Moving the Vision Forward

VISION 20/20

38126

Moving the Vision Forward
The Women’s Foundation for a Greater Memphis (WFGM) has served as a leader in philanthropy for more than 24 years. Our Mission is to encourage philanthropy, foster leadership among women and support programs that enable women and children to reach their full potential. Our Vision is 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. Since 1996, WFGM has awarded $28.5 million to 530 programs helping women and children. We leverage our community leadership and funding capacity to focus funding and generate meaningful results. Gifts made through the Foundation address current community issues and, at the same time, become part of the legacy we leave.

WFGM is made up of advocates, volunteers, and philanthropists who believe that economically self-sufficient women will lead our community’s next chapter of economic growth. We ignite conversations, connect people and organizations, and influence opportunities for economic empowerment and leadership for women. As a grant-making organization, we seek to provide grants to build capacity and successful program delivery. Our research and logic model inform and measure our outcomes using an evidence-based approach. Additionally, we inform and engage in dialogue to address issues and policies that impede the economic mobility of under-resourced families.

We believe that by investing in the success of women and improving the lives of both women and children in need, we are investing in a stronger economy for all living in Memphis and Shelby County.

In 2015, the Foundation announced Vision 2020—a strategic plan to reduce poverty in 38126 by five percent by the year 2020. The five areas of focus are: Case Management and Wraparound Services; Job Skills and Employment; Early Childhood Development; Youth Development; and Financial Education and Asset Building.

With support from generous individuals, community organizations and corporations, the Foundation has awarded grants totaling $3.5 million to 79 programs delivered by effective nonprofit organizations. We know that there is more work to be done and we look forward to sharing our collective impact and outcomes. We extend our thanks to all who are supporting us as we continue Moving the Vision Forward!

We want to express our appreciation to our Board of Directors, donors and sponsors for this opportunity to highlight our work and commitment to 38126. We hope you will take the time to read the following information and learn more about the Women’s Foundation for a Greater Memphis’ leadership and community impact.

INDEX

4..............2016-19 Grant Making
6..............Vision 2020 Year 2 Impact
8..............WFGM Leadership Profiles
11..............2016-19 Board of Directors and Trustees, WFGM Staff
12..............Annual Tribute Luncheon
13..............Keynote Speaker and Leadership Roundtable
14..............WFGM Signature Scarf, 2019 Legends Award Honorees
15..............Ways to Get Involved, Young Women’s Initiative

Goal 1
Our goal is to support families in zip code 38126 in securing resources to meet their basic needs. Comprehensive case management is essential to assess the holistic needs of families living in 38126 and to provide the necessary wraparound services that enable families to become economically self-sufficient.

OBJECTIVE
- Increase the number of families enrolled in federal and public supported benefits programs, e.g. Temporary Assistance to Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP) and Supplemental Nutrition Program for Women, Infants and Children (WIC).

Goal 2
Our goal is to equip residents with marketable job skills to gain living wage employment. Providing education and job training skills to unemployed and underemployed individuals is a critical first step to providing low income residents with the skills needed to obtain and retain employment.

OBJECTIVES
- Increase the number of individuals enrolled in Adult Basic Education programs.
- Increase the number of individuals enrolled in soft skills programs.
- Increase the number of low skilled workers enrolled in occupational skills training and credentialing programs to acquire higher wage jobs.
- Increase the number of individuals enrolled in technical schools and community colleges.

Goal 3
Our goal is to ensure that all children age 0-5 living in 38126 will be prepared to enter and learn in kindergarten. Between the ages of 0-3 the brain grows the most rapidly. Learning in the early stages of life provides a better foundation for learning later in life.

OBJECTIVES
- Increase the number of children 0-3 enrolled in quality child care facilities.
- Increase the number of children enrolled in pre-kindergarten programs.

Goal 4
Our goal is to develop positive outcomes in youth that include competence, confidence, connection and character. Positive youth development programs provide opportunities for youth to enhance their interests, skills and abilities and avoid risky behaviors.

OBJECTIVES
- Increase the number of youth enrolled in education enrichment programs.
- Increase the number of youth enrolled in after-school and extracurricular activities.
- Increase the number of youth enrolled in summer programs, including summer jobs.

Goal 5
Our goal is to help families gain the financial education skills to help them reduce poverty. Economic and financial literacy components are essential to helping low income families change financial behaviors, manage resources, save and build assets.

OBJECTIVES
- Increase the number of individuals enrolled in financial education programs.
- Increase the number of low income individuals and families who apply for Earned Income Tax Credit (EITC) to raise median family income.
- Increase the number of adults with bank accounts and savings accounts with financial institutions.
- Increase the assets of low-income families, e.g. homes, automobiles, computers.
Moving the Vision Forward

2018-19 GRANT MAKING: $1,252,000

CASE MANAGEMENT AND WRAPAROUND SERVICES
$145,000
4 PROGRAMS
To support families in zip code 38126 in securing resources to meet their basic needs.

GOAL 1

Grantees
Knowledge Quest
MIFA
Neighborhood Christian Center
Urban Strategies Memphis Hope

Program Assessment, Research and Evaluation
$97,000
Advocacy and Research
$49,000
Technical Support
$50,000

JOB SKILLS AND EMPLOYMENT
$224,338
9 PROGRAMS
To equip residents of 38126 with marketable job skills to gain living wage employment through linkages to education and marketable job training skills.

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

RESPONSIVE FUNDING AND SPECIAL PROJECTS
$80,000

LOCATION-ALIGNED PROGRAMS
$285,000

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.

YOUTH DEVELOPMENT AND EMPLOYMENT
$228,000
11 PROGRAMS
To develop positive outcomes in youth that include competence, confidence, connection and character.

GOAL 2

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

GOAL 3

Grantees
Early Success Coalition
Families Matter
Kindred Place
Memphis Library Foundation
Porter-Leath

GOAL 4

Grantees
Big Brothers Big Sisters of the Mid-South
Booker T. Washington High School
Emmanuel Center, Inc.
Girls Scouts Heart of the South
Girls Inc.of Memphis
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

GOAL 5

Grantee
RISE Foundation, Inc.

ANNE E. CASEY FOUNDATION
The Anne E. Casey Foundation selected Memphis as one of six cities as a site for the Evidence2Success program. A key focus area of Vision 2020 is to develop positive outcomes in youth. The Women’s Foundation for a Greater Memphis uses the Evidence2Success framework to increase competence, connection and character in youth in zip code 38126. Evidence2Success Memphis functions as a professional learning and advisory community, address gaps in needed services, share results, and coordinate evidence-based programs for South City residents. WFGM will use data from multiple sources to select, fund, implement and monitor evidence-based programs that lead to improved youth outcomes. The Anne E. Casey Foundation Evidence2Success program promotes healthy child development by supporting public investment programs to help young people.
Vision 2020 Two-Year Impact in Zip Code 38126

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.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>623</td>
<td>Individuals Placed in Jobs</td>
</tr>
<tr>
<td>31</td>
<td>Individuals Starting a Business or Micro-enterprise</td>
</tr>
<tr>
<td>7</td>
<td>Residents who purchased homes</td>
</tr>
<tr>
<td>$3.5 Million</td>
<td>Invested in 38126</td>
</tr>
<tr>
<td>44%</td>
<td>Increase in average household income</td>
</tr>
<tr>
<td>79</td>
<td>Programs supported</td>
</tr>
<tr>
<td>850</td>
<td>Girls participating in Girls summit celebrating the Anniversary of Title IX</td>
</tr>
<tr>
<td>543</td>
<td>Children enrolled in early education and childcare programs</td>
</tr>
<tr>
<td>639</td>
<td>Caregivers and parents engaged in early childhood development and parenting education</td>
</tr>
<tr>
<td>1,683</td>
<td>Young People participated in programs supporting positive youth development</td>
</tr>
</tbody>
</table>

CELEBRATING OUR WOMEN
Who Mean Business
Q&A WITH WOMEN’S FOUNDATION FOR A GREATER MEMPHIS’ EXECUTIVE COMMITTEE MEMBERS

LYNHE WORKER
Secretary
Executive Vice President, Director of Affinity Strategy, First Tennessee Bank

Boo_\emph{semarie} Fair
Treasurer and Finance Chair
President, Shoe Source Commercial, Inc. Vice President – Director of Secondary Mortgage, Brighton Bank

ShiLe donea Clark-Barber
Development Chair
Fiduciary Corp Director, Corporate Communications (Retired)

SUSAN STEPHENSON
Vision 2020 Development Chair President and Co-Chair, Independent Bank

NISHA POWERS
Grants and Programs Chair
President, Power KI Design, LLC

MARCIA BOWDEN-MARCHE, M.D.
Internal Medicine Physician, Bowden Internal Medicine

TERESA DICKERSON
Marketing and Communications Chair Corporate Affairs Manager, Kings-Delaware Marketing Area

MARTA MCDANIEL
Chair of the Board
President – Owner, MHM Investments, LLC
Chair of the Board

Why do you stay driven and help other business women in our community stay driven? For many years, I held corporate positions that were considered “traditional” for women. I was motivated by both the opportunities and challenges these positions presented and my consistent goal was to achieve researchable results. I mentor many women, and I think that key pathways to success include confidence, preparation, perseverance, and a passion for learning and sharing.

How do you stay driven and help other business women in our community stay driven? Never forget the women and men who were key business executives (and often left nothing but the mark that helped me get to the table). They influenced my success and life choices. They taught me the value of opening doors, perseverance, honest feedback and engaging trust.

Why is the Women’s Foundation for a Greater Memphis important for our community? The Women’s Foundation, strategically brings together women and resources to address key community issues. The Foundation continues leadership, advocacy and philanthropy to help reduce poverty and widen a culture of opportunity. The women and girls that help other women and families can change for generations to come.

Why do you stay driven and help other business women in our community stay driven? I am hard-wired to see the potential and possibilities in business, personal and community challenges, which keeps me focused and motivated. I believe that people are really about their mission and believe in the long-term vision, they will be inherently driven and successful.

Who is the woman you admire the most? My mom – she is honest, loyal to her friends, a woman who was key in my career development. She had a sense of humor.

What woman do you admire most? For me, there are four. They include my daughters and step-daughter. They are fabulous young women, successful in business, community and personal lives. They showed me in every way that US Citizenship pursuit. How do you start and help other business women in our community stay driven? I am hard-wired to see the potential and possibilities in business, personal and community challenges, which keeps me focused and motivated. I believe that people are really about their mission and believe in the long-term vision, they will be inherently driven and successful.

Who is the woman who inspired you the most? Kaichi Churchwell, my mother, persevered to be a wife, mother, and lived a life that was an example not only plays a part in how I am driven, but how I want to be driven.

Why is the Women’s Foundation for a Greater Memphis important for our community? The Women’s Foundation is the best, most successful and valuable community development effort I have ever known. The mission is to measure outcomes and its two generational approach gives confidence and awareness to all.

How do you stay driven and help other business women in our community stay driven? I am hard-wired to see the potential and possibilities in business, personal and community challenges, which keeps me focused and motivated. I believe that people are really about their mission and believe in the long-term vision, they will be inherently driven and successful.

Who is the woman who inspired you the most? Sonia Sotomayor

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Q&A

WITH WOMEN’S FOUNDATION FOR A GREATER MEMPHIS’ EXECUTIVE COMMITTEE MEMBERS

Which women do you admire most?

GRETCHEN WOLLERT MCLENNON

Board Development and Development Chair

Consultant

“I am continuously inspired to work and partner in capacity where I can help drive change in services to create a better Memphis and actively seek out those energized by the same. So many women within our network are overwhelmingly optimistic about what is possible for our city and we intentionally seek to support one another in our disparate, yet unifying, efforts.

Becky Jones West

Trustees Chair

President, Woodland Group

My mother and father—now 94—have always supported each other in their careers and during their 69 years of marriage.

Which woman do you admire most?

SHARON BYAN

Policies and Procedures Chair

Senior Vice President and General Counsel at International Paper

“I admire Susan Stephenson for her commitment to so many Memphis initiatives such as New Memphis Institute and the Women’s Foundation for a Greater Memphis. Unlike at the same time giving her business and her family the same time and attention. I am still in amazement how she can give each 110%—that equals 330%. I have asked for her secret. She also does all of this with a smile and with a passion rivaled by no other.

Which woman do you admire most?

BEVERLY CROSS, PH.D.

Organizational Effectiveness, Co-Chair

Miss Chair of Excellence in Urban Education-College of Education, University of Memphis

Which woman do you admire most?

JENNIFER OSWALT

President

Downtown Memphis Commission

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Which woman do you admire most?

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AMANDA BRIESTHOFF

Corporate Counsel, Blue Enterprises

TONI BOLAND-ELAYN

Manager, Community Impact, Niki, Inc.

GINA BREWER

Senior Wealth Advisor, United Capital

EVANGELINE PARKER-GUEST

Executive Affairs Manager, Comcast

DEBISSA D. CARPENTER

Vice President and Managing Director of Development, Downtown, National Bank

MARLEYN S. BOBINGSON

Community Volunteer; Pastor St. Andrews ABE Church (Retired)

AMY J. SCHAERER

Financial Planning Specialist, Morgan Stanley Smith Barney

STANFORD J. SIMPSON (Dr. Stanford)

Vice President, Administration, NewSouth Capital Management, Inc.

JENNIFER OSWALT

President

Downtown Memphis Commission

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MARIA BOWDEN-MARCHIE, M.D.

Internal Medicine Physician

Bwenda International Medicine

MARCIA BOWDEN-MARCHIE, M.D.

Internal Medicine Physician

Bwenda International Medicine

MARCIA BOWDEN-MARCHIE, M.D.

Internal Medicine Physician

Bwenda International Medicine

MARCIA BOWDEN-MARCHIE, M.D.

Internal Medicine Physician

Bwenda International Medicine

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TERESA DICKERSON

Corporate Affairs Manager, Kroger-Delta Marketing Area

GREATS WOLLERT MCLENNON

DataPoints

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SHIRLEE CLARK-BARKER

FedsInCorp Director; Corporate Communications (Retained)

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CHAIR OF THE BOARD

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SECRETARY

LYNNIE WALKER

Executive Vice President, Director of Affairs Strategy, First Tennessee Bank

TREASURY AND FINANCE CHAIR

ROSEMARIE FAIR

President, One Source Commercial, Inc.; Vice President – Director of Secondary Mortgage, Brighton Bank

ORGANIZATIONAL EFFECTIVENESS, CD-CHAIRS

SEVERELY CROSS, PH.D.

Miss Chair of Excellence in Urban Education-College of Education, University of Memphis

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Downtown Memphis Commission

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Which woman do you admire most?
Terri Carmichael Jackson
ANNUAL TRIBUTE LUNCHEON KEYNOTE SPEAKER

Terri Carmichael Jackson is the Executive Director for the Women’s National Basketball Players Association (WNBPA). She is responsible for WNBPA board relations, executive leadership and management, financial governance, and stakeholder outreach.

Jackson is passionate about helping develop the next generation of young women’s leadership skills. She believes in being empowered to drive your own success by working to help change systems that stand as barriers. She has supported numerous girl-serving organizations—believing that when young girls are successful, we all benefit from that success. Her personal mission is to become an advocate—giving more of her time and investing in women and children.

A native of New Jersey, Jackson earned her Juris Doctor from Georgetown University Law Center and her Bachelor of Arts from Georgetown University. She is married to Jaren Jackson, former NBA World Champion (San Antonio Spurs). They are the proud parents of one son, Memphis Grizzlies player, Jaren Jr.
CONGRATULATIONS TO THE
2019 Legends Award Honorees

Rev. Cheryl J. Beard
CATALYST AWARD

Claudia Haltom
CATALYST AWARD

Meri Armour
INNOVATION AWARD

Dr. Indurani Tejwani
PHILANTHROPY AND LEADERSHIP AWARD

Getting Involved

Women’s Foundation Signature Scarf
by Hilton Hollis

Scarf $65 | Pre-purchase online at www.wfgm.org

Volunteer Opportunities

The spirit of the Women’s Foundation for a Greater Memphis can be found in the heart and passion of the volunteers.

- GRANTS COMMITTEE
  The Grants Committee is charged with implementing the process that connects the Women’s Foundation with non-profit agencies serving nearly 3,500 women and children in Memphis and Shelby County annually. Over 40 volunteers are dedicated to reviewing applications of interest and proposals, conducting site visits and recommending which programs should receive funding.

- INTERNSHIP
  WFGM works with local university internship programs. Interns work with staff members in their selected field of education to receive college credit.

- OFFICE/CLERICAL ASSISTANCE
  There is on-going office work to be done. If you prefer to work behind the scenes by inputting data in computer files, filing, preparing mailings, or answering the phones, then an office volunteer is perfect for you.

- SPECIAL EVENTS
  - WFGM Annual Meeting – August 2019
  - Power of the Purse Auction – October 2019
  - Consumer Philanthropy Events – Fall 2019

Young Women’s Initiative

WFGM seeks to increase equal access to opportunity, economic security, safety, and leadership for young women and girls ages 12-24.

WFGM is one of eight women’s foundations of The National Philanthropic Collaborative of Young Women’s Initiatives (The National Collaborative/NPCYWI).

The Young Women’s Advisory Council (YWAC) is a key component of YWI-Memphis focusing on young women in grades 9-12. YWAC, led by Girls Inc. of Memphis, focuses on advocacy and policy, keeping the voices of youth at the center.

Presenting Sponsor

BAPTIST.

For More Information

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SHAPE OUR FUTURE

At International Paper, above all, we care about people. We promote a culture of inclusion where individuals feel respected, are treated fairly and have an opportunity to do their best work every day. This is not only fundamental to our success, but is aligned with The IP Way – doing the right things, in the right ways, for the right reasons, ALL the time.

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