

# 2024 CAMPAIGN



**9**   
**YEARS**



United Way of  
Greater Kingsport

**LOOKING BACK & LEADING FORWARD**

# Agenda

- Intro
- Leadership Moment
- Why United Way?
- The Ask and How to Give
- Questions

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United Way of  
Greater Kingsport



# 90 YEARS

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United Way of  
Greater Kingsport

# 2024 Overall Campaign Video

[Click Here](#)

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# Leadership Moment

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# Why support United Way?

- Our community needs help
- Confidence that United Way will invest my money wisely
- My support makes a difference in the community where I work

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# Why United Way?

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# ALICE

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county. While conditions have improved for some households, many continue to struggle with the rising cost of household essentials (housing, child-care, food, transportation, health care, and a basic smartphone plan). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

In our community, which mirrors State averages, 15% of our households are in poverty with an additional 30% are ALICE households for a total of 45% struggling to make ends meet.

See more at [www.unitedforalice.org](http://www.unitedforalice.org)

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# UWGK Mission

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

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# UWGK Vision

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

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# Brand Credo

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

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# EDUCATION

## Helping Children and Youth Succeed

# INCOME

## Promoting Self-Sufficiency

### START

Big Brothers Big Sisters

Boys & Girls Club

Girl Scouts

Girls Inc.

United WE READ

Kingsport Child Development Center

Holston Children & Youth

Scouting America

Small Miracles (Youth)

Sullivan County Imagination Library

Family Promise

Hope House

Literacy Council

Oasis of Kingsport

Salvation Army

**KINGSPORT**  
HOMELESS CHALLENGE  
A Community Initiative

UPPER EAST TN  
**VITA**  
DEVELOPMENT AGENCY

**RACIAL EQUITY**  
Community Action Partnership  
2017-2020

Supporting Aging with Choices

First TN Human Resource Agency

Meals on Wheels

Safe House

Mountain Region Speech and Hearing

Link House

**AveNew**  
You're Drug Detoxed & Protected

Small Miracles (Veterans)

Upper East TN Human Development Agency

American Red Cross

Appalachian Miles for Smiles

CASA

Children's Advocacy Center

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

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



**800** Students participated in VIVE18 Prevention Program

54 individuals achieved permanent housing in 2023



\$273,865 in tax returns processed in 2023



Over **3000** books distributed community wide



**United WE READ**

**1100** books donated through Week of Caring

# Campaign Vignettes

## Choose from three great stories!



United Way of  
Greater Kingsport

Newspaper Tab  
[Click Here](#)

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2024 Campaign Goal  
**\$2.8 Million**

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# The Ask

Will you give?

Your participation is needed!

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# Frequently asked questions:

- Where can I learn more? [www.uwaykpt.org](http://www.uwaykpt.org)
- Payroll deduction amounts begins with your January 2025 paycheck.
- Designations to other regional United Ways and community chests are available.
- How do I volunteer? [www.volunteer-united.org](http://www.volunteer-united.org)

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# 90 YEARS

**United Way of Greater Kingsport  
90th Birthday Party!**

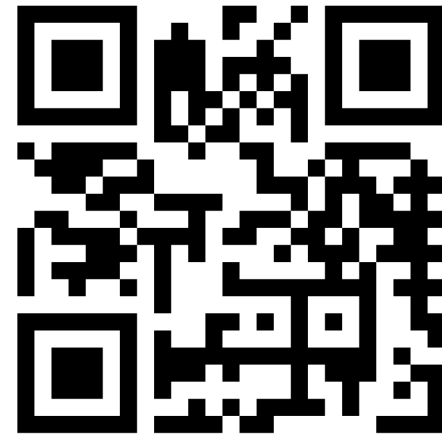
**Thursday, September 26, 2024  
Kingsport Farmers Market • 4pm-9pm**

- 4:00-5:30 FREE Kids Activities
- 5:30-6:00 Entertainment
- 6:00 Dinner\*
- 7:00 Program
- 8:00 Special Performance

*\*Ticket required for dinner.  
Visit [www.uwaykpt.org/birthday](http://www.uwaykpt.org/birthday) for tickets.*

**Join us as we celebrate 90 years of impact!**

**United Way of Greater Kingsport** 



**Scan to purchase Tickets & T-shirts  
or visit [uwaykpt.org/birthday](http://uwaykpt.org/birthday)**



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# CONNECT WITH US ON SOCIAL MEDIA



@uwaykpt



@uwaykpt



@unitedwaykingsport



[www.uwaykpt.org](http://www.uwaykpt.org)

[www.volunteer-united.org](http://www.volunteer-united.org)

[Read our 2023 Annual Report](#)

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*Thank You!*

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Way**   
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