



UNITED WAY
Greater Kingsport

Campaign Coordinator

Rally

Agenda

- Welcome
- Impact Speaker
- Campaign Awards
- A Successful Campaign



UNITED WAY
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Why United Way

- **Your support** makes a difference where you live.
- **Confidence** that United Way will invest your money wisely.



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Brand Promise

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



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Impact Areas

HEALTHY COMMUNITY

Improving health
and well being of all

YOUTH OPPORTUNITY

Helping young people
realize their full
potential

FINANCIAL SECURITY

Creating a stronger
financial future for
every generation

COMMUNITY RESILIENCY

Addressing urgent
needs today for a
better tomorrow

YOUTH OPPORTUNITY

FINANCIAL SECURITY

UNITED IS THE WAY™

START

Big Brothers
Big Sisters



Boys &
Girls Club

Girl Scouts

Girls Inc.

Scouting
America

Kingsport
Child
Development
Center

Holston
Children &
Youth

Small
Miracles
(Youth)

Sullivan County
Imagination
Library

Family
Promise

Literacy
Council

Oasis
of Kingsport

Salvation
Army



Upper East
TN Human
Development
Agency



COMMUNITY
RESILIENCY



American
Red Cross

Small
Miracles
(Veterans)

Safe
House

Mountain
Region Speech
& Hearing

Meals
on Wheels

Link House

Legal Aid

Holston
Counseling

Friends
in Need

First TN
Human
Resource
Agency

2026



CASA

Children's
Advocacy
Center

Appalachian
Miles
for Smiles

HEALTHY COMMUNITY



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uwaykpt.org

United Way of Greater Kingsport mobilizes
our community to action so all can thrive.

Initiatives



United
WE READ



Impact Spotlight

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, especially as wages fail to keep pace with the rising cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan.) Approximately 40% of Households in Sullivan Co are ALICE or at poverty level.



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2025 Results

Goal: \$2.5M

TOTAL CASH & PLEDGES \$2,492,690.43

Grants \$49,408.67

In Kind \$188,004.50

Total Raised: \$2.73m



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Thank you! Top Giving Companies



Award Criteria

1. Average Gift Amount
2. Participation Rate
3. Leadership Giving Participation

a minimum of **10%** participation is required to qualify for an award



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Award Levels

Points	4	3	2	1
Participation Rate	50% +	40%	30%	10%
% of Leadership Givers	25% +	20%	15%	10%
Average Gift	\$300.00 +	\$225.00	\$150.00	\$75.00

Platinum Award 10 - 12 points	Gold Award 8 - 9 points	Silver Award 6 - 7 points	Bronze Award 4 - 5 points
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Instructions: Must have a minimum of 10% participation rate to qualify for an award.



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Celebrating Companies

Platinum

Bank of Tennessee
Eastman Credit Union
First Horizon
Kingsport Chamber
Powell Valley National Bank

Gold

Appalachian Comm. FCU
Citizens Bank
Eastman
Edwards Tipton Witt Agency
WorkSpace Interiors

Silver

City of Kingsport
Hamlett-Dobson Funeral Homes
Kingsport Housing & Redevelopment Authority



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Honorable Mentions

Appalachian Power Co.

Ballad Health

Domtar

Goodwill Industries

Kingsport City Schools

Partner Industrial

Sullivan Co. DoE

TEC Industrial

Turner Industries



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Celebrating Member Agencies

thank you for your donations

American Red Cross

Appalachian Miles for Smiles

Big Brothers/Big Sisters of E TN

Boys & Girls Club

CASA for Kids

Friends in Need Health Center

Frontier Health

Girls Incorporated

Literacy Council of Kingsport

Mountain Region Speech & Hearing

Oasis of Kingsport

The Salvation Army

Scouting America

Small Miracles

Sullivan Co Imagination Library



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Campaign Goal

\$2.5m in 2026



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Campaign Theme

UNITED IS THE WAY



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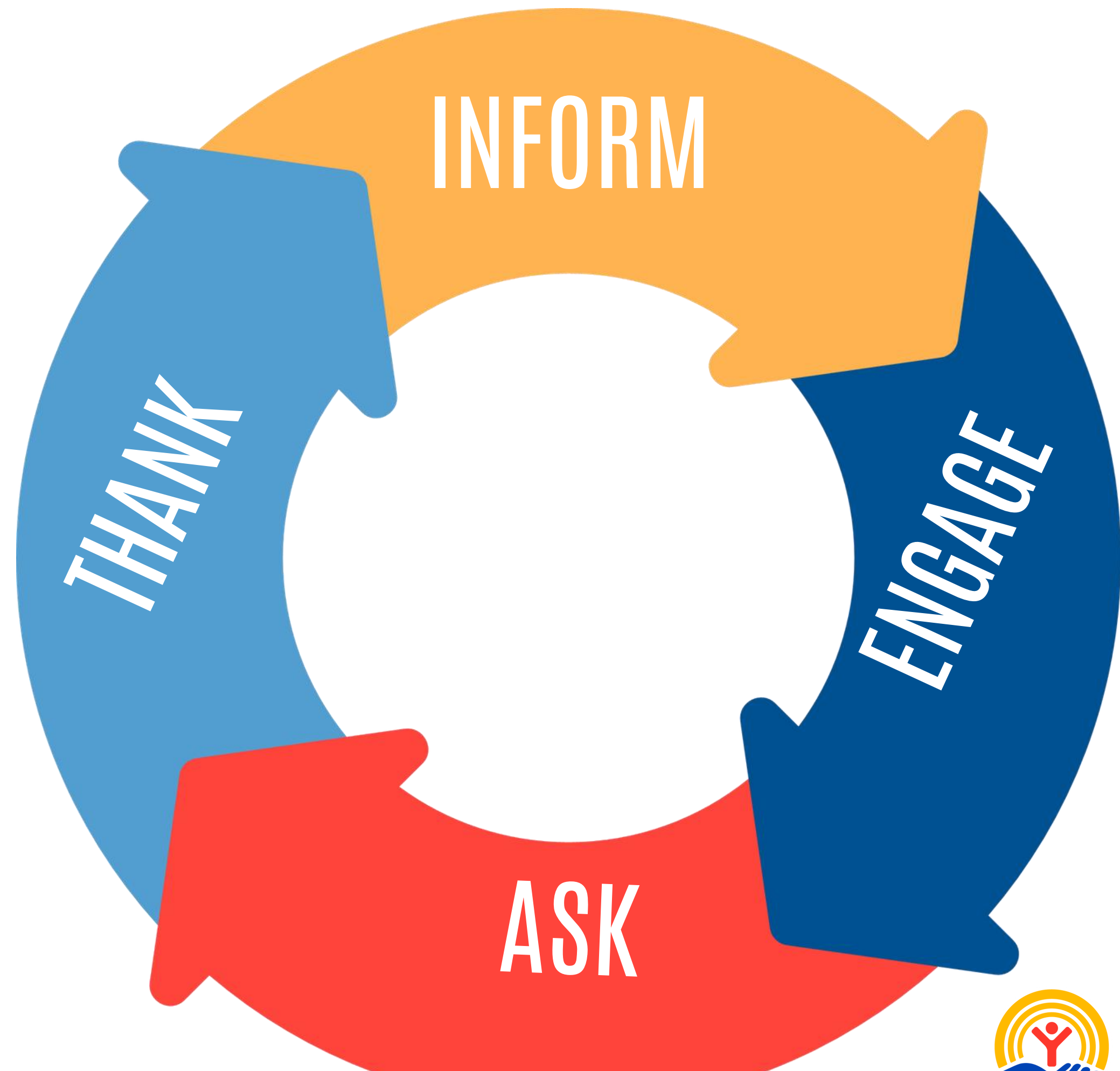
Key Terms

- **Leadership Giving** - Recognition Program for donors who give \$500 or more.
- **Caring Gift Guide** - guide which helps donors determine level of giving based on monthly salary.
- **Extra Mile Club** - award of limited addition print given to donors giving 50% above Caring Gift Guide
- **Pacesetter** - Companies that run their campaign early with results reported in September.



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Basic Fund Raising Cycle



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Develop a Plan

- **Determine** if further recruitment for your team is needed.
- **Review** past performance.
- **Set** a Company Goal. Get management buy-in and advocacy.
- **Develop** strategies to meet your goal. Participation Rates, Incentives, Leadership Giving promotions.
- **Develop** a timeline that fits within the overall campaign calendar. Set meetings on calendars.
- **Make** it FUN!



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Incentives

Does your company offer
incentives to increase
participation?



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Popular Incentives

Time off

Premium Parking Space

Gift Cards

Casual Day

Sporting Event Tickets

Free T-Shirts

Movie Passes



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Campaign Objectives

- Increase overall giving by 3%.
- Continued focus on Leadership Giving (\$500 or more).
- Increase participation rates with donor retention and new donor engagement.
- Increase awareness of UWGK year round.



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Campaign Cabinet

Campaign Chair: **Bob Feathers**

Campaign Vice Chair: **Angela Ricker**

Campaign 2nd Vice Chair: **Andy Dietrich**

Commercial Firms: **Mike Baker & Morgan Oliver**

Community Business: **Mike Bailey & Jim Hill**

HealthCare: **Bob Feathers & Andy Dietrich**

Industry I & II: **Whitney Roller & Leanne Mays**

Professionals: **Tanya Collins & Mindy Sams**

Public Service: **Becca Sutphen & Tessa Gonce**

Leadership Giving Society: **Jon & Melissa Woods and Matt & Cecile Wimberley**

Tocqueville Giving Society: **Eric & Rives Deaton and Peter & Meredith Miller**



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2026
Extra Mile
Print



Best Practices

Share **your** success stories



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Upcoming Events

Regional Kickoff

August 18 11:30 - 1:00

MeadowView

Pal's Restaurant

Campaign

September

UNITED We Golf Tournament

September 28

Campaign Celebration

November 19

11:30 - 1:00



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Thank you!