

## WGKX / Agenda

April 5, 2015

6:00am – 6:30am

### Memphis Botanic Garden

Memphis Botanic Garden is a 501(c)3 non-profit organization and strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment. The 96-acre property includes [28 specialty gardens](#), which provide an in-depth look into various families of plants, flowers, and trees. [My Big Backyard](#) family garden offers a place for jumping, splashing, digging, creating, and discovering the joys of time spent outdoors. The renowned Seijaku-en, Japanese Garden of Tranquility, is a popular attraction, with its recognizable red drum bridge and unique cultural features. Their newly-opened Herb Garden is one of the largest in the nation, and offers unique opportunities for programming and visitor experience.

Memphis Botanic Garden serves over 40,000 school-aged children annually through [organized education programs](#), offering them the opportunity to get outdoors and learn through hands-on activities and nature play. Students come from 192 area schools, including 102 Memphis public schools where 83% of the children qualify for lunch assistance programs, reaching an under-served population through our educational programs. We invite you to join us for a year-round schedule of special events and programs, including the [Live at the Garden Summer Concert Series](#), monthly [wine tastings](#), [family activities](#), [art exhibits](#), [classes](#), [workshops](#), and more. This year will see a new permanent stage for the live at The Garden series and Mary Helen Butler discussed that as well as upcoming summer camps and programs.

### Memphis Zoo Conservation

Education and Conservation make up the core mission statement for The Memphis Zoo's institution. They recognize the importance of these two functions working closely together to create in visitors a heightened appreciation for nature, increased scientific literacy, inspiring future generations of environmental stewards and being a positive force for change. They hold that, through conservation research, a greater understanding of ecological processes and the planet's biodiversity will occur leading to more effective management of our natural resources and remaining wildlife. The science and education needed to manage biodiversity at the local, regional and global scales requires clear, understandable and widely distributed information to the public, policy makers, conservation organizations and stakeholders. To accomplish this directive, the Memphis Zoo is committed to assume a leading role in biodiversity conservation and be globally recognized and actively sought for their expertise on key conservation issues at regional, national and international levels. Andy Kouba, Director of Conservation and Research discussed the conservation programs, new exhibits and the upcoming annual fundraiser, The Wild World of Wine and Beer.

April 12, 2015

6:00am – 6:30am

### Porter Leath

Since its founding in 1850, Porter-Leath has remained passionately committed to serving at-risk children and families in Memphis. While both its name and mission have evolved with changing times and events,

the focus has always been to serve Memphis' most vulnerable citizens. Today Porter-Leath, a non-profit organization, helps more than 10,000 low-income children and families every year through a variety of programs including residential services, foster and adoptive care, early childhood and parent education, senior services and more. The depth of services offered is constantly expanding and being enhanced to give at-risk families the best possible care. While the future brings more change, one certainty remains: Porter-Leath will continue to provide the needed social services to at-risk children and families in Memphis and advancing the mission of its stalwart founders over 160 years ago. Mike Warr, Executive Vice President of Development at Porter-Leath discussed their 23rd Annual Rajun Cajun Crawfish Festival benefitting Porter-Leath.

## **Le Bonheur Children's Hospital**

Established in 1952, Le Bonheur Children's Hospital was started by a dedicated group of women, known as the Le Bonheur Club, who sewed clothes for orphans. Today, Le Bonheur has grown to become the only comprehensive pediatric medical center in the region.

As Le Bonheur grew over the years, it became apparent that a significant need existed for the hospital to raise funds in support of the dramatic growth of its many medical care programs, research and advocacy efforts. Furthermore, it is our firm belief that every child deserves nothing less than the very best in medical care, regardless of a family's financial situation.

Today, the Foundation has established a wide variety of giving opportunities and programs to meet the philanthropic desires of our many donors. If you would like to visit with a Foundation staff member about making your own special gift, organizing a fund raising event with your club or organization or creating a cause marketing program through your company all to benefit the young patients at Le Bonheur, please contact us at your convenience. We will be more than happy to be of assistance. And our young patients and their families will be deeply grateful for your support. Paula Dycus and Michelle Schwartz from Lebonheur talked about the upcoming annual Cereal Drive to benefit the Mid South Food Bank.

## **Mid South Transplant Foundation**

Incorporated in 1976, Mid-South Transplant Foundation is a private, non-profit organ procurement organization recognized by the United Network for Organ Sharing (UNOS) and certified by the Centers for Medicaid and Medicare Services. MSTF has been instrumental in the recovery of hundreds of organs and is committed to helping meet the ever-increasing demand. MSTF services hospitals in eleven (11) counties in Tennessee; six (6) counties in Arkansas; and, nineteen (19) counties in Mississippi. The population in this area is about 2 million people and MSTF consistently ranks in the top one-third of the fifty-eight (58) active Organ Procurement Organizations (OPO's) nationwide. As an OPO, Mid-South Transplant Foundation (MSTF)'s mission is to advocate for all organ and tissue donors and recipients. Their role is to increase organ and tissue donation in the community and to ensure that the patients who are in most need receive them. Erskine Gillespie, Community Development Coordinator, organ recipient and organizer discussed the annual Linking Hands for Life benefit.

**April 19, 2015**

**6:00am – 6:30am**

**Lifeblood**

Located in the heart of the Memphis medical district (1040 Madison Avenue), Lifeblood is the Memphis region's only non-profit volunteer blood center. Lifeblood is the leading provider of blood and blood components to area hospitals, supplying more than 100,000 units for local patient transfusions each year. Lifeblood is a member of America's Blood Centers, an alliance of community-based, non-profit blood centers. Through its neighborhood donor centers and full schedule of mobile blood drives, Lifeblood provides opportunities to donate blood throughout the year. In 2013, Lifeblood celebrated 50 years of service and 4 million lives impacted by volunteer donors in the community. For more information or to schedule an appointment, visit [www.lifeblood.org](http://www.lifeblood.org) or call 1-888-LIFEBLOOD. Lifeblood celebrates its 6<sup>th</sup> Annual Donorfest the week of June 8<sup>th</sup> and Jennifer Gladstone, Director of Marketing and Public Relations had details.

## **Students First**

A nonprofit working to ensure that every child in Tennessee has great teachers and great schools, StudentsFirst's work is aimed at increasing the number of high-quality school choices that are available, empowering parents with accessible and transparent information, and ensuring every student has access to great teachers and great schools. In 2015, they will work to ensure that students who are trapped in failing schools have a way out via opportunity scholarships, also known as vouchers.

Daniel Zavala, State Policy Director for Students First Tennessee, advises the organization on issues involving education policy and formulates new strategies to advance Tennessee's status as a leader in education reform. Daniel began his career as a Teach for America corps member in a traditional public school in the Bronx, NY. He later taught special education at a public charter school in Washington, D.C. In January 2014, he started at StudentsFirst working on state policy efforts. Daniel earned both his bachelor's and master's degrees from Stanford University and a law degree from the University of Washington. He explained the organization.

**April 26, 2015**

**6:00am – 6:30am**

## **Shelby Farms Park**

Shelby Farms Park Conservancy, the 501(c)3 nonprofit organization that manages and operates Shelby Farms Park and Shelby Farms Greenline is excited to announce major improvements that will give the park new amenities, more adventures, healthier ecology and a lot more to love.

Heart of the Park is a visionary reimagining of Patriot Lake - a well-loved but ecologically dysfunctional lake in the center of the Park, which was created when dirt was needed to cap a nearby landfill. From humble beginnings, the Heart of the Park will become a vibrant and diverse community hub, an environmental teaching tool, an important part of the business plan to sustain the Park, a gathering place for health and recreation, relaxation and big water adventure. It will be an exemplar for innovative urban landscape design, environmentally responsive architecture, and world class programming for health, happiness and inclusion for the Mid-South.

They will expand Patriot Lake from 52 acres to nearly 80 acres, dramatically improving the watershed, health of the landscapes and lake ecology through the installation of a liner, planting thousands of native trees, shrubs and other vegetation and shaping landscapes to the north to ensure groundwater flows into the lake.

A new Visitor Center will include education space, a cafe, a gift shop and a big front porch where visitors can watch sailboats and kayaks on the lake. A new boat rental kiosk will allow patrons to rent canoes, kayaks and paddle boats. A signature "farm-to-table" restaurant and rustic retreat center on the east end of the Heart of the Park will offer a dramatic view of the expanded lake. Children will enjoy a new water

play area, along with an educational Wetland Walk. The quiet forest walk on the south side of the lake will feature wet-footed trees.

Cameron Mann and Caleb Tinkle discussed the park improvements and the Capital Campaign that is underway in hopes of raising enough money to garner the park a promised anonymous \$1 million donation.

## **Arthritis Foundation Memphis Chapter**

The Arthritis Foundation is the largest and most trusted nonprofit organization dedicated to addressing the needs and challenges of those living with arthritis, the nation's leading cause of disability. Since 1948, the Foundation has remained committed to leading groundbreaking research for better treatments and a cure; fighting for patients' access to affordable and effective health care; and providing trusted information and resources to the more than 50 million adults and 300,000 children living with the disease. The Arthritis Foundation's mission is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. Michelle Dooner, Director of Development and Services for the Memphis division and Erin Willis, adult honoree at this year's Walk to Cure Arthritis discussed the Foundation and the Walk.

**May 3, 2015**

**6:00am – 6:30am**

## **Memphis Botanic Garden**

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As Le Bonheur grew over the years, it became apparent that a significant need existed for the hospital to raise funds in support of the dramatic growth of its many medical care programs, research and advocacy efforts. Furthermore, it is our firm belief that every child deserves nothing less than the very best in medical care, regardless of a family's financial situation.

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**May 10, 2015**

**6:00am – 6:30am**

### **Lifeblood**

Located in the heart of the Memphis medical district (1040 Madison Avenue), Lifeblood is the Memphis region's only non-profit volunteer blood center. Lifeblood is the leading provider of blood and blood components to area hospitals, supplying more than 100,000 units for local patient transfusions each year. Lifeblood is a member of America's Blood Centers, an alliance of community-based, non-profit blood centers. Through its neighborhood donor centers and full schedule of mobile blood drives, Lifeblood provides opportunities to donate blood throughout the year. In 2013, Lifeblood celebrated 50 years of service and 4 million lives impacted by volunteer donors in the community. For more information or to schedule an appointment, visit [www.lifeblood.org](http://www.lifeblood.org) or call 1-888-LIFEBLOOD. Lifeblood celebrates its 6<sup>th</sup> Annual Donorfest the week of June 8<sup>th</sup> and Jennifer Gladstone, Director of Marketing and Public Relations had details.

### **Humane Society of Memphis**

The Humane Society of Memphis & Shelby County has worked in the Memphis community since 1933 to give injured and abused dogs and cats a second chance at life. The organization provides a safe place to recover, nutritious food and outstanding veterinary care for an average of 300 animals at a time. HSMSC staff and volunteers provide training, affection and socialization to the animals in their care to help them be adopted successfully into new and loving homes. HSMSC's funding comes exclusively from private donations.

The Cooper-Young Pup Crawl is a benefit for the Humane Society involving twelve Cooper-Young restaurants and bars offering special canine-themed drinks for the evening and donating 10 percent of sales from Pup Crawlers. Participants should first stop at the gazebo at Cooper Street and Young Avenue to get a free wristband, which will ensure that their sales are counted, and Katie Pemberton discussed.

**May 17, 2015**

**6:00am – 6:30am**

### **Arthritis Foundation Memphis Chapter**

The Arthritis Foundation is the largest and most trusted nonprofit organization dedicated to addressing the needs and challenges of those living with arthritis, the nation's leading cause of disability. Since 1948, the Foundation has remained committed to leading groundbreaking research for better treatments and a cure; fighting for patients' access to affordable and effective health care; and providing trusted information and resources to the more than 50 million adults and 300,000 children living with the disease. The Arthritis Foundation's mission is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. Michelle Dooner, Director of Development and Services for the Memphis division and Eric Stookey, Executive Chairman of the Walk discussed the Foundation and the Walk.

**May 24, 2015**

**6:00am – 6:30am**

### **Humane Society of Memphis**

The Humane Society of Memphis & Shelby County has worked in the Memphis community since 1933 to give injured and abused dogs and cats a second chance at life. The organization provides a safe place to recover, nutritious food and outstanding veterinary care for an average of 300 animals at a time. HSMSC staff and volunteers provide training, affection and socialization to the animals in their care to help them be adopted successfully into new and loving homes. HSMSC's funding comes exclusively from private donations. Katie Pemberton talked about their upcoming annual 36-hour Adoptathon.

**May 31, 2015**

**6:00am – 6:30am**

### **Arthritis Foundation Memphis Chapter**

The Arthritis Foundation is the largest and most trusted nonprofit organization dedicated to addressing the needs and challenges of those living with arthritis, the nation's leading cause of disability. Since 1948, the Foundation has remained committed to leading groundbreaking research for better treatments and a cure; fighting for patients' access to affordable and effective health care; and providing trusted information and resources to the more than 50 million adults and 300,000 children living with the disease. The Arthritis Foundation's mission is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. Michelle Dooner, Director of Development and Services for the Memphis division and Eric Stookey, Executive Chairman of the walk discussed the Foundation and the Walk.

**June 7, 2015**

**6:00am – 6:30am**

### **Mid South Transplant Foundation**

Incorporated in 1976, Mid-South Transplant Foundation is a private, non-profit organ procurement organization recognized by the United Network for Organ Sharing (UNOS) and certified by the Centers for Medicaid and Medicare Services. MSTF has been instrumental in the recovery of hundreds of organs and is committed to helping meet the ever-increasing demand. MSTF services hospitals in eleven (11) counties in Tennessee; six (6) counties in Arkansas; and, nineteen (19) counties in Mississippi. The

population in this area is about 2 million people and MSTF consistently ranks in the top one-third of the fifty-eight (58) active Organ Procurement Organizations (OPO's) nationwide. Of the 58 organ procurement organizations, **MSTF ranks #1 in the continental United States** for having the highest percentage of African American donors. Erskine Gillespie, Community Development Coordinator, discussed the RIDE FOR LIFE AND KIDS 1 MILE FUN RIDE, a non-competitive, family friendly, scenic biking tour through East Memphis. The event is designed to promote health and wellness to the family unit, while promoting a greater community awareness about Organ and Tissue Donation, and the need for Mid-Southerners to become registered Organ and Tissue Donors.

## **Lifeblood**

Located in the heart of the Memphis medical district (1040 Madison Avenue), Lifeblood is the Memphis region's only non-profit volunteer blood center. Lifeblood is the leading provider of blood and blood components to area hospitals, supplying more than 100,000 units for local patient transfusions each year. Lifeblood is a member of America's Blood Centers, an alliance of community-based, non-profit blood centers. Through its neighborhood donor centers and full schedule of mobile blood drives, Lifeblood provides opportunities to donate blood throughout the year. In 2013, Lifeblood celebrated 50 years of service and 4 million lives impacted by volunteer donors in the community. For more information or to schedule an appointment, visit [www.lifeblood.org](http://www.lifeblood.org) or call 1-888-LIFEBLOOD. Lifeblood celebrates its 6<sup>th</sup> Annual Donorfest that week and Jennifer Gladstone, Director of Marketing and Public Relations had details.

**June 14, 2015**

**6:00am – 6:30am**

## **Youth Villages**

Youth Villages is a nonprofit organization dedicated to helping emotionally and behaviorally troubled children and their families live successfully. They serve more than 23,000 children and families each year from more than 20 states and Washington, D.C.

Youth Villages is a leading national nonprofit dedicated to providing the most effective local solutions to help emotionally and behaviorally troubled children and their families live successfully. Our Evidentiary Family Restoration approach involves intensive work with the child and family, a focus on measuring outcomes, keeping children in the community whenever safely possible, and providing accountability to families and funders. The EFR approach produces lasting success for children with success rates twice that of traditional services at one-third the cost of traditional care. Youth Villages offers two intensive in-home treatment programs: Intercept and Multisystemic therapy (MST). The YV LifeSet program, which has been proven effective in a just-released study conducted in Tennessee helps change the lives of former foster youth by helping boost their income, improve their mental health, improve their housing stability and decrease the likelihood young people will enter or remain in violent relationships.

Every year, about 23,000 foster youth age out of state custody and juvenile justice placements. These young people face much higher chances of unemployment, homelessness, teenage parenthood and living lives at or below the poverty line than young people who were not in state care. Youth Villages, which has an office in Knoxville and is one of Tennessee's largest nonprofits, provides YV LifeSet services to every former foster youth in Tennessee who wants help making a successful transition into independent adulthood. Avery Duncan, head of the YV Lifeset program and former foster youth Justice Rutherford talked about the program.

**June 21, 2015**

**6:00am – 6:30am**

## **Church Health Center**

Dr. Scott Morris, a family practice physician and ordained United Methodist minister, founded the Church Health Center in 1987 to provide quality, affordable healthcare for working, uninsured people and their families. In 1986, Dr. Morris was appointed as an associate pastor at St. John's United Methodist Church (a position he still holds today) and he began to plan and to raise the initial funding for the Church Health Center. St. John's purchased the Center's first building, a dilapidated boarding house across the street from the church, and agreed to lease it to the Center for \$1 per year. Central Church agreed to finance the renovation of the building and its conversion to a clinic. The Plough Foundation and Methodist Hospital each agreed to give funding to launch the Center. Thanks to a broad base of financial support from the faith community, and the volunteer help of doctors, nurses, dentists and others, the Church Health Center [Clinic](#) has grown to become the largest faith-based healthcare organization of its type in the country. Currently, they care for more than 58,000 patients of record without relying on government funding. Fees are charged on a sliding scale based on income. The average visit costs about \$25. The Church Health Center Wellness offers everything from personalized exercise plans and cooking classes to group exercise classes and activities for children and teens. More than 125,000 member visits are recorded annually.

The city of Memphis has for years ranked either last or near the bottom of Studies related to men's health and the general health of the people in our city. In a 2014 article published by Men's Health magazine, Memphis was ranked as the fattest city for men out of 50 cities studied. Because of this we have a high level of high blood pressure, diabetes and other negative health issues that result in so many of our residents being in need of organ transplants and other life-saving and life enhancing surgeries.

Using the USDA data, **Memphis has the second highest occurrence of diabetes and obesity**, at 11.8 percent and 34.1 percent, respectively.

A great number of men neglect the warning signs of adverse health conditions. They tend to not visit a doctor on a regular basis. They don't take advantage of healthy meal selections, or even know how to make healthy meal choices. They don't understand the value of movement. These unhealthy lifestyle practices tend to become generational, so during this month of celebrating men, The Church Health Center is offering a free Men's Health Summit for men and boys to gain knowledge, receive free health screenings, learn about the value of movement and just have a fun-filled morning with other men and boys. Erskine Gillespie with the Mid South Transplant Foundation and Sterling McNeal, Congregational Health Ministries Coordinator with The Church Health Center talked about the organization and the Summit.

**June 28, 2015**

**6:00am – 6:30am**

## **Blues Foundation and Blues Hall of Fame**

Opened in 2001, the Blues Foundation's headquarters sits across the street from the Lorraine Motel on S. Main, with a recently constructed life-size statue of Little Milton greeting people as they walk by. Inside, to the right of the Blues Foundation entrance, is a nine-panel art gallery that will feature the work of legendary blues photographer Dick Waterman for the next six months.



The Blues Hall of Fame honors 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. Members are inducted into the Blues Hall of Fame in five categories: Performers, Individuals, Classic of Blues Literature, Classic of Blues Recording (Song), Classic of Blues Recording (Album). Since 1980, The Blues Foundation has inducted 350+ performers, industry professionals, recordings and literature into the Blues Hall of Fame. Of the 130 performer inductees, 120 of them are African-American.

A Blues Hall of Fame induction ceremony is held each year in Memphis and a web presence has long existed but there has never been a bricks and mortar presence, never physical exhibits to honor the legends or for people to learn from and enjoy, until now. On May 8, 2015, The Blues Foundation opened the Blues Hall of Fame in downtown Memphis across the street from the National Civil Rights Museum at the Lorraine Motel. Joe Whitmer, Executive Director of the Blues Foundation had details about the Hall of Fame.