



SLINGSHOT MEMPHIS
INVESTOR LETTER
Q3 - 2019

Change the way we change Memphis

Beta is behind us

Slingshot was founded to reimagine how we fight poverty in Memphis. Our founders saw the path and embarked unabashedly toward an auspicious goal of creating a results-driven poverty-fighting ecosystem. Our three critical functions were clear – identify high impact interventions and programs, slingshot these interventions and programs, and raise awareness and capital for effective poverty-fighting in Memphis – but how to live out those functions in a cost-effective, replicable, and scalable fashion was the challenge.

We knew that our idea was bold, and we committed to a three-year development phase to test and formulate exactly how we'd execute our functions. Thanks to multifaceted investments from our partners, funders, and team, we are poised today to showcase our highly effective method for fighting poverty in Memphis and beyond.

Expanding our partner network – and their impact on poverty

Today, we are supporting poverty-fighting organizations in Memphis with the evidence or potential to create the most impact. They are improving the lives of our neighbors using data-driven strategies – strategies that many of you have supported through your investments in Slingshot. It is time to expand.

There is urgency in our work, and now that our methodology is proven, we want to scale our reach. We are currently recruiting new partners for next year, and as we recruit these partners, we will use data collected from our previous processes to strengthen our work and reduce our margin of error. Through thorough research and collaboration, we will unearth more actionable intelligence. As we learn more, we will share these findings with our community and communities beyond, spurring changes at the systems level.

Reaching new people and spreading the word

While we are expanding our internal partnerships, we are also emphasizing a new phase of external communication. As we developed our process, we thoughtfully created a way to describe who we are and what we do. Our language is centered around our values, and carefully merges data and heart.

We launched a new [website](#) to beautifully tell our story, highlighting our ambitious goals and why they are essential. We are amping up our social media presence to create ongoing conversations about poverty-fighting ecosystems. And we are engaging new funders across the city – from nonprofits to businesses, faith-based organizations, foundations, and schools.

Taking the global stage

But beyond message proliferation locally, our team is taking our methodology and our algorithm to the global stage. On November 11, Slingshot will join 115 organizations at the [Paris Peace Forum](#) – an international event designed to spark solution-based conversations about some of the most pressing challenges across the globe. **We will present our poverty-fighting algorithm with leaders from around the world, building connections and collecting knowledge while putting Slingshot’s innovative solution on the world stage.**

We know it works

We have always been driven by the potential impact we could have as an organization. Now, we can say with confidence that our model works – and we are ready to expand our efforts. **If you want to lift your neighbors out of poverty, join us. If you want to invest in programs that impact our community’s most pressing challenge, join us. If you want to change the way we change Memphis, [join us](#).**

Be a Slingshot.

Justin Miller
CEO

2019 Investors

(as of 10.24.19)

*Investors since inception (2017)

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