

# STAND BESIDE HER MEMPHIS

a collaborative coalition in support of girls and women

## MEMORANDUM OF UNDERSTANDING

### 1. Stand Beside Her Memphis Overview

Stand Beside Her Memphis is the local effort of the National Stand Beside Her Movement, which aims to end competition and comparison and create more collaboration and support among girls and women. When women connect with one another, and with girls, to freely share their knowledge and experience, and form positive relationships, everyone succeeds. Across the nation, and in Memphis, girls and women are working against extreme adversity in order to achieve their goals and dreams. Stand Beside Her--Memphis was created as a collaborative coalition in support of girls and women, in order to bust these barriers, help girls and women to overcome all obstacles, and achieve each of their respective dreams. The coalition aims to bring organizations and individuals together to rally support behind strategic initiatives aimed at improving opportunities and outcomes for girls and women in Memphis. The coalition is volunteer driven and completely dependent upon the time, talent, and resources of organizational and individual partners.

### 2. Our Mission

The mission of Stand Beside Her Memphis is to create a collaborative coalition in support of girls and women, in order to bust barriers, help girls and women to overcome all obstacles, and achieve each of their respective dreams.

### 3. Our Vision

Our vision is that through collective impact around strategic initiatives, all girls and women will be successful, empowered and resilient, creating a stronger and better Memphis of the future.

### 4. Our Values

- **Equity**
  - We believe in supporting the success of all girls and women in Memphis, regardless of race, religion, creed, nationality, sexual preference, socioeconomic status, age physical ability, or any other unique identity and have a special focus on providing opportunities for girls and women who have been historically marginalized or underserved.
- **Diversity**
  - We believe that diversity of background, experience, thought, and culture makes our coalition inclusive, strong, and able to respond to the unique needs of beautifully diverse girls and women in Memphis. We seek to build a coalition that values and affirms the unique identities and intersectionality of experiences of girls and women that accurately reflects the city of Memphis.
- **Innovation**
  - We believe that thinking outside of the box is a major strategic lever in helping to achieve our goals. We encourage innovation, and the use of technological advances in order to increase awareness of opportunities, and mitigate obstacles related to access.
- **Collective Impact**
  - We believe that we are stronger together, and that through thoughtful collaboration around strategic initiatives, we are able to promote substantial impact for girls and women in the city of Memphis. We believe that every partner in our coalition bring value and expertise.

## **5. Key Issues Effecting Girls and Women**

The data on the inequities and adversities faced by girls and women are staggering. Stand Beside Her Memphis is focused on three critical areas of need, that we fully believe we are able to mitigate as a collaborative coalition:

- 67% of women rate mentorship as highly important in helping to advance and grow their careers, yet 63% of women never has had a formal mentor.
- Starting in childhood girls are inundated with negative messages and behaviors that prevent them building healthy relationships and ideals about their potential.
- 39% of girls have been put down or discouraged when trying to lead

## **6. Our Objectives**

The overarching objectives of Stand Beside Her Memphis are as follows:

- Creating a community of support that is responsive to the needs of girls and women;
- Connecting girls and women to resources to help them achieve their goals;
- Exposing and equipping girls and women to become successful, empowered and resilient

## **7. Our Goals**

1. By 2018, we will create an online portal featuring the comprehensive opportunities for girls and women in the city of Memphis in order to mitigate barriers to awareness, and increase access to life-changing opportunities.
2. By 2019, we will create a Girls Leadership Summit which will serve as a platform to increase the self-esteem and self-efficacy of girls, connect them with positive role models, and build their peer to peer support networks.
3. By 2020, all girls and women in Memphis will have access to the opportunity to secure mentorship, with the goal of advancing their personal and professional aspirations.

## **8. Joining Stand Beside Her Memphis – Partnership**

Stand Beside Her Memphis believes we are better together, and that by collaborating, sharing opportunities, referring services, and connecting people we can produce monumental change in our city.

Stand Beside Her Memphis offers two tiers of membership, Organizational Partners and Individual Partners.

- **Organizational Partners**

As a member of Stand Beside Her Memphis, organizational partners will be given the opportunity to:

- Reach girls and women across the Memphis community;
- Create awareness for their programmatic and service offering tailored for girls and women;
- Collaborate with like-minded organizations, companies and individuals.

- **Individual Partners**

As a member of Stand Beside Her Memphis, individual partners will be given the opportunity to:

- Use their skills and talents to design and lead strategic initiatives that will have significant impact on girls and women in Memphis, which translates to a thriving city.
- Serve as mentors, as well as experts on specific areas of interest for girls and women in Memphis
- Collaborate with like-minded organizations, companies and individuals

## **9. Partner Responsibilities**

The coalition is volunteer driven and completely dependent upon the time, talent, and resources of organizational and individual partners. With this in mind, support from both organization partners and individuals is critical to the success of the coalition's mission and goals.

- Organizational partners of the Stand Beside Her Memphis Coalition will:

- Share programmatic and service offering that service girls and women with the coalition for promotion on our website and community boards
- Designate a staff member to coalition meetings on behalf of the organization
- Include the Stand Beside Her Memphis logo and active link on your website within thirty (30) days of executing this agreement
- Promote the Stand Beside Her Memphis coalition to members/stakeholder by including information in communication materials produced by the organization
- Promote your organization as a part of the movement in press-releases and on social networking sites
- Serve as an advisor for the development and growth of Stand Beside Her Memphis coalition;
- Grant Stand Beside Her Memphis permission to use the organization's name and logo for digital and print collateral to promote the coalition to the community, prospective partners and supporters

• **Individual partners of the Stand Beside Her Memphis Coalition will:**

- Work with other partners to promote advancement for girls and women in Memphis
- Serve on a committee to help support the work of the Stand Beside Her Memphis Coalition
- Participate in monthly coalition meetings
- Support and promote the events and activities of the Stand Beside Her Memphis - Coalition

**Agreement of Understanding for Partners**

\_\_\_\_\_ (hereafter referred to as a Partner) wishing to join the Stand Beside Her Memphis coalition as a \_\_\_\_\_ partner, hereby enters into an agreement with Stand Beside Her Memphis, a collaborative coalition, created in support of girls and women, in order to bust barriers, help girls and women to overcome all obstacles, and achieve each of their respective dreams. Each partner of Stand Beside Her Memphis agrees to fulfill the aforementioned responsibilities of either an organization or individual partner. Each partner also agrees to uphold the values of the coalition, as well as agrees to support its mission, goals, and objectives. The initial term for this agreement begins on \_\_\_\_\_ . Thereafter, unless terminated in writing by either party prior to January 1, the agreement self-renews on January 1 of each subsequent year for an additional one calendar year term.

**Executed by:**

Anjelica Hall  
Chair, Stand Beside Her Memphis

By: \_\_\_\_\_  
Authorized Representative Signs  
Name: Anjelica Hall  
Title: Chair, Stand Beside Her Memphis  
Date: 3/1/16

By: \_\_\_\_\_  
Authorized Representative Signs  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization (If Applicable): \_\_\_\_\_  
Date: \_\_\_\_\_