

# WEEK OF CARING

SEPTEMBER  
08-12

SMALL ACTS CREATE A BIG IMPACT



Join members from across the community as we invest our time in support of the 2025 UWGK campaign during 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 Community Schools.

This past school year, Community Schools served over **6,200 students** annually, transforming schools into hubs of opportunity that unite educators, families, and community members to build a brighter future.

## 2024 WEEK OF CARING RECAP

### A Celebration of Impact

In 2024, UWGK re-launched Week of Caring, a five-day initiative connecting corporate volunteers to service projects at 10 Community Schools. Together, volunteers from eight local companies completed more than **303 service hours**, improving school campuses, organizing supplies, and uplifting school staff. These efforts directly impacted more than **5,700 students** and families, proving that when we come together, **small acts of service lead to big change**.



Week of Caring gave us the opportunity to support local schools and families in a meaningful way. It's a powerful reminder of what we can accomplish when we work together.

Rob Stivers  
Market Executive, Regions Bank



# WEEK OF CARING



UNITED WAY  
Greater Knoxville

## SERVICE OPPORTUNITIES

MONDAY  
09/08

### 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, 9/12.

*Registration required.*



TUESDAY  
09/09

### 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.*



WEDNESDAY  
09/10

### KIT PACKING PROJECTS

Host an onsite SMILE Kit packing project, these dental hygiene kits are the perfect team building activity.

*Registration required; Project date is flexible.*



THURSDAY  
09/11

### DAY OF SERVICE AND WEEK OF CARING CELEBRATION

United Way of Greater Knoxville will coordinate a hands-on volunteer project at one of our Community Schools, tailored to meet that school's specific needs. Your team will be matched with a meaningful project that reflects the priorities of the students, families, and educators you're supporting. UWGK will provide all necessary supplies and logistics support.

At 4:00 p.m., all participating Corporate Volunteer Teams will come together for a district-wide celebration—an opportunity to reflect, connect, and celebrate the collective impact of your service.

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



FRIDAY  
09/12

### SUPPLY DROP OFF

Let UWGK take care of organizing the drop off of the supplies you've collected. Bring your items to the UWGK offices at 1301 Hannah Ave, Knoxville, TN 37921 between the hours of 8:00 AM and 3:00 PM. Drop off time must be coordinated with UWGK staff.



# SPONSORSHIP LEVELS



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

- **Premier Branding:** Your company logo prominently displayed on all event materials, including priority placement on our 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 20 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 SPONSORS • \$2,500 • (Limit of 4)

- **Enhanced Branding:** Your company logo featured on select event materials and the UWGK website. Your company logo featured on our Week of Caring t-shirts.
- **General Recognition:** Mention during the Day of Service.
- **Preferred Participation:** Priority registration for up to 10 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 SPONSORS • \$1,000 • (Limit of 6)

- **Basic Branding:** Your company logo included on the UWGK website. Your company name listed with additional sponsors on the Week of Caring shirts.
- **Participation:** Priority registration for up to 5 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.



**WEEK OF  
CARING**  
SEPTEMBER 08-12

## 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 or interested in sponsoring a service event for your company? Email our Community Engagement Manager, Kate Barnett at: [barnettk@unitedwayknox.org](mailto:barnettk@unitedwayknox.org).



Scan the QR code to view our Week of Caring video.