



# *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.

# VISION 20/20

## FIVE-YEAR IMPACT

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.



**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

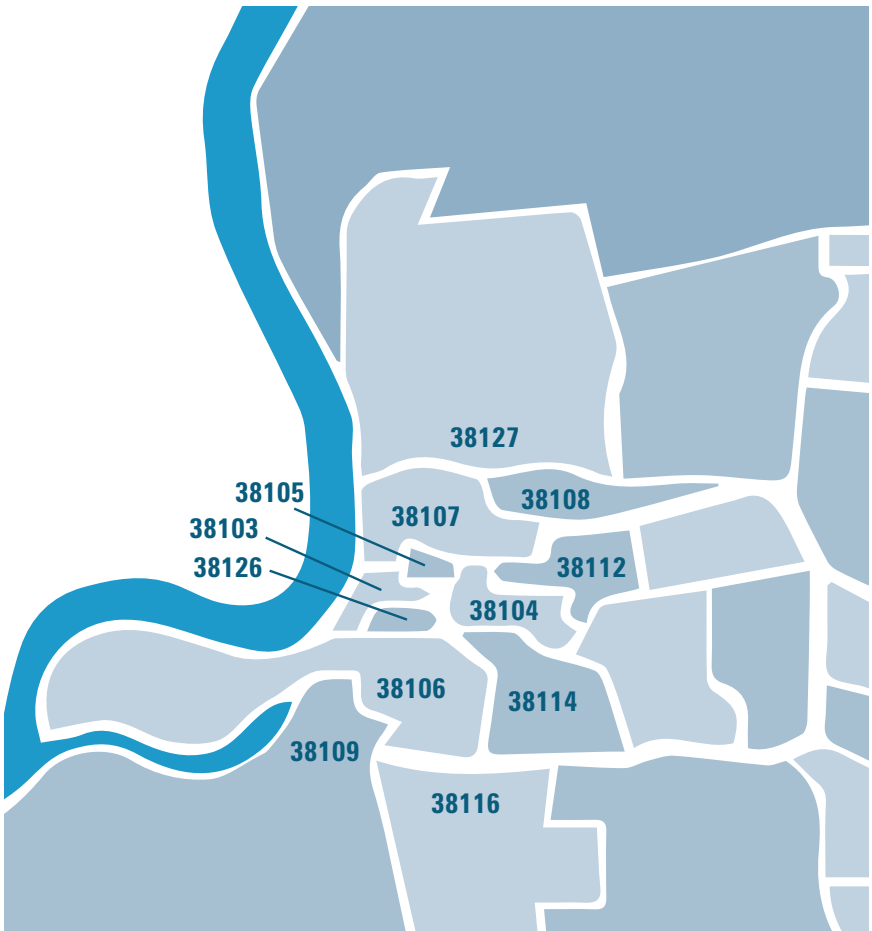
**Vision 2020 Five Years – Total Number Served = 16,117**  
**In Year Five Alone, Total Number Served = 5,211**

*\*The number of individuals served represents an average attrition rate of 20%*

# VISION2025

## STRATEGIC PLAN

The overarching goal of Vision 2025 is to increase investment and reduce poverty in five Memphis neighborhoods by 2025.



# VISION 2025 GOALS

## FOCUS AREA

# 1

### Sustain in 38126

Improve economic and social outcomes for Memphis women and their families through strategic partnerships and grant-making investments.

## FOCUS AREA

# 2

### Design Systems Framework

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.

## FOCUS AREA

# 3

### Strengthen the Organization

Assess the organizational sustainability requirements – including human capital and technology – to help strengthen WFGM’s overall capacity and growth plan.

## FOCUS AREA

# 4

### Amplify Our Story

Increase our leadership influence through strategic communications.

## FOCUS AREA

# 5

### Replicate the Model

Leverage our deep expertise and insight to build new collaborative partnerships to replicate the WFGM neighborhood-based, poverty reduction model.

## 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

<b>Vision 2025 Investment Area 1   Case Management and Wraparound Services</b>	
5 programs. . . . .	\$151,500
<b>Vision 2025 Investment Area 2   Adult Education, Training and Entrepreneurship</b>	
9 programs. . . . .	\$220,500
<b>Vision 2025 Investment Area 3   Early Childhood Development</b>	
3 programs. . . . .	\$78,000
<b>Vision 2025 Investment Area 4   Youth Development and Employment</b>	
12 Programs. . . . .	\$265,000
<b>Vision 2025 Investment Area 5   Financial Education and Asset Building</b>	
2 Programs. . . . .	\$35,000
<b>Program Assessment, Research &amp; Evaluation . . . . .</b>	<b>\$120,000</b>
<b>Advocacy &amp; Research . . . . .</b>	<b>\$100,000</b>
<b>Technical Support. . . . .</b>	<b>\$100,000</b>
<b>Strategic Initiatives</b>	
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	
<b>Responsive Funding and Special Projects in Zip Code 38126. . . . .</b>	<b>\$100,000</b>

# 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

DeNeuille 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)

# 2021-22 GRANTEE PARTNERS

## 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.

### **DeNeuille 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.

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## **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

## 2021-22 GRANTEE PARTNERS

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.

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## **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.

### **Girls Inc. of Memphis . . . . . \$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.

## 2021-22 GRANTEE PARTNERS

**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.

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### 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

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## VISION 2025 FUNDERS

*as of 12/15/21*

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 Murrmann 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)

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# COMMUNITY AND STRATEGIC PARTNERS

*as of 12/15/21*

Alpha Kappa Alpha Sorority, Inc.	Literacy Mid-South
AutoZone, Inc.	Memphis Area Women's Council
Bank of America	Memphis BioWorks Foundation
Baptist Memorial Health Care	Memphis Challenge
Bare Needs Diaper Bank	Memphis Health Center
Bowden Internal Medicine	Memphis Housing Authority
Christ Community Health Services	Memphis Inner City Rugby
City of Memphis Division of Housing and Community Development	Meritan
City of Memphis Summer Youth Employment Program	Methodist Le Bonheur Healthcare
Clean Memphis	Mid-South Food Bank
Comcast	Nike, Inc.
Competitive Workforce	Operation HOPE
Delta Sigma Theta Sorority, Memphis Alumnae Chapter	RISE Memphis
Emmanuel Center, Inc.	School Seed
FedEx	SCORE CDC
Financial Empowerment Center	Seedco
Girl Scouts Heart of the South	Seeding Success
Goodwill Excel Center Mid-South, Inc.	Shelby County Early Childhood Education Plan
Greater Memphis Alliance for a Competitive Workforce	Shelby County Health Department
Greater Memphis Financial Empowerment Center	Shelby County Schools
Heart to Heart International	Soulsville USA
High Ground News	Southeast Transportation Workforce Center
Independent Bank	STREETS Ministries
International Medical Corps	Tennessee Valley Authority
International Paper	The Links, Inc., Bluff City Cluster (Memphis, River City and Shelby County Chapters)
Kroger - Delta Marketing Area	Urban Strategies, Inc.
LeMoyne-Owen College	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.