

CAMPAIGN 2025 AT A GLANCE

United Way of Greater Kingsport

Campaign Theme:	<i>United is the Way</i>
Campaign Goal:	\$2,500,000.00
Campaign Dates:	Pacesetter Campaign –August 14 – September 19, 2025 Community Campaign – September 20 – November 14, 2025 All campaign results need to be <i>reported</i> to United Way by 4 p.m. one week prior to the celebration to be counted in the celebration numbers.
Campaign Events:	Community Kick-off – August 14, 2025, 3:45 – 5:00, The Courtyard at MeadowView Regional Kick-off – August 21, 2025, 11:30 – 1:00, Hard Rock Hotel & Casino, hosted by United Way of Bristol TN/VA
Campaign Celebration	November 20, 2025, 11:30 – 1:00 pm, Kingsport Farmers Market
Leadership Giving Thank You Event	– January 2026, TBD
Extra Mile Club Print:	<i>Serenity</i> by Chip Michaels
Video:	2025 Local Video – United Is The Way Visit www.uwaykpt.org/2025campaign
Speakers and Tours:	Agency or UW Representatives available for speaking engagements. Please complete Agency Speakers and Tours form and return to Lori Miller lmiller@uwaykpt.org or call 423-378-3409 ext. 140 for more information.



UNITED WAY
Greater Kingsport