

2025 UWGK Campaign



Agenda

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



2025 UWGK Campaign Video

Click Here



Leadership Moment



Why support United Way?

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



Why United Way?



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



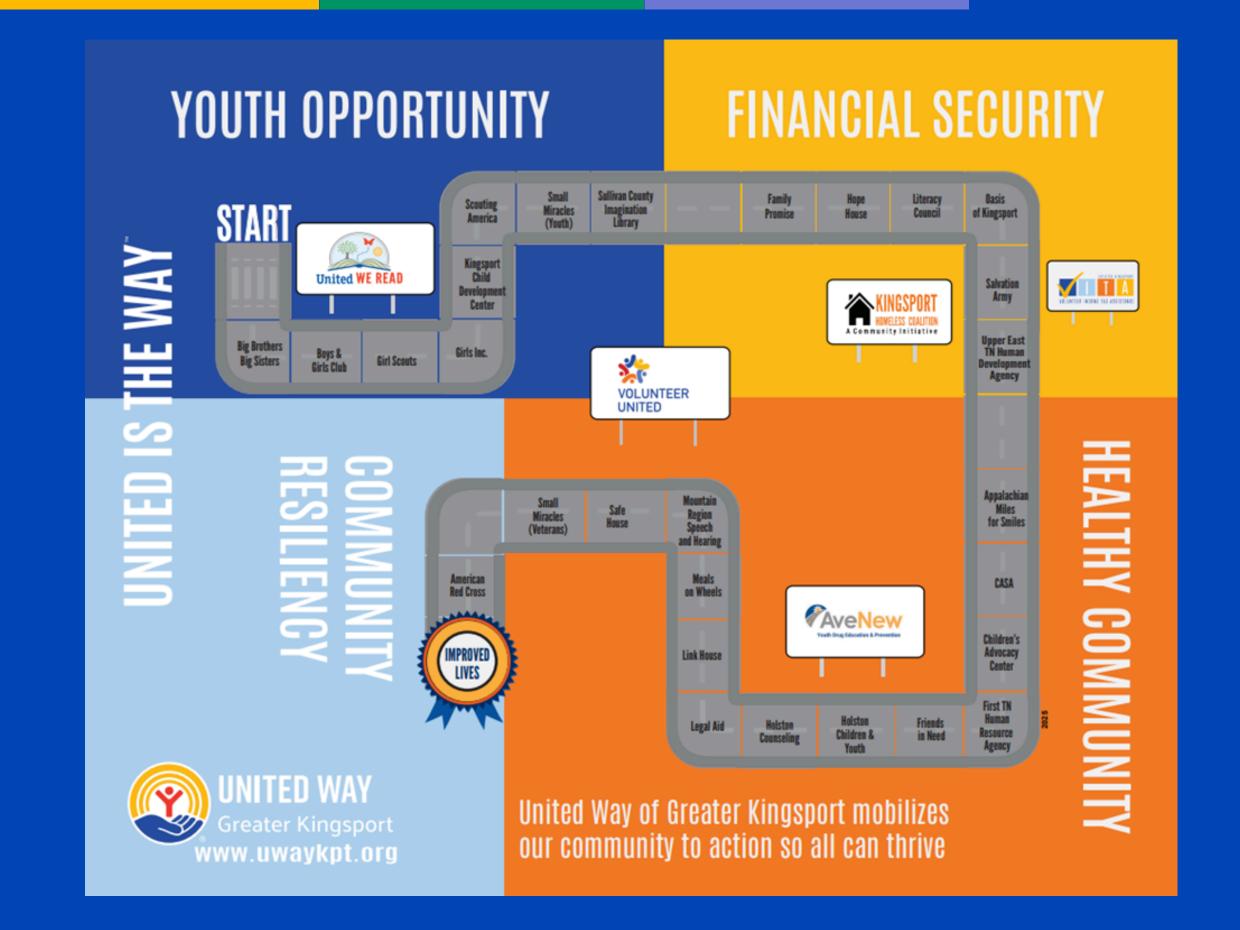
Who We Are

To IMPROVE LIVES.

UWGK mobilizes our community to action by addressing local health and human service needs

A community where everyone has an opportunity to THRIVE.







Campaign Vignettes

Choose from three great stories









Campaign Theme UNITED IS THE WAY



UWGK Campaign Goal \$2.5 Million in 2025



Newspaper Tab Click Here



The Ask

Will you give?

Your participation is needed and greatly appreciated!



- Where can I learn more? www.uwaykpt.org
- Payroll deduction amounts usually begins with your January 2026 paycheck (check with your employer)
- Designations to other regional United Ways and community chests are available
- How do I volunteer? www.volunteer-united.org



Connect With Us!



uwaykpt.org











volunteer-united.org



Thankyou