

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

OUR MISSION

TO IMPROVE LIVES.

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

OUR VISION

A community where
everyone has an
opportunity to **THRIVE.**

YOUTH OPPORTUNITY

FINANCIAL SECURITY

UNITED IS THE WAY

START



Big Brothers
Big Sisters

Boys &
Girls Club

Girl Scouts

Girls Inc.

Scouting
America

Small
Miracles
(Youth)

Sullivan County
Imagination
Library

Family
Promise

Hope
House

Literacy
Council

Basis
of Kingsport



Salvation
Army

Upper East
TN Human
Development
Agency

COMMUNITY
RESILIENCY



American
Red Cross

Small
Miracles
(Veterans)

Safe
House

Mountain
Region
Speech
and Hearing

Meals
on Wheels

Link House

Legal Aid

Holston
Counseling

Holston
Children &
Youth

Friends
in Need

First TN
Human
Resource
Agency



Appalachian
Miles
for Smiles

CASA

Children's
Advocacy
Center

HEALTHY COMMUNITY



UNITED WAY
Greater Kingsport
www.uwaykpt.org

United Way of Greater Kingsport mobilizes
our community to action so all can 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!**

FAQ:

- 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

Thank You!