



United Way
of West Tennessee

2022 Annual Report

LIVE UNITED[®]

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Friends,

Over the past year, United Way of West Tennessee has expanded as an organization in more ways than one. Along with welcoming new staff members, we also created several new program initiatives to further promote our work in four key areas: equity, education, health, and financial stability.

As you read through this report, I hope you are encouraged by the United effort of those who seek to improve life for every person in West Tennessee. For the past 80 years, we have witnessed the power of working together. And we plan to continually foster meaningful partnerships within our community, and with you. Whether you are a financial giver, volunteer, or advocate, your support matters.

Let us LIVE UNITED as we continue to build a more resilient West Tennessee.

Sincerely,

Matt Marshall, President/CEO of United Way of West Tennessee



Who is ALICE?

ALICE (asset, limited, income, constrained, employed) represents individuals and families nationwide with an income above the Federal Poverty Level, but less than what it costs to make ends meet. Of West Tennessee's 166,538 households in 2018, an average of 32% were ALICE while an average of 20% earned below the Federal Poverty Level. The recent economic downturn and inflation of 2021-2022 have likely exacerbated these figures.

We live and see those who are ALICE every day. They are cashiers, waiters, child care providers, and other members of our essential workforce. You may know some of them. You may be ALICE. These households must constantly make difficult financial decisions because of their inability to afford basic necessities such as food, clothing, and rent. This is especially true for households of color.

The ALICE report is a valuable asset for our community because it provides the most comprehensive depiction of need in West Tennessee. We want every person and family in our region, especially those who are ALICE, to have equitable access to education, health care, financial stability — the building blocks that support overall well-being.

32%

ALICE Households
in West Tennessee

7753

Families with Children

20,949

Over 65 Years of Age





Early Childhood Success

Education helps a child further succeed in life. Last year, we partnered with local schools through the READ Team to help second graders attain third grade-level reading. Together with TQEE, we launched [Bright Start West TN](#) to increase quality early care and education in West Tennessee and are finalizing a strategic plan. In partnership with the TBI, we are training school districts on how to use [Handle with Care](#) so they can better serve students who experience trauma outside of class.

146

Volunteer Reading Coaches

306%

Increase in Average Number of Words Attained

184

Second Graders

2800

Children's Books Given to Students



4

Counties to Implement Handle with Care by 2023

“I love watching when a child’s face lights up and they get it. When they know the word, they recognize it, and they see that confidence in themselves building. That is my favorite part. Serving as a volunteer coach is probably the easiest hour of service you can do! Not a lot of prep-work; as long as you can read, you can help a student learn to read.”

— *Melissa, The READ Team Volunteer Coach*





Financial Stability

Earlier this year, we partnered with the City of Jackson to launch the Jackson **Financial Empowerment Center (FEC)**. Our trained financial counselors offer free financial counseling to West Tennessee residents with the goal of helping them move closer toward financial stability. Together with **SingleCare**, individuals were given discounted prices on medical prescriptions. We also partnered with BancorpSouth again to provide free tax preparation through the **Volunteer Income Tax Assistance (VITA)** program.

226

Financial Counseling Sessions Completed

Tax Returns

269

\$25,523

Debt Reduction

Refunded to Taxpayers

\$330,813

\$82,683

Collected Savings

Prescription Savings

\$370,293

“I feel less stressed about my finances. I also feel more comfortable with making financial decisions. Working with the FEC has helped me become more honest about what my financial needs are, and their nonjudgmental approach helped me feel supported even through my mistakes. I would tell EVERYONE, please take advantage of this service no matter what your financial situation is; having someone else who is independent in their point of view can prove to be such a valuable thing.”

— Courtney, Jackson FEC Client





Healthy Lives

Last December, we collaborated with local agencies to assist those affected by catastrophic storms in Northwest Tennessee. Our **211** helpline answers over 5,000 calls annually to direct callers to the right services. The **211 Hub** offers free online access to resources anywhere at anytime. Our seasonal programs — **#GivingTuesday731** and **Christmas Partners** — focuses on raising financial support for local nonprofits and providing Christmas assistance to families in need. Through the **West Tennessee Nonprofit Network (WTNN)**, we distribute weekly newsletters and host monthly meetings with local nonprofits in order to share relevant updates and issues.

29

Nonprofits Joined
as #GT731

\$86k

Raised in 24 Hours
on GivingTuesday

492

Donations

510

Families Provided with
Holiday Assistance



“United Way always brings us together. It is about more than just funding, it is about the resources and communication between our agencies. The WTNN gives us an avenue to network and discuss upcoming events or issues that we may be facing. We can help solve one another’s dilemmas and offer ideas to enhance a project. For me, it is about these relationships.”

— *Sabrina, Boys & Girls Club of Jackson*



Our Investment

2021-22

Agency Partner Programs	\$856,140
Non-Partner Programs	\$55,395
Corporate Sponsorships	\$39,433
Special Events	\$140,000
Grants	\$589,500
United Way Worldwide Dues	\$22,412
Pledge Loss	\$119,516
Admin	\$209,163
Total	\$2,031,559

We keep just 15.75% of all donor pledges to support management and general costs, fundraising, and programs our office directly provides.

Grants Secured

2021-22

FEC	\$313,000
The READ Team	\$80,000
Disaster Relief	\$72,000
Bright Start TN	\$50,000
TANF	\$16,000
CDBG	\$13,000
Other	\$11,000
Rural Health	\$10,000
Toyota	\$10,000
United Way Worldwide	\$10,000
Mott	\$4,500
Total	\$589,500

Partner Agencies

EDUCATION

- Born to Win
- Boy Scouts of America - West Tennessee
- Boys & Girls Club of Humboldt
- Boys & Girls Club of Jackson
- Carl Perkins Child Abuse Center
- Carroll County Books from Birth
- Dream Factory of Dyersburg, Inc.
- Girl Scouts Heart of the South
- Hands UP! Preschool
- Haywood County Reading Railroad
- Henderson County Schools /
- Southwest Tennessee Adult Education
- Imagination Library
- Impact Management Solutions
- Jackson Center for Independent Living
- Life Choices Pregnancy Center
- Madison / Haywood Developmental
- West Madison Senior Citizens Center
- West Tennessee Hearing and Speech Center

FINANCIAL STABILITY

- American Red Cross / Midwest Tennessee Chapter
- Damascus
- Habitat for Humanity in Northwest Tennessee / Dyer County

- Habitat for Humanity / Jackson
- Jesus Cares
- McKenzie Carroll County United Neighbors
- Mustard Seed Milan
- Reelfoot Rural Ministries
- Salvation Army Service / Dyer County
- Salvation Army Service / Madison County
- Southwest Human Resource Agency
- Tennessee Rehabilitation Center at Camden
- Tennessee Rehabilitation Center at Dyersburg
- The Dream Center
- Vision of Haywood
- We Care Ministries, Inc.
- Weakley County Backpack Program
- WRAP

HEALTH

- A Step Ahead
- Aspell Recovery Center
- Boys & Girls Club of Jackson
- Brownsville Senior Center
- Carl Perkins Child Abuse Center
- CASA of Henderson County
- CASA of Madison County
- Community Cancer Fund
- Dyer County Volunteer Rescue Squad

- Healing Horses
- Humboldt Senior Citizen Center
- Office on Aging / Carroll County
- Office on Aging / Dyer County
- Office on Aging / Weakley County
- Rescue Squad Humboldt
- Sardis Senior Citizens Center
- Scarlet Rope Project
- Selmer Senior Center
- Sharon Senior Citizen Center
- STAR Center
- Southwest Human Resource Agency
- Transitions
- We Care Ministries, Inc.
- WRAP

Education

\$235,918.72

Financial Stability

\$338,162.38

Health

\$282,059.16

Total Investment

\$856,140.26

14 Counties. 56 Nonprofits. 73 Programs.

Top 30 Giving Companies

1. Kellogg's
2. First Citizens National Bank
3. Teknor Apex
4. Bobrick Washroom Equipment
5. DANA
6. UPS
7. CECO Door Products
8. Jackson Energy Authority
9. MTD Products
10. Parker Hannifin
11. Caterpillar
12. City of Dyersburg
13. BlueScope Buildings North America, Inc.
14. Nortek
15. Ford Construction
16. NSK
17. Security Bank - Dyersburg
18. Forcum Lannom Contractors
19. Delta Faucets / Masco Corporation
20. University of Tennessee - Martin
21. BancorpSouth - West Tennessee
22. Young Touchstone - West Tennessee
23. Tennialum / Division of Kaiser Aluminum
24. PRA Group
25. McNairy County Schools
26. Southwest Human Resource Agency Services
27. Falcon Plastics
28. LyondellBasell
29. Raymond James Company
30. Jackson Housing Authority

Corporate Sponsors





**UNITING THE COMMUNITY.
MOBILIZING RESOURCES.
EMPOWERING INDIVIDUALS.**



