

GIVE



119 344



Anniversary

220 099

ADVOCATE

VOLUNTEER



LIVE UNITED

Our Mission

To improve lives by mobilizing the caring power of our community to address local health and human service needs effectively.

Our Vision

To be a model of excellence in achieving community health and human service solutions.

Core Values

Caring
Collaboration
Excellence
Integrity
Service



2009 BOARD OF DIRECTORS

President	Rick Witt *
Vice-President	Greg Boehling *
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Strategic Planning Chair	Dennis Spurgeon
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At-Large Members

Term expiring January, 2010
Jack Bales
Beulah Ferguson

Term expiring January, 2011
Tim Baylor
John Campbell
Van Dobbins
Richard Kitzmiller

2009 Advisory Council

Miles Burdine
Jack Dempsey
Betty DeVinney
Charlie Floyd
Jerry Greene
Jim Harlan
Rick Johnson
Monty McLaurin
Norris Sneed
Fred Wallin

* EXECUTIVE COMMITTEE

Focus Areas and Community Outcomes

1

Supporting Aging with Choices

- We are successful if . . .
- Seniors' basic needs are met
 - Seniors are safe and healthy
 - Seniors live in the appropriate setting of their choice

2

Helping Children and Youth Succeed

- We are successful if . . .
- Children and youth are mentally, physically and emotionally prepared for each developmental stage of life
 - Children and youth have access to affordable, quality care and educational opportunities
 - Children and youth are prepared to enter college, vocational training, or the workforce

3

Promoting Self-Sufficiency

- We are successful if . . .
- Individuals possess fundamental life skills to achieve independent daily living
 - Transportation is available to all individuals and families
 - Individuals are employed

4

Ensuring Safety and Stability

- We are successful if . . .
- Basic needs are met for all residents
 - Community is prepared to handle crisis/emergency situations
 - Family units are strong and stable (ie. safe, nurturing, free from violence)
 - Families have healthy lifestyles
 - Families have access to all types of healthcare



Rick Witt
2009 President
United Way of Greater Kingsport

LIVE UNITED



Dear United Way Supporter,

Wow, what a year! This year the United Way of Greater Kingsport celebrated its 75th anniversary. The United Way of Greater Kingsport was actually founded in 1922 by the Kingsport Businessmen's Club to support local community needs. At that time, it was called the Community Chest Association. From its very beginning, the Community Chest took care of the charities in the city and provided funding and other support for a variety of community and public works efforts. On June 8, 1934, the Community Chest of Kingsport, Inc., was officially chartered. The original charter was signed by such notable leaders in Kingsport's history as: J. C. White, J. C. Stone, George Penn, Jr., Shelbourne Ferguson, J. Fred Johnson, and P. S. Wilcox. You don't have to look very hard to still see the evidence of the influence and impact these leaders had -- and still have -- on our community. The charter reflects the strong vision of these dynamic community leaders in meeting the health and welfare needs of Kingsport -- a vision that remains strong today in meeting the continuing needs of our community.

Over the years, the people changed, the budgets grew, some agencies came and went, and the name even changed -- several times; however, our mission and purpose have remained clear: "To improve lives by mobilizing the caring power of our community to address local health and human service needs effectively."

In 2009, we took the challenge of those early leaders 75 years ago, built on our rich heritage and continued to strengthen and grow the United Way of Greater Kingsport. Here are just a few examples:

- We launched the Common Good Forecaster, a tool developed by United Way of America and the American Human Development Project to forecast how conditions might improve in our communities with improved educational levels and outcomes.
- We developed processes, charged leaders and recruited team members to launch four Community Vision Councils in the areas of Supporting Aging with Choices, Helping Children & Youth Succeed, Promoting Self-Sufficiency, and Ensuring Safety & Stability. The Councils are charged with the responsibility of assessing the needs in the community and identifying how United Way can help improve the outcomes.
- We formed a very active Young Leaders Society that has already grown to a membership of 60. They plan and implement monthly projects in support of our agencies and community.
- We revised, updated, and strengthened a number of internal policies and procedures to improve accountability and insure good governance.
- We launched a new website (www.uwaykpt.org) to improve communication and connectivity.
- We exceeded our goal by raising over \$3.718 million during our annual campaign.

Oh, and by the way, our community and economy experienced the most severe recession since the great depression. But you know, through your support, our great staff, the countless volunteers, and our member agencies, we weathered the storm admirably. We were able to continue to provide a high level of support to our communities during a very challenging year while also strengthening the foundation laid in our original charter.

When I think about the United Way motto, "Give. Advocate. Volunteer. LIVE UNITED", I am reminded how blessed we are. Through your willingness to give, advocate and volunteer, United Way of Greater Kingsport remains strong and able to support the 28 member agencies and 41 programs in our community. Collectively, by LIVING UNITED, we do make a difference. Your support and generosity have provided us a rich, productive 75 years of service to the Greater Kingsport community. I am confident that this legacy will continue for many years to come.

Thank you for giving, advocating, volunteering and LIVING UNITED!

Sincerely,

Rick Witt
2009 President
United Way of Greater Kingsport



Greg Boehling
2009 Campaign Chair
United Way of Greater Kingsport

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™ 

Dear Fellow United Way Advocate,

For 75 years United Way of Greater Kingsport and its predecessor organizations have met the call of our community by giving, advocating and volunteering. We have seen times of challenge and prosperity from the Great Depression to the technology age. Through it all, a spirit of giving back to our community to help those in need and to invest in creating a better life for our children and fellow citizens has thrived.

As our Diamond Jubilee year began, we were faced with a mounting economic downturn that affected each and every person in our community. From the people whose lives are improved by United Way to the agencies who assist us in carrying out our mission, we all felt the anxiety and difficulties the recession left us. We knew this would be a very difficult time for our community, and in turn, a significant challenge to raise the funds to address the very basic needs of our fellow citizens.

As we prepared to conduct the annual campaign and looked back at the incredible history of United Way, we realized that we were not in uncharted waters. In looking back over the 75 year history of our United Way, we saw times of challenge met with the generosity and caring that makes this such a special community.

This past year I had the honor of serving as the Chairman of our Campaign Cabinet. I was surrounded by volunteers who included our cabinet, workplace campaign leaders, individuals and the fine staff of United Way. Their efforts to connect with our community and ensure that the needs of our people were seen and heard, set the tone of our campaign. And, once again, much like the challenging times of the past, our community and fellow citizens came through. You came through. You came through when it was most difficult to do so and when your own condition was affected by the recession and more challenging than ever before.

In reading what the French author Alexis de Tocqueville wrote in *Democracy in America*, "I must say that I have seen Americans make a great deal of real sacrifices to the public welfare; and have noticed a hundred instances in which they hardly ever failed to lend a faithful support to one another," I can only imagine that he was writing about the spirit of caring that exists in Greater Kingsport today.

On behalf of the Campaign Cabinet, the staff and all of our volunteers of United Way, I want to say thank you for Living United and investing in our community through United Way and its partner agencies. You have made a real difference in our community and more importantly in the life of a neighbor, loved one or fellow citizen.

Thank You for Caring and LIVING UNITED,

Greg Boehling
2009 Campaign Chair
United Way of Greater Kingsport



Community Designations

Approximately \$940,000 was designated to the following Community Chests and United Ways to provide services in the Tri-Cities area.

Baileyton Community Chest
Blountville Community Chest
Fall Branch Community Chest
Gray Community Chest
Greater Indian Springs Community Chest
Greater West Carters Valley Community Chest
Mount Carmel Community Chest
Piney Flats Community Chest, Inc.
Sullivan South Area Community Chest
Sulphur Springs Community Chest
United Fund of Bluff City
United Way of Bristol TN-VA Inc.
United Way of Elizabethton-Carter County
United Way of Greene County
United Way of Hawkins County, Inc.
United Way of Mountain City/Johnson County
United Way of Russell and Washington Counties, VA
United Way of Southwest Virginia, Inc.
United Way of Unicoi County
United Way of Washington County, TN, Inc.



University of Tennessee Head Women's Basketball Coach, Pat Head Summitt (on left) was guest speaker at the Regional Campaign Kick-off in Kingsport.

United Way of Greater Kingsport 2009-10 CAMPAIGN AWARDS

Thank you to the companies whose employee campaigns earned awards for achieving levels of their full giving potential (based on average monthly payroll, number of employees and Caring Gift Guide).

AWARD OF EXCELLENCE (100% or more of full giving potential)

American Red Cross of Northeast TN
Bank of Tennessee
Bennett and Edwards, Inc.
Big Brothers Big Sisters of East Tennessee, Inc.
Boys and Girls Club of Greater Kingsport
Brock Services, Ltd.
CASA for Kids, Inc.
Citizens Bank
211/Contact Concern
Eastman Chemical Company
Eastman Credit Union
First Tennessee Bank
Frontier Health
Girls Inc. of Kingsport
Green Bank
Hamlett-Dobson Funeral Homes
John R. Hay House, Inc.
Kingsport Area Chamber of Commerce
Kingsport Child Development Center
Kingsport Housing and Redevelopment Authority
Literacy Council of Kingsport
Salvation Army
Small Miracles Therapeutic Equestrian Center, Inc.
Tennessee Electric Company, Inc.
United Way of Greater Kingsport

GOLD AWARD (85 to 99% of full giving potential)

Edwards Tipton Witt Agency

SILVER AWARD (60 to 84% of full giving potential)

Hunter Smith and Davis
TriSummit Bank
Wellmont/Holston Valley Medical Center

BRONZE AWARD (25 to 59% of full giving potential)

BAE Systems
City of Kingsport
Day & Zimmermann
Domtar
First Broad Street United Methodist Church
Indian Path Medical Center
Kingsport City Schools
Toyota/Lexus of Kingsport



2009 Highlights

Funds Distributed

Allocated \$2,000,000 to member agencies and distributed approximately \$940,000 to area Community Chests and United Ways to meet health and human service needs.

Convened the Emergency Food and Shelter Local Board which allocated \$90,886 FEMA funds for emergency food, shelter, rent/mortgage and utility assistance in Sullivan County. This Board allocated an additional \$41,779 which was awarded through the American Recovery & Reinvestment Act.

Funds Raised

Exceeded the campaign goal and raised over \$3,718,000, including gifts-in-kind resources of almost \$225,000, primarily of media services.

Realized \$11,800 in contributions to the UWGK Endowment Fund.

Volunteers

Celebrated the commitment, dedication and service of volunteers in sharing their time, talents and treasure to improve the lives of people in our community. During 2009, United Way volunteers provided approximately 9,386 hours of service with an estimated value over \$167,821.68.

Coordinated with Regions Bank for the 17th annual Week of Caring in which 825 volunteers from 11 community businesses were matched with 114 agency projects. The estimated value of 6,000 volunteer hours contributed to this event was \$117,060.

Initiated the Young Leaders Society to engage the leaders of tomorrow. The Society's 64 members donated over 200 hours of service to United Way agencies.

Impact Planning / Implementation

Launched, in our local community, United Way of America's Common Good Forecaster www.liveunited.org/forecaster, an online tool that shows the impact of investing in education on other indicators including health, financial stability and community involvement.

Developed a Community Impact Cabinet to oversee the work of Community Assessment & Planning and Community Investment Committees.

Recruited Vision Council teams to address UWGK focus areas: Supporting Aging with Choices, Helping Children and Youth Succeed, Promoting Self-Sufficiency and Ensuring Safety and Stability.

Internal Operations

Celebrated United Way of Greater Kingsport's 75th Anniversary since incorporation and its rich history in the community.

Launched a new, more user-friendly website www.uwaykpt.org.

Implemented a year-round community impact communication plan which included developing key messages to support the LIVE UNITED call to action, producing two online newsletters and key promotional materials, as well as, promoting UWGK through all media sources.

Completed the United Way of America Standards of Excellence organizational assessment.

Developed a comprehensive Investment Policy.

Member Agency List

By working together, we can achieve so much more than any one person or organization can accomplish alone. In 2009 over \$2,000,000 was allocated to the following 41 programs thru our member agencies:

Supporting Aging with Choices

- First Tennessee Human Resource Agency – Family Support Services
- Meals on Wheels – Core Program
- Shepherd Center of Kingsport – Assistance to Older Adults

Helping Children and Youth Succeed

- Big Brothers Big Sisters of East Tennessee – Community & Site-Based Mentoring
- Boy Scouts Sequoyah Council – Youth Development
- Boys and Girls Club of Greater Kingsport, Inc. – Licensed Childcare, Building Successful Adults, Satellite Programs (Cloud, Holly Hills, Riverview)
- Girl Scouts of the Southern Appalachians – Outdoor Education & Youth Development
- Girls Incorporated of Kingsport – Core Program and Outreach
- Holston Children & Youth – Student Assistance
- Kingsport Child Development Center – Sliding Fee Childcare
- Small Miracles Therapeutic Equestrian Center, Inc. – Equine Assisted Learning & Scholarships

Promoting Self-Sufficiency

- Frontier Industries – Vocational / Developmental Services
- Hope House – Fresh Start and ReStart Programs
- John R. Hay House - Brown Annex and Hosanna House
- Literacy Council of Kingsport – Tutoring for Adults and Children

Ensuring Safety and Stability

- American Red Cross of Northeast Tennessee – Community & Social Services, Emergency Services (Disaster & Armed Forces), Health & Safety Services
- Bloomington Volunteer Fire Department – Medical First Responder
- CASA for Kids, Inc. – Core Program
- Children's Advocacy Center of Sullivan County – Child Abuse Counseling & Child Abuse Prevention
- CONTACT Concern 2-1-1 – Information & Referral
- Friends in Need Health Center – Dental & Medical Services
- Holston Counseling – Crisis Services and Substance Abuse Program
- Kingsport Lifesaving and First Aid Crew, Inc. – Emergency Medical Services
- Legal Aid of East Tennessee – Domestic Violence Legal Assistance
- Link House – Core Program
- Mountain Region Speech and Hearing Center – Scholarships
- SAFE House – Domestic Violence Shelter
- The Salvation Army – Emergency Shelter & Social Services



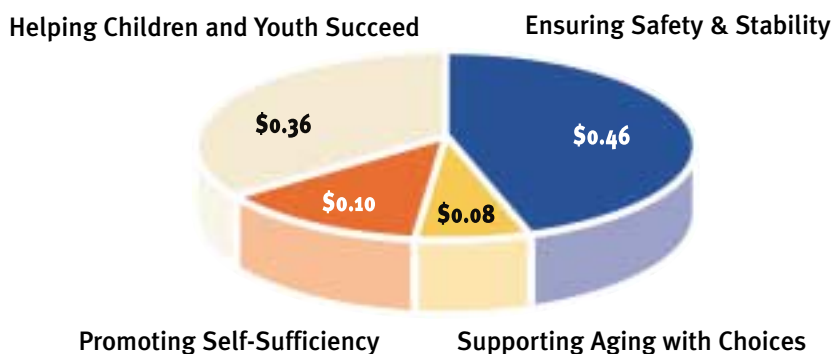
Eastman Credit Union makes a gift to UWGK's endowment in honor of the 75th Anniversary of both organizations.

Give a Gift That Will Last More Than a Lifetime

A gift to United Way of Greater Kingsport's endowment fund will last more than a lifetime and ensure that United Way continues to impact health and human services for years to come. While the principal remains in the account untouched, the earnings from the investment can provide funding to help the community forever. Whether the earnings are used to help address emerging community needs or supplement the annual campaign, the endowment definitely serves as a perpetual source of income to help United Way to continue to provide opportunities for a good life for all. To learn more about making a gift to The Legacy Society and creating lasting change, contact Ann Rhem at 378-3409, ext. 13.

How Your Dollar Is Invested

Investments by Focus Area



Loyal Contributors Provide a Rich Heritage of Giving

The loyal support of many individuals in the Kingsport area has never been more apparent than this past year, the toughest economy on record since the Great Depression. A few years ago, United Way of Greater Kingsport began identifying those who have given to any United Way for 10 years or more in order to recognize them and to say thank you for their loyal support. The gift doesn't have to be any particular amount nor does it have to be consecutive years. The number of Loyal Contributors identified has grown from 200 to more than 950 in 2009. United Way of Greater Kingsport is one of three United Ways in the state of Tennessee with such a program. "We love our loyal contributors and the wonderful stories they have to tell," said Resource Development Director Ann Rhem.

United Way would like to continue indentifying and hearing personal stories from Loyal Contributors. If someone has not already identified themselves, please do so by contacting Resource Development at 378-3409, ext. 13 or arhem@uwaykpt.org.



Bob Miller has been giving to United Way for 62 years.

Thank you for creating opportunities and inspiring hope for a better tomorrow.

Young Professionals Start Leadership Society

A group of more than 20 young professionals joined together in June, 2009 to kick off a new United Way initiative with a Week of Caring project at Small Miracles Therapeutic Equestrian Center. Just as the endowment can help ensure the future of United Way through financial resources, the Young Leaders Society will engage a younger generation in the work of United Way. Through community service and leadership development, members learn about the needs of the community and how to create lasting positive change. They are the future leaders of United Way.

A guideline for membership is simply to have a desire to make a difference in the community. The group is targeting young adults between the ages of 18 and 40 but won't turn away the young at heart. Young Leaders Society currently has 64 members who contributed over 200 volunteer hours to United Way organizations in 2009.

Anyone who is interested in learning more about Young Leaders may visit the United Way website at www.uwaykpt.org or the group's Facebook page, United Way of Greater Kingsport Young Leaders Society.



The Young Leaders Society provides talent for the future of United Way.



United Way of Greater Kingsport

P. O. Box 7268
Kingsport, TN 37664

Phone: (423) 378-3409

Fax: (423) 578-4059

www.uwaykpt.org

Business Hours:

Monday – Friday 8:00 a.m. – 4:30 p.m.

Summer Hours:

Closed at 2:00 p.m. on Fridays between
Memorial Day and Labor Day.

Staff:

Gail Anderson, Director of Community Investment and Communications

Doris Bush, Executive Director

Joe Fleming, Director of Finance

Lori Miller, Resource Development Coordinator

Brenda Overbey, Office Manager

Ann Rhem, Director of Resource Development

Jill Salyers, Director of Community Assessment and Planning