Sometimes, the first step is the hardest—coming up with an idea. Getting an idea should be like sitting on a pin. It should make you jump up and do something.

—Kemmons Wilson
We are so happy to look back over the year and see all of the work accomplished. It has been a year of fulfillment as we have realigned our priorities to be more deliberate in our grantmaking. We brought on Carrie Burke as the first full-time employee of the foundation and she is an incredible complement to our team. We reintroduced the work of the foundation to the family in the first annual KWFF Sunday Night Supper and invited each of you to be active in the foundation. We were blessed to move into a new office where we can celebrate more boldly the work of the foundation and convene grant partners and family around the table for meaningful conversations. We proudly introduced our new logo which is representative of our ongoing commitment to be a family of faith serving the greater community. We have expanded The Wilson Society to include St. George’s Independent School so we can ignite more student leaders to service. We have established the first next generation program where we celebrate with fourth generation family members the legacy of their great-grandparents and the heart required of them to be mindful of the community. Across the year we have given significant gifts that have transformed operations and allowed organizations to accomplish their missions. It has been a year of transformation and new beginnings.

Gratefully yours,
Lauren, Lee and Carrie
Announcement of New KWFF Employee

Carrie Burke joined the management team of the Kemmons Wilson Family Foundation in 2014 as the Director of Grant Relations. She brings over 10 years of project management experience to her position having worked with both the Kemmons Wilson Companies and the Kemmons Wilson Family Foundation. Prior to her career with the Wilson family, Carrie held administrative and management positions with Baptist Memorial Healthcare Corporation and Union Planters Bank. She has five children and one granddaughter. In her personal commitment to giving back, she has served as the chair of the Kemmons Wilson Companies Volunteer Program and currently serves on the board of the Alliance for Nonprofit Excellence.

This year has been a pivotal year for the foundation. For the first time in 10 years, the foundation has developed a headquarters at 1027 Cherry Road. When looking for space, it seemed almost providential to occupy space in the Oaksedge footprint. Holiday Inn once operated there as a corporate campus. The large conference table, used for many discussions during that time, was left on property and is now proudly used by KWFF. The interior design provides a blend of traditional and contemporary as the foundation celebrates its heritage but looks ahead to the future work to accomplish. Family members and community partners are invited to use the space to host board meetings and discussions around the needs of the community.

On November 4, we hosted an open house where friends, family and grant partners came to celebrate our new space.

Last year the staff presented the board with a way to reorganize the work of the foundation under three guiding principles: Engaging Family, Faithful Stewardship and Promoting Legacy. In addition, the mission of the foundation was restated to read: The Kemmons Wilson Family Foundation honors the legacy of its founders, Kemmons and Dorothy Wilson and builds on their commitment to transform the Greater Memphis community through grantmaking and programs driven by family leadership.

New Office

We worked hard to create a new logo that reflects the work of our foundation and signifies our unique identity as a family of faith serving the Memphis community and beyond. The color green gives tribute to the legacy of Holiday Inn (we have selected the same color scheme). Green is also symbolic of strong growth and health. Each leaf makes up the tree and is perfectly placed by design (God’s design). Each symbolizes our individual mark or contribution in the family. The direction of the leaves are upward and out signifying how we deliberately grow our family presence in the community. The few darker leaves imprint the cross. We want our faith to show through in our actions. The cross binds us together as a family and grounds us in our response to the community.

New Logo
Engaging family to the mission of the foundation is highly important as the foundation grows its impact in the city of Memphis. The foundation actively seeks ways to engage family members in philanthropy and wants to build on the legacy of giving that Kemmons and Dorothy began. All five of Kemmons and Dorothy’s children and spouses have lived out the values of philanthropic engagement and many, along with their spouses, have been visionaries in the community through non-profit leadership.

Faithful stewardship is key in how the family leadership approaches the responsibility of maintaining the foundation’s active response to the community’s needs. Kemmons and Dorothy created a lasting legacy when they established the foundation that can last through multiple generations of family leaders if managed with thoughtful care. The Kemmons Wilson Family Foundation is committed to making annual grants through a process decided on by the family leadership. Grant amounts range in size and it is important for organizations to demonstrate strong leadership, impact, collaboration and evaluation methods.

Promoting legacy is essential to ensuring the lasting values are translated to the next generation. To honor its founders, Kemmons and Dorothy Wilson, the foundation is committed to preserving the family history by capturing documents, photos and stories of the family members in community service and connecting with each other. The foundation is also committed to advancing the legacy into the community through special programs where the family story can be told and the family values can be translated.
We use the foundation to engage the family members with our grant partners and we believe we must help continue the conversation on philanthropy to better position the family to be leaders and respond to the community needs.

Family Gatherings

We are intentionally creating opportunities for the whole family to come together and build strong friendships. As a result, we hosted the first annual Sunday Night Supper where we brought all of the Wilson family together at Carole and Betty’s home to enjoy time together. Along with spaghetti, cheese balls and butterscotches, we also had a petting zoo! A presentation was delivered around the work of the foundation and how family members could become more engaged.

We created opportunities for our family to serve the community or experience some of the gifts the foundation has given to grant partner organizations. Many attended the fun family night of rock climbing at BRIDGES. Others closed their busy summers with a special lunch delivered and served to the students working on job skills training at Hope Works.

The 3rd generation of cousins and spouses organized a night out at Interim to catch up and spend time together.
Fourth Generation Program

Legacy building activities are designed to teach the younger generations about their ancestors, Dorothy and Kemmons Wilson, and to instill the family values of faith, leadership, and servanthood. We want this generation to reflect on the needs of the city of Memphis and determine where they might help in creating a more vibrant, thriving city.

Rising 6th grade Wilson family members are eligible and came together for the first time this year to learn about the life lived by Dorothy and Kemmons. Everyone was tasked to read the book Half Luck. Half Brains over the summer. All five children of Dorothy and Kemmons told stories and shared special memories. Bob presented incredible detail on how Kemmons flew the hump back in World War II. Additionally, the fourth generation came together in service when KWFF moved into its new office and planted plants around the building. Hutchison, as a part of the Norfleet Society, created a special day to remember Dorothy and brought together all of the fourth generation girls attending Hutchison. A special evening was celebrated by the whole Wilson family and a video was made by Hutchison sharing stories of Dorothy’s bright spirit.

Our family members are talented and offer their leadership and insights on dozens of non-profit boards. Here is a list of organizations where active family membership takes place:

- Baptist Germantown Rehab
- Baptist Memorial Healthcare Corporation
- Baptist Memorial Healthcare Foundation
- Bridges
- Brooks Art Museum
- Children’s Museum of Memphis
- Christ United Methodist Church
- Christian Brothers University
- Collierville School of Memphis
- Country Place Ministries
- Crosstown Arts
- Daystar Counseling Ministries
- Denver Zoo
- Department of Homeland Security
- Foundation for Memphis
- Gifford Education Foundation
- First Baptist
- Gardens
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- Humanities Museum of Memphis
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As a part of our commitment to address the needs of the city of Memphis, we are intentional around our grant process. We manage our portfolio of investments so that we can balance large commitments with annual gifts. We are proud to be sponsors of so many non-profits who are committed to ensuring our city remains strong.

Memphis Teacher Residency ($10,000): Ramping up to ensure all kids have the opportunity to have a quality classroom experience, MTR is committed to training individuals to teach in urban classrooms using a unique residency model. Intensive training and housing is provided in return for a commitment to stay in Memphis and teach for four years. They work diligently to ensure teachers work in targeted neighborhoods in high-need areas so students will have an MTR teacher across their school experience.

Memphis Symphony Orchestra ($5,000) – The power of women coming together was experienced on May 16, 2014 when the first symphonic commission came to life around the speeches of Dr. Martin Luther King. Mei Ann's Circle of Friends was formed by a group of women who wanted to create philanthropic support for the amazing Mei Ann Chen. Becky Wilson, one of the leaders, worked steadily to see the evening come together and it showcased the rebirth of the dream in all of the work that lives on in Memphis as a result of Dr. King's fight for equality.

Alliance for NonProfit Excellence ($7,500) – We are privileged not only to have Carrie join our team but to see her desire to learn and build her career. She joined the Alliance board a couple of years ago, but has steadily been lending her time and talents to the organization to see it deliver on its commitment to be a great resource for non-profits through the programs they offer. She now serves on the Alliance’s Executive Committee.

Annual Highlights

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Memphis Botanic Gardens ($150,000) – Live at the Garden Outdoor Concert Stage. We are proud of the leadership Katie Moore has shown serving on the board of the Memphis Botanic Gardens. They completed a successful capital campaign to build a new outdoor stage for their Live at the Garden program which brings nationally acclaimed musicians into Memphis while building a sustainable revenue stream for the gardens. The 96-acre Garden in the heart of the city allows for people to connect with nature and learn more about how to protect the environment. Several family members attended the appreciation night and have enjoyed the concert series as well as other programs the gardens offers.

Conservation thru Arts ($5,000) This year Spence, Bob and Kem were selected as the honorees for the special evening to celebrate conservation and arts in a special event called Conservation Thru Arts hosted by both Arts Memphis and Ducks Unlimited. Nearly 400 guests came together in the transformed hangar at the Wilson Air Center to participate in a live auction that benefitted both organizations.

Kemmons Wilson Companies Community Service For years the foundation organized and led the KW Volunteer Program and was proud to offer ways for KW employees to engage with the community. This year, KW contracted with KWFF to determine a new approach to their corporate giving program and the new details of the program will go into effect in 2015.

Service Over Self - SOS ($7,500) We believe in teaching service and this summer we were privileged to witness the young hearts of local urban kids coming together to serve those in need. SOS Builds identifies students from several schools who live in poverty and have their own challenges, but brings students together to experience hard work and service. They teach students to share their gifts of building communities with others.
The University of Memphis Hotel School of Hospitality and Resort Management (KWSHRM) ($1,000,000) This was the final gift Kemmons designed, built and gave the University of Memphis. We remember him visiting the property weekly with pride to see the progress of the hotel and the school. His vision was to create a working school within an operational hotel and provide avenues of learning for those in the hospitality field. Fast forward nearly 11 years, it is fitting KWFF announced a $1M Centennial gift to the University when it was celebrating its 100th year, all designated to the KWSHRM to grow and strengthen its presence in Memphis. Kem Wilson, Jr. chaired the Centennial campaign and knew his father’s vision for the school would only be enhanced by this gift. The newly announced gift is designed to attract students to the field through scholarships and internship experiences; provide high quality instruction, and boundless opportunities for students upon graduation. KWSHRM is led by Radesh Palakurthi who was recruited to the school three years ago. The school became an independent school and separated from the business school last year so students can major and graduate with a full degree in the hospitality. KWSHRM recently announced a successful merger with the Sports and Leisure department where consolidated efforts expand the horizon of recruitment and shows how the school is determined to advance the field of hospitality while responding to one of the fastest growing industries.

Signature Gifts

The University of Memphis Hotel School of Hospitality and Resort Management (KWSHRM)
Pink Palace Museum $500,000 Kemmons and Dorothy were long-time supporters of the Pink Palace Museum, where there exists the Dorothy and Kemmons Wilson Wing. This wing once held on display furniture items from the first early Holiday Inn hotel, now on loan to the Holiday Inn at Wolfchase that McLean Wilson, grandson of Kemmons, built. When the Pink Palace approached the foundation for a gift to help reimagine its space into an attractive entrance and multidimensional lobby with stronger exhibit connectivity, the family was enthusiastic to make this gift and committed $500,000. Phase I involves renovating the Pink Palace Mansion to showcase Memphis in the early- to mid-1900s and how the Mansion was transformed into a Museum. Later phases will reimagine the large Exhibit Annex, which includes the new lobby. Dr. Meg West currently serves on the board of the Pink Palace, and has been instrumental in leading the Museum to “Reimagine the Future.”

Dixon Gallery and Gardens $75,000 KWFF has completed its grant agreement with The Dixon Gallery and Gardens which began in 2012. The Dixon was awarded $75,000 over a three year period to support their art education through a series of free events to the public. The Family Days averaged 800 guests in attendance while the Family Nights drew 500 guests at each one. The grant also supported scholarships for children who could not afford after school art clubs and stipends for field trip transportation by bus to the Dixon for public schools. Recipients of scholarships and bus stipends applied for funds with demonstrated proof of the need. The vast majority of participants in all of these programs come from low-income families, the growing Spanish-speaking community, and the Dixon’s adopted school Willow Oaks Elementary.

Closing Grant Highlights
LeBonheur Children’s Hospital ($75,000) was awarded this grant to assist in the development of their simulation-based team training program (SBTT) for heart patients. Cardiac arrest after pediatric cardiac surgery is a high-risk clinical situation with high morbidity and mortality. While adult guidelines for management of cardiac arrest after cardiac surgery are available, little exists in pediatric cardiac surgery. The Pediatric CVICU leadership team at LeBonheur has developed an algorithm for management of post-pediatric cardiac arrest and with our gift, they purchased a mannequin that can be programmed for training. Betty Moore toured LeBonheur recently and saw the mannequin in action and learned first-hand the value of this gift.

Associated Catholic Charities ($2,500) was awarded this gift to assist their food distribution efforts. The Fig Tree/Mobile Food Pantry offers emergency relief, such as food, clothing and community counseling for individuals and families, delivering nourishment and other support to the most vulnerable populations of Memphis and West Tennessee. This program also helps enroll clients in SNAP as well as provides a program for the holiday season for children and the elderly called Gifts for God’s Children. During the holiday season this program provides toys, clothes, basic needs and food for children, elderly and their families. Veteran clients through their St. Sebastian Veteran Services utilize are qualified to use the food pantry and clothes closet as well. They also have a walking bag of food for their homeless of the streets. This bag contains a nutritious couple of days of food that no utensils are needed. In the 2013-2014 year, they helped over 30,285 with their Fig Tree Program. This is a 10,000+ more clients to feed, cloth and help in their time of need so support was needed for the increase in services they provide.
We are deliberate in promoting and preserving the legacy of our founders through thoughtful programming. We currently have four signature programs: KWFF Scholarships, The Wilson Society, The Dorothy and Kemmons Wilson Speaker Series, and Living the Legacy. These programs give us the opportunity to share the core operating values of our family as well as the story of how our family’s footprint in Memphis was established.

**Building Legacy**

The Wilson Society has been established by the Kemmons Wilson Family Foundation as a way to ensure the legacy of Kemmons Wilson is promoted and passed on to the next generation of leaders. There is specific attention to providing students leadership development and training, philanthropy education and opportunities for meaningful volunteerism.

**Guiding Principles of the Wilson Society**

The Wilson Society is a program offered to high school students currently enrolled in Briarcrest, Hutchison, Memphis University School and St. George’s Independent School. Students must exemplify a desire to impact their community through community service and servant leadership and be willing to cooperate with the specific school guidelines of the program.

The Wilson Society is designed to strengthen the character of the students participating in the program. Members are required to use their time, energy, and talent to make a positive impact in their community.
The Dorothy and Kemmons Wilson Speaker Series was established in 2005 in an effort to honor the legacy of faith shown by Kemmons and Dorothy Wilson at Christ United Methodist Church. All five of their children were raised in the church and Kemmons and Dorothy exemplified faithful stewardship throughout their lives. The Speaker Series is a gift from the Kemmons Wilson Family Foundation to the city of Memphis whereby a well-known Christian speaker brings a message of hope and inspires people in his or her own walk of faith.

We are proud to list the speakers we have brought to the city:


Dorothy and Kemmons Wilson Speaker Series

This year we emphasized celebrating family members who are carrying forward the legacy of service and who are entrepreneurs in their own right. We hosted a luncheon featuring Dr. Bill West and the team of physicians who are embarking on an ambitious campaign to establish the UT West Cancer Center. Family members gathered to hear first-hand how Memphis can become the number one research and support center for adults battling cancer. Bill is the founder of the West Clinic and has dedicated his life to finding ways to use research to stop cancer from spreading.

KWFF also purchased books written by Becky Wilson and gave guests at the open house an opportunity to take her newly published book, Well-Seasoned, or have a copy of Half Luck, Half Brains.

Allison Wilson launched a non-profit called Wilson Animal Rescue where she works steadily to ensure dogs who have been mistreated or forgotten are not euthanized but are given an opportunity to find a special home.

Dorothy and Kemmons Wilson Speaker Series

We are proud to have 17 KWFF Scholars for 2014
CELEBRATION OF GIFTS FOR 2014

KWFF is proud to continue helping make Memphis great by granting $1,770,400 this year.

**Our 2014 Grant Partners**

- Alcyon Shrine Temple
- Agape Child and Family Services
- Alliance for Nonprofit Excellence
- Alliance Day Services
- Arts Memphis
- Baptist Memorial Healthcare Foundation
- Baptist Rehabilitation Hospital
- Big Brothers Big Sisters of Greater Memphis
- Blues Foundation
- Boy Scouts of America
- Broad Ax Christian School
- Brooks Museum of Art
- Catholic Charities of the Diocese of Memphis
- Children’s Museum of Memphis
- Christ United Methodist Church
- Christian Brothers University
- Citizens for Community Values
- College of Memphis Community Alliance for the Homeless
- County Place Ministries
- Crosstown Arts
- Days for Counseling Ministries
- Denver Zoo
- Department of Homeland Security Foundation
- Dixon Gallery and Gardens
- Exchange Club Family Center
- Exponet Healthappy
- Family Matter
- Fellowship of Christian Athletes-Memphis
- First Book Mid-South
- For the Kingdom
- Gifted Education Foundation
- Harwood Center
- Hope Works
- Hutchison School
- IAF
- Launch Pad
- Learning by Children’s Hospital
- Literacy MidSouth
- Madison Learning Center
- Memphis Botanic Garden
- Memphis Child Advocacy
- Memphis City Beautiful
- Memphis Choral Union
- Memhs Animal Community
- Memhs Economic Development Partnership
- Memhs Humane Society
- Memhs Leadership Empowerment Foundation
- Memhs Rock’n Soul Museum
- Memhs Shelby County Law Enforcement Foundation
- Memhs Teachers Residency
- Memphis Theological Seminary
- Memphis University School
- Methodist Healthcare Foundation
- Mississippi Food Bank
- Mississippi Therapy Dogs
- Meza
- National Civil Rights Museum
- Neighborhood Christian Center
- New Leaders, Inc.
- New Memphis Institute
- New Leaders
- Orpheum Theatre
- Peer Power Foundation
- Pink Palace Family of Museums
- Porter Leath
- Planning Cares
- Reach Memhs
- Repairing the Breach
- Rhodes College
- Rise Foundation
- Rocky Mountain Down Syndrome Association
- Salvation Army
- Second Presbyterium
- School Seed
- Seedco Mid-South
- Shelby County Books from Birth
- Shelby Farms
- Southern Methodist University
- Special Olympics
- Shelby Vocations Foundation
- St. George’s Independent School
- St. Susan
- Streets Ministries
- Teach for America
- The Works
- Urban Art Commission
- University of Memphis
- Foundation of Adams Wilson
- School of Hospitality & Resort Management
- Vanderbilt University
- Visible Music College
- Wesley Men’s Ministry Foundation
- Wings Cancer Foundation
- Wind
- Wolf River Conservancy
- Young Life
- Youth Programs, Inc.
It is not how much you have but how much you enjoy that makes happiness.

–Kenmmons Wilson