

WELCOME

UWGK Campaign Coordinators



United Way
of Greater Kingsport



Agenda

Why United Way
Campaign Awards
Best Practice Sharing
Looking Ahead
Questions



United Way
of Greater Kingsport



Impact Spotlight

Welcome

Jonathan Anderson

UWGK Kingsport Homeless Coalition



United Way
of Greater Kingsport



Why United Way

Danelle Glasscock



United Way
of Greater Kingsport



Brand Credo

“United Way of Greater Kingsport fights for the health, education, and financial stability of every person in our community.”



United Way
of Greater Kingsport



MISSION

TO IMPROVE LIVES by mobilizing the caring power of our community to address local health and human service needs effectively.

VISION

A BETTER LIFE FOR ALL where everyone in our community has an opportunity for a quality education, financial stability, and good health.

Core Values

Caring

Collaboration

Excellence

Integrity

Service



United Way
of Greater Kingsport



UNITED WAY OF GREATER KINGSPORT

EDUCATION

Helping Children and Youth Succeed

START

Big Brothers Big Sisters

United WE READ

Boy Scouts

Boys & Girls Club

Girl Scouts

Girls Inc.

Kingsport Child Development Center

Holston Children & Youth

INCOME

Promoting Self-Sufficiency

Small Miracles (Youth)

Sullivan County Imagination Library

Family Promise

Hope House

Literacy Council

Salvation Army

Small Miracles (Veterans)

KINGSPORT HOMELESS COALITION
A Community Initiative

RACIAL EQUITY
Community Ambassadors for a Diverse Kingsport

Safe House

Mountain Region Speech and Hearing

Link House

Legal Aid

Holston Counseling

Friends in Need

Children's Advocacy Center

American Red Cross

Appalachian Miles for Smiles

CASA

VITA
VETERANS IN TRANSITION

SENIORS

Supporting Aging with Choices

GRANDfamilies Network

HEALTH

Ensuring Health, Safety and Stability

We fight for the health, education and financial stability of every person in our community.

UNITED WE'RE STRONG



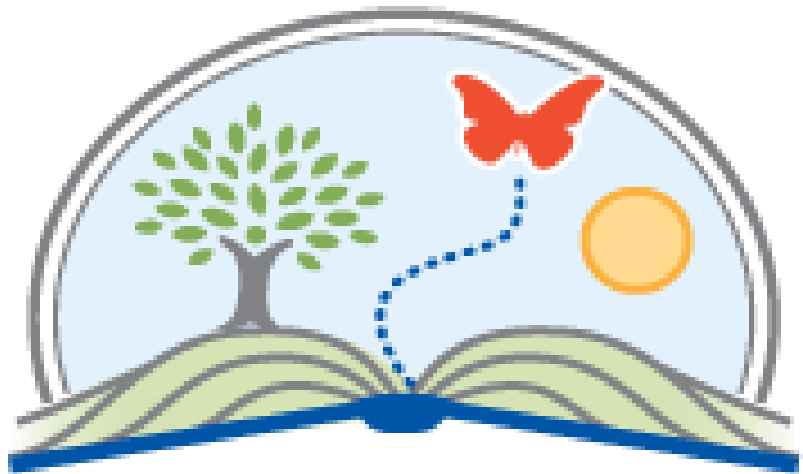
uwaykpt.org

United Way of Greater Kingsport

United Way

July 2023

Initiatives



United
WE READ



United Way
of Greater Kingsport



54 individuals achieved permanent housing in 2023



\$273,865 in tax returns processed in 2023



Over 9,000 students and families served through community outreach.



800 Students participated in VIVE18 Prevention Program

Over 3000 books distributed community wide



1100 books donated through Week of Caring

Welcome New Agencies



Community Services Neighbor Assistance Program



Core Program

"The mission of Upper East Tennessee Human Development Agency, Inc. is to provide education, direction and support to individuals, families and organizations in order to strengthen and stabilize the community through collaborative efforts of agency programs and cooperative partnerships."

"The mission of the Oasis of Kingsport is to encourage and equip women of all ages and demographics through faith-centered support, education, and fellowship; setting an atmosphere for encouragement, growth, and overall transformation."

Citizens Review

Allocating Funds in 2025

- 27 Member agencies with a total of 33 programs.
- United Way of Greater Kingsport funds programs not agencies
- Amount of donor dollars to be distributed to the agencies is set by the Board based on amount raised during campaign.
- Community Investment Committee sets percentages, also approved by the board, that go to each panel.



United Way
of Greater Kingsport



Communications

Stefanie Weakley



United Way
of Greater Kingsport



2024 Campaign Collateral

Campaign Video

Community Impact Vignettes

Local & Regional TV/Radio PSAs

Newspaper Tabloid

Pledge Forms

Billboards



United Way
of Greater Kingsport



CONNECT WITH US ON SOCIAL MEDIA



@uwaykpt



@uwaykpt



@unitedwaykingsport



www.uwaykpt.org/give

www.volunteer-united.org

[Read our 2023 Annual Report](#)



Find your volunteer opportunities in Northeast TN and Bristol, VA



Member of the
Tennessee Serves Network

www.volunteer-united.org

United
Way



9 
YEARS



**United Way of
Greater Kingsport**

Looking Back & Leading Forward



United Way of Greater Kingsport

1922 – Began as a fundraising project of the Kingsport Businessmen’s Club to support local community needs.

1934 – Chartered as the Community Chest of Kingsport.

1943 – Cancelled annual fund drive due to the war effort.

1977—Community Chest Campaign raised over \$1,000,000.

1988 – Affiliated with United Way of America and became United Way of Greater Kingsport.

1992 – Celebrated First Annual Day of Caring

2010 --Moved offices to the new non-profit center of the V.O. Dobbins, Sr. Complex; Vision Councils began

2015 --Achieved highest amount of dollars raised in community with \$4.3M raised (\$3.95 in Cash and pledges)

2020 --In March 2020, COVID outbreak began. Regional COVID-19 Relief fund raised over \$800K for the region and \$150K for our local community.

2024 --United Way Celebrates 90th Anniversary!

9
YEARS



BIRTHDAY **CELEBRATION**

THURSDAY KINGSFORT
SEPTEMBER 26 FARMER'S MARKET
4:00 - 9:00 PM

**Looking Back &
Leading Forward**

**Good Food, Entertainment,
Free Carousel Rides, Kids Activities, & more!**

Campaign Awards

Lori Miller



United Way
of Greater Kingsport



UNITED WE'RE STRONG

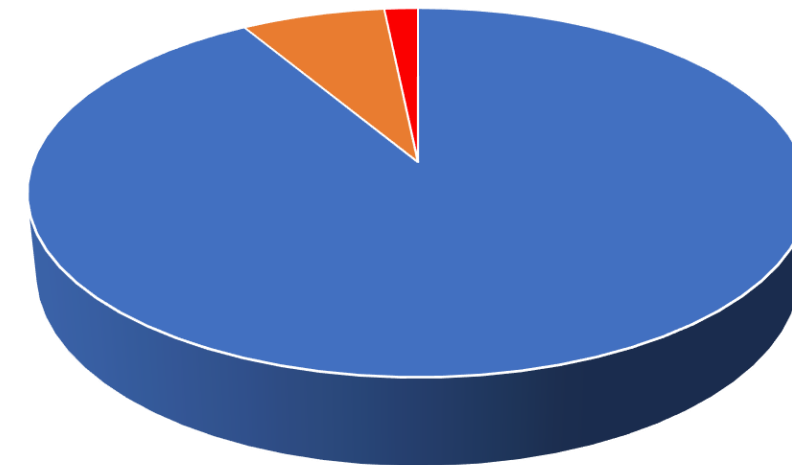
2023 Campaign Results

\$3.03 Million Raised!

\$2.77 Million in Cash & Pledges

\$211,523 In-Kind Donations

\$49,520 Grants



Over 65 companies championed our 2023 theme “United We’re Strong” resulting in over 5,000 contributions.

Thank you! Top Giving Companies



United Way of Greater Kingsport wants to reward companies who conduct an excellent campaign with the following criteria:

% of Leadership Donors

Participation Rate

Average Gift

Points are awarded for each category to achieve a level of *Platinum, Gold, Silver, or Bronze*

Top Giving Companies are awarded that raise \$5,000 or more

*must have a minimum of 10% participation rate to qualify.



United Way
of Greater Kingsport



Platinum Awards

Appalachian Community Federal Credit Union
Bank of Tennessee
Eastman Credit Union
First Horizon
Kingsport Chamber



United Way
of Greater Kingsport



Gold Awards

Appalachian Power Co.

Cerdia

Citizens Bank

Domtar Packaging

Eastman

Hunter Smith & Davis

TEC Industrial



United Way
of Greater Kingsport



Silver Award

Hamlett-Dobson Funeral Homes



United Way
of Greater Kingsport



Bronze Award

City of Kingsport

Frontier Health

Kingsport Times/Six Rivers Media



United Way
of Greater Kingsport



Honorable Mentions

Ballad Health
Goodwill Industries
Kingsport City Schools
Partner Industrial
S&B Engineering & Construction



United Way
of Greater Kingsport



Most Improved Participation Rate

First Horizon
increase of 14.2%



United Way
of Greater Kingsport



THANK YOU TO ALL OUR COORDINATORS

Appalachian Comm. Fed. Credit Union
Appalachian Power Company
BAE Systems
Ballad Health
Bank of Tennessee
Barge Design Solutions
Brown Edwards & Co.
Cerdia
Citizens Bank
City of Kingsport
Eastman
Eastman Credit Union
Edwards Tipton Witt Agency
Domtar
First Community
First Horizon
Goodwill Industries

Hamlett Dobson Funeral Homes
Holston Medical Group
HomeTrust Bank
Hunter Smith & Davis
Kingsport Chamber of Commerce
Kingsport City Schools
Kingsport Housing & Redev. Authority
Northeast State Community College
Partner Industrial
Price & Ramey
Regions Bank
Rodefer Moss & Co. PLLC
Stowers Machinery Corp.
TEC Industrial
Truist
Wilson Worley, PC



United Way
of Greater Kingsport



THANKS TO OUR MEMBER AGENCIES

American Red Cross
Appalachian Miles for Smiles
Big Brothers Big Sisters of East TN
Boy Scouts
Boys & Girls Club of Greater Kingsport
CASA for Kids
Family Promise of Kingsport
Friends in Need
Frontier Health
Girls Incorporated of Kingsport
Literacy Council of Kingsport
Mountain Region Speech & Hearing Center
Small Miracles Therapeutic Equestrian Center
The Salvation Army
Sullivan County Imagination Library



United Way
of Greater Kingsport



A SUCCESSFUL CAMPAIGN



United Way
of Greater Kingsport



2024 Campaign Objectives

1. Increase overall giving.
2. Continued focus on Leadership Giving \$500 or more.
3. Increase participation rates with strong donor retention as well as new donor engagement.
4. Increase awareness of UWGK year-round.



United Way
of Greater Kingsport



Keys to a Successful Campaign

Enlist
Support

Set Clear
Goals

Promote and
Educate

Implement
100% Ask

Make it FUN

Make it
Personal

Report and
Celebrate



United Way
of Greater Kingsport



Review your company campaign results

What went well last year?

What do you perceive as the climate of giving for this year?

What do you perceive as the most pressing social issues in the community?



United Way
of Greater Kingsport



Share your Best Practices and Success Stories

- ❖ Did you have a creative method of reaching your fellow employees?
- ❖ What kind of incentives did you offer?
- ❖ What kind of special event fundraisers did you hold?



United Way
of Greater Kingsport



Incentive Ideas

- Casual Day
- Reserved Parking Spot
- Time off with Pay
- Extra Lunch Time
- Leave Early Pass
- Come in Late Pass

Hold a Special Drawing for Giving Levels

*Manager Car Wash

*Gift Cards

*Company Promotional Item



United Way
of Greater Kingsport



Extra Mile Print

- Donors that give 50% over the Caring Gift Level are awarded a limited-edition print
- Coordinators can also choose to give this for the highest award level at their company

Carol Dixon is once again our featured artist. Carol will paint the *Netherland Inn* using the *en plein air* technique. A sample of the limited-edition print will be sent to you as soon as it becomes available.



United Way
of Greater Kingsport



Campaign Results Best Practices

- ❖ Make copies of all pledge forms for your records.
- ❖ Separate types of pledge forms (cash/check, payroll deductions, bill me, credit card).
- ❖ Complete the entire Campaign Award Envelope with the number of donors of each pledge type.
- ❖ Include the total number of employees on the envelope.
- ❖ When finished seal the envelope and write your initials on the back.
- ❖ If you drop the packet off, please sign it in at our Front

Desk



United Way
of Greater Kingsport



Questions

and

Announcements



United Way
of Greater Kingsport



Campaign Key Dates

Week of Caring
June 17-21

Night with the
Axmen June 20

Regional Kickoff
August 13,
Johnson City

Community
Kickoff
Aug. 15, 3:45

90th Birthday
Party
Sept. 26, 4 - 9

Campaign
Celebration
Nov. 21, 2024



United Way
of Greater Kingsport



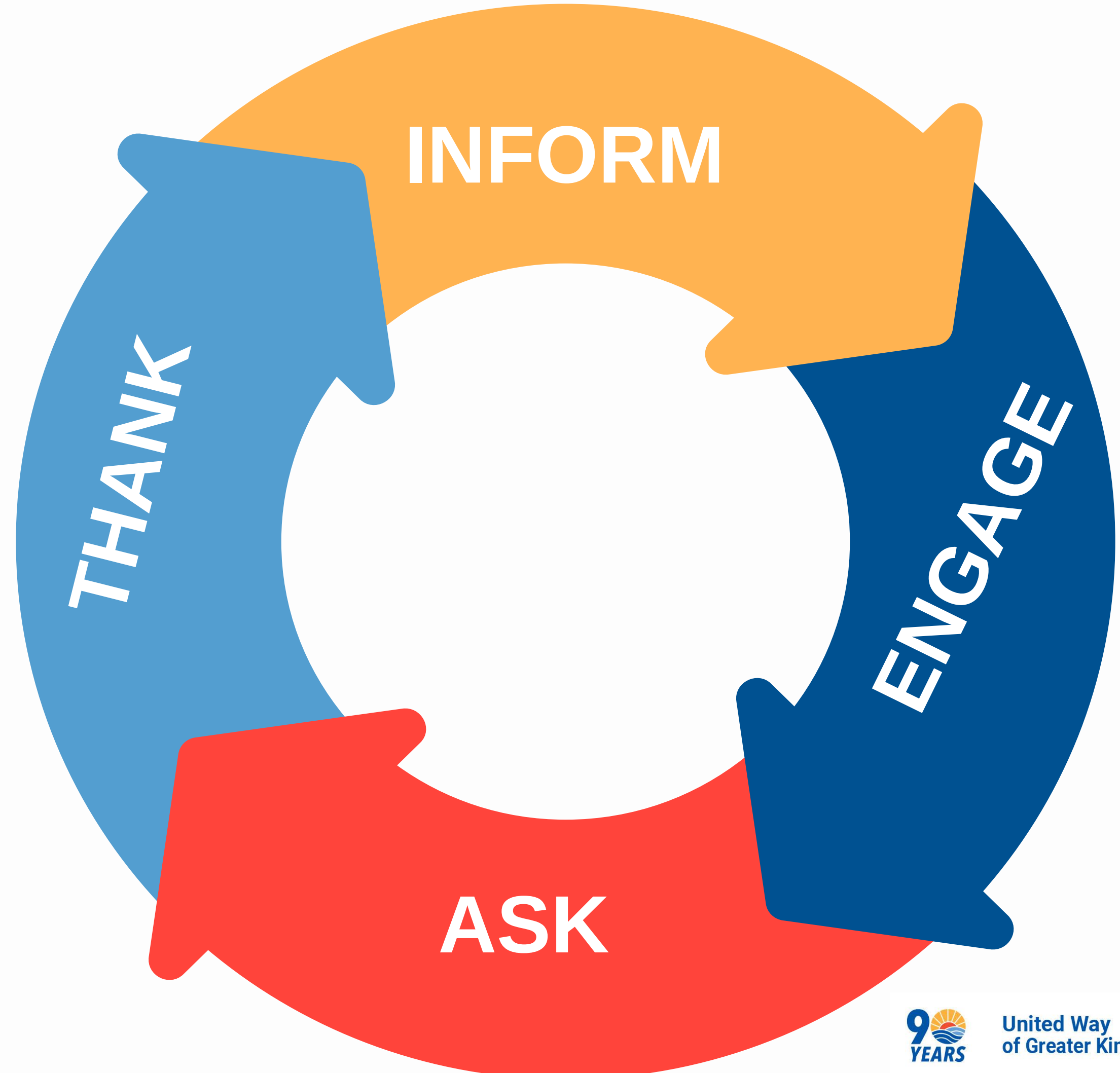
Campaign 101



United Way
of Greater Kingsport



Basic Fund Raising Cycle



Campaign Key Terms

- Leadership Giving - Recognition program for donors who give \$500 or more.
- Caring Gift Guide - guide which helps donors determine level of giving based on monthly salary.
- Extra Mile Club- award of limited additional print given to donors giving 50% above Caring Gift Guide.
- Pacesetters - Companies that run their campaign early - results are reported in September.



United Way
of Greater Kingsport



Caring Gift Guide

Monthly Salary	% of Incc	Amount of Gift
Less than \$1400 monthly salary	2%	up to \$28
\$1,400 - 1,899	2.50%	\$35 - \$48
\$1,900 - 3,199	3%	\$57 - \$96
\$3,200- \$3,699	3.50%	\$112 - \$130
\$3,700 - \$4,199	5%	\$185 - \$210
\$4,200 - \$4,699	6.50%	\$273 - \$305
\$4,700 - \$5,199	8%	\$376 - \$416
\$5,200 - \$5,999	9.50%	\$494 - \$570
\$6,000 - \$7,999	10%	\$600 - \$800
\$8,000 - \$8,999	11%	\$880 - \$990
\$9,000 or more	12%	\$1080 and up

Fair Share Concept

1 hour's pay per month for hourly employees of 1% of salary



United Way
of Greater Kingsport



Thank
you!



United Way
of Greater Kingsport

