

## CAMPAIGN 2024 AT A GLANCE United Way of Greater Kingsport

**Campaign Theme:** *Looking Back and Leading Forward*  
**Campaign Goal:** \$2,800,000.00

**Campaign Dates:** **Pacesetter Campaign** –August 13 –September 20, 2024  
**Community Campaign** – September 21 –November 15, 2024  
All campaign results need to be *reported* to United Way by 4 p.m. one week prior to the celebration to be counted in the celebration numbers.

**Campaign Events:** **Regional Kick-off** – August 13, 2024, 11:30 – 1:00, Grace Meadows Farm, hosted by United Way of East TN Highland  
**Community Kick-off** – August 15, 2024, 3:45 – 5:00, High Voltage

**90<sup>th</sup> Birthday Celebration:** **UWVK Celebrates 90 years of Impact:** September 26, 2024, 5:00 – 9:00 pm. Children's activities, food, entertainment, and recognition. Kingsport Farmers Market

**Campaign Celebration** November 21, 2024, 11:30 – 1:00 pm, Kingsport Farmers Market

**Leadership Giving Thank You Event** – January 2025, TBD

**Extra Mile Club Print:** *En Plein Air* series by Carol Dixon *Netherland Inn*

**Video:** **2024 Local Video – Looking Back and Leading Forward** Visit [www.uwaykpt.org/2024campaign](http://www.uwaykpt.org/2024campaign)

**Speakers and Tours:** Agency or UW Representatives available for speaking engagements. Please complete Agency Speakers and Tours form and return to Lori Miller [lmiller@uwaykpt.org](mailto:lmiller@uwaykpt.org) or call 423-378-3409 ext. 14 for more information.



United Way  
of Greater Kingsport

