

UNITED IN PURPOSE



UNITING

THE COMMUNITY

MOBILIZING RESOURCES



EMPOWERING

INDIVIDUALS



Friends of United Way,

Every year, we are grateful to share our impact and work through this annual report.

Many of the numbers listed on these pages continue to grow. And we recognize, first and foremost, that is because of people like you. Your love and care for this community are the heart and blood of United Way. We exist because you continue to dream alongside us of a more United and resilient West Tennessee.

During the immediate years following the COVID-19 pandemic, our organization witnessed rapid expansion, adding 15 new support programs to our work. But 2023 became a turning point for our organization, as we transitioned our focus from less of an expansive mindset to one that focused more on enriched experiences and stabilization. Instead of prioritizing new programs and initiatives, we delved deeper into more effectively impacting our community through the programs and innovative strategies we have already established. As you will see in this report, this has led to unprecedented levels of support to aid these programs that so deeply impact West Tennessee.

In turn, this is allowing us to greatly increase the number of lives impacted through the work of United Way. And for that, we are grateful. But as you read through this annual report, please remember that every number represents a real person. Someone whose life has been made better, more healthy, more financially stable, more educated, and more promising because your support allowed United Way to take action.

Still, so many more need our help. Our journey is far from over, and the challenges we face are ever-evolving. With your continued support, we are confident that we can rise to meet these challenges and bring even more hope and transformation to those in need. Together, we can build a stronger, more resilient community where everyone has the opportunity to thrive.

Thank you for standing with us, for believing in our mission, and for being a vital part of our United Way family. We look forward to all that we will accomplish together in the coming year.

With gratitude,
Matt Marshall and Mayor Bill Rawls



Matt Marshall
President/CEO



Mayor Bill Rawls
Board Chair



Financial Stability

Almost 19% of our West Tennessee community lives in poverty. Meanwhile, 32% are considered ALICE (Asset, Limited, Income, Constrained, Employed) - individuals and families who earn more than the Federal Poverty Level, yet are unable to afford basic necessities. With the continual economic inflation, some of our neighbors struggle to keep up with the pace, especially those living in rural areas. Lack of quality child care, the disruption of America's labor force following the COVID-19 pandemic, early retirement, financial illiteracy, mental illness, homelessness, and insufficient transportation are just a few of the economic barriers our region faces. We witness the effects poverty has on our community every day. Yet, we commit to empowering our neighbors through accessible resources that disrupt the cycle of generational poverty.



Increased savings of
\$175,158

276
tax returns

610 volunteer
hours

Decreased debt by
over **\$146K**

Increased client
credit scores by
1,694

\$321,892
in total tax refunds



“Working with a Financial Counselor has given me the confidence to make responsible financial choices, be hopeful, and plan for future financial decisions.”

-Tekisha, FEC Client

Empowering Individuals to Achieve Their Financial Goals.

When a client has a financial goal, question, or problem, confiding in someone who is safe and smart is important. The Jackson Financial Empowerment Center (FEC) provides professional, one-on-one financial counseling to West Tennesseans for free. From improving their credit score, paying down debt, or learning effective ways to purchase a home, the FEC can help clients create and attain their financial goals.

Helping West Tennesseans Take Control of Their Tax Refunds.

Tax preparation ranges anywhere from \$300-\$600, crucial dollars that could go toward basic necessities. Through Volunteer Income Tax Assistance (VITA), we partner with Cadence Bank to help qualified individuals prepare their tax returns for free. VITA-certified volunteers maximize the credits and refunds clients are eligible for, putting more money back into their pockets.

Office of Childhood Success



“Once they learn to trust you, you can take them anywhere.”

-Jennie, Reading Coach for The READ Team

Our dream is to see every child graduate high school, overcome generational poverty, and thrive. Laying the foundation through quality early education helps set the stage for their long-term success. Yet, a child’s upbringing and surroundings can significantly impact their ability to learn and retain new information. Through our Office of Childhood Success, we provide resources that seek to address the whole child psychologically. Our expectations for our community’s children are high because we see their potential. Education brings endless possibilities. Here in West Tennessee, we want to equip every child for life beyond the classroom and even the workforce. We aim to raise generations of life-long learners who make their community a better place for all.

Fostering a Community of Proficient Readers Who Love to Read

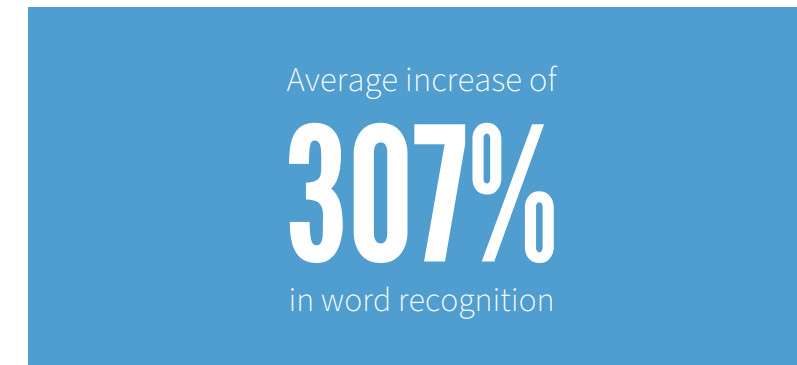
Nearly 60% of third graders statewide are not proficient readers. Third grade is a crucial period in a child’s education as they transition from learning to read through word recognition to reading to learn. The READ Team and Tutor U are literacy-based initiatives created to help first through third graders become better readers. We also encourage reading outside the classroom through our bookmobile and Rockabillys Readers, a reading-incentive program.

Mentoring the Next Generation of Leaders

Every student needs a good role model. Mentor U gives middle school students the opportunity to tour local colleges and connect with potential mentors who can help prepare them for a successful college and career experience.

Furthering Access to High Quality Child Care

60% of our service counties in West Tennessee have fewer than 10 child care centers per 10,000 children. Greater access to quality child care and early education programs is needed. Through Child Care West TN, we advocate for more regional child care centers and connect families seeking child care with available programs.



Healthy Living



Healthy living encompasses the whole person’s physical, mental, and emotional well-being. From newborns to our senior citizens, we help provide and locate services for every person in need, regardless of their age, health status, income, or racial background. Food access and transportation resources are sparse in many of West Tennessee’s rural areas. We continue to offer programs and partner with local organizations who can provide further access to essential resources. Every individual in our community matters. Our mission to help them thrive, not just survive.

Connecting Callers in Need with Available Resources

Anyone can access 2-1-1 by phone or computer. Dialing 2-1-1 connects a caller with someone who can put them in touch with local organizations that provide critical services. Despite limited resources, we make every effort to ensure that every caller’s need is met. The community can also utilize the 211 Hub, a free online database for local agencies and individuals to find and share resources.

Building Up Nonprofits through Empowering Partnerships

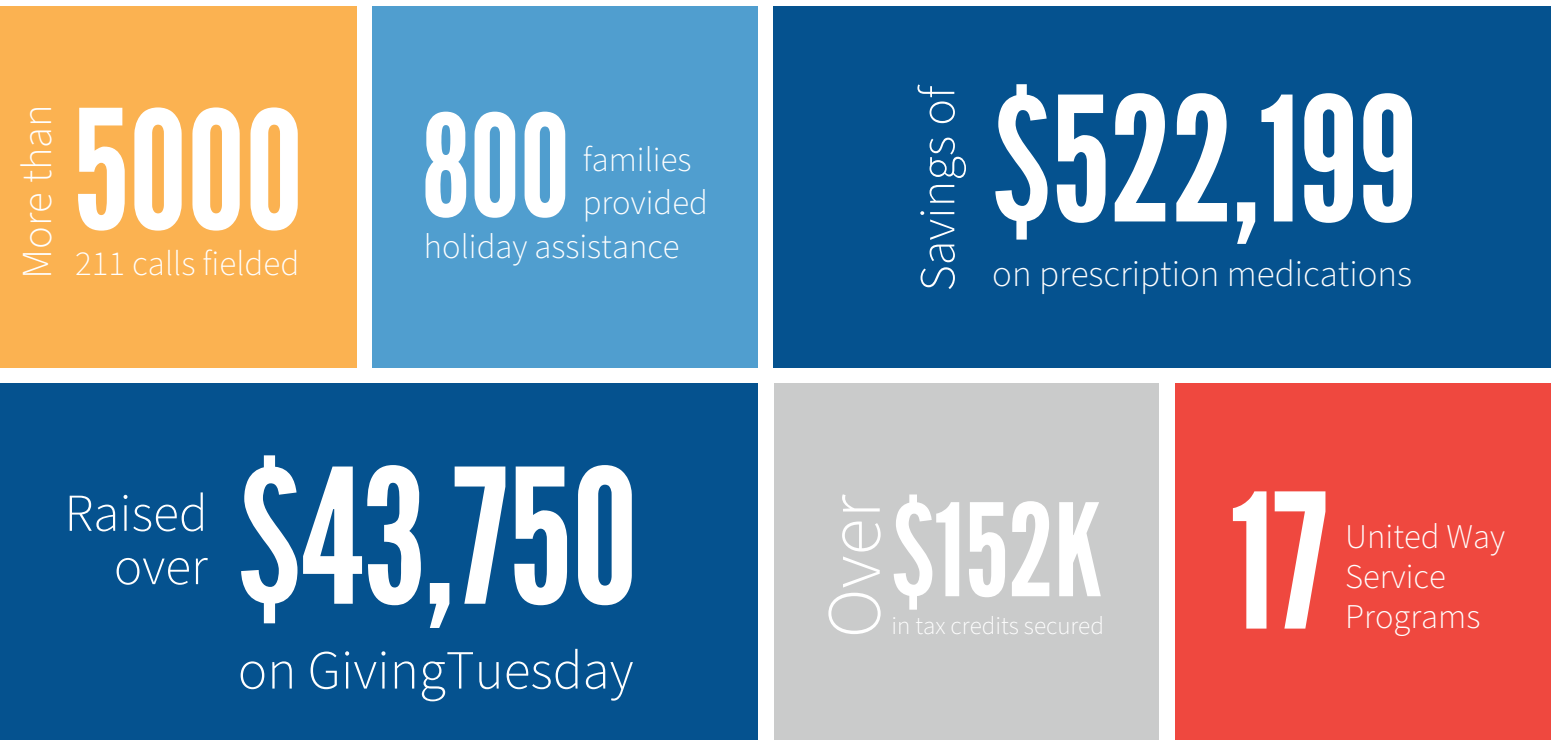
Partnering with those already addressing people’s needs helps prevent duplication of services and increases county-specific access to resources. Local nonprofits are an integral part of our community. When we collaborate together through the West Tennessee Nonprofit Network (WTNN) and seasonal programs like Christmas Partners and GivingTuesday, we accomplish more. We support those who are also making a difference.

Increasing Access to Affordable Medications

SingleCare negotiates discounted prices on medication. Through our partnership with them, we help improve each person’s access to medical care so they can live healthier lives.

Lending a Hand When Disaster Strikes

When hazardous weather conditions impact our community, we stand ready to help those who suddenly face homelessness, job loss, food insecurity, and more. By tapping into our Disaster Relief Fund, assisting local government, and partnering with local nonprofits, we mobilize the local resources available to ensure the needs of those impacted are met.





Our 2023-24 Community Investment

Agency Partner Programs	\$774,791
Non-Partner Programs	\$73,752
Corporate Sponsorships	\$35,164
Special Events	\$119,741
Grants	\$972,107
United Way Worldwide Dues	\$17,562
Pledge Loss	\$112,037
Admin	\$197,646
Total	\$2,302,800

Funds Secured for 2024-25 Investment

American Red Cross Pass Through	\$28,297
Bright Start Tennessee	\$50,000
Campaign	\$1,143,517
Capital Grants	\$275,950
Community Foundation of West Tennessee	\$4,000
Connected Community Facilities	\$1,755,817
Connected Literacy Grant (Tutor U)	\$1,271,157
Digital Literacy	\$40,000
Digital Skills, Education, and Workforce	\$58,613
Disaster Relief	\$2,430
Dollar General Youth Literacy	\$2,000
Extraordinary Shake	\$2,000
Families First	\$1,566,059
FEC	\$167,071
Ford Philanthropy	\$704,000
Governor's Early Literacy Foundation	\$18,700
Historic Preservation Grant	\$200,000
The READ Team	\$37,289
Toyota Sponsorship Grants	\$25,000
Truist	\$10,000
Volunteer Tennessee	\$66,077
Total	\$7,427,977

Partner Agencies

1. A Step Ahead
2. American Red Cross of Mid-West Tennessee
3. Aspell Recovery Center
4. Born to Win
5. Boys & Girls Club
6. Boys & Girls Club of Humboldt
7. Brownsville Senior Center
8. Carl Perkins Child Abuse Center
9. Carroll Co. Books from Birth
10. Carroll Co. Rescue Squad
11. CASA of Haywood
12. CASA of Henderson Co.
13. CASA of Madison Co.
14. Community Cancer Fund
15. Damascus
16. Greenfield Senior Center
17. Habitat for Humanity
18. Habitat for Humanity in Northwest TN
19. Healing Horses
20. Henderson Co. Adult Education
21. Humboldt Senior Center
22. Impact Management Solutions
23. JCIL
24. Jesus Cares
25. Madison Co. Imagination Library
26. Madison/Haywood/McNairy Developmental
27. Matthew 25:40
28. McKenzie-Carroll Co. United Neighbors
29. Milan Mustard Seed
30. Office on Aging - Carroll Co.
31. Office on Aging - Dyer Co.
32. Reelfoot Rural Ministries
33. Salvation Army
34. Salvation Army - Dyer
35. Sardis Senior Center
36. Scarlet Rope Project
37. Selmer Senior Center
38. STAR Center
39. The Dream Center
40. Transitions
41. Vision of Haywood
42. WE CARE Ministries, Inc.
43. Weakley Co. Backpack Program
44. West TN Hearing & Speech Center
45. WRAP

Top 30 Giving Companies

1. Kellanova
2. First Citizens National Bank
3. Teknor Apex
4. Jackson Energy Authority
5. Bobrick Washroom Equipment
6. DANA - West Tennessee
7. Parker Hannifin
8. Caterpillar
9. City of Dyersburg
10. Ford Construction
11. Security Bank - West Tennessee
12. CECO Door Products
13. Westlake Pipe and Fittings
14. Bluescope Buildings North America
15. DOT Foods
16. Cadence Bank - West Tennessee
17. Delta Faucet/Masco Corporation
18. City of Jackson Employees
19. Tennialum/Division of Kaiser Aluminum
20. Hexpol
21. Nortek Global HVAC
22. Martin Housing Authority
23. McNairy County Schools
24. Humboldt Utilities
25. Berry Plastics
26. Falcon Plastics
27. SWHRA Services
28. Manpower - West Tennessee
29. Firestone Industrial Products Company
30. Simmons Bank - West Tennessee



Board of Directors

Mayor Bill Rawls, Board Chair
City of Brownsville

Ted Austin
Jackson Energy Authority

Dr. Marlon King
JMCSS

Mayor John Holden, Past Chair
City of Dyersburg

Gem Bell
Teknor Apex

Greg Martin
McNairy County Schools

Dr. Janice Epperson, Chair Elect
Humboldt City Schools

Shea Brown
Leaders Credit Union

John Pitcher
Parker Hannifin

Jill Holland, Secretary
SWTDD

Jay England
West Tennessee Bank

David Prince
InSouth Bank

John Tucker, VC - Campaign
First Citizens National Bank

Yancy Freeman
UT - Martin

Kyle Spurgeon
Greater Jackson Chamber

**Adam Kruzich, VC - Endowment/
Finance**
Dyer County

Jim Hart, Sr.
Kellanova



Corporate Sponsors

\$20,000+



\$10,000



\$5,000+



\$2,500



\$1,000





uwwt.org