



WOMEN'S FOUNDATION
FOR A GREATER MEMPHIS

CONNECT. INVEST. EMPOWER.

**ANNUAL
REPORT**
FISCAL YEAR
2022-2023



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Director of Development

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Community Ambassador

Loie Watkins

*Director of Finance and Business
Operations*

WHO WE ARE

Mission

To encourage philanthropy, foster leadership among women and support programs that enable women and children to reach their full potential.

Vision

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.

How We Work

Through philanthropy, leadership and collaboration, WFGM advances the economic and social mobility of women and families. We believe in grassroots engagement that brings grantee partner organizations, community leaders and residents together to learn and share collective concerns and ultimately identify solutions—together.

Philanthropy

Since 1996, WFGM has awarded over \$35 million to more than 594 programs involving more than 185 local nonprofits, 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 to expand our economic footprint and garner millions in grants to support and implement services geared towards the economic security of women and their families while amplifying opportunities to advocate for women's issues.



2022-2023 OFFICERS AND EXECUTIVE COMMITTEE

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Gina Brewer

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A MESSAGE FROM WFGM LEADERSHIP

Dear Supporters, Partners and Friends,

We are delighted to share the 2022-2023 Annual Report for the Women's Foundation for a Greater Memphis (WFGM). We are overwhelmed with gratitude for your unwavering support and dedication to our mission and vision. We invite you to **connect** with our work and the **investments** we make as we strive to **empower** our communities.

Throughout the year, we continued our commitment to help families by funding organizations and programs using the Two-Generation Approach to reducing poverty. Our work connects families to community partners to provide support from cradle to career.

Through our Vision 2025 strategic plan, we are expanding our work into additional neighborhoods to provide a holistic continuum of care for residents in those communities. As we introduce our place-based model into new zip codes, we continue to prioritize and fund partners who focus on under-served individuals.

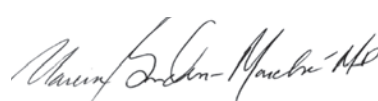
We know there is still more work to do, and we approach the challenge with optimism and determination. As we look to the future, we envision a community where women and families have equal access to opportunities that empower them to reach their full potential.

Our journey toward a more equitable and inclusive Memphis is a collective effort. Together, we have the power to transform lives, uplift communities and create lasting change. With your continued support, we are confident that WFGM will remain a driving force behind this work in Memphis and beyond.

With gratitude and determination,



Shante K. Avant
President and CEO



Marcia Bowden-Marché, M.D.
Co-Chair of the Board



Gina Brewer
Co-Chair of the Board

*We invite you to learn more
about how WFGM granted
\$1.5 million to support serving
over 8,000 individuals in
partnership with 34 grantee
and community partners.*

MOVING THE VISION FORWARD

The Women's Foundation for a Greater Memphis (WFGM) has played a major role as a backbone organization for 28 years by aligning people, identifying resources and coordinating community-based services through a Two-Generation Approach to reducing poverty.

In 2015, WFGM launched Vision 2020, a five-year strategic initiative to reduce poverty in zip code 38126 (South City)—one of the most economically challenged neighborhoods in Tennessee. The Foundation established a place-based investment strategy to fund grantee partners providing programs in support of five goal areas: (1) case management and wraparound services; (2) job skills and employment; (3) early childhood development; (4) youth development and employment; and (5) financial education and asset building. Since the conclusion of Vision 2020, WFGM has continued building on the lessons learned by embarking on Vision 2025—funding South City while simultaneously expanding into other economically challenged neighborhoods.

Through our Vision 2025 strategic plan, WFGM will expand into four additional zip codes to impact the lives of more than 8,000 individuals annually through programming focused on advancing economic and social mobility.

Impact Highlights



**\$8.6
million**

allocated in grants to
provide direct services in
zip code 38126



3,438

individuals received job training
and were placed in jobs

141

individuals started a
business or micro-enterprise



7,069

young people participated in
youth development programs

53%

increase in average annual
earned household income
for adults

VISION2025

EXPANDING OUR MODEL

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

GOAL 1 | SUSTAIN IN 38126

Improve economic and social outcomes for Memphis women and their families.

GOAL 2 | DESIGN SYSTEMS FRAMEWORK

Build a network of resources aimed at creating a high impact pipeline of job opportunities.

GOAL 3 | STRENGTHEN THE ORGANIZATION

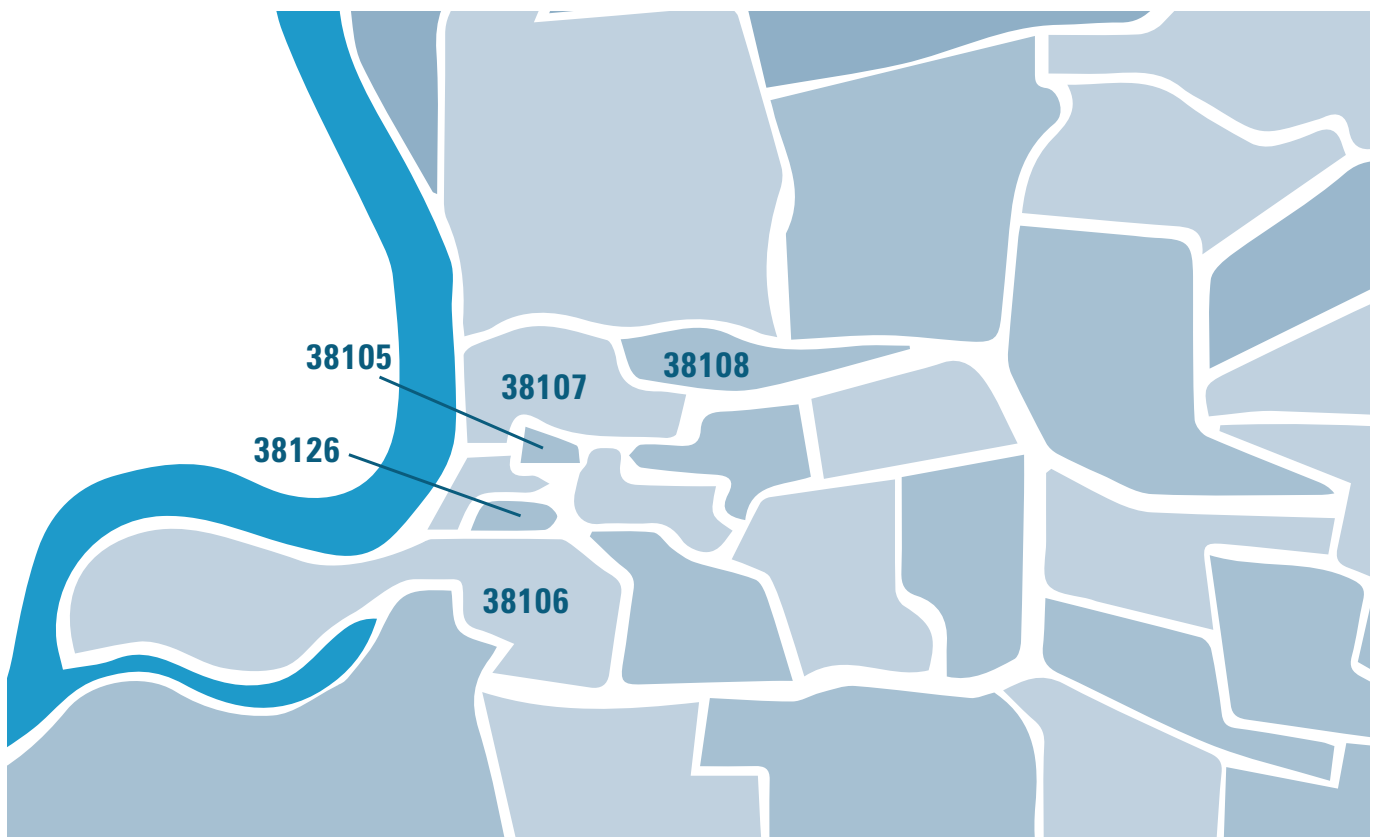
Assess the organizational sustainability requirements to help strengthen WFGM's overall capacity and growth plan.

GOAL 4 | AMPLIFY OUR STORY

Increase our leadership influence through strategic communications.

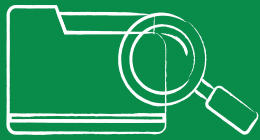
GOAL 5 | REPLICATE THE MODEL

Build new collaborative partnerships to replicate WFGM's neighborhood-based model for poverty reduction.



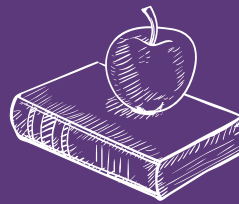


VISION 2025 YEAR ONE IMPACT



824

individuals received
case management and
wraparound services



107

children and their parents
participated in early childhood
development programs



1,708

individuals participated
in Job Skills Training



1,437

youth participated in
development and leadership
programs



94

individuals participated in
financial education and
asset-building programs



47

individuals started a business
or micro-enterprise



222

individuals were placed
in jobs

LOCAL AND NATIONAL PARTNERSHIPS

WFGM collaborates with more than 100 local and national agencies through public-private partnerships to make a widespread impact, producing outcomes that change lives.

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. More than \$2.2 million in non-mortgage debt has been reduced for 1,100 clients with 4,199 hours of individual sessions. More than 87% of the clients' debt and credit has improved.

South City Collaborative

Stakeholders from various community-based organizations and institutions along with community residents meet regularly to discuss and plan the implementation of programs to benefit the community. WFGM has allocated over \$8.6 million in grants to provide direct services in zip codes 38126 and 38106.

Evidence2Success

WFGM has partnered with the Annie E. Casey Foundation, making Memphis one of seven cities in the country to implement the Evidence2Success program. The program's framework guides our investment in evidence-based programs to improve healthy outcomes for children and youth in zip codes 38126 and 38106.

Digital Inclusion Initiative

WFGM collaborated with corporations, foundations and local government to launch the South City Digital Inclusion Initiative. Partners include: The Assisi Foundation of Memphis, Caesars Entertainment, the City of Memphis, Comcast, the Hyde Family Foundation and The Lichterman Loewenberg Foundation. The three-year project is closing the digital divide by providing internet connections and digital literacy training for 1,000 families in zip codes 38126 and 38106. In the first two years:



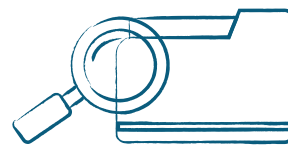
789

Total households
enrolled



425

individuals received
digital literacy training



486

individuals received digital
education, case management
and wraparound services

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7th Annual School Supply Drive

Providing supplies and backpacks is an opportunity to give vulnerable children the tools they need to be successful during their school year.

With the support of FedEx and community partners, WFGM expanded the drive to include four schools: Springdale Elementary, Booker T. Washington, LaRose Elementary and Cummings K-8 Optional. Over a two-day period, 1,350 backpacks filled with school supplies were distributed by WFGM staff and volunteers.

Thanks to the support of community partners and businesses, this year's project also focused on youth development programs that are being offered to serve children and youth. In addition to school supplies and other essential items, each student received information to connect with after school programs within the community to address academic, social and emotional needs. Parents also received a resource guide with additional offerings for families.



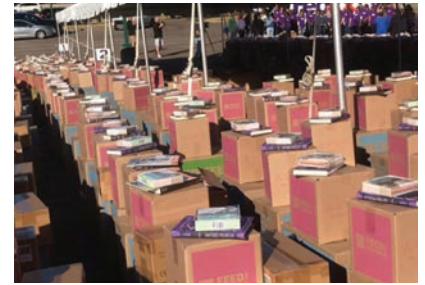
Community Food Drives

Our food and supply drives assist low-income families in the communities we serve to cover basic needs. This year we teamed up with FedEx, Feed the Children and Memphis Grizzlies for two food drives to assist 800 families.

Covid-19 Response

COVID-19 had a significant impact on our families, especially women and children. Through the Covid-19 Response project, WFGM led immediate response efforts within the community and continue to help stabilize and empower resilient families through a phased plan for recovery.

Since 2020, WFGM has assisted over 4,000 families and distributed 185,000 pounds of food. With the help of community partners, staff and more than 400 volunteers, personal hygiene kits, diapers, gift cards, face masks, hand sanitizer and community resource packets were also provided to families.



Covid-19 response since 2020



More than
4,000 families
have been assisted.



Over **400 individuals**
volunteered their time.



185,000 pounds
of food have
been distributed.



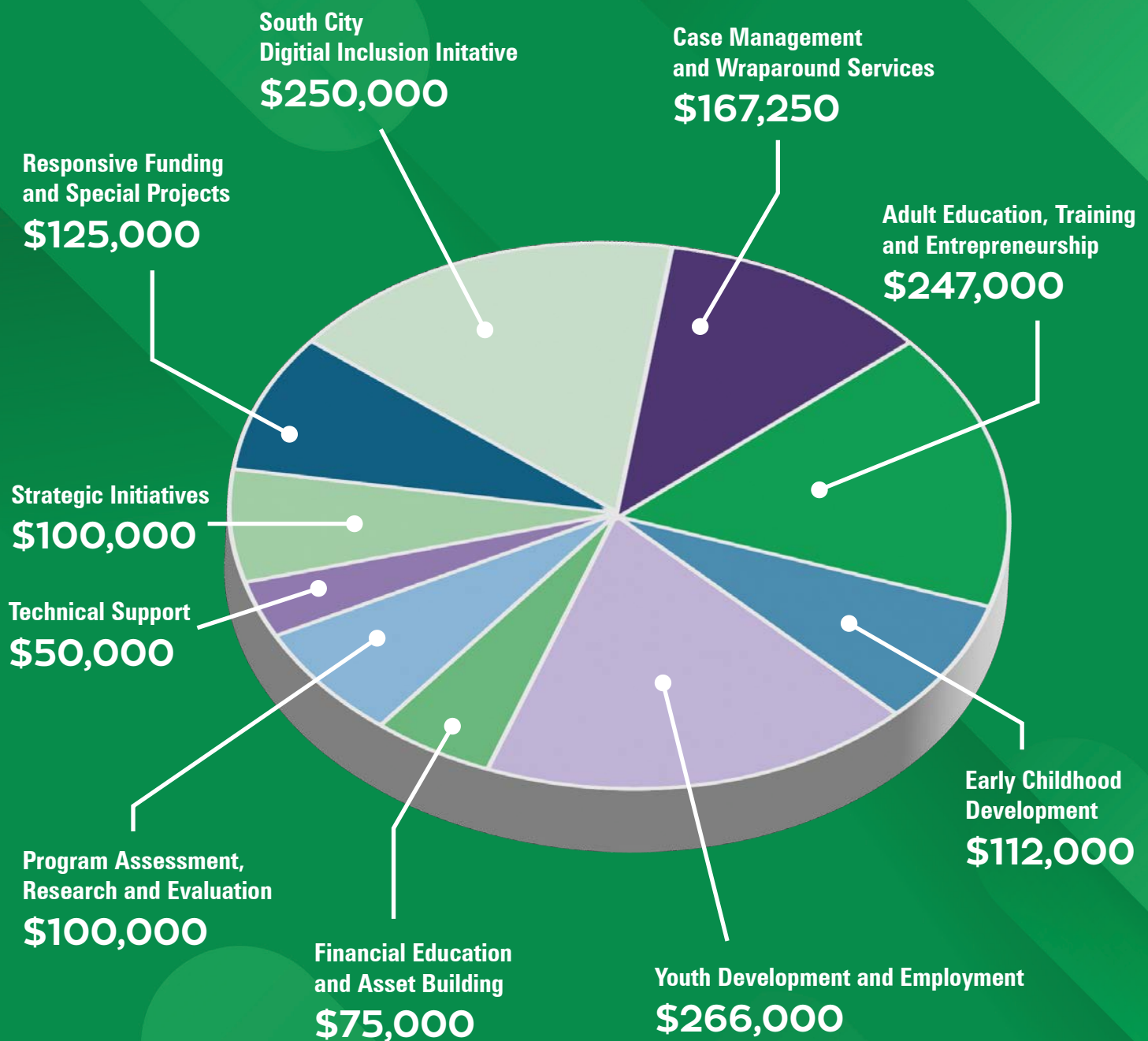
3,650 backpacks donated
to students at four schools.



INVEST.

2022-2023 GRANTMAKING

Grantmaking is one way WFGM invests in community. The Foundation also connects grantee and strategic partners to resources to improve the economic mobility of historically underserved populations. As WFGM continues to expand into additional zip codes, the Foundation will increase our grantmaking each year in alignment with the Vision 2025 strategic plan and investment areas.



Total Investment—\$1,492,250

INVESTING IN MEMPHIS

Vision 2025 Investment Area 1

Case Management and Wraparound Services | 5 programs. \$167,250

GRANTEES | Hope House Day Care • Knowledge Quest • MIFA (Metropolitan Inter-Faith Association) • Neighborhood Christian Centers, Inc. • Urban Strategies, Inc.

Vision 2025 Investment Area 2

Adult Education, Training and Entrepreneurship | 9 programs \$247,000

GRANTEES | Advance Memphis • Boys and Girls Club of Greater Memphis • DeNeuville Learning Center • Dress for Success Memphis • HopeWorks, Inc. • Karat Place, Inc. • Memphis Urban League • Southwest Tennessee Community College Foundation • YWCA Greater Memphis

Vision 2025 Investment Area 3

Early Childhood Development | 5 programs. \$112,000

GRANTEES | ALLMemphis • Early Success Coalition • Families Matter • New Hope Christian Academy • Porter-Leath

Vision 2025 Investment Area 4

Youth Development and Employment | 12 Programs. \$266,000

GRANTEES | A Step Ahead Foundation • Big Brothers Big Sisters of the Mid-South • Booker T. Washington Middle and High School • Emmanuel Center, Inc. • Girl 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

Vision 2025 Investment Area 5

Financial Education and Asset Building | 3 Programs. \$75,000

GRANTEES | Community Legal Center • RISE Memphis • South City a Community of Opportunity Revitalization Empowerment (SCORE CDC)

Program Assessment, Research & Evaluation \$100,000

Technical Support \$50,000

Strategic Initiatives | 15 programs \$100,000

Responsive Funding and Special Projects \$125,000

South City Digital Inclusion Initiative \$250,000

Total Investment \$1,492,250

SPECIAL EVENTS

2023 Annual Tribute Luncheon and Leadership Symposium

Held in April each year, the Annual Tribute Luncheon is WFGM’s largest fundraiser of the year. More than 1,200 guests joined us at the Renasant Convention Center to **CONNECT** to one another and to our communities, to **INVEST** in the passions of our communities and **EMPOWER** ourselves and others to create a positive impact in the lives of families. The keynote speaker, Essence Atkins, delivered a powerful message full of hope and resilience.

We raised more than \$285,000 to help further WFGM’s mission to support women and families in Memphis.



The Leadership Symposium featured lively panel discussions during a virtual conference highlighting women’s leadership in our community. The 12 panelists and moderators, who are experts in their industries, offered valuable insight to help attendees connect to their best self and discover inspiration within the community.

2023 VIRTUAL LEADERSHIP SYMPOSIUM

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Trevia Chatman



Tannera Gibson



Dr. Elizabeth Gillsepie



Sheleah Harris



Nika J. Martin



Linda McNeil



Sally Pace



Liliana Ramirez



Elizabeth Rouse



Amity Schuyler



Stephanie Simpson



Tracee Walls

Power of the Purse™

Our 2022 Power of the Purse™ at the Grand Carousel Pavilion at the Children's Museum of Memphis was an amazing evening filled with food, fun and fashion! Power of the Purse™ combines a silent and a live auction, with the opportunity to bid on luxury jewelry, handbags, vacation packages and more. More than 250 people attended the event in October to raise more than \$75,000.



The Ruby Bright Legacy Fund

In December 2022, after 22 years of service, Ruby Bright stepped down as WFGM's President and CEO. In honor of her countless contributions, WFGM's Board of Directors and Trustees established The Ruby Bright Legacy Fund, dedicated to preparing young women and girls of color to engage in philanthropy and step into their own empowerment.

Throughout her career, Ruby has had the vision to create opportunities to motivate and encourage young women and girls to recognize themselves as philanthropists. She wants more young women to learn how to become engaged in leadership roles and learn the importance of community service. By designating and shifting a portion of WFGM's grantmaking and decision-making power to these young leaders, Ruby hopes they will gain self-confidence and experience in addressing the needs of their community.



The Ruby Bright Legacy Fund will designate \$25,000 per year to fund programs including the Young Women's Initiative and other initiatives focused on preparing young women and girls to be leaders and engage in philanthropy. To date, more than \$450,000 has been committed to the Ruby Bright Legacy Fund. For more information, visit wfgm.org.

CONNECT. **INVEST.** EMPOWER.



EMPOWER.

CONNECT. INVEST. EMPOWER.

EMPOWERING WOMEN AND CHILDREN

Girls' Summit

Empowering girls to become leaders in their communities through sports is just one way we are creating opportunities for all children to thrive socially, emotionally and physically.

WFGM and the Memphis Grizzlies hosted the 5th Annual Girls' Summit presented by Nike. Held in March, during Women's History Month, the Girls' Summit is a celebration of all the incredible things girls can accomplish. Two hundred middle school students from four Memphis-Shelby County Schools spent the day participating in volleyball, softball, dance and basketball with professional female athletes.



Technology and Community Youth Employment Program

WFGM is a funder for the Technology and Community Youth Employment Program (TCYEP). The TCYEP is an academically rigorous summer enrichment program facilitated by Urban Strategies, Inc. and Knowledge Quest. The program is designed to help close the digital divide by connecting students to digital literacy training and improving their technology skills.



Specifically, TCYEP strives to enhance participants' computer, creative arts and math skills while building their self-confidence and helping them become better leaders. Participants also receive training in job readiness, conflict resolution, personal responsibility, financial literacy, culinary arts and public speaking. At the end of the summer program, the youth participants showcase the projects they have completed over the six weeks.

Kroger Next-Generation Scholarship Program

Five graduates from Booker T. Washington's class of 2022 were selected into the Next Generation Scholarship Program to attend LeMoyne-Owen College (LOC).

This program is sponsored by The Kroger Co. Foundation through a \$500,000 commitment. In partnership with LOC, WFGM provided the students with a full scholarship, books, meals, housing, internships and laptops. The first-generation college students completed their freshman year in good academic standing, seizing new opportunities to invest in their futures.

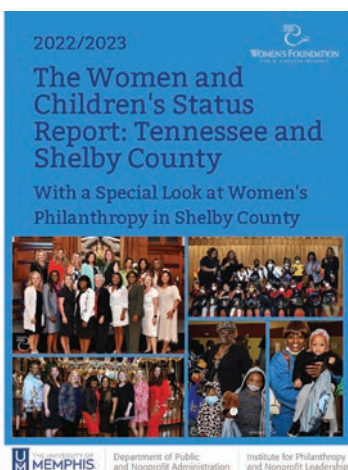


Young Women's Initiative

The Young Women's Initiative (YWI-Memphis) focuses on building leadership skills and providing equal access to opportunity, economic security, safety and leadership for and with young women of color ages 12-24.

There were 26 YWI-Memphis participants this year. Eight of the young ladies joined the Young Women's Advisory Council (Memphis YWAC) cohort. Led by Shelectricity, the Memphis YWAC screened applications and through participatory grantmaking awarded \$15,000 to two nonprofit organizations—SisterReach and Choices.

WFGM is leading the expansion of the YWI-Memphis to include other women's funds in the state of Tennessee, beginning with the Women's Fund of Chattanooga launching a Young Women's Initiative in their city.



Women and Children's Status Report

WFGM and the University of Memphis' Institute for Philanthropy and Nonprofit Leadership recently released a new report: *The Women and Children's Status Report: Tennessee and Shelby County*.

The report is a comprehensive assessment and sheds light on progress made in recent years and the challenges that remain for women and children in Memphis and the surrounding areas.

This report highlights data and new findings on relevant issues including economic security, education, health and wellbeing and employment to determine how these

issues are affecting the lives of Tennessee women and children. A special component of this report is the celebration of women's philanthropy in Shelby County. WFGM and the University of Memphis Institute for Philanthropy and Nonprofit Leadership will continue to partner on research to inform our advocacy work focused on improving the lives of women and children in the region.

Vance Ave. Recreation Space

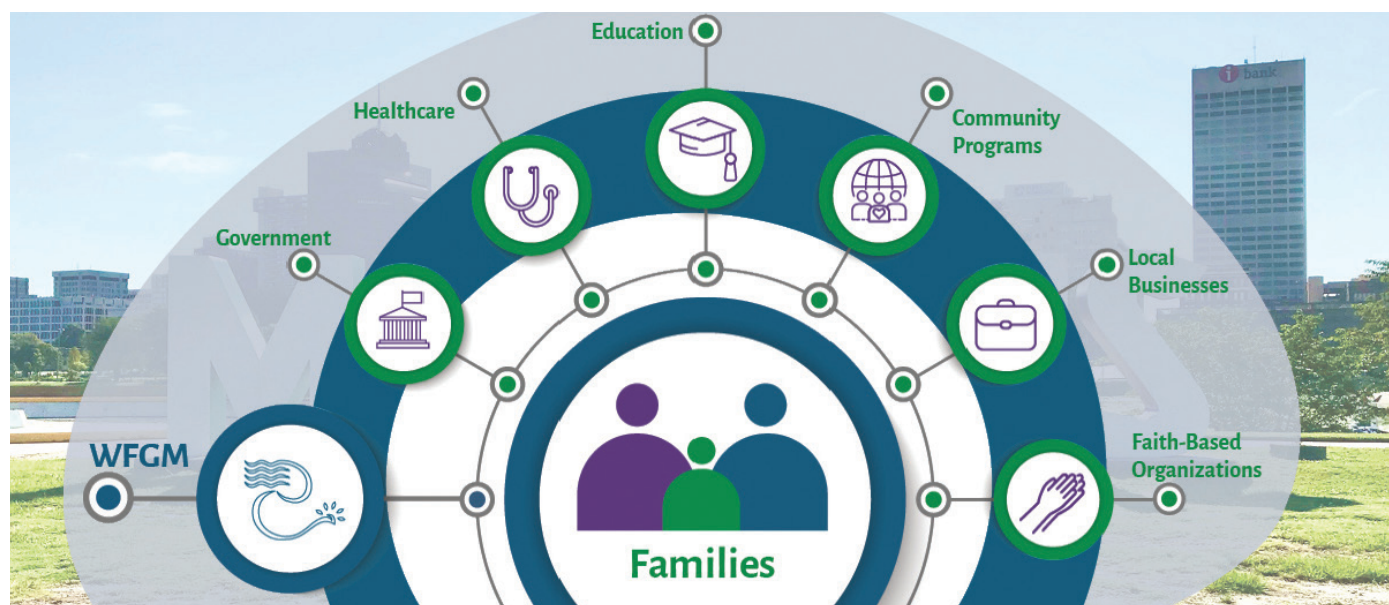
WFGM, Caesars Entertainment, Jaren Jackson, Jr. and The Kresge Foundation have committed funds for the development of a new recreation space at the Vance Avenue Youth Development Center in South City. The initial renderings by Self + Tucker Architects include a new playground, basketball court and workout equipment. In January, as part of the Martin Luther King Jr. Day of Service, WFGM staff and volunteers worked together to remove worn-out playground equipment and create a new temporary space for children to play until construction is completed.



CONNECT. INVEST. EMPOWER.

Creating a Continuum of Care

WFGM connects partners and stakeholders to enhance the level of care for the community. When we all **connect** and make **invest**ments in our communities, we create strong, healthy families for a better, more-**empowered** Memphis.



FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets	June 30, 2022	Liabilities and Net Assets	June 30, 2022
CURRENT ASSETS		CURRENT LIABILITIES	
Cash	\$ 5,319,130	Accounts payable	\$ 82,075
Investments	\$ 727,960	Grants payable	\$ 1,287,117
Contributions receivable	\$ 984,106	Accrued vacation	\$ 56,330
Other receivables	\$ 58,888	Notes payable, current portion long-term liabilities	\$-
Prepaid expenses	\$ 31,770	Total current liabilities	\$ 1,425,522
Total current assets	\$ 7,121,854	LONG-TERM LIABILITIES	
NON-CURRENT ASSETS		Notes payable, net of current portion	\$-
Investments, endowment	\$ 867,863	Total liabilities	\$ 1,425,522
Property and equipment, net	\$ 39,112	NET ASSETS	
Contributions receivable, net	\$ 345,476	Without donor restrictions	
Deposits	\$ 7,935	Undesignated	\$ 5,075,896
Total non-current assets	\$ 1,260,386	Board designated	\$ 727,960
Total assets	\$ 8,382,240	Total net assets without donor restrictions	\$ 5,803,856
		With donor restrictions	\$ 1,152,862
		Total net assets	\$ 6,956,718
		Total liabilities and net assets	\$ 8,382,240

STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2022			
	Unrestricted	With Donor Restrictions	Total
REVENUES AND OTHER SUPPORT			
Contributions and grants	\$3,367,045	\$841,000	\$4,208,045
Fundraising (\$94,485 in-kind)	\$542,106	\$-	\$542,106
PPP loan forgiveness	\$104,015	\$-	\$104,015
Administrative income	\$6,502	\$-	\$6,502
Net investment return (loss)	\$(113,318)	\$(147,815)	\$(261,133)
Net assets released from restriction	\$1,307,930	\$(1,307,930)	\$-
Total revenues and other support	\$5,214,280	\$(614,745)	\$4,599,535
EXPENSES AND LOSSES			
Program services	\$2,451,130	\$-	\$2,451,130
Management and general	\$276,984	\$-	\$276,984
Fundraising	\$349,467	\$-	\$349,467
Total expenses	\$3,077,581	\$-	\$3,077,581
Loss on uncollectible promises to give	\$107,401	\$-	\$107,401
Total Expenses and Losses	\$3,184,982	\$-	\$3,184,982
Change in net assets	\$2,029,298	\$(614,745)	\$1,414,553
Net assets at beginning of year	\$3,774,558	\$1,767,607	\$5,542,165
Net assets at end of year	\$5,803,856	\$1,152,862	\$6,956,718

DONORS

Annual Fund

WFGM gratefully acknowledges the following donors who contributed between July 1, 2022 and June 30, 2023.

ESTATES

Estate of Lila Beth Burke
Estate of Sylvia G. Marks

INDIVIDUALS

\$10,000+

Rebecca W. Ballou
Jo D. Croner
Barbara R. Hyde
Phyllis R. Scruggs
Susan Stephenson
Dr. Indurani A. Tejwani

\$1,000 – \$9,999

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Gia & Melvyn Stokes
Patty B. Stringer
Andrea Thompson
Ruth Tutor
Urmilla Vishria
Ann Marie Wallace
Belinda G. Watkins
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Monica N. Wharton
Jan A. Young
Tammy O. Young

\$500 – \$999

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Mikara & Shawn Davis
Carol Dean
Linda Delaney
Karen M. Edwards
Elise & Michael Frick
Michelle & Art Fulmer

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\$250 – \$499

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 Kimberly Bailey
 Golden & Stephen Bearman
 Helen Brantley
 Cindy & Kevin Brewer
 Kim Caldwell

Cynthia Cash
 Pamela Clary
 Donna Dahlberg
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