

UNITED WE'RE STRONG

2023 CAMPAIGN



United Way
of Greater Kingston



Agenda

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

2022 Top Giving Companies



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of Greater Kingsport





Leadership Moment

Why United Way?

UWGK Mission

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



UWGK Vision

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

Brand Credo

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

2023 Overall Campaign Video

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Campaign Videos

- [Kingsport Child Development Center](#)
- [Appalachian Miles for Smiles](#)
- [Kingsport Homeless Coalition](#)

EDUCATION

Helping Children and Youth Succeed

START



INCOME

Promoting Self-Sufficiency



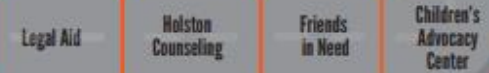
SENIORS

Supporting Aging with Choices



HEALTH

Ensuring Health, Safety and Stability



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

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uwaykpt.org

United Way of Greater Kingsport



July 2023



**United
WE READ**

1,100 Books
distributed
to students in
2022.

Over **1,800** local
students
participate in at
least one out of
school activity
through UWGK
agencies.



KINGSPORT
HOMELESS COALITION
A Community Initiative

73 achieved
permanent
housing in 2022.



\$264,963 in
tax returns
processed.



AveNew
Drug Education & Prevention

13,000 pounds
of unused or
expired drugs
collected at drug
take-back events.

793 students
participated in
the SMART
Moves anti-drug
education
program.

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2022 Campaign Results

\$3.098 Million Raised



**67 Companies championed
our campaign theme "United
We're Strong" resulting in
more than 5,000 donors**

\$2.84 Million in Cash & Pledges

\$198,680 In-Kind Donations

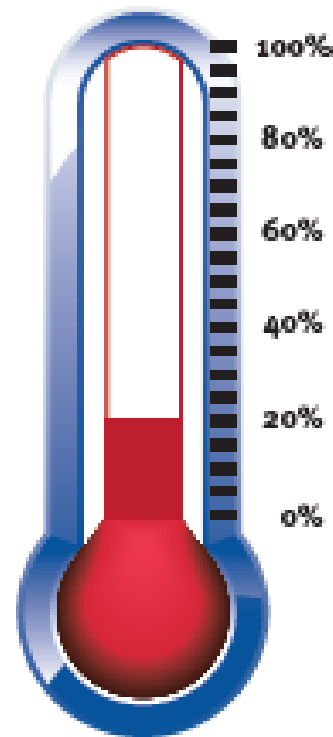
\$58,091 in Grants

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GOAL \$3 MILLION



GIVE TODAY!

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**United Way of
Greater
Kingsport**

@uwaykpt

**United Way
Kingsport**

www.uwaykpt.org/give

www.volunteer-united.org

GIVE. ADVOCATE. VOLUNTEER.

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Find us online & on social media

- **www.uwaykpt.org**
- **www.volunteer-united.org**
- **Read our 2022 Annual Report**

The slide features four decorative clusters of overlapping geometric shapes (squares and diamonds) in the corners. The top-left and bottom-right clusters are composed of blue, red, and orange shapes. The top-right and bottom-left clusters are composed of blue, orange, and red shapes. The central text 'Thank You!' is in a large, bold, dark blue font.

Thank You!