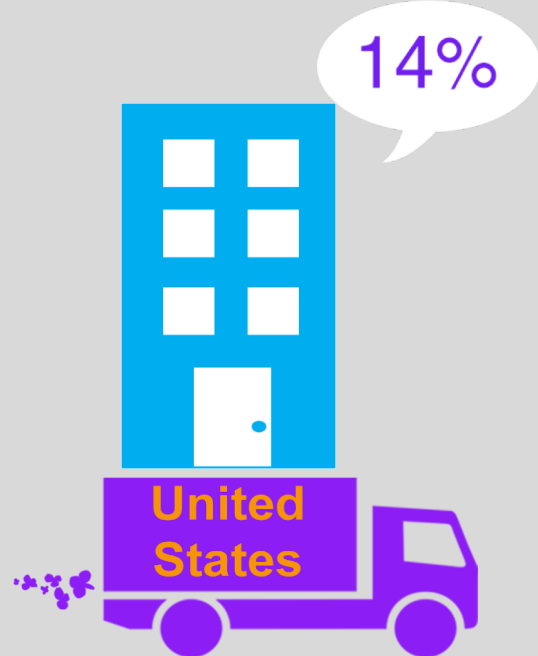


*Deliver It
Home*

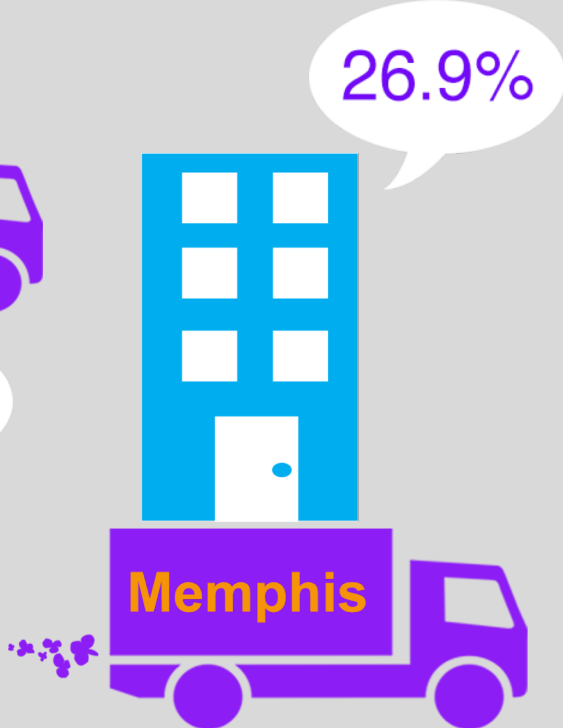
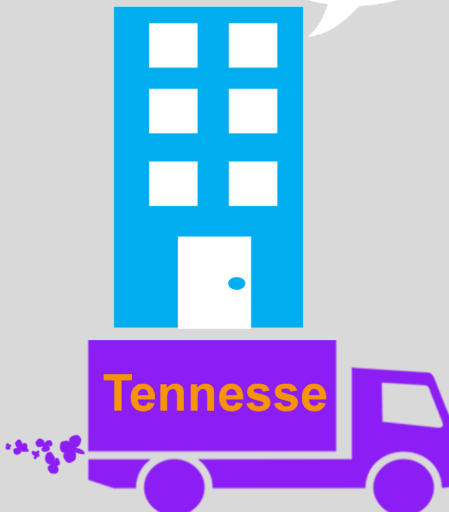




Poverty Rate

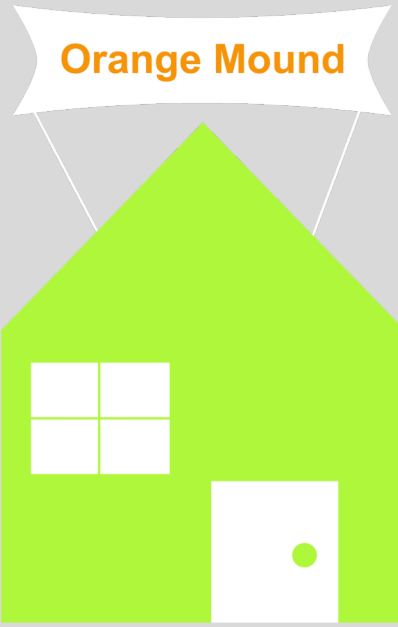


15.8%

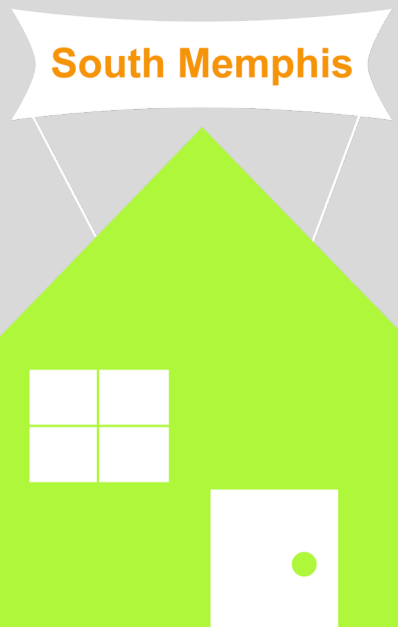


4th MOST DANGEROUS U.S CITY

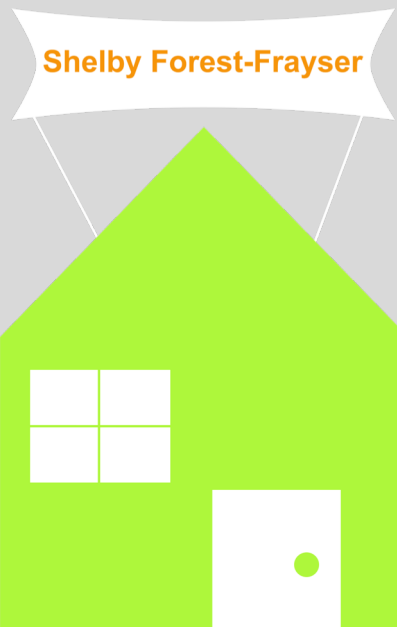
Low-Income Communities



\$32,020



\$25,840



\$26,800



To: stephanie.scurlock@wreg.com

Subject: Drake Becomes Spokesperson For FedEx Event

FedEx® News Release

For Immediate Release

April 30, 2018

FedEx Partners With Goodwill And Drake To Give Back To Memphis

MEMPHIS, Tenn. -- To raise awareness of community engagement, FedEx is partnering with Goodwill to sponsor Deliver It Home, a city-wide event that gives back to Memphis communities on Saturday, June 30, 2018, with rapper and producer Drake.

“We’re excited to bring such an impactful event to the foundation of our growing business,” founder and CEO of FedEx Frederick W. Smith said. “FedEx is delivering it home by sponsoring a city-wide event that brings awareness to communal opportunities and social change.”

With the help of Memphis and surrounding cities, FedEx’s goal is to fill up three FedEx freight trucks with clothes, toiletries, toys and other household items purchased from Goodwill or brought from elsewhere. Memphian and well-known rapper Drake will be the special guest. Drake will help to fill up trucks across the city during the week of the event. Expanding on his own previous philanthropic actions, he has agreed to give clothes, other household items and money to help reach the goal.

On the day of Deliver It Home, all donations will be given to families in the South Memphis, Frayser and Orange Mound areas -- three of Memphis’ lowest-income neighborhoods. All monetary proceeds from the event will be donated to Memphis Goodwills to help create opportunities for careers.

Goodwill has over seven store locations and 20 donation centers in Memphis. With so many locations and centers, Goodwill has created countless opportunities and jobs for the unemployed.



Employees at World Headquarters in Memphis loaded a truck with relief supplies bound for FedEx employees.

Tameka Bonds, Goodwill director of human resources in Memphis, said, “Since I’ve been working for Goodwill’s corporate branch in Memphis, I’ve witnessed Goodwill bless many families with the jobs that helped stabilize both their finances and lives.”

To donate, please visit a local Memphis Goodwill to purchase and donate items. After arriving, say the key words “deliver it home,” so employees know the donations are for the event. Tickets are free. To obtain a ticket, register for the event at www.goodwillmemphis.org.

FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its team members, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity and helping people in need reach their full potential through learning and the power of work.

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For More Information:
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www.fedex.com



3875 Airways • Memphis, TN 38116 • 1-800-555-1234

Backgrounder

FOR IMMEDIATE RELEASE

April 30, 2018

FOR MORE INFORMATION:

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Deliver It Home

FedEx Corporation is a multinational delivery service corporation. FedEx Corporation owns eight FedEx companies that help to operate the corporation's services. As of 2017, the corporation had over 400,000 employees, \$60.3 billion in revenue and is the world's largest all-cargo air fleet.

Federal Express was founded in Little Rock, Arkansas, in 1971 by Frederick W. Smith, the company CEO and chairman. When operations began, there were 389 team members and 14 small aircraft. Originally established as Federal Express, in 1994 the company shortened the name to FedEx as the brand began to be recognized as the worldwide standard for fast, reliable service.

FedEx's outreach initiative FedEx Cares is investing \$200 million in over 200 global communities by 2020. With a goal of creating opportunities and delivering solutions for people around the world, it has invested \$134.4 million as of 2016.

FedEx will partner with Goodwill Industries International Incorporated for Deliver It Home. Goodwill Industries is a nonprofit that provides job training and employment placement service for individuals who don't have jobs.

As of 2016, it has placed over 316,000 people into employment, opened more than 3,200 locations and received \$5.71 billion in revenue. Eighty-seven percent of the total revenue is spent directly on programs.

In 1901, Goodwill was founded in Boston by Reverend Edgar J. Helms. He was able to hire those who were poor and train them to mend and repair used clothing and household goods. The goods were either sold or given to his employees.

Goodwill has partnered with Bank of America, Google, Microsoft, Walmart and other top brands to fight unemployment and underemployment. In 2002, Goodwill launched the 21st Century Initiative designed to get millions of people into the workplace by improving the economic

(more)

self-sufficiency of 20 million families by 2020. The main focus being individuals that have disabilities or barriers to employment.

Deliver It Home will be held in Memphis, Tennessee. The main purpose is to raise donations for three low-income communities in Memphis -- South Memphis, Orange Mound and Frayser. The purpose of the event stems from unemployment, low-income households and crime rates throughout Memphis.

In the 2017 Bureau of Labor Statistics, the national unemployment rate was 4.1 percent and the unemployment rate in Memphis was 3.8 percent. The median South Memphis household income is \$25,840. The median Orange Mound household income is \$23,963, and the median Frayser household income is \$31,065. In 2017, Memphis was ranked the fourth most dangerous city in the nation. One neighborhood in South Memphis was ranked the most dangerous neighborhood in the nation. The total population of Memphis is approximately 652,000, and there are about 1,500 crimes per 100,000 residents.

The name Deliver It Home is derived from FedEx's global citizenship report that was entitled Deliver It Forward. Memphis is where FedEx is headquartered, and there are over 30 Goodwill centers. Deliver It Home was created to spark the initiative to give back to communities of Memphis. By donating to three Memphis communities and all Memphis Goodwills, FedEx's goal is to create both social and economic change.

There are seven Goodwill stores and 20 donation centers in Memphis. Citizens of Memphis will go to their local Goodwill and donate or purchase items to help fill up three FedEx freight trucks. On Saturday, June 30, 2018, the day of Deliver It Home, FedEx employees will bring the trucks to the event to give out clothes, toiletries, toys and other household items to families.

Rapper, actor and record producer Drake will be the spokesperson for Deliver It Home. Drake is from Toronto, Canada, but his father is from Memphis. Drake spent most of his childhood summers visiting Memphis. He is known for his affiliations with rappers Lil Wayne and Nicki Minaj. Before his rap career, Drake starred in the Canadian Nickelodeon series "Degrassi."

Drake's philanthropy began just as he made his music debut in 2010. He donated \$30,000 to the Jamaican Learning Center in Kingston, Jamaica. Throughout his career, he has held many events collecting money for communities in need. In 2013, Drake shot his "Worst Behavior" video in Memphis.

In February 2018, Drake gave out the budget for his "God's Plan" video to citizens in Miami, Florida. The budget totaled to \$996,631.90 and was distributed through scholarships, grocery shopping spree, cash and other ways. Also in February 2018, Drake collaborated with upcoming Memphis rapper BlocBoy JB. Drake featured BlocBoy JB on his newest song "Look Alive." The video was shot in Memphis and highlights well-known streets and areas of the city.

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3875 Airways • Memphis, TN 38116 • 1-800-555-1234

Fact Sheet

FOR IMMEDIATE RELEASE

April 30, 2018

FOR MORE INFORMATION:

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FedEx Partners With Goodwill And Drake To Give Back To Memphis

WHAT

- FedEx is partnering with Goodwill Industries to “deliver it home” by raising money and donations to give back to Memphis communities.
- Deliver It Home is a city-wide event that will take place in Memphis, Tennessee.
- The main purpose is to raise donations for three low-income communities in Memphis -- South Memphis, Orange Mound and Frayser.
- Memphis and surrounding communities will help fill up three FedEx freight trucks with clothes, toiletries, toys and other household items.
- Rapper Drake will be the spokesperson for the event. He will donate clothes, donate money and help fill up freight trucks.
- Donations will be given to or purchased from local Memphis Goodwills.
- All monetary donations will go to Memphis Goodwills.

WHO

- FedEx Corporation, a multinational delivery service, is hosting and sponsoring the event in partnership with Goodwill.
- Frederick Smith founded FedEx in 1971. He is currently the company’s CEO and chairman.
- Goodwill is a nonprofit that is able to hire and train workers due to donors and those who shop at its stores.
- Jim Gibbons is Goodwill’s president and CEO.
- With 20 stores and seven donation centers, Memphis Goodwills have created over 750 jobs and presented over 250 diplomas.
- Drake is a rapper who is known for his philanthropy, and his father lives in Memphis.

WHERE

- Deliver It Home will take place at the Tom Lee Park located at Riverside Drive, Memphis, TN 38103, which is alongside the Mississippi River.

WHEN

- The event will be Saturday, June 30, 2018, from 3 p.m. until 9 p.m.

WHY

- There is a need for jobs and employment in Memphis -- particularly in the three neighborhoods that Deliver It Home targets.
- In 2017 Bureau of Labor Statistics, the national unemployment rate was 4.1 percent, and the unemployment rate in Memphis was 3.8 percent.
- The median income for South Memphis, Orange Mound and Frayser is approximately \$25,800.
- In 2017, Memphis was ranked the fourth most dangerous city in the nation.
- With over 700 employees, Goodwill and similar donation nonprofits provide employment opportunities for surrounding communities.
- Deliver It Home will bring awareness to jobs and areas where clothing, furniture and other necessities can be purchased at affordable prices.
- The event aims to help bring together Memphis and focus more on positive actions instead of crime.

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To: stephanie.scurlock@wreg.com

Subject: Media Advisory: FedEx Partnering with Goodwill

FedEx Media Advisory

For Immediate Release
April 20, 2018

FedEx to announce partnership with Goodwill and Drake to give back to Memphis

What: In an upcoming news conference, FedEx will be announcing a partnership with the nonprofit organization Goodwill to sponsor a city-wide event, Deliver It Home, that will take place in Memphis, Tennessee, and give back to local communities.

Who: FedEx Corporation, a multinational delivery service, is hosting and sponsoring Deliver It Home in a partnership with the nonprofit Goodwill. Both organizations will have representatives present at the news conference. Celebrity spokesperson, Memphian rapper and producer Drake will also be in attendance.

Where: The news conference will take place at Syracuse University's S.I. Newhouse School of Public Communications in the I-3 Center of Newhouse 3 on the fourth floor.

When: The news conference will begin at 9:30 a.m., Thursday, April 26, 2018.

How: Parking for the event will be available on campus in the Waverly Lot. There are several electrical outlets in the I-3 Center for media usage.

###

For More Information:
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To: JohnPhotographer@newspaper.com

Subject: Deliver it Home block party in Tom Lee Park

FedEx® Photo Opportunity

For Immediate Release

April 23, 2019

FedEx to host Deliver it Home with Goodwill

Thousands of Memphis citizens gather in Tom Lee Park for a day of food and entertainment. Rapper Drake leads the citizens as they fill up three FedEx freight trucks with donations that will go to low-income families local areas....

WHAT

- [FedEx](#) will host a city-wide block party on Saturday, June 30, 2018.

WHY

- The event is in partnership with [Goodwill](#), and it will raise donations for low-income families in Memphis.

WHERE

- The event will take place in [Tom Lee Park](#) at Riverside Drive, Memphis, TN 38103.

WHEN

- The event will be from 3 p.m. to 9 p.m. on Saturday, June 30, 2018.

WHO

- Rapper [Drake](#) will lead the event.
- The event will benefit citizens who live in low-income Memphis communities.
- FedEx has an outreach initiative called FedEx Cares, which has the goal of donating \$200 million in over 200 global communities by 2020.

HOW

- Anyone can attend the event as long as they bring money or an item to donate.

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Frederick W. Smith
Chairman and CEO

Frederick W. Smith founded FedEx, formerly known as Federal Express, in June 1971 to help deliver packages reliably overnight. Currently, Smith is the chairman and CEO of FedEx. As CEO, he is responsible for all of FedEx's strategic directions as a corporation. As chairman, Smith has served on several boards of successful public organizations -- St. Jude Children's Research Hospital being one of the major nonprofits.

Smith launched FedEx with his own personal funds at the age of 29. He single-handedly changed the way the world does business by giving businesses the ability to deliver goods quickly to anywhere in the world. Smith is an active advocate for free trade and regulatory reform. He advocates for vehicle energy-efficiency standards and a national energy policy and is the co-chairman for the Energy Security Leadership Council

Smith was born in Marks, Mississippi, and raised in Memphis, Tennessee. Smith graduated from Yale University in 1966 with a bachelor's degree in economics. After college, Smith joined the U.S. Marine Corps, where he observed delivery procedures, piloting and the fundamentals of customer service. He currently resides in Memphis, Tennessee, and has five children and two grandchildren.

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Goodwill Industries International, Inc.
15810 Indianola Drive Rockville, MD 20855
1-800-GOODWILL*contactus@goodwill.org*www.goodwill.org



Jim Gibbons
President and CEO

Jim Gibbons is the president and CEO of Goodwill Industries. Since April 2008, Gibbons has been stimulating employee engagement and investing in the development of Goodwill's leaders. Outside of Goodwill, Gibbons writes for the Huffington Post and is a Forbes Nonprofit Council member contributor. He is on the board of directors for organizations such as Credential Engine and the National Workforce Solutions Advisory Board.

Prior to starting his position at Goodwill, Gibbons was the president and CEO of National Industries for the Blind, where he redirected the enterprise's orientation to being result-oriented. Before working for National Industries for the Blind, Gibbons held various leadership positions while working for AT&T. Additionally, Gibbons was appointed by President Barack Obama as a member of the White House Council for Community Solutions for two years.

Gibbons was born and raised in Indianapolis. He obtained his bachelor's degree in industrial engineering from Purdue University. Continuing his education, Gibbons became the first blind person to receive a business administration master's degree from Harvard Graduate School of Business Administration. He currently lives in Fairfax Station, Virginia.

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DELIVER IT HOME WORKS CITED

Press Release:

<https://goodwillmemphis.org>; <https://www.fedex.com/en-us/home.html>;
<http://www.goodwill.org>

Bio 1 (FedEx):

<https://about.van.fedex.com/our-story/leadership/frederick-w-smith/>;
<https://www.entrepreneur.com/article/197542>

Bio 2 (Goodwill):

<http://www.goodwill.org/about-us/get-to-know-goodwill-industries-international-president-and-ceo-jim-gibbons/>

Fact Sheet:

<http://www.city-data.com/nbmaps/neigh-Memphis-Tennessee.html#N10>;
<https://goodwillmemphis.org>; https://www.bls.gov/eag/eag.tn_memphis_msa.htm

Backgrounder:

<https://www.billboard.com/articles/columns/hip-hop/8098822/drake-philanthropy-timeline>;
<http://www.city-data.com/nbmaps/neigh-Memphis-Tennessee.html#N10>; <http://fedexcares.com>;
<http://www.goodwill.org>; <http://time.com/5162778/drake-gods-plan/>

Infograph:

<http://www.memphis.edu/socialwork/research/2017povertyfactsheetwebversion.pdf>