“There’s no question that either you take charge of change, or change will take charge of you.”

–Kemmons Wilson, Half Luck, Half Brains
We are happy to present our 2015 KWFF Annual Report showcasing some incredible growth in the foundation’s operations and leadership. We celebrated our first year in our new office space and have enjoyed its multifunctional use as a meeting and reception facility for staff and family. Our Board expanded from five to ten Wilson family members and elected a new Board President, Betty Wilson Moore. Additional family members joined the Advisory Board and we have increased family leadership to secure a strong future for the foundation operations. Two new large gift commitments were announced to Shelby Farms Park Conservancy and West Cancer Center while establishing a gift strategy to keep the foundation portfolio in a healthy position to remain active in its giving to the community. Enjoy reading about all that has been accomplished and we thank each of you for the opportunity to work on behalf of the family legacy.

Sincerely,

Lauren, Lee, and Carrie

THE FOUNDATION MISSION

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.

BOARD OF DIRECTORS


ADVISORY BOARD MEMBERS

Tate Wilson  Libby Wilson  Wilson Moore  Sheliya Geshke

LETTER TO THE FAMILY

We are happy to present our 2015 KWFF Annual Report showcasing some incredible growth in the foundation’s operations and leadership. We celebrated our first year in our new office space and have enjoyed its multifunctional use as a meeting and reception facility for staff and family. Our Board expanded from five to ten Wilson family members and elected a new Board President, Betty Wilson Moore. Additional family members joined the Advisory Board and we have increased family leadership to secure a strong future for the foundation operations. Two new large gift commitments were announced to Shelby Farms Park Conservancy and West Cancer Center while establishing a gift strategy to keep the foundation portfolio in a healthy position to remain active in its giving to the community. Enjoy reading about all that has been accomplished and we thank each of you for the opportunity to work on behalf of the family legacy.

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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. The foundation is committed to providing philanthropy education to all of the growing family members in hopes all will continue to build philanthropic legacies and be committed to being leaders in the family foundation.

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 and designed it to 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.

BUILDING 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.

SPECIAL HONORS & HIGHLIGHTS

NEW KWFF BOARD LEADERSHIP

This year the KWFF Board made significant changes to enhance its leadership and create an expanded board to preserve the foundation’s goal to remain family led. All appointed Advisory Board were officially voted into an active Board of Director’s position in the November 2015 KWFF Board meeting. KWFF Board is now comprised of both second and third generation members, including spouses from both generations as well. Betty Moore was appointed Board President and will now preside as President for the coming year. Other important work took place as governance documents were updated to reflect the leadership changes and support new policies that will go into effect for 2016.

L-R: Speckle Wilson, Gr. Cesar Ward, Ken Wilson, Jr, Betty Moore, Bob Wilson

Ashley Wilson
Jack Moore
Cara Snider
Rebecca Macsovits
Eliot Morris
MEMPHIS CHILD ADVOCACY CENTER
This year at the Memphis Child Advocacy Center’s Honors Day breakfast awards ceremony, KWFF was presented the James G. Hughes Community Advocacy Award because of the efforts made to increase foundation awareness around best practices and policies to keep kids safe. Lauren accepted the award on behalf of the foundation as Virginia Stallworth, president of MCAC, shared thoughtful remarks about the partnership KWFF has had with MCAC to open doors and dialogue across the city in an effort to increase prevention efforts. Many board members and family members attended the event.

NEW MEMPHIS INSTITUTE 10YR FELLOWS ANNIVERSARY
KWFF has maintained a longstanding relationship with New Memphis and its Fellows program by providing scholarships. New Memphis is celebrating its 10th anniversary since the Fellow program launched. They utilized former Fellow graduates and family members Spence Wilson Jr. and McLean Wilson across the year to speak in their Celebrate What’s Right Luncheon series.
In addition, Becky Wilson serves on the New Memphis Institute Board of Governors.
ADVENTURES IN FAMILY GIVING PROGRAM

As the Wilson family expands, there have been discussions about building educational content for the family to connect and discover his or her passion for giving to maximize gifting potential. Wilson Moore, who joined the Advisory Board this year, suggested a program be created for family members to learn more about where they are interested in giving. Lauren invited Justin Miller who now works with City Leadership to join the discussion. Together they led family members in a conversation around giving assets, giving potential and giving focus. A great dialogue took place and there was recognition of the giving footprint the entire Wilson family has as many have already been exercising considerable gifting to the Memphis community and beyond.

ENGAGING FAMILY

We believe in doing all we can to connect family members to the community. Many Wilson family members have been recruited to serve on boards of nonprofits and we are proud to share where they serve:

LIST OF BOARD ENGAGEMENT

- Bridges
- Children’s Museum of Memphis
- Christ Community Health Center
- Christ United Methodist
- Christian Brothers University
- Collegiate School of Memphis
- Colorado Initiative for Inclusive Higher Education
- Country Place Ministries
- Crosstown Arts
- Daystar Counseling
- Denver Zoo
- Down Syndrome Affiliates in Action
- Families Matter
- Gifted Education Foundation
- Hutchison School
- JIFF
- Memphis Brooks Museum of Art
- Memphis Botanic Garden
- Memphis Chrysalis
- Methodist Healthcare Foundation
- Methodist University
- Neighborhood Christian Center
- Nexus
- Pink Palace Family of Museums
- Planting Faith Ministries
- Preston Taylor Ministries
- Repairing the Breach
- Second Presbyterian Church
- Shelby County Law Enforcement
- Southern Methodist University
- St. Paul Christian Academy-Nashville
- Teach for America
- Urban Art Commission
- Vanderbilt University
- Wesley Senior Ministries Foundation
- West Institute for Cancer Research
- Wolf River Conservancy
Kemmons and Dorothy developed a long-lasting relationship with the Pink Palace Museum. KAIFF has continued to honor their relationship by being actively involved with the Museum’s program needs. Carole West recruited Dr. Meg West to join the Board and Meg has been a tremendous next generation leader as the Pink Palace embarks on renovations to the lobby to enhance the experience of the museum. Steve Pike, Director of Museums, says, “Meg brings invaluable energy to our Board and our museum system. She has taken a great interest in our Master Plan to update our facilities. Even more than that, she has been a tremendous leader in planning and sustaining a fairly new fundraising event for us, Boo! Ball. We are fortunate and very grateful to have Meg on our team!”

Spence Wilson Jr. has increased his engagement with the Memphis Chamber which overlaps with many efforts of the foundation as the Chamber has set aggressive goals to tackle important issues around education, conservation, community health and more.
ENGAGING FAMILY

NEXT GENERATION HIGHLIGHTS

- Established in 2014
- Eligible for the Next Generation of Wilson family members sixth grade and older
- Legacy, Stewardship, and Family

Under the direction of Lee Morris, our Next Generation program is designed to educate 4th generation members about the history of the family’s philanthropy as well as engage them in thoughtful discussions centered around giving back. Rising 6th graders are eligible to join the program and currently involved include Olivia Wilson, Susan Morris, Spence Wilson III, Madison Morris, and Stuart Young II. Members came together over the summer to make t-shirts and jewelry to take to a Masai village in Tanzania, Africa while on family vacation. Lee also held a kick off session in late fall and led a conversation educating the group about philanthropy and foundation practices. Members offered ideas for engagement in local organizations such as serving meals, cheering on teams, and creating a lake retreat. Pros and cons of the engagement were discussed to help build a reality for what type of community work could be accomplished with this group.
One of the priorities of the family foundation is to provide opportunities for philanthropy education in an effort to remain responsive to our community and to ensure the grant partners selected have the necessary support to accomplish their mission. Our staff builds trusted relationships with grant partners and actively engages in conversation around each organization’s needs so our grant process remains relevant.

SIGNATURE GIFT ANNOUNCEMENTS

WEST CANCER CENTER: $500,000

It is estimated that by 2021, the population of Memphis will reach 1.4 million with a median age of 34. Of this estimated population, 70% will be over the age of 19 and will require the very best of cancer care available for adults. Dr. Bill West has been determined to fight cancer with every available research tool and his dream to open a center dedicated to adult cancer care became a reality this year. The West Cancer Center held its grand opening in November and will be a critical resource to families all over the country. In partnership with the University of Tennessee and West Institute for Cancer Research, the West Cancer Center will make significant improvements in adult cancer care with state of the art equipment, researchers and talented physicians. They have raised $10M of the $15M needed and KWFF announced a $500,000 gift to commission the building’s atrium sculpture and support breast cancer research. The sculpture created by local artist, Yvonne Bobo, is a view of starlings circling upward several stories. Called a murmuration, the flight pattern creates warmth and strength for these vulnerable creatures while also providing a safe haven against predators; a metaphor for hope in difficult times and for the community of care provided at West Cancer Center.

Also noted in our Living the Legacy profile is the generous gift made by Betty and Jack Moore to The Margaret West Breast Cancer Center honoring Bill’s mother, Margaret West, who lost her fight to breast cancer.
SHELBY FARMS PARK CONSERVANCY: $250,000
KWFF has been in a long-standing relationship with Shelby Farms Park Conservancy and made one of the early gift commitments when the park was considering its comprehensive renovation. As a result, the Park approached KWFF about moving the existing naming rights to an educational space when the new building opened in 2016. The Board elected to extend an additional gift of $250,000 to preserve a long-standing relationship with the Park and the new lobby of the building will be named in the Foundation’s honor. Renderings of the building capture the views of the newly improved park areas and the new building will offer extended educational programming space for all Shelby County schools.

WHEREtoGIVEmidsouth.org: $5,000
The Community Foundation took the lead in building a community information system that helps citizens better understand the community needs and the nonprofits working to address them. This online tool was funded in part by over 15 local foundations and will be a premiere offering for anyone wanting to make great giving decisions.

THE DARKER THE NIGHT DOCUMENTARY: $5,000
The Darker the Night, the Brighter the Stars began filming this year and will follow the stories of children and their families as they receive counseling at the Kemmons Wilson Family Center for Good Grief. It will also shine a light on the important, amazing work happening at the center and challenge our expectations of what grief is supposed to look like in a society that is often unwilling to acknowledge it. Produced by Melissa Sweazy.

JUNIOR ACHIEVEMENT’S BIZ TOWN: $10,000
JA BizTown introduces students to the free enterprise system through classroom instruction and active participation in a simulated community. Students complete four weeks of classroom instruction prior to visiting JA BizTown. Every student learns economic concepts related to banking, business, citizenship, competition, work-readiness, quality, ethics, and competition. With the KWFF grant, 4 Shelby County Schools were able send over 400 5th graders to participate in the BizTown experience.
**KWFF Multi-Year Grants**

**AGAPE Child and Family Services ($50,000 over 2 years)**

KWFF elected to extend its partnership with AGAPE for an additional two years pledging $50K to their organizational efforts to provide wrap-around support in a school-based model to students in Alternative School District (ASD). In addition, AGAPE was selected by Kemmons Wilson Companies to be a Partner in Community (PIC) partner and they have worked closely to utilize KWC employees in meaningful ways.

**Memphis Music Hall of Fame ($50,000 over 2 years)**

The KWFF grant was used to fund the building construction and exhibition development for a new Memphis Music Hall of Fame museum for our city. The new Hall of Fame museum expands our city’s musical tourism, introduces the heroes of Memphis music to guests in a manner never before presented, and builds upon the scope, length and impact of Beale Street.

**Exchange Family Club Center ($50,000 over 2 years)**

The KWFF grant provided operating support for the First STEPS Program – a 9 – 12-month parenting / life skills program for first time teen mothers and their babies. These girls have a history of abuse and/or neglect and through the program they learn how to bond with, and care for their baby. Through the efforts of the staff, including in-home parent-aides, these girls are given the skills and support to nurture and support their babies, and thus, decrease the risk for child abuse and neglect or further unintended pregnancies. As a result of the donation, Exchange Family served 62 teen mothers and 51 babies during this 12-month period. KWFF celebrates the leadership of Barbara King and wishes her well in her retirement.

**Teach For America ($150,000 over 3 years)**

KWFF has been a long-time supporter of TFA and its work here in Memphis, and this grant is the third round of gifts TFA has received. Due to challenges in the national recruitment environment, TFA allocation for the 2015 corps was initially reduced to 110 teachers. Thanks to the region’s unique constellation of high impact donors along with the robust demand from SCS, the ASD and charter partners, TFA was able to bring 30 additional 2015 corps members to Memphis this year and exceed its fundraising goals for 2015. In addition, 86% of Teach For America corps members in Memphis met or exceeded the achievement benchmarks they set for their students.
One of the programs built to promote the legacy of giving is the Living the Legacy series where family members are highlighted for their efforts to positively impact the city through service, volunteerism or personal philanthropy. We are proud to have several generations of family members committed to giving back so we want acknowledge some of the tremendous gifts and efforts that have taken place this year.

**Total Gifts for 2015:** $1,795,235
WILSON ANIMAL RESCUE Allison Wilson and her team with Wilson Animal Rescue presented over lunch at Kemmons Wilson Companies to a packed audience about how they locally rescue dogs from the euthanasia list. They are filing for their nonprofit status and celebrated rescuing over 400 dogs this year.

CROSSTOWN McLean Wilson has steadily led the building and occupancy efforts for Crosstown as part of his role with Kemmons Wilson Companies. Since this monumental effort is closer to becoming a reality, McLean led a family tour to show the progress on construction and discuss how Crosstown will positively impact the surrounding area where it stands.

SWEET LALA’S BAKERY Lauren and Tommy Young decided to launch a bakery December 1, 2014 and celebrated their year anniversary of the company this year. The company was designed with a social mission to employ JFF graduates and in their first year of operations 13 students were employed. December 2015 was a record month for the company with over 11,000 cookies baked for the holidays.

BOB WILSON flies wounded veterans for Veterans Airlift, an association of pilots who give of their time and aircraft, to assist the needs of veterans and their families in the healing process. He has flown over 50 missions throughout the United States. It is his privilege to give back something to them as they have given their all in order for us to enjoy our freedom and to help others. He has flown missions for every branch of service and it does not matter whether they are officers or enlisted personnel.

SPENCE AND BECKY WILSON have long been engaged with Baptist Memorial Healthcare through leadership on both its corporate and foundation boards. As a result, they were exposed to the growing needs in pediatric care and agreed to make the lead gift in establishing the first ever Spence and Becky Wilson Baptist Children’s Hospital. The ribbon cutting ceremony took place with hundreds in attendance and the hospital treated over 14,000 patients in 11 months in 2015.

JACK AND BETTY MOORE stepped up in a significant way as the West Cancer Center made a case for support to build a center for adult care in cancer, modeled after St. Jude’s pursuit to end cancer for children. Their generous gift was made to name The Margaret West Comprehensive Breast Center honoring their brother in law Dr. Bill West. Bill’s mother, Margaret West, lost her fight to breast cancer. It was the experience of this loss that created the drive in Bill to exhaust all efforts to eradicate this deadly disease.
Established in 2005, The Dorothy and Kemmons Wilson Speaker Series celebrated its ten-year anniversary this year. The Dorothy and Kemmons Wilson Speaker Series was created to bring a Christian speaker to share an evangelical message to the city of Memphis. This year’s guest speaker was Gary Chapman, New York Times best-selling author of “The 5 Love Languages” who shared a message centered around “Learning to Apologize and Forgive.” After nine years of a luncheon at the University of Memphis Ballroom and an evening event at Christ United Methodist Church, the board decided to condense the events to one seated luncheon at Christ United Methodist Church. The luncheon was catered by Hog Wild Catering to just over 300 guests. Each guest was given a copy of Gary’s book “The 5 Love Languages” and a Sweet LaLa’s Bakery 10 year anniversary cookie. The Christ United Methodist Church Committee members were recognized and given a commemorative pewter goblet to thank them for their ten years of service and dedication to the Speaker Series.
THE WILSON SOCIETY

Under the direction of Lee Morris, The Wilson Society has grown from 30 members in 2003 to almost 300 in 2015. These students executed and delivered over 100 community projects in Memphis this year. In 2015, KWFF officially partnered with BRIDGES to provide additional leadership training throughout the school year to selected student leaders. In August, BRIDGES led the Wilson Society’s kick off fall conference and followed up with a leadership workshop in November. To expand our focus on student leadership development, the Wilson Society piloted a program with Hardy Farrow in conjunction with his growing nonprofit, Let’s Innovate Through Education (LITE). The goal was to provide MUS with an intensive entrepreneurship experience that allows the young leaders to launch their own idea while also experiencing social entrepreneurship in Memphis. Furthermore, the Fellowship will serve as an incentive for students in partner schools to increase their participation in the Wilson Society. BUILDING LEGACY

Wilson Society Highlights:
- 12 years in local area schools
- 300 members
- 100 community projects
Rhodes College welcomed two new scholars for the academic year 2015-2016 and we are proud to announce Noluthando McIlraith and Maxwell Farley as our recipients of the KWFF Service Scholarship. CBU also awarded new scholarships to students and we are happy to welcome Katherine (Katie) Robinson ’16, Biology, from Collierville TN and James Benjamin (Ben) Tansey ’16, Chemistry from Bartlett TN. And finally MTS selected Betty Jo Lea, Bruce (Caleb) Holder and Linda Jones as first year recipients of the KWFF Scholarship.

- 2015 KWFF sponsored 20 scholarships.
- 5 students at Christian Brothers University
- 5 students at Memphis Theological Seminary
- 8 students at the U of M School of Hospitality and Resort Management
- 2 students from Rhodes College

BUILDING LEGACY

In early 2015, Wilson family members, Wilson Society students and our KWFF scholarship recipients at Rhodes, U of M, MTS and CBU all came together to serve the homeless at St. John’s Soup Kitchen.
I don’t do a whole lot of wishful thinking. I’m a dreamer, but I’m a practical dreamer.”

–Kemmons Wilson