Agenda

❖ Intro
❖ Leadership Moment
❖ Why United Way?
❖ How United Way Improves Lives
❖ Hope House
❖ Small Miracles
❖ Friends in Need
❖ The Ask & How to Give
❖ Questions
2021 Top Giving Companies

- AEP Appalachian Power
- Ballad Health
- Bank of Tennessee
- Cerdia
- Citizens Bank
- Domtar
- EASTMAN
- Eastman Credit Union
- First Horizon
- Frontier Health
- Goodwill Industries of Tennessee, Inc.
- HMG Holston Medical Group
- Hunter-Smith-Davis
- Kingsport Chamber
- Kingsport City Schools
- Partner Industrial
- Regions
- TEC Industrial

United Way of Greater Kingsport
Leadership Moment
Why United Way?
United Way of Greater Kingsport fights for the health, education, and financial stability of every person in our community.
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.
We fight for the health, education and financial stability of every person in our community.

UNITED WE'RE STRONG

uwaykpt.org
650 pounds of medications were collected at take-back events.

Over 310 students participated in drug prevention curriculums.

625 individuals experiencing homelessness were sheltered.

43 individuals achieved permanent housing.

Over 3,500 books were distributed through partnerships and local events.

Over 1,600 local students participated in afterschool programming.

AveNew
Drug Education & Prevention

KINGSPORT
HOMELESS COALITION
A Community Initiative

United Way of Greater Kingsport

UNITED WE'RE STRONG

United WE READ
UWGK 2022 Campaign Video

CLICK HERE TO PLAY THIS VIDEO

UNITED WE'RE STRONG

Watch now!
Floyd at Friends-In-Need
CLICK HERE TO PLAY THIS VIDEO

Riley at Small Miracles
CLICK HERE TO PLAY THIS VIDEO

Terri at Hope House
CLICK HERE TO PLAY THIS VIDEO
2021 Campaign Results

$2.8 M raised

- Over 7,000 Donors contributing to the fundraising efforts
- Over 80 Companies championed the campaign theme, “United We’re Strong” resulting in
- Over $194K In-Kind donations
GOAL $3 MILLION

GIVE TODAY!

UNITED WE'RE STRONG
GIVE TODAY!

UNITED WE'RE STRONG
UNIFIED WE'RE STRONG
Find United Way online & on social media:

- www.uwaykpt.org
- www.volunteer-united.org

Read our 2021 Annual Report
UNITED WE'RE STRONG
Extra Resources
Incentive Ideas

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

- Special Drawing for Giving Levels
- Manager Car Wash
- Gift Cards
- Company Promotional Item
LEADERSHIP GIVING is a recognition program for donors.

- Tocqueville Donors: contribute $10,000+
- Signature Club: contribute $1000+
  » Levels: Platinum, Gold, Silver, Pewter, Bronze or Copper
- Initial Club: contribute $500 – $999

CARING GIFT GUIDE is a method of determining a fair pledge amount.

EXTRA MILE CLUB donors give 50% over Caring Gift Level and awarded an extra mile limited edition print.
Caring Gift Guide

Caring Gift Guide is a personal matter based on many factors, including your own financial ability.

<table>
<thead>
<tr>
<th>Monthly Salary</th>
<th>% of Income</th>
<th>Amount of Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1400 monthly salary</td>
<td>2%</td>
<td>up to $28</td>
</tr>
<tr>
<td>$1,400 - 1,899</td>
<td>2.50%</td>
<td>$35 - $48</td>
</tr>
<tr>
<td>$1,900 - 3,199</td>
<td>3%</td>
<td>$57 - $96</td>
</tr>
<tr>
<td>$3,200 - $3,699</td>
<td>3.50%</td>
<td>$112 - $130</td>
</tr>
<tr>
<td>$3,700 - $4,199</td>
<td>5%</td>
<td>$185 - $210</td>
</tr>
<tr>
<td>$4,200 - $4,699</td>
<td>6.50%</td>
<td>$273 - $305</td>
</tr>
<tr>
<td>$4,700 - $5,199</td>
<td>8%</td>
<td>$376 - $416</td>
</tr>
<tr>
<td>$5,200 - $5,999</td>
<td>9.50%</td>
<td>$494 - $570</td>
</tr>
<tr>
<td>$6,000 - $7,999</td>
<td>10%</td>
<td>$600 - $800</td>
</tr>
<tr>
<td>$8,000 - $8,999</td>
<td>11%</td>
<td>$880 - $990</td>
</tr>
<tr>
<td>$9,000 or more</td>
<td>12%</td>
<td>$1080 and up</td>
</tr>
</tbody>
</table>
2022 Campaign Collateral

- Campaign Video
- Video Short Stories
- Local & Regional TV/Radio PSAs
- Newspaper Tabloid
- Pledge Forms
- Billboards
- Posters