

# WEEK OF CARING

SEPT  
09-13

SMALL ACTS CREATE A BIG IMPACT

Join us as we kick off United Way of Greater Knoxville's (UWGK) 2024 campaign with the Week of Caring. This five-day event offers team building opportunities for companies both in-office and off-site that directly impact the immediate needs of our 16 local Community Schools.

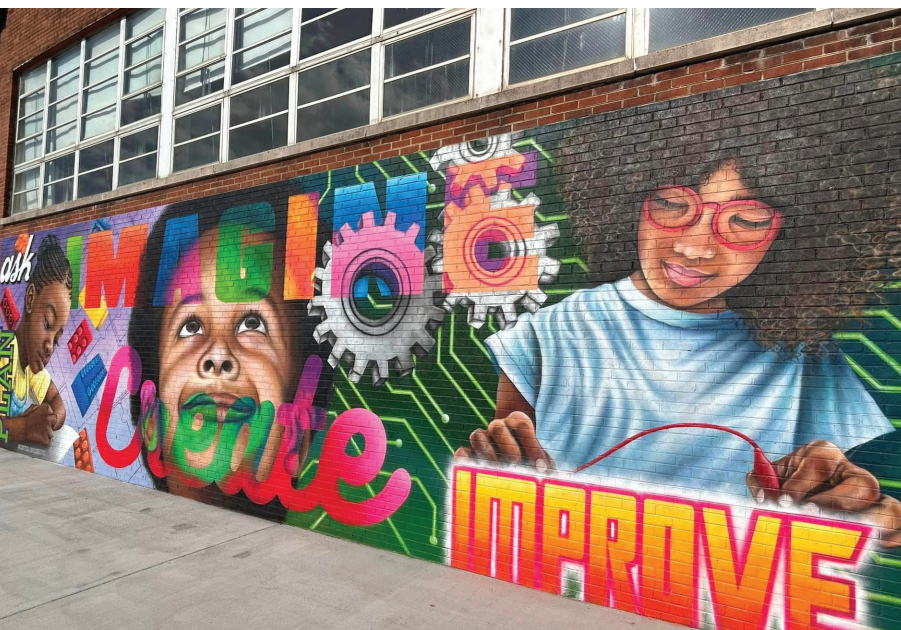
## About Community Schools

With over 6,400 students served annually, Community Schools transforms a school into a space where educators, local community members, children and families unite to build a brighter future.

**Your small acts of kindness will create a ripple effect in your company and in your community.**

## Week of Caring is perfect for your company if you:

- Value volunteerism and seek curated opportunities to make an immediate impact.
- Want to offer meaningful team building experiences.
- Seek to enhance employee benefits through volunteering.
- Strive to build a strong, community-focused company culture.



United Way  
Greater Knoxville



# WEEK OF CARING

## OPPORTUNITIES

**MONDAY**  
**09/09**

### **SUPPLY DRIVES KICKOFF**

The Week of Caring kicks off with supply drives for classroom cleaning supplies. Your team can host a drive or multiple drives across departments. Drives run throughout the week and wrap up on or before Friday, 9/13.

*Registration required.*

[REGISTER HERE](#)



**TUESDAY**  
**09/10**

### **COMMUNITY CONVERSATIONS**

Join for an interactive event that connects you to the community. Learn how UWGK addresses pressing community challenges through Community Schools, ask questions and learn how caring can create lasting change in our community.

8:00 - 9:30 a.m. - Breakfast at UWGK

*In-person; Space is limited; Priority registration for Week of Caring sponsors.*

3:00 - 4:00 p.m.

*Virtual; Open to all; Registration required.*

[REGISTER HERE](#)



**WEDNESDAY**  
**09/11**

### **KIT PACKING PROJECTS**

Host an on-site Teacher Wellness kit packing project, the perfect team building activity. UWGK provides supplies, directions and even sample messages to write in the personalized note included with each kit.

*Registration required; Project date is flexible.*

[REGISTER HERE](#)



**THURSDAY**  
**09/12**

### **DAY OF SERVICE AT COMMUNITY SCHOOLS**

Lead an in-person service projects at Community Schools with a corporate volunteer team. All projects are unique to each school and created to meet their needs. Supplies provided by UWGK.

*Space is limited; Priority registration for Week of Caring sponsors.*



**FRIDAY**  
**09/13**

### **WEEK OF CARING WRAP-UP CELEBRATION**

Join us to celebrate the achievements of the Week of Caring with coffee and smoothies. Teams can deliver supply drive items and any completed kit packing projects.

*Registration required; Schedule deliveries during regular business hours.*



# SPONSORSHIP LEVELS

## GOLD

### GOLD SPONSORS • \$5,000 • (Limit of 2)

- **Premier Branding:** Your company logo prominently displayed on all event materials, including Week of Caring shirts and the UWGK website.
- **Exclusive Recognition:** Special acknowledgment during the Day of Service, Community Conversations.
- **VIP Participation:** Priority registration for up to 40 Day of Service volunteers.
- **Impact Report:** A detailed report showcasing the impact of your sponsorship and volunteer efforts.
- **Media Spotlights:** A spotlight in the post-event news story and media release that highlights your company's participation as a Gold Sponsor with your company logo. One featured social media post.
- **Professional Photography:** Professional photographs during your Day of Service project.

## SILVER

### SILVER SPONSORS • \$2,500 • (Limit of 4)

- **Enhanced Branding:** Your company logo featured on select event materials and the UWGK website.
- **General Recognition:** Mention during the Day of Service.
- **Preferred Participation:** Priority registration for up to 20 Day of Service volunteers.
- **Impact Summary:** A summary report highlighting the impact of your sponsorship and volunteer efforts.
- **Media Mentions:** Your company name mentioned in the list of sponsors on the post-event news story, media release and social media.
- **Photography:** Photographs taken during your Day of Service project.

## BRONZE

### BRONZE SPONSORS • \$1,000 • (Limit of 6)

- **Basic Branding:** Your company logo included on the UWGK website.
- **Participation:** Priority registration for up to 10 Community Schools Day of Service volunteers.
- **Impact Summary:** A summary report highlighting the impact of your sponsorship and volunteer efforts.
- **Media Mentions:** Your company name mentioned in the list of sponsors on the post-event news story, media release and social media.

Interested in a sponsorship? Contact Rebecca Darnell, Sr. Director of Corporate Engagement  
Email: [darnellr@unitedwayknox.org](mailto:darnellr@unitedwayknox.org) • Phone: 865.521.5586.

## READY TO MAKE AN IMPACT?

Join us as we make a difference for our community, together:

[uwgk.org/week-of-caring](http://uwgk.org/week-of-caring)

Have questions? Email our Community Engagement Manager, Kate Barnett at: [barnettk@unitedwayknox.org](mailto:barnettk@unitedwayknox.org).

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SEPTEMBER 09-13

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Greater Knoxville 