FOR IMMEDIATE RELEASE

WFGM – 38126 COVID-19 Response Project Phase II Event
Assists More than 500 Families in the 38126 Zip Code

(June 5, 2020 – Memphis, TN) Today the Women’s Foundation for a Greater Memphis (WFGM) hosts the second 38126 COVID-19 Response Project event providing 500 families residing in the 38126 zip code with food and other direct resources. Since 2015, this community has been a major focus of the Women’s Foundation Vision 2020 Strategic Plan to reduce poverty and improve the overall economic wellbeing of families living in South City.

“We are serving the families in 38126 by providing basic essential needs during the COVID-19 health crisis. We are thankful to our grantee partners, volunteers, and sponsors who believe in our vision of philanthropy, leadership and collaboration,” said Ruby Bright, President, and CEO, WFGM.

The WFGM team and volunteers distributed food to 500 families, 1,000 household products and personal hygiene packages. In partnership with Kroger, WFGM provided over 500 $50 gift cards to meet the immediate need of families. The residents also received packets of information on the COVID-19 virus, testing locations, financial literacy, domestic violence, health and wellness, and employment opportunities.

FedEx donated hygiene kits along with Heart to Heart International and International Medical Corps to help Memphis families as part of its FedEx Cares 50 by 50 initiative. The company’s goal is to positively impact 50 million people by the company’s 50th anniversary in 2023. “In times of crisis, we mobilize our network quickly to help the communities where we live and work, and we are proud to be able to do that in our headquarter city,” said Adrian Pomi, director of Global Citizenship, FedEx. “At FedEx, keeping the world connected, in good times and during periods of great need, is who we are and what we do every day."
“Baptist Memorial Health Care is committed to keeping our community safe and helping prevent the spread of COVID-19 in the Mid-South,” said Ann Marie Wallace, MSPH, senior community outreach coordinator for Baptist. "It is our privilege to partner with Women's Foundation of Greater Memphis to help fill an important need and provide complementary resources and personal protective equipment for local families and community partners."

Other partners include the AutoZone, Baptist Memorial Healthcare, International Paper, Heart2Heart International, Mid-South Food Bank, Emmanuel Center, Shelby County Schools, Urban Strategies Inc., Diaper Bank, SCORE CDC, RISE Foundation, First Baptist Church Lauderdale, Clean Memphis and Girls Scouts Heart of the South.

ABOUT THE WOMEN'S FOUNDATION FOR A GREATER MEMPHIS
For 25 years, the Women's Foundation for a Greater Memphis has been uniting women and helping break the cycle of poverty through philanthropy, leadership, and collaboration. The mission of the WFGM is to encourage philanthropy and foster leadership among women and support programs that engage women and children to reach their full potential.

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