

RISE TO THE OCCASION GIVING CAMPAIGN

RISE MEMPHIS

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Donate Now! Visit RISE at www.risememphis.org



The logo for RISE Memphis features the word "RISE" in a large, bold, green sans-serif font, with the word "MEMPHIS" in a smaller, blue, spaced-out sans-serif font directly below it. The background of the entire page is composed of several thick, wavy, vertical bands of varying shades of green, creating a sense of movement and energy.

RISE

MEMPHIS

Greetings, Friends of RISE!

If you haven't heard, we have a lot of exciting news!

First of all, we have a brand new name, look and tagline. We hope you love our new branding as much as we do. We believe the name RISE Memphis (Realizing Income Stability and Empowerment) truly speaks to our mission, and our new vibrant colors give us a fresh, stand-out look! Check out our updated [website](#), too!

Second of all, we have a new end of year giving campaign: [RISE to the Occasion](#). As you know, our annual gala and largest fundraiser has been postponed until next year. ***This means we must receive additional funds to allow our crucial financial literacy programs to continue.*** That's where you come in! Giving is incredibly easy and every dollar supports our financial literacy work right here in Shelby County. ***This is our most important fundraising event to date, and we hope we can count on your support.*** Be sure to regularly check your inbox for giving updates and events from now until the end of the year. Ready to give now? Click [here](#).

Finally, [Giving Tuesday is here](#)! Your contribution this year will be included in the RISE to the Occasion Campaign! We invite you to join us in being bold in your giving, going above and beyond your usual donation. The past few years have been extremely difficult, especially for nonprofit organizations like us. Any amount of support makes an impact, and, on behalf of all of us at RISE Memphis and our program participants, we thank all of you so much for your generosity. As always, you can give at risememphis.org.

Wishing you safe and happy holidays!

The RISE Memphis staff and board



Our [Save Up](#) participants are closing out the year on a high note! Read on to learn about some of our stand-out savers!

Although saving has always been an important goal for her, **Naketa Gilbert**, one of our incredible RISE Memphis staff members, knew she could benefit from the knowledge Save Up provides. Not only has Ms. Gilbert passed the tips and tools she learned through Save Up on to her children, she also used her matched funds for her daughter Brianna's freshman year tuition at Tennessee State University and purchased technological equipment for her education. We love to see this success! Congratulations to both Ms. Gilbert and Brianna!



Congratulations are also in order for **Kenyetta Thompson**. While participating in Save Up, Ms. Thompson learned about short-term sacrifices for long-term gains, and even used her financial literacy knowledge to navigate a housing crisis while in the program. That, coupled with counseling from the Greater Memphis Financial Empowerment Center, helped Ms. Thompson persevere. She was able to navigate the situation with ease and has since purchased a computer and presentation equipment for her business. If that's not testament enough, Ms. Thompson says that Save Up has helped her go from homeless to homeowner in a record amount of time. All of us at RISE Memphis applaud her for her hard work and dedication!



When **Zipporah Robinson**, a former Goal Card staffer, returned to Memphis from California, she was already familiar with the importance of saving and knew she could benefit from Save Up. What she didn't know was that her car would be stolen soon after, leaving her in a critical situation without transportation. Because Ms. Robinson lives in the South City area, she learned she could use her matched savings to purchase a car. In September 2021, Ms. Robinson bought a vehicle, allowing her to get to work and benefit from side hustle opportunities. She says Save Up allows participants to heal and mend their relationship with money. Congratulations to Ms. Robinson on her new car and new goal of home ownership!



Save Up Microenterprise Spotlight

When she began the Save Up program in Spring 2019, Celmar Lewis knew she wanted to start a business. After creating a budget and a vision board of what she planned to achieve financially and professionally, Ms. Lewis completed the microenterprise classes in Spring 2021. She then fulfilled her dream by starting an online gift shop, Sir Arthur Lewis Gift Store. We can't wait to see what Ms. Lewis does next!

Giving thanks to all our donors!

So many of you have already donated this year and we appreciate your generosity!



Goal Card

As we near the end of the first semester, our Goal Card students have been working as hard as ever! Our amazing participants recently received their first quarter redemptions, and we're so proud of them and the strides they are making toward their goals.

We're also pleased to announce that our Pennies-A-Day program is back! After 18 months, 5th grade Goal Card students at LaRose Elementary and Cummings Optional School can once again make coin deposits for this school year! The Pennies-a-Day program, in partnership with Orion Federal Credit Union, was established in 2018 to introduce students to banking and to encourage savings at an early age.

We'd like to send a special shout out to our Goal Setters of the month, including Elementary Goal Setter **Daquan Lomax**, Middle School Goal Setter **Melissa Perez**, and High School Goal Setter **Tommy Applewhite**. Congratulations to these shining stars! (include students' photos)

On behalf of our Goal Card team and participants, thank you all for your continued support.



Daquan Lomax



Melissa Perez



Tommy Applewhite



Greater Memphis Financial Empowerment Center

The staff at [Greater Memphis Financial Empowerment Center](#) have been making an impact! This year, they have:

Served
892
individual clients

Completed
2492
hours of individual sessions

Reduced almost
\$1,200,000
in non-mortgage debt

GMFEC continues to offer free financial counseling to Shelby County residents, meeting one-on-one with clients to determine how to get them to a place of financial stability.

RISE TO THE OCCASION GIVING CAMPAIGN

REMINDER

Remember, you can donate to our [RISE to the Occasion End of Year Giving Campaign](#) at any time.

Thank YOU for making RISE Memphis programming possible.