

## **WXMX / Agenda**

**October 6, 2013**

**7am – 8am**

### **Farm-to-Fork Fellowship**

The Farm-to-Fork Fellowship (F2FF) is a program that pays youth to grow the food that goes into their school lunches, bringing kids closer to their food and equipping them with life skills that they can take back to their communities. Up to 50 youth (grades 9-12) work 4 hours per week August-May and 20 hours per week June and July. In an innovative partnership with Memphis City Schools, youth from all over the city plant, cultivate and harvest the fresh produce that is then sold back into the school system to be included in school lunches.

This is more than a program about learning to grow something. It gives youth a meaningful, hands-on experience that teaches valuable lessons that can't always be learned from a book. Farm to Fork Fellows are selected through a very competitive application process, and new fellows are taken on as funding becomes available. We are currently accepting applications. Margaret Grace Haltom with Farm to Fork spoke about the organization.

### **Shelby Farms Park**

Shelby Farms Park Conservancy (SFPC or the Conservancy) is a 501(c)3 nonprofit organization that manages and operates Shelby Farms Park + Shelby Farms Greenline through a public-private partnership with Shelby County Government. That means the land that comprises Shelby Farms Park + Shelby Farms Greenline remains publicly owned, and that the Conservancy is responsible for daily management, fundraising to meet operations budget needs, setting the vision for the Park's future and stewarding its natural resources. Each year they raise more than \$2 million (over 75 percent of our operating budget) to manage and operate Shelby Farms Park + Shelby Farms Greenline. Jen Andrews from Shelby Farms previewed Halloween events to benefit the Park.

**October 13, 2013**

**7am – 8am**

### **Pink Heals**

They drive pink fire trucks and pink police cars across America bringing the “Cares Enough to Wear Pink” and Pink Heals Movement to a city near you! They simply provide a program for your community leaders to adopt, helping them fund raise for people rather than causes. They focus our labor of love on the women of this country and wage war on anything that may harm her starting with cancer. They started in 2007 to

help people battling cancer with a focus on women and what they mean to us in our daily lives.

They have taken the theme of the Public Safety with pink fire trucks and pink police cars to serve the community by putting people first instead of causes. They believe that money raised in our communities, counties and states should remain there, giving us the option to either put it towards research or deliver one hundred percent of the money generated by fundraisers to the people that need it most. They believe that too many large corporate charities use a labor of love to raise money to sustain their own organization with little left to actually go to the people that are battling this horrible disease. Firefighter Todd Conklin with Pink Heals Memphis promoted the upcoming pink fire truck tour.

## **Ronald McDonald House Memphis**

Ronald McDonald House®, a program of Ronald McDonald House® Charities of Memphis is a "home-away-from-home" for families who are in Memphis while their child is receiving treatment for cancer or another catastrophic illness at St Jude Children's Research Hospital. All families stay completely free of charge. Caron Byrd, Executive Director, promoted the upcoming RMH Radiothon with 98.1 The Max.

**October 20, 2013**

**7am – 8am**

## **American Heart Association Mid South Chapter**

In 1999 the American Heart Association set a bold 10-year goal: To reduce coronary heart disease, stroke and risk by 25 percent by 2010. They achieved the reduction in deaths ahead of schedule and made substantial progress against three of the six risk factors. Because of this success, the Board of Directors approved a 2020 Impact Goal. This new goal looks beyond helping people reduce their risk of heart disease and stroke by focusing on helping them build stronger health and a better quality of life. Dr. Rob Sumter, Chairman of the Mid South Heart Walk discussed "Life's Simple 7" Steps which help educate the public how to live better and the upcoming Mid South Heart Walk.

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operating budget) to manage and operate Shelby Farms Park + Shelby Farms Greenline. Jen Andrews from Shelby Farms previewed Halloween events to benefit the Park.

**October 27, 2013**

**7am – 8am**

### **Ronald McDonald House Memphis**

Ronald McDonald House®, a program of Ronald McDonald House® Charities of Memphis is a "home-away-from-home" for families who are in Memphis while their child is receiving treatment for cancer or another catastrophic illness at St Jude Children's Research Hospital. All families stay completely free of charge. Caron Byrd, Executive Director, promoted the upcoming RMH Radiothon with 98.1 The Max.

### **Tunnel to Towers Foundation - Operation CB**

On September 29<sup>th</sup>, 2013, The Stephen Siller Tunnel to Towers Foundation held its' signature run through the Brooklyn Battery Tunnel to Ground Zero with 40,000 participants. And, on September 14<sup>th</sup>, the signature run was held in Kandahar, Afghanistan as well as in Nashville on November 7<sup>th</sup>. Some of the proceeds from all three runs will go towards helping build a "Smart Home" for Cpl. Christian Brown of Munford, TN. The run signifies the retracing of Stephen Siller's final footsteps of being an off-duty FDNY Firefighter that put on 65 lbs of gear and ran through the Brooklyn Battery Tunnel to the Twin Towers on September 11<sup>th</sup>, 2011, where he ultimately perished.

"Our foundation, named in memory of my brother and personal hero, is committed to helping those that are the most catastrophically injured post 9/11 veterans such as Cpl. Christian Brown," said Frank Siller, Chairman of the Tunnel to Towers Foundation. He further states, "These young men and woman would not be in harms way if 9/11 didn't happen. Therefore, it is our duty and honor to get involved in helping your local hero, Christian Brown, who carried the American Flag from New York to Afghanistan and Iraq." Chris Cuban had details of the Operation CB concert to help raise money for local soldier Christian Brown's "smart house."

**November 3, 2013**

**7am – 8am**

### **A Step Ahead Foundation**

A Step Ahead Foundation hopes to improve educational, economic, and health outcomes for women and their children in Memphis and Shelby County. By providing access to long-acting reversible contraception (LARC) the most effective reversible methods of birth control, their hope is to increase positive pregnancy outcomes for both the mother

and the child, lower infant mortality, and improve family life. We hope to decrease poverty by reducing economic strain and encourage career opportunities before child birth. They provide a means for women to plan each child and every step of her life through education and long-acting reversible contraception (LARC).

A Step Ahead Foundation obtained its 501(c)(3) non-profit status on August 30, 2011. Starting September 1, 2011 they had seven existing community clinics providing the medical services for long-acting reversible contraception (LARC). The vision for this program began when its founder, Claudia Haltom was a Judicial Magistrate at the Memphis and Shelby County Juvenile Court for 17 years. While sitting as a judge, she heard numerous cases involving children who were abused, neglected, abandoned or delinquent. Claudia talked about the foundation's luncheon which is their biggest fundraiser.

### **Jason Motte Foundation**

The mission of the Jason Motte Foundation is to provide comfort and care where there is a need for those affected, either directly or indirectly, by cancers of all kinds.

The seed for the Jason Motte Foundation was planted in the fall of 2010 when Jason and Caitlin Motte asked, "what can we do to help?" At the time, Caitlin's grandfather, Lynn Doyle, was a cancer patient at The West Clinic in Memphis, Tennessee. Jason and Caitlin saw a sign that mentioned a need for blankets and wondered what more they could do to help. That question led to the formation of the Strike Out Cancer with Jason Motte Foundation and several projects including the annual Strike Out Cancer with Jason Motte.

The Motte family uses the monies raised towards research all while providing comfort and care where there is a need for those affected, either directly or indirectly, by cancers of all kinds. Jason Motte, former Memphis Redbird and current closer for the St. Louis Cardinals discussed The Jason Motte Foundation and his Strike Out Cancer event.

**November 10, 2013**

**7am – 8am**

### **The American Red Cross – Mid South Chapter**

The American Red Cross exists to provide compassionate care to those in need. Our network of generous donors, volunteers and employees share a mission of preventing and relieving suffering, here at home and around the world, through five key service areas: Disaster Relief, Supporting America's Military Families, Lifesaving Blood, Health and Safety Services, International Services. Chapter Executive Officer Laura Vaughn and volunteer Brooke Tweddell discussed the new One Reason Campaign and the Annual Red Boa Ball to benefit the chapter.

**November 17, 2013**

**7am – 8am**

## **The American Red Cross – Mid South Chapter**

The American Red Cross exists to provide compassionate care to those in need. Our network of generous donors, volunteers and employees share a mission of preventing and relieving suffering, here at home and around the world, through five key service areas: Disaster Relief, Supporting America's Military Families, Lifesaving Blood, Health and Safety Services, International Services. Chapter Executive Officer Laura Vaughn and volunteer Brooke Tweddell discussed everything The Red Cross does and provided info on how to help those in need in the Phillipines since the typhoon.

## **Mid South Transplant Foundation**

Mid-South Transplant Foundation serves western Tennessee, eastern Arkansas, and northern Mississippi. Organ Procurement Organizations (OPOs) must be certified by the Centers for Medicare and Medicaid Services (CMS) and abide by CMS regulations. As a local and independent organization, Mid-South Transplant Foundation recognizes and caters to the needs of our local area. As an OPO, Mid-South Transplant Foundation (MSTF)'s mission is to advocate for all organ and tissue donors and recipients. Our role is to increase organ and tissue donation in our community and to ensure that the patients who are in most need receive them. They represent an area with a **52% African American** population. Their focus on this demographic has resulted in increased African American consent rates to donation from **27% in 2007 to 55% in 2012**. Of the 58 organ procurement organizations, **MSTF ranks #1 in the continental United States** for having the highest percentage of African American donors. The goal is to improve the quality of lives through excellence in the process of organ and tissue donation and transplantation and increase the donation of organs and tissue for transplantation. Randa Lipman, manager of community outreach talked about the Foundation and this year's Rose Parade float which will be decorated with a floragraph in honor of a local athlete who was a donor.

## **Memphis Botanic Garden**

Located just outside the eastern boundaries of the city, the land that is now Audubon Park was formerly the location of a home built in 1854 by Geraldus Buntyn. The city of Memphis secured this and adjacent property to create a new park in 1947. In 1963, the family of Jacob Goldsmith made a significant donation to build the Goldsmith Civic Garden Center as a gathering place for horticultural and other organizations. Three years later, in 1966, the various plantings and individual gardens were brought together under one name: Memphis Botanic Garden.

New areas continue to crop up, including [My Big Backyard](#) family garden, which has become a popular destination for children to play and learn in nature. Memphis Botanic Garden is home to the region's largest Herb Garden, opened in October 2011, and the Delta Heritage Garden, established in the summer of 2012 to showcase crops representative of those raised in the South's agriculture era. The most recent space, the

Nature Photography Garden, opened in the summer of 2013.

True to its roots, Memphis Botanic Garden continues to grow as a product of community support and involvement.

My Big Backyard is a family garden is a place for jumping, splashing, digging, creating, daydreaming, discovering, and simply enjoying time spent outdoors.

- It's part Children's Museum...lots of things to see and do.
- It's part Playground...with challenging structures for active play like slides, tunnels and balance beams.
- It's part Outdoor Art Gallery, featuring the work of over thirty local artists.
- It's part Horticultural Display, with a wide variety of specimens that would interest any gardener.

But mainly it is a Garden designed to engage children in outdoor play. We hope to inspire parents to take the message home and create spaces in their own backyard that will foster an appreciation for the natural world. Gina Harris, the brains behind My Big Backyard talked about The Botanic Garden, My Big Backyard, and all that goes along with the seasonal Snowy Nights in My Big Backyard.

**November 24, 2013**

**7am – 8am**

## **Shelby Farms Park**

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## **The Blues Foundation**

The Blues Foundation is Memphis-based, but world-renown as THE organization dedicated to preserving our blues music history, celebrating recording and performance excellence, supporting blues education and ensuring the future of this uniquely American art form. Founded in 1980, The Blues Foundation has 4500 individual members and 200 affiliated local blues societies representing another 50,000 fans and professionals around the world. Its signature honors and events--the Blues Music Awards, Blues Hall of Fame, International Blues Challenge and Keeping the Blues Alive Awards--make it the international center of blues music. Its HART Fund provides the blues community with

medical assistance while its Sound Healthcare program offers musicians health insurance access. Blues in the Schools programs and Generation Blues scholarships expose new generations to blues music.

The Blues Foundation seeks to preserve and to highlight the rich history of Blues through among other ways, The **Blues Hall of Fame** which is a historical record of those who have made the Blues timeless through performance, documentation, and recording. Since its inception in 1980, The Blues Foundation has inducted new members annually into the Blues Hall of Fame for their historical contribution, impact and overall influence on the Blues. Deputy Director of The Foundation, Joe Whitmer, discussed the Foundation and the Johnny Winter concert to raise money for the Blues Hall.

**December 1, 2013**

**7am – 8am**

## **Memphis Botanic Garden**

Located just outside the eastern boundaries of the city, the land that is now Audubon Park was formerly the location of a home built in 1854 by Geraldus Buntyn. The city of Memphis secured this and adjacent property to create a new park in 1947. In 1963, the family of Jacob Goldsmith made a significant donation to build the Goldsmith Civic Garden Center as a gathering place for horticultural and other organizations. Three years later, in 1966, the various plantings and individual gardens were brought together under one name: Memphis Botanic Garden.

New areas continue to crop up, including [My Big Backyard](#) family garden, which has become a popular destination for children to play and learn in nature. Memphis Botanic Garden is home to the region's largest Herb Garden, opened in October 2011, and the Delta Heritage Garden, established in the summer of 2012 to showcase crops representative of those raised in the South's agriculture era. The most recent space, the Nature Photography Garden, opened in the summer of 2013.

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But mainly it is a Garden designed to engage children in outdoor play. We hope to inspire parents to take the message home and create spaces in their own backyard that will foster an appreciation for the natural world. Gina Harris, the brains behind My Big Backyard

talked about The Botanic Garden, My Big Backyard, and all that goes along with the seasonal Snowy Nights in My Big Backyard.

## **Living Well Network**

Its mission is to give you the opportunity to live your life to the fullest by creating and supporting a healing network that can assist you in successfully navigating depression, stress and the challenges of life.

Their partners are: Tennessee Suicide Prevention Network; the Memphis Crisis Center; the Memphis, Arkansas and Mississippi Conferences of the United Methodist Church; and the Congregational Health Network through Methodist Le Bonheur Healthcare. The Dennis H. Jones Living Well Network is a collaborative effort among primary care physicians, behavioral health providers, clergy, concerned citizens and the Methodist Le Bonheur Healthcare EAP to help people gain access to mental health treatment in our community. Director Donna Tosches and advisory council member Michael Drake detailed The Living Well Network as the holidays are an extra time of stress related problems.

## **St. Jude Bows / Malco Theatres**

St. Jude Children's Research Hospital opened on February 4, 1962 and was founded by the late entertainer Danny Thomas. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude has treated children from all 50 states and from around the world. On average, 7,800 active patients visit the hospital each year, most of whom are treated on an outpatient basis. St. Jude has 78 inpatient beds and treats upwards of 260 patients each day. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. St. Jude is the first institution established for the sole purpose of conducting basic and clinical research and treatment into catastrophic childhood diseases, mainly cancer.

Malco Theatres' annual St. Jude Bows campaign is a benefit for St. Jude Children's Research Hospital. This program, in its 15th year, runs from Thanksgiving Day through Christmas Day at all Malco Theatres locations in Tennessee, Arkansas, Missouri, Kentucky and Mississippi. In 2012 more than 86,500 bows were sold during the five-week holiday campaign, which was an increase of more than 6,000 bows from 2011.

The bows are handmade from real film and sold by employees for \$1 each. The materials and volunteer production hours for the bows were donated, so there was no cost to Malco Theatres. Since 1999, Malco Theatres has raised over \$500,000 for St. Jude through the annual Kids Summer Film Fest and Wrapped with Love campaigns. Karen Scott, director of marketing for Malco Theatres discussed St. Jude Bows.

**December 8, 2013**

**7am – 8am**

## **Mid South Transplant Foundation**

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**December 15, 2013**

**7am – 8am**

## **Big Brothers Big Sisters of Memphis**

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country. They develop positive relationships that have a direct and lasting effect on the lives of young people. The Big

Brothers Big Sisters Mission is to help children reach their potential through one-to-one relationships with mentors that have a measurable impact on youth. The Big Brothers Big Sisters Vision is successful mentoring relationships for all children who need and want them, contributing to brighter futures, better schools, and stronger communities for all. Susan George, VP of Programs, talked about the chapter, its programs, and The Giving Tree, a local school's program that collects toys for each "Little" every year for Christmas.

## **Memphis Botanic Garden**

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**December 22, 2013**  
**Shelby Farms Park**

**7am – 8am**

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The bows are handmade from real film and sold by employees for \$1 each. The materials and volunteer production hours for the bows were donated, so there was no cost to Malco Theatres. Since 1999, Malco Theatres has raised over \$500,000 for St. Jude through the annual Kids Summer Film Fest and Wrapped with Love campaigns. Karen Scott, director of marketing for Malco Theatres discussed St. Jude Bows.

**December 29, 2013**

**7am – 8am**

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