STREETS Ministries
Tennessee Valley Authority
The Links, Inc., Bluff City Cluster (Memphis, River City and Shelby County Chapters)
Urban Strategies, Inc.
Workforce Investment Network (WIN) and American Jobs Center
Youth Build Program
STRATEGIC PARTNERS AND INITIATIVES

Annie E. Casey Foundation Evidence2Success
WFGM began partnering with the Annie E. Casey Foundation in February of 2018, making Memphis one of seven cities in the country to implement the Evidence2Success program in zip code 38126. The Evidence2Success framework examines children and youth well-being in the five critical areas of Behavior, Educational Attainment, Emotional Wellbeing, Physical Health and Positive Relationships. WFGM adopted and is actively integrating the framework as it provides a programmatic and evaluative structure and addresses Goal 4 of the Vision 2025 plan and various aspects of our Two-Generation Approach. The framework provides an outline and direct technical assistance to address community needs with programs and strategies proven to work, utilizes strategic financing mechanisms to realign public funds and secure additional resources to support a portfolio of evidence-based programs, and achieves improved child and youth well-being outcomes. “Evidence2Success Memphis selected two evidence-based programs to implement in South City—Cognitive Behavioral Intervention for Trauma in Schools (CBITS) and Strong African American Families (SAAF). Knowledge Quest is the administrator for the SAAF program, and Shelby County Schools, the CBITS Program.

WFGM COVID-19 Response Project
COVID-19 has paralyzed Memphis and has had multiple impacts on the health, safety and economic security of our community. Due to insecurities created by COVID-19, WFGM has adapted and pivoted our work to ensure the greatest impact amidst the pandemic. Since March 2020, with the support of community partners, more than 200 volunteers have helped 1,550 families in need through the distribution of more than 110,000 pounds of food, personal hygiene kits, face masks, diapers, hand sanitizer, gift cards and community resource packets.

Young Women's Initiative
WFGM’s Young Women’s Initiative (YWI-Memphis) seeks to increase equal access to opportunity, economic security, safety, and leadership opportunities for and with young women of color. YWI-Memphis is focused on building leadership and advocacy for positive change for young women and girls, ages 12-24. The initiative is designed to be girl-led from start to finish.

South City Digital Inclusion Initiative
In partnership with the University of Memphis, the City of Memphis, CodeCrew, Knowledge Quest, Urban Strategies, and Start Co., WFGM launched the 38126 Digital Inclusion Initiative that will connect 1,000 households in South City (over three years) with internet access; provide digital literacy training and education; improve the home environment; and build a technology lab for instruction and self/peer-to-peer learning opportunities.

Greater Memphis Financial Empowerment Center
WFGM is the fiscal sponsor for the Greater Memphis Financial Empowerment Center (GMFEC) that was launched in 2019. GMFEC provides free one-on-one financial counseling to assist clients with opening bank accounts, reducing debt, increasing savings, and increasing credit scores.