



**United Way**  
Greater Knoxville



**BUILT FOR THE  
COMMUNITY.**

**#UNITE4CHANGE**



# A LETTER FROM OUR 2023 CAMPAIGN CHAIR

**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

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.**



Access to the Bright Steps Action Plan can be found here!

**\$60,316** Median Household Income in Knox County

**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





**+EDUCATION**



## 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.



**+ECONOMIC  
MOBILITY**



## 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 initia, serving 68 households

## FOOD SYSTEMS

### 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.**

## 4K

locally-grown tomato plants were distributed through our Great Tomato Project

## \$2M

was leveraged to enhance food security in our communities





# CHANGEMOBILE

A VEHICLE FOR CHANGE

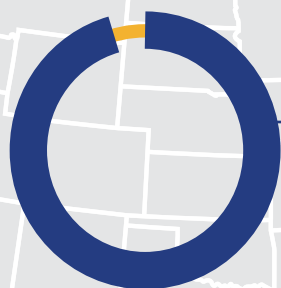


The Changemobile is a free resource that allows nonprofits to go deeper into the communities we serve. It serves as an on-the-go nonprofit hub and allows organizations to offer in-person support to the remote corners of our community. The Changemobile has been used by nonprofit organizations for counseling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

## 2-1-1

### MAKING HELP ONLY A PHONE CALL AWAY

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.



## 94.6% = 309M

of the US population  
has access to 2-1-1

## VITA

### FREE AND CONFIDENTIAL TAX SERVICE

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

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.

# HOW FAR CAN YOUR DOLLAR GO?



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

VOLUNTEER

## VOLUNTEER EAST TENNESSEE

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.**



**18,113**  
volunteers engaged  
with nonprofits

**72,452**  
volunteer hours completed



# CAPACITY BUILDING



## 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.**
- 1. Connect members to nonprofit peers, leaders, and experts, as well as the foundations, philanthropists, agencies, and partners committed to making the community stronger.**
- 1. Build up leaders to serve on nonprofit boards through our OnBoard Governance Certificate program.**

# 360

nonprofit member organizations

# 650

people engaged in 60 trainings  
and networking events

# 50

consulting projects completed

# 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  
SEED, 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.

## TO LEARN MORE, CONTACT:

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