

2025 Q1 Poverty-fighting Report

EXECUTIVE SUMMARY

- The 2024 Accelerate Impact Fund produced an estimated 2.4x return on investment, transforming over \$645,000 invested by the community into an estimated \$1.53 million in poverty-fighting benefits
- The [Second Annual MPACT Awards](#) was a huge success, as 500 attendees from across the public, private, and nonprofit sector celebrated the most effective poverty-fighting organizations and the most improved poverty-fighting organizations, according to Slingshot's most recent impact study
- Results from the 2024 Impact Studies indicate that poverty-fighting organizations are taking action on the opportunities that Slingshot identifies and are improving their poverty-fighting effectiveness
- We continued to rapidly accelerate our Activation work, which executes high-impact projects—beyond the scope of impact studies—alongside businesses (e.g., FedEx), nonprofits (e.g., Memphis Medical District Collaborative), and governments (e.g., Memphis City Council and Shelby County Commission)
- Our partners at [MDRC released this MemWorks report](#) highlighting the stories of workers searching for living-wage employment based on interviews and focus groups with more than 60 Memphis workers and job seekers
- We welcomed [Lara Bullock](#) as Activation Manager and [Tanya Frey](#) as a board director

OBJECTIVE #1: IMPROVE THE EFFECTIVENESS AND OUTCOMES OF POVERTY-FIGHTING ORGANIZATIONS

2024 Impact Study statistics. 41 Impact Studies were completed in 2024, including 7 baseline impact studies and 34 impact study updates.

100% of the nonprofits studied in 2024 agreed that the Opportunities for Greater Impact included actionable insights that they can implement

96% of the nonprofits studied in 2024 agreed that the Impact Study process has improved their poverty-fighting effectiveness

77% of the nonprofits studied in 2023 and 2024 increased the value of estimated poverty-fighting benefits they create for their participants

\$215M in total estimated poverty-fighting benefits were created in 2024 from the nonprofits studied in 2023 and 2024, increasing from \$150M from the same nonprofits in 2023

2025 Impact Study kickoffs. Nine impact studies commenced in January - March. To learn more about each of these poverty-fighting organizations' programs and see how they performed in a previous impact study, [check out Slingshot's website.](#)

- Advance Memphis
- Advocates for Immigrant
- Rights Apple Seeds Inc.
- EcOp
- Empowered to Connect
- Memphis Teacher Residency
- Service Over Self (SOS)
- STS Enterprise
- The Collective Blueprint

Theory of Change Workshops. Our impact team facilitated workshops with Alpha Omega Veterans Services and Literacy Mid-South to clarify how their programming will lead to intended outcomes. The sessions helped equip these leaders with a refined program roadmap, an enhanced measurement process, and an improved ability to communicate their poverty-fighting impact to external stakeholders.

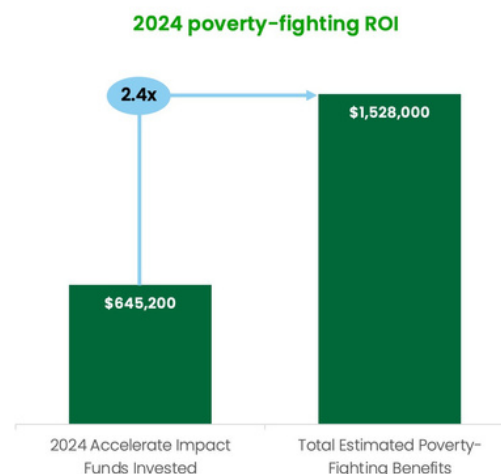


OBJECTIVE #2: INCREASE THE ALLOCATION OF FINANCIAL RESOURCES TO THE MOST EFFECTIVE POVERTY-FIGHTING EFFORTS

The Second Annual MPACT Awards. Over 500 community stakeholders attended this one-of-a-kind event to celebrate what's working in the fight against poverty. Seven poverty-fighting organizations were recognized with an MPACT Award for outstanding effectiveness: ALLMemphis, City Year Memphis, CodeCrew, Knowledge Quest, Lifedoc, The Collective Blueprint, and The Goodwill Excel Center, while six poverty-fighting organizations were recognized with an MPROVE Award for outstanding improvements: Communities In Schools of Memphis, Girls Inc. of Memphis, JIFF, Lifeline to Success, Man Up Teacher Fellowship, and Su Casa Family Ministries.



2024 Accelerate Impact Fund achieved an estimated 2.4x ROI. Each year, we raise community funds and invest 100% of those dollars into the organizations that we study, based on their effectiveness. These investments positively impact economic development, workforce development, education, healthcare, housing, stabilization, legal needs, and social needs. In 2024, we invested \$645,200 from the Accelerate Impact Fund, which created an estimated \$1.53 million in poverty-fighting benefits.



OBJECTIVE #3: EQUIP DECISION-MAKERS WITH THE INSIGHTS AND TOOLS TO MAKE MORE EVIDENCE-BASED DECISIONS

Businesses. As FedEx seeks to strengthen the impact of its community engagement strategy in Memphis, we have served as a thought-partner to:

- Highlight Memphis' most critical workforce challenges as derived from the MemWorks project and Slingshot's Impact Studies
- Share evidence-based insights about how local nonprofit organizations are positioned to address workforce challenges
- Meet with senior leaders to understand the current pain points and future aspirations of FedEx's community engagement strategy
- Offer frameworks to establish a community engagement strategy that integrates community objectives and business needs
- Identify opportunities to enhance grant-making processes to improve the efficiency of data collection and strengthen impact measurement



Governments: In an effort to promote evidence-based decision-making in the public sector, we have shared ideas for how both the city government and county government can bolster their community grant programs.

- [Memphis City Council](#) - we are co-developing enhancements with multiple city council members to explore how to measure the impact of the grant program and improve the effectiveness of poverty-fighting nonprofits
- [Shelby County Commission](#) - we proposed specific grant-making infrastructure refinements to improve the transparency, efficiency, and effectiveness of the Milton Community Enhancement Grant Program



Nonprofits: Using the insights from the data analysis and primary research phases of MemWorks, we prioritized three action plans to address the roadblocks that unlock the greatest employment opportunities for Memphians experiencing poverty.

- **Sector-Based Strategy** - in collaboration with the Memphis Medical District Collaborative, we are launching four new job tracks to help over 100 people be on living-wage pathways in the healthcare sector by the end of 2025
- **Postsecondary Persistence** - in collaboration with Southwest Tennessee Community College and tnAchieves, we are enhancing a student support program to double graduation rates for students from low-income situations
- **Academic Remediation** - in collaboration with Tennessee College of Applied Technology and HopeWorks, we are piloting an academic remediation program to help students pass gateway courses in high-demand, high-wage job pathways



ORGANIZATIONAL UPDATES

Lara Bullock joined Slingshot team. We are excited Lara Bullock has joined Slingshot's team as Activation Manager. Lara most recently worked in management consulting with McKinsey & Company. Before consulting, she worked in cross functional roles and projects in the medical device sector with Smith & Nephew and Medtronic. A native Memphian, Lara holds a Master of Business Administration from Christian Brothers University and a Bachelor of Science in Biomedical/Medical Engineering from the University of Memphis.



Lara Bullock
Activation Manager

Tanya Frey joined board of directors. We are excited Tanya Frey has joined Slingshot's board of directors. Tanya is the Founder and CEO of Terra Firma Consulting, LLC. Tanya helps nonprofit organizations achieve sustainable success through strategic recruitment, executive placement, and organizational development. Tanya most recently served as Vice President of the Midsouth Territory for ALSAC/St. Jude Children's Research Hospital, and previously held legal roles at ALSAC and AutoZone. Tanya earned a J.D. from the University of Arkansas School of Law and a Bachelor of Arts in Social Justice from Hendrix College in Conway, Arkansas.

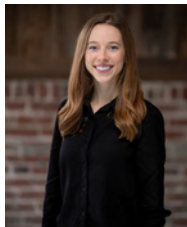


Tanya Frey
Board Director

Expanded Leadership Team. Clair Mulvihill and Yoan Anguillet were promoted to Slingshot's leadership team, and John Dunavant shifted into a role focused on strategic initiatives and development. Josh Gettys was promoted to Impact Manager to lead our impact study work with nonprofits.



John Dunavant
*Senior Vice
President
Strategy &
Development*



Clair Mulvihill
*Vice President
Insights &
Impact*



Yoan Anguillet
*Vice President
Technology &
Analytics*



Josh Gettys
Impact Manager

Sincerely,



Jared Barnett
President & CEO

About Slingshot Memphis

Slingshot Memphis is catalyzing a movement that revolutionizes poverty-fighting effectiveness so that all Memphians have equitable opportunities to thrive.

We are a nonprofit professional services firm specializing in nonprofit program evaluation, social impact investment advisory, and project-based work alongside businesses, governments, and philanthropic organizations.

We believe that people experiencing poverty deserve access to the most effective programs and services. Join us in making that a reality by:

- Investing in [Slingshot's Accelerate Impact Fund](#)
- Using the [reports and insights](#) on Slingshot's website
- Identifying opportunities for Slingshot to help businesses, philanthropists, and government institutions make more evidence-based poverty-fighting decisions