HELLO,

I am excited to be writing this letter as United Way of Greater Knoxville’s 2023 Campaign Chair. As a long-time supporter and volunteer for United Way, the opportunity to impact our community is a true blessing. As Chair, I am honored to share the incredible work UWGK is doing in our community and invite you to join us in making a difference.

Together, we continue to build an organization that is creating long-lasting impact in the Greater Knoxville region.

In line with our innovative approach, I am excited to announce a significant milestone this year: UWGK has proudly become the new home of the Community Schools strategy in our community. These 16 schools serve as a hub in each of their neighborhoods to support students and families through community partnerships and collaboration. I am eager for the opportunity to support this program’s growth and development, and I encourage you to join me in this effort.

Our work is grounded in collaboration, and it is because of YOU that we can continue to make a profound, lasting impact on the lives of those who need it most. As we step into this new campaign year, let’s move forward with hope, determination, and an unwavering commitment to building a brighter future for Knoxville.

With heartfelt gratitude,

Robert Hill

Robert Hill

2023 Campaign Chair
United Way of Greater Knoxville
WHY UWGK?
United Way of Greater Knoxville unites people and resources to strengthen communities and solve systemic issues.

IMPACT AREAS: +EDUCATION +HEALTH & FOOD +ECONOMIC MOBILITY
EARLY CARE & EDUCATION SYSTEMS
TAKING ACTION FOR HIGH-QUALITY EARLY CARE AND EDUCATION FOR ALL CHILDREN IN KNOXVILLE-KNOX COUNTY.

Every child is born with great potential for development and learning, and positive early childhood experiences have a significant impact on a child’s trajectory. Less than two out of every five Knoxville-Knox County third graders are on grade level in reading and math, with economically disadvantaged students even further behind.

UWGK is leading an inclusive strategy to transform the Early Care and Education System in our community so that every child can thrive.

By working with Tennesseans for Quality Early Education, the Bright Start TN network, local leaders, nonprofits, and families, we can:

1. **Support and advocate for high-quality birth through age 8 learning environments for children in our community.**

2. **Build a network of resources and support for parents in our community to equip them with the skills, knowledge, and tools they need to help their children learn.**

3. **Provide early intervention and health, mental health, and developmental screenings to ensure all children have the individualized support they need to develop emotionally, academically, and physically.**

$60,316 Median Household Income in Knox Country
BLACK MHI $29,154 WHITE MHI $62,071

40% of children ages 0-5 living in low-income household (200% poverty rate or less)

90% of brain development happens by age 5

Access to the Bright Steps Action Plan can be found here!
CREATING HUBS FOR COMMUNITY-FOCUSED RESOURCES IN KNOX COUNTY.

Many children and families in Knoxville-Knox County don’t have access to the resources they need to thrive. Disparities in food, education, health, housing, and economic mobility are interconnected. Families that lack resources in one area often lack resources in other areas too. Community Schools is a way for us to connect with neighborhoods and families through schools to ensure that no matter where a family lives in Knoxville-Knox County they have access to the resources they need.

By reaching families through schools, we can:

1. **Listen and learn about what their community needs to provide well-rounded, individualized educational opportunities that help all children succeed.**

2. **Collaborate with teachers, community members, and parents to see what resources beyond educational tools are needed in neighborhoods.**

3. **Focus efforts into smaller community pockets within Knoxville-Knox County, rather than creating a one-size-fits-all method of help.**
Economic Mobility/East Tennessee Collaborative

HELPING WORKING INDIVIDUALS AND FAMILIES ACHIEVE ECONOMIC MOBILITY.

People striving to build a brighter future for themselves and their families often struggle to surpass what is called the benefits cliff. This is the point at which people are no longer eligible for government services that help them make ends meet. Often when families reach this point of income, the lack of assistance available to them causes them to spend more of their hard-earned dollars on necessities like food and housing. Even though they are earning more money than they have been, the sudden lack of assistance creates financial strain that is difficult to overcome.

By partnering with nonprofit organizations, the Tennessee Department of Human Services, and individuals and families in our community, we can:

1. Provide long-term partnerships between individuals and mentors to help individuals and families achieve their goals.

2. Offer financial support and incentives that help families push past the benefits cliff to achieve financial stability, independence, and economic mobility.

3. Provide opportunities for individuals to increase their skills, financial well-being, and income.

STORY OF IMPACT

“This opportunity has been a blessing. Although I am more than capable of taking care of myself and my children, the benefits this program offers are amazing. Everyone needs guidance and support in their life, and this program provides just that. I appreciate all the assistance that has been provided and the confidence it has helped me regain.”

- BOYS AND GIRLS CLUB ETC PARTICIPANT

This project is funded under a Grant Contract with the State of Tennessee. This work would not be possible without the support of our partners: the Boys and Girls Club of the Tennessee Valley, Centro Hispano de East Tennessee, Knoxville Area Urban League, YMCA of East Tennessee, YWCA of Knoxville and the Tennessee Valley.
BUILDING A SUPPORTIVE HOUSING SYSTEM FOR ALL KNOXVILLE-KNOX COUNTY RESIDENTS.

As rental prices and housing prices have risen drastically in Knox County in recent years, many families are facing homelessness as they struggle to find affordable housing options.

UWGK is collaborating with housing organizations, community leaders, and community members to ensure all Knoxville-Knox County residents have access to safe and affordable housing.

By connecting property owners and managers with available, affordable housing units to community housing case managers and their clients, we can:

1. Increase access to affordable housing for families facing homelessness.
2. Educate renters about financial literacy and rental responsibilities to help them maintain their housing long-term.
3. Provide support and security for landlords who are hesitant to offer units to families seeking housing through government services.

189 clients attended our Launch Point Class that teaches life and job skills for people experiencing homelessness

75 stipends were provided for youth to attend the Homeless Youth Council Meetings

$390K in rent-value housing assistance was given through our House Knox inita, serving 68 households
CREATING AN EQUITABLE FOOD SYSTEM ROOTED IN COMMUNITY.

In Knox County, 11.4% of children and families do not have consistent, healthy food available to them. These families regularly must choose between food and other necessities such as housing, transportation, education, and healthcare because they do not have the resources to meet all their needs.

At UWGK, we are mapping out the cycle of food from production, processing, and distribution to consumption, waste, and recovery to create a more accessible and equitable food system.

By working alongside food system stakeholders, experts, community members, policymakers, leaders, and other nonprofit organizations, we can:

1. Create a holistic view of what the food system looks like in Knox County, where resources are lacking, where help is available, and where we need to step in and offer support.

2. Support programs and partner with nonprofits that are already working in food to help them reach the families that need their help.

3. Empower community members and families to help create innovative solutions to solve our community’s food crisis.

$2M was leveraged to enhance food security in our communities

4K locally-grown tomato plants were distributed through our Great Tomato Project
The Changemobile is a free resource that allows nonprofits to go deeper into the communities we serve. It serves as an on-the-go nonprofit hub and allows organizations to offer in-person support to the remote corners of our community. The Changemobile has been used by nonprofit organizations for counseling services, educational opportunities, to showcase volunteer opportunities, and to meet community members where they are.

2-1-1 is a nationwide helpline designed to provide essential information and resources to people in need. In partnership with CAC and the City of Knoxville, United Way of Greater Knoxville’s 2-1-1 program brings together over 1,500 community-based organizations, creating a powerful network of support across 23 counties in East Tennessee.

Volunteer Income Tax Assistance (VITA) is a free and confidential service available for low- and moderate-income individuals and families. IRS, certified volunteers offer free information, tax preparation, and electronic filing for families in need of assistance.
AFFINITY GROUPS

JOINING TOGETHER GENEROUS INDIVIDUALS IN OUR COMMUNITY.

At UWGK, we are passionate about bringing people together as changemakers. Our affinity groups create spaces for like-minded individuals to get involved, get together, and share their passion for giving back and making a difference. These volunteers and donors inspire their peers to join and get involved, and they use their professional networks to create positive change.

The Haslam Society is our newest affinity group with high-level donors ready to take big steps to improve our community. This society was named in honor of the Haslam family, who have given so much to UWGK and to our community. This giving society is an opportunity for our most philanthropic community members to advocate for the causes they care about.

The Alexis de Tocqueville Society is a group of influential individuals who partner with UWGK to make a meaningful impact on our local community. These members are donors, philanthropists, and changemakers who believe in United Way’s mission and trust UWGK to meet our community’s most pressing needs.

The 1922 Society is a group of passionate young professionals who are ready to get a jump start on giving back. This is a five-year step-up program for younger donors and community members who are working to become ADT members and create positive, lasting change in our community. This group is full of ambitious leaders, ready to make a difference in Knoxville.

The Young Leaders Collective is a network of young professionals that connect with each other and their community through relationship-building, leadership development, volunteer opportunities, and more. This fun group is full of young donors and volunteers who are ready to find innovative and creative ways to serve Knoxville.

Women United is a leadership society with influential women serving as donors, volunteers, and advocates in our community. This group has chosen to focus their efforts on improving early care and education in Knoxville-Knox County. Working alongside our Bright Steps initiative, these women are creating a brighter future for our Knoxville children.
Together, we’re making sure every person in our community has an equal chance at a bright future. And every dollar counts. Even the smallest gesture can add up to big wins for our community.

WHAT CAN YOUR DONATION DO?

$52 brings a person experiencing homelessness in off the street for a night

$104 provides tutoring for a struggling student so they don’t fall behind in school

$250 helps a teen transitioning out of foster care set up their college dorm room

$500 provides workforce training to help someone find a better job

$1,000 helps three seniors update their homes to accommodate a wheelchair
BRINGING TOGETHER ORGANIZATIONS WITH NEEDS AND VOLUNTEERS THAT HAVE A HEART TO SERVE.

Volunteer East Tennessee, a program of UWGK, is a matchmaker between community volunteers and nonprofit organizations.

The most powerful force is the individual who has realized their power to do good. Volunteer East Tennessee serves the nine-county region of Anderson, Blount, Grainger, Jefferson, Knox, Loudon, Roane, Sevier, and Union Counties with the goal of promoting ways to serve and improve the communities of East Tennessee.

By running this volunteer matchmaker program, we are able to:

1. Connect volunteers with local organizations and their volunteer opportunities.
2. Increase nonprofit capacity to serve and do good in our community.
3. Empower individuals to get involved in their local community and be a force for change.

1HR = $26.02

monetary dollar amount of volunteer service

18,113 volunteers engaged with nonprofits

72,452 volunteer hours completed
CONNECTING NONPROFITS TO RESOURCES TO BUILD A BETTER SYSTEM OF SUPPORT.

Alliance for Better Nonprofits, a program of UWGK, connects nonprofits to tools, trainings, experts, and peers to create a more efficient, effective, and collaborative nonprofit community. With 360 member organizations, ABN offers building blocks nonprofits need to be strong and sustainable.

By working in this space, we are able to:

1. **Help nonprofit organizations become more efficient and effective through education and training, consulting services, relationship-building opportunities, access to resources, and collaboration in collective impact initiatives.**

2. Connect members to nonprofit peers, leaders, and experts, as well as the foundations, philanthropists, agencies, and partners committed to making the community stronger.

3. Build up leaders to serve on nonprofit boards through our OnBoard Governance Certificate program.

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<td>consulting projects completed</td>
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2023 FUNDED ORGANIZATIONS

The S.M.A.R.T. Institute
A Step Ahead Foundation of East TN
The Arc, Knox County
Asian Culture Center of TN
Battlefield Farms & Gardens
BeYond the Cover Academy
Big Brothers Big Sisters of East TN
Boys & Girls Club of the TN Valley
Breast Connect, Inc.
Bridge Refugee Services, Inc.
Camp Koinonia Foundation, Inc.
CASA of East TN
Catholic Charities of East TN
Centro Hispano de East TN
Change Center
Childhelp TN Child Advocacy Center
The Children’s Center of Knoxville
Clinch-Powell Resource Conservation & Development
Community Coalition Against Human Trafficking
Drums Up Guns Down
East TN Children’s Hospital
East TN Equality Council, Inc.
East TN Freedom Schools
East TN Historical Society, Inc.
East TN Kidney Foundation
East TN Lions Eye Bank
Emerald Academy
Emerald Youth Foundation
Epilepsy Foundation of East TN
Family Promise of Knoxville
The Florence Crittenton Agency
Foothills Land Conservancy
Fostering Hope
Free Indeed International Ministries
Friends of Literacy
Friends of TN’s Babies with Special Needs
Friends of the Knox County Public Library for Dolly Parton’s Imagination Library
Gennisi Charitable Birth Services, Inc.
Girl Talk, Inc.
Girls Inc. of the TN Valley
Grow Partnership TN
Helen Ross McNabb Center
Helping Mamas Knoxville
InterFaith Health Center
Jefferson County Habitat for Humanity
Joy of Music School
Karate Five Association, Inc.
Knox County Rescue
Knox County Schools Clothing Center PTA
Knox Education Foundation
Knox Housing Partnership DBA
HomeSource East TN
Knoxville – Knox County CAC
Knoxville Academy of Medicine Foundation
Knoxville Area Urban League
Knoxville College
Knoxville Family Justice Center
Knoxville International Network
Knoxville Leadership Foundation
Legal Aid of East TN
Live-It Ministries, Inc.
Magnolia Harbor Carefarm
The Mend House Sober Living Community for Men
Mental Health Association of East TN
Metro Drug Coalition
Muse Knoxville
My Daughters Journey, Inc.
Net’s Nest Shelter
New Direction Health Care Solutions, Inc.
Next Step Initiative
Raising a Voice
Real Talk Mentoring, Inc.
Real YOuth Dance Ensemble
The Restoration House
Rooted East / Canvas Can Do Miracles
Royal Youth Dance Ensemble, Inc.
The Salvation Army
Second Harvest Food Bank of East TN
SEEED, Inc.
Senior Citizens Home Assistance Service, Inc.
Shangri-La Therapeutic Academy of Riding
Shora Foundation
Soar Youth Ministries
Thrive Lonsdale

Solidarity Development and Light Association
Southeastern Housing Foundation
Spark
Sunshine Ambassadors
Sussanah’s House
Two Bikes
UUNIK Academy, Inc.
Volunteer Ministry Center
Wesley House Community Center
Women’s Basketball Hall of Fame, Inc.
YMCA of East TN
YOKE Youth Ministries
YO-STEM
YWCA Knoxville and the TN Valley
#UNITE4CHANGE

Your participation is essential to our work. United, we can ensure our community thrives.

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