



# UNITED WE'RE STRONG

## A SPECIAL UPDATE ON COVID-19 RELIEF EFFORTS

This year has put a strain on many in our community, challenging the health of our friends and families, the education of our children, the financial stability of countless households, and increasing daily risks for our senior population. At United Way of Greater Kingsport, we fight for the health, education and financial stability of every member of our community. When COVID-19 began to impact our community, we immediately began to assist with relief efforts. We then set up a local COVID-19 Relief Fund and joined efforts with our regional United

Way partners to form the Northeast Tennessee and Southwest Virginia COVID-19 Relief Fund. By the end of June, United Way of Greater Kingsport provided grants to over 40 nonprofits in our community totaling more than \$150,000.

This has been a long, hard-fought battle with COVID-19, and we know that the fight is not over! We continue to push forward and improve lives in our community. We ask you to join us in this year's United Way campaign... because **UNITED WE'RE STRONG!**

**GIVE** today at [www.uwaykpt.org](http://www.uwaykpt.org)

United Way of  
Greater Kingsport



# ABOUT UNITED WAY OF GREATER KINGSPORT

No matter the obstacles. No matter the odds. At United Way of Greater Kingsport, we're not afraid to take on the impossible. We improve 1,400 lives every day by tackling early grade literacy, breaking the cycle of poverty, fighting for the health of our neighbors, and supporting the needs of our senior citizens. UWGK supports 29 member agencies through financial funding of 38 programs across the areas of Education, Income, Health, and Seniors, because these are the building blocks for a good quality of life for all. United We Fight! United We Win! Together, we can accomplish more than any single group can on its own. To live better, we must LIVE UNITED, because United We're Strong.



## UNITED WE'RE STRONG

This year, COVID-19 has caused a personal, economic, health, and financial strain to many members of our community. But together, we will overcome this health and economic crisis. United Way of Greater Kingsport has provided immediate relief by raising an additional \$150,000 to support over 40 agencies in proactive responses as well as continuing critical operations.

And while we respond and recover from COVID-19, every day, people in our community face personal and social crises. Homelessness. Hunger. Addiction. Educational barriers. Access to healthcare that is out of reach. They're problems that often aren't talked about. The challenges we face are complex. They don't have easy answers and can last weeks, years and even generations. As we talk about a potential to "back to normal," we have to recognize that this crisis has shed a new spotlight on the fact that "normal" wasn't working for millions of people, and old and broken systems won't fix those challenges. We need to reimagine a new normal that results in more equitable and resilient communities.

The tough work that will be needed to help us recover is the very work United Way does every day. When we Live United, we help local people thrive. Whether that's finding solutions to end hunger, supporting kids who struggle to read, helping those who are experiencing homelessness, addressing community-wide addiction, or tackling other social crises – it's about standing up to the complex causes of our region's most daunting problems.

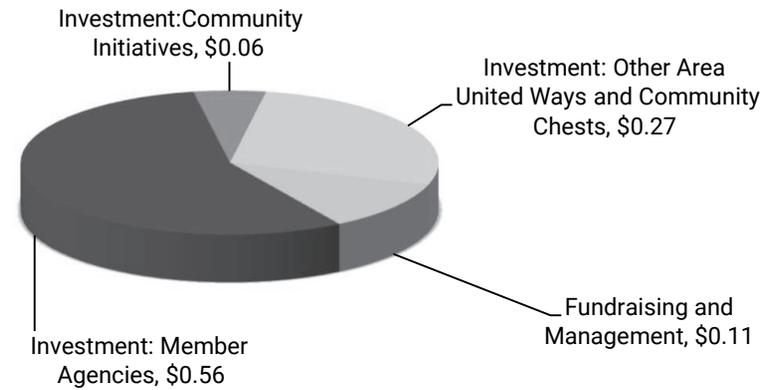
As we continue the fight for the health, education and financial stability of EVERY person in our community, we know THE FIGHT IS NOT OVER. Our 2020 campaign goal is \$3 Million. Now, more than ever, the United Way of Greater Kingsport needs your support to do what we do best—build resilient communities that will recover, rebuild, and thrive for the long term. United, We're Strong. Will you join us? You can give online or set up a recurring payment at [www.uwaykpt.org/give](http://www.uwaykpt.org/give) or you can donate through your workplace campaign. Thank you in advance for your support!

### United We're Strong!

Danelle Glasscock  
Executive Director

## 2019 CAMPAIGN DETAIL

Funds Raised in 2019 based on \$1.00



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**VOLUNTEER  
UNITED**

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

### 2019 REGIONAL UNITED WAYS AND COMMUNITY CHESTS OF TRI-CITIES TENNESSEE/VIRGINIA

Thank you for giving to United Way of Greater Kingsport. If desired, donors may also choose to designate a portion of their gift to one of these participating area Community Chests or United Ways. Any donor needing additional information on these funding decisions should contact the organization listed below.

ORGANIZATION NAME	CONTACT	PHONE	\$ DESIGNATED IN 2019-20
United Way of Greater Kingsport	Danelle Glasscock, Executive Director	423-378-3409	\$2,322,804
Baileyton Community Chest	Barbara Tilson, Treasurer	423-234-6911	\$5,894
Blountville Community Chest	Stacy Jones, Treasurer	423-323-7018	\$34,913
Fall Branch Community Chest	Richard Bacon, President	423-956-7233	\$30,420
Gray Community Chest	Tony Barnes, President	423-913-2695	\$77,164
Greater Indian Springs Community Chest	Walt McConnell, Treasurer	423-276-4715	\$52,196
Greater West Carter's Valley Community Chest	Stacy Barton, Secretary	423-357-5662	\$18,293
Mount Carmel Community Chest	David Jennings, President	423-357-5468	\$13,238
Piney Flats Community Chest, Inc.	Carrie Schwartz, Treasurer	423-282-6414	\$15,500
Sullivan South Community Chest	Ben Wexler, President	423-384-5296	\$108,806
Sulphur Springs Community Chest, Inc.	Bruce Bacon, President	423-753-2409	\$25,648
United Way of Bristol TN-VA, Inc.	Lisa Cofer, Executive Director	423-968-4912	\$39,888
United Way of Elizabethton/Carter Co	Crystal Carter, C.I. Coordinator	423-543-6975	\$18,297
United Way of Greene County	Wendy Peay, Executive Director	423-639-9361	\$16,882
United Way of Hawkins County	Teresa Buttry, Executive Director	423-272-7379	\$87,440
United Way of SW Virginia, Inc.	Travis Staton, Executive Director	276-628-2160	\$115,399
United Way of Unicoi County	Robert Stromberg, Bookkeeper	423-742-2595	\$17,112
United Way of Washington Co, TN	Kristan Spear, President & CEO	423-220-1235	\$162,925

Total Designations to Regional United Ways and Community Chests **\$3,162,819**

A rate of 14.4 percent (10.4% administrative; 4% uncollectibles), compliant with United Way Worldwide standards, is charged to offset the cost of processing designated dollars.



# EDUCATION

## FOCUS

### WHY IT MATTERS.

63%

**63%** of area 3rd graders are struggling to read at grade level.

**1 in 4** Tennesseans have experienced 3 or more ACEs (Adverse Childhood Experiences).

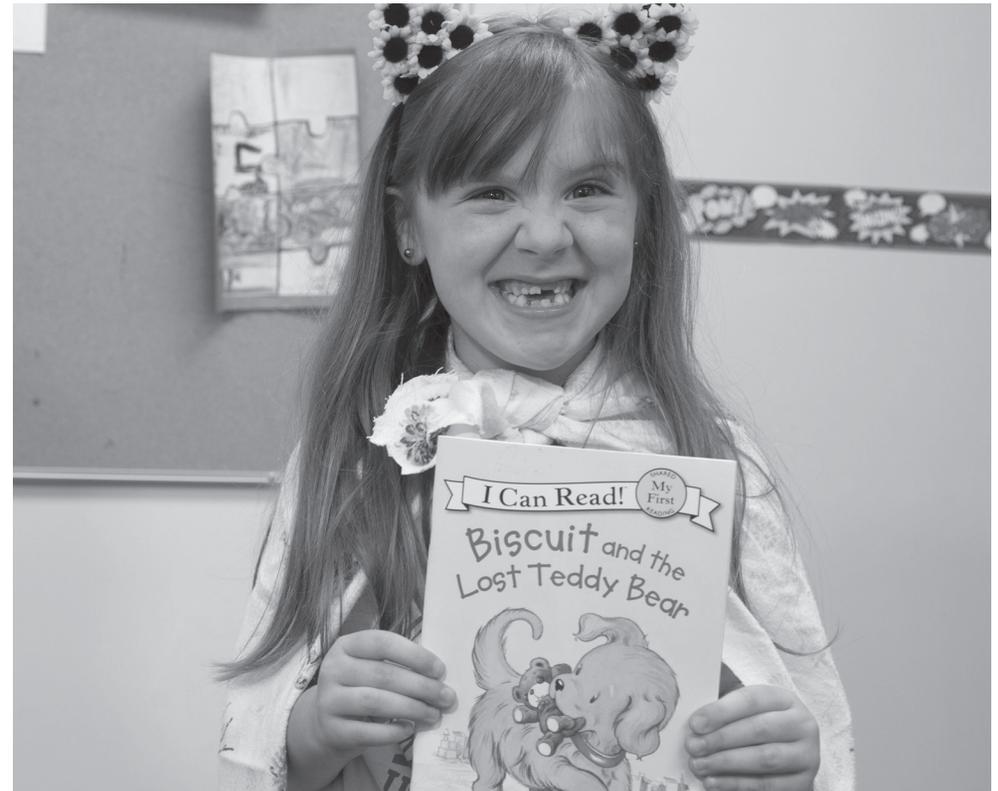
### WHAT'S WORKING.



**100%** of Summer Read to Lead students maintained or improved reading levels over 4 weeks of camp.

Over **3,000** local students participate in afterschool programming, where they have a safe place to go and a positive, adult mentor.

## WE FIGHT for every child to graduate college and career ready.



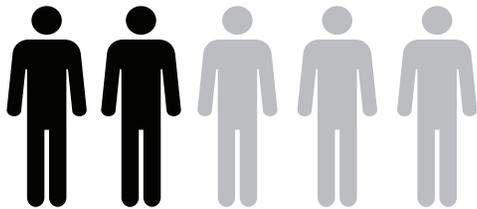
United We Fight for every child to graduate college and career ready. In the past year, not only did we work with twelve programs through nine member agencies, but we have also had continued success with United WE READ. United WE READ is committed to engaging, empowering, and equipping all children, families, and the Greater Kingsport community with tools and strategies that build a literacy rich culture and a pathway to lifelong success. In 2019, United WE READ distributed nearly 5,000 books in the Greater Kingsport community, and saw over 1,000 children participate in their direct programs, like Camp Read to Lead and annual book clubs.

The skills developed in childhood become the basis for a prosperous society. When adults interact back-and-forth with children through activities like reading aloud together, talking, singing, and playing games, they are helping to build a healthy brain architecture for that child. With time and practice, the child's brain weaves these many skills together to create a strong foundation for future success. Join us in helping all children and youth graduate prepared for college, career and beyond.

# FINANCIAL STABILITY

## FOCUS

### WHY IT MATTERS.



**2 of 5** households in our community are struggling to make ends meet financially.

### WHAT'S WORKING.



**809** individuals were sheltered by one of our agencies while experiencing homelessness.

**63** individuals have been assisted directly by the Kingsport Homeless Coalition by July 1, 2020.

## WE FIGHT to break the cycle of poverty.



United We Fight to break the cycle of poverty. In the past year, not only did we work with eight programs through seven member agencies, but we also spearheaded the efforts to create the Kingsport Homeless Coalition. The Kingsport Homeless Coalition focuses on a coordinated, compassionate plan to serve the homeless population of the Greater Kingsport area.

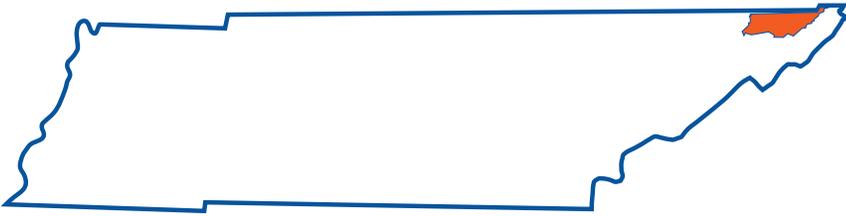
By working with many existing community organizations, the Kingsport Homeless Coalition can maximize resources and minimize redundancy of services provided. Through these efforts, 63 individuals have gained direct help, including emergency housing for more than 40 of them. Without the hardworking volunteers on the Kingsport Homeless Coalition, these results would not be possible.

Our member agencies have also played a huge role in working with some of our most vulnerable individuals. Through 2019, our member agencies were able to house 809 individuals who were experiencing homelessness in our community. We believe that by continuing to collaborate with community organizations, we can win by breaking the cycle of poverty.

# HEALTH

## FOCUS

### WHY IT MATTERS.



**58** deaths from drug overdose in 2019.

### WHAT'S WORKING.



Over **\$39,000** in subgrants distributed by AveNew for drug education and prevention efforts.

Over **\$150,000** distributed for COVID-19 relief in 2020 to more than 40 local agencies.

## WE FIGHT for the health of our neighbors.



United We Fight for the health of our neighbors. By supporting twenty-two programs through fifteen member agencies, we work towards creating a better life for 1400 local people every day.

Our community continues to experience the drug abuse crisis that is happening throughout our region and the lasting negative effects that it has on individuals, families, and local businesses. Last year, AveNew, (a collaborative effort between United Way of Greater Kingsport and other community representatives that has been built to focus on drug education, prevention, and stigma reduction) was formed to tackle this issue. So far, AveNew has been able to provide over \$39,000 in grants to local organizations for their drug education and prevention efforts.

COVID-19 has also created a strain on the health of our friends, families, and co-workers. We have continued efforts to protect the health of our most vulnerable populations. Working with more than 40 local nonprofits, we provided relief grants that allowed them to continue their much needed human services in our community.

Join us in our fight for the health of our neighbors.

# 2021 PROPOSED MEMBER AGENCY

## UNITED WAY OF GREATER KINGSPORT INITIATIVES

**AveNew** – Initiative that focuses on areas of drug education, prevention, community awareness and stigma reduction.

**Life BRIDGE** – Initiative that aims to equip clients with support, mentorship, and the tools necessary to achieve economic independence.

**United WE READ** – Initiative that aims to engage, empower, and equip all children, families and the Greater Kingsport community with tools and strategies that build a literacy rich culture, and a pathway to lifelong success.

**Kingsport Homeless Coalition** – A coordinated effort of public, private, non-profit, and faith-based agencies working together on a compassionate plan to serve the homeless population of the Greater Kingsport area by maximizing resources and minimizing redundancy of services.

## HELPING CHILDREN AND YOUTH SUCCEED

**Big Brothers Big Sisters of the Greater Tri-Cities** – Community-Based & Site-Based Mentoring Program matches caring, consistent adult volunteers with children in our community who need a friend and mentor.

**Boys & Girls Club of Greater Kingsport** – Formula for Impact Program is helping young people who need us most to reach academic success, good character & leadership, and healthy lifestyles through targeted programs, high yield learning activities, and regular attendance. Our goal is to help kids be a better version of themselves.

**Girl Scout Council of the Southern Appalachians, Inc.** – Leadership Experience Program provides a comprehensive leadership development program that positively impacts girls grades K-12 by building skills that lead to future success.

**Girls Inc. of Kingsport** – Core Program provides facility based and off-site outreach programs both after-school, after hours and during the summer for girls ages 4-19 that enhance their educational, occupational and physical development.

**Holston Children & Youth Services (Frontier Health)** – School Based Prevention Program provides clinical services for at-risk students with academic, social, and/or behavioral problems; helps schools maintain safe, disciplined learning environments; and provides consultation for teachers and collaboration with counselors.

**Kingsport Child Development Center** – Sliding Fee Scale/Income-Based Childcare Program provides quality childcare/preschool services implementing developmentally-appropriate programs meeting the social, emotional, and educational needs of all children served at affordable rates for parents/guardians.

**Sequoyah Council, Boy Scouts of America** – Youth Development Program teaches participants life-long skills and values. They acquire the skills they need to make the right choices, meet challenges and overcome them. Youth learn today what will sustain them tomorrow.

**Small Miracles Therapeutic Equestrian Center, Inc.** – Equine-Assisted Activities & Therapies Program enhances the physical, emotional, social, cognitive and behavioral growth of individuals with special needs and disabilities through both mounted and unmounted equine-assisted activities and therapies.

**Small Miracles Therapeutic Equestrian Center, Inc.** – Equine-Assisted Positive Youth Development Program enhances the fundamental life skills and personal development of children and youth by providing prosocial, leadership and work/college-readiness skills through the utilization of equine-assisted experiential learning activities.

**Sullivan County Imagination Library** – Sullivan County Imagination Library Program promotes early childhood reading through monthly mailings of free, age-appropriate books to registered children in our county who are between birth and age five.

## PROMOTING SELF-SUFFICIENCY

**Frontier Industries (Frontier Health)** – Day Services Program offers pre-vocational, employment, residential, and community integration services to individuals who have intellectual, developmental, emotional and/or physical disabilities.

**Hope Haven Ministries** – Work Program provides emergency shelter and assistance to individuals so they may obtain gainful employment, build self-sufficiency and break the cycle of homelessness.

**Hope House** – Fresh Start Program offers support services for pregnant women, new parents, and extended family members who are in crisis concerning pregnancy, parenting, and providing basic needs for themselves and their young children.

**Hope House** – Restart Program reaches out with love and support to moms and babies in our community with what they need to grow, succeed, and become self-sufficient.

**Family Promise of Greater Kingsport** – Family Self-Sufficiency Program enhances the lives of homeless in Northeast Tennessee and Southwest Virginia by providing families with children temporary shelter and assistance so they may become self-sufficient.

**Literacy Council of Kingsport** – Tutoring Program for Adults helps adults improve their literacy skills and assists students in learning to speak and read English through one-on-one tutoring with trained volunteers.

**Small Miracles Therapeutic Equestrian Center, Inc.** – Horses Empower Heroes Program promotes the recovery, stability and self-sufficiency of veterans by assisting with the transition from mere survival-mode into resiliency and hope through trauma-focused, relationship-rich, equine-assisted activities and therapies (EAAT).



# PROGRAMS AND INITIATIVES

## ENSURING HEALTH, SAFETY AND STABILITY

**American Red Cross of Northeast Tennessee** – Disaster Response Program serves people affected by disaster and continually strengthens its own capacity and the capacity of communities for disaster, response and recovery.

**American Red Cross of Northeast Tennessee** – Community Resilience Program helps people prevent, prepare for, or respond to emergencies to achieve a positive health outcome, ultimately helping to create a more resilient community.

**Bloomingdale Volunteer Fire Department** – Medical First Responder Program provides emergency medical services as licensed First Responders per guidelines set forth by the State of Tennessee & Sullivan County EMS.

**CASA for Kids, Inc.** – Core Program supports and promotes professionally-trained community volunteers to advocate for abused and neglected children's best interest within the Juvenile Court and ensure safe and stable placements.

**Children's Advocacy Center of Sullivan County** – Counseling Program provides trauma-focused treatment to the child victims of sexual abuse and severe physical abuse in a child-friendly environment that focuses on the well-being of the child.

**Children's Advocacy Center of Sullivan County** – Victim Services Program provides counseling and assistance to the non-offending parents or caregivers of victims.

**Contact 211 of Northeast Tennessee, Inc.** – Information & Referral Program administers a telephone helpline staffed by trained volunteers who provide information and referral, a listening ear to distressed callers, crisis intervention, and daily reassurance calls in the 8-county service area.

**Friends in Need Health Center** – Appalachian Miles for Smiles Mobile Dental Unit provides quality dental care and eye examinations at no cost to uninsured residents of East Tennessee and Southwest Virginia.

**Friends in Need Health Center** – Dental Services Program provides affordable dental care to the working uninsured of the Greater Kingsport area.

**Friends in Need Health Center** – Medical Services Program provides affordable medical care to the working uninsured or underinsured of the Greater Kingsport area.

**Holston Counseling (Frontier Health)** – Substance Abuse Counseling Program provides services to individuals who are experiencing interpersonal, family, employment, or legal difficulties due to substance abuse or dependence.

**Holston Counseling (Frontier Health)** – Crisis Assessment Program Mobile Crisis Response Team provides 24-hour crisis intervention counseling and referral services for persons experiencing a psychiatric crisis or co-occurring disorders.

**Kingsport Lifesaving Crew** – Emergency Medical, Rescue and Extrication Program provides emergency first responder and specialty extrication services to accident and trauma victims in the Greater Kingsport area.

**Legal Aid of East Tennessee** – Domestic Violence Legal Assistance Program provides family safety and stability for victims of domestic violence through court orders granting a divorce or order of protection.

**Link House (Frontier Health)** – Core Program provides food, shelter, crisis intervention, diagnostic and evaluation services as well as counseling to adolescent females who are neglected, abused, runaway, unruly, or delinquent.

**Mountain Region Speech & Hearing Center** – Speech-Language Scholarship Program provides infants, children and adults with highest quality and cost effective evaluation, treatment and education for speech, language and swallowing disorders regardless of their ability to pay.

**SAFE House (Frontier Health)** – Domestic Violence Shelter Program provides a safe, confidential, and temporary shelter for victims of domestic violence and their dependent children. 24/7 services may include crisis services, transportation, advocacy, follow-up and community education.

**Salvation Army** – Social Services Program provides basic human needs—clothing, food, rent, mortgage, utilities, and medicine—without discrimination.

**Salvation Army** – Emergency Shelter Program provides lodging, meals, personal hygiene items, clothing, counseling, job placement, financial planning, and survival skills to assist individuals/ families in becoming self-sufficient.

## SUPPORTING AGING WITH CHOICES

**First Tennessee Human Resource Agency** – Personal Support Services Program promotes self-sufficiency and prevents institutional placement by providing cost-effective in-home care for individuals in threat of harm due to abuse or neglect.

**Meals on Wheels of Kingsport** – Core Program provides hot, nutritious meals and human contact to isolated, incapacitated senior citizens and, if appropriate, other home-bound, disabled persons to facilitate safe, independent living.



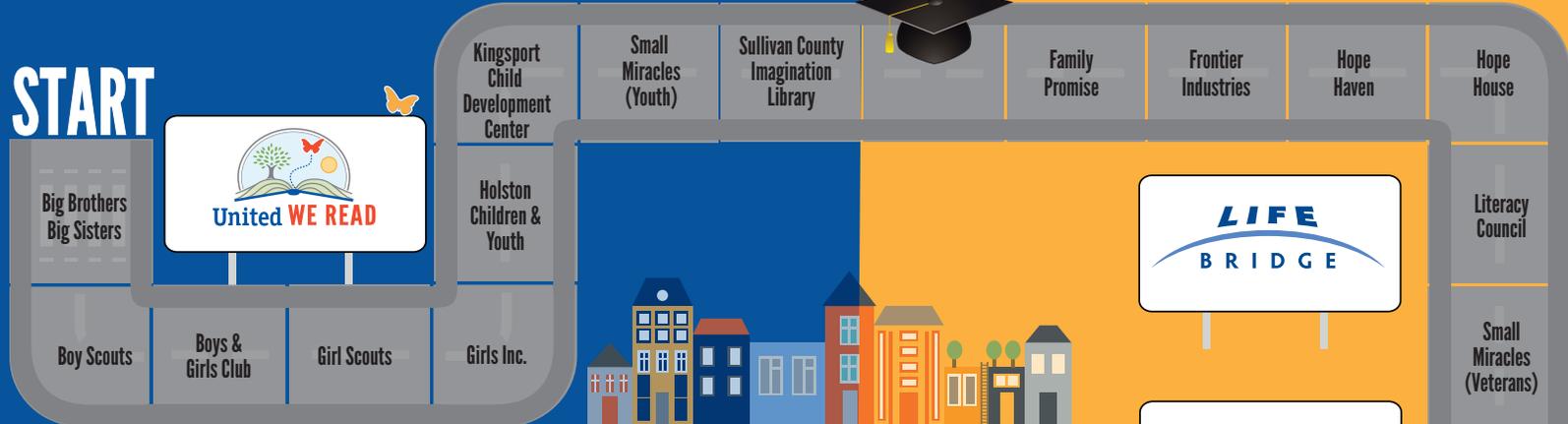
# EDUCATION

Helping Children and Youth Succeed

# INCOME

Promoting Self-Sufficiency

## START



# SENIORS

Supporting Aging with Choices



# HEALTH

Ensuring Health, Safety and Stability

## UNITED WE'RE STRONG

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

## UNITED WE FIGHT. UNITED WE WIN.

LIVE UNITED



uwaykpt.org



On behalf of the United Way of Greater Kingsport, I want to express my most sincere appreciation to the entire community of donors, volunteers and service providers in our area. Because of the generosity of many, we can continue our fight for the health, education and financial stability of every person in our community.

United We're Strong, and together we can continue to improve 1400 lives every day in the Greater Kingsport region through mobilizing the caring power of our community to actively and efficiently address local health and human services needs. The execution of this is carried out through the many member agency programs and community initiatives that are funded by United Way of Greater Kingsport.

We invite you to join us in being a part of the solution to root cause issues like drug misuse, early grade literacy, and homelessness. Your donations allow us to take on the role of eliminating these root causes and work towards delivering sustainable, long-term results. We are also continuously working to minimize the negative impact that COVID-19 is having on our community.

Give to United Way of Greater Kingsport to help us raise our goal of \$3 Million and continue to support local programs and initiatives that improve lives in our community. Our community has been through a lot over the past year, but we know that the fight is not over. United, We're Strong!

Brent Mullins  
2020 Campaign Chair