

2022

United
Way



United Way
of the Bluegrass

COMMUNITY ENGAGEMENT CALENDAR

January/February/March

JANUARY

- ▶ **CKEEP (January-April):** Help working families prepare their taxes and maximize their refund through our *online* Volunteer Income Tax Assistance (VITA) program.
- ▶ **Jan. 25-Jan. 28 – LIVE UNITED Day:** Use your voice to fight for a better Bluegrass. Join us as we advocate for the Basic Needs, Education and Financial Stability of every person in Central Kentucky. Visit www.uwky.org/advocacy to sign up for virtual programs.

▶ Jan. 28 – EITC Awareness Day:

With your help, we want to increase eligibility awareness of refundable tax credits that many miss claiming or don't get right. Along with the Earned Income Tax Credit (EITC), we will share information about the Child Tax Credit, and more. Follow UWBG on social media to help us spread the word!

FEBRUARY

- ▶ **2/11:** A day to celebrate, learn and share information about UWBG's 211 Contact Center.

MARCH

- ▶ **Mar. 4 – Read Across the Bluegrass Day:** Special guest readers will pre-record readings that we will share on social media and with local classrooms.
- ▶ **YLS Wellness:** Join us in person for a 30-minute yoga session and happy hour. Details TBA.

April/May/June

APRIL

- ▶ **YLS Day at the Races:** Join YLS on the Hill for a morning happy hour before a day at Keeneland! Date and details TBD soon!
- ▶ **April 17-23 – National Volunteer Week:** Stay tuned to learn more about volunteer opportunities with local nonprofits and community organizations.
- ▶ **April 19 – Women United Lunch & Learn:** The inaugural event will feature Judge Melissa Moore Murphy and Judge Lindsay Hughes Thurston who recently spearheaded an effort

with Fayette County Public Schools to create the Juvenile Treatment Program. Visit uwbg.org/women-united to learn more and register. 12 p.m -1 p.m.

- ▶ **April 22 – YLS Day at the Races:** Join us on The Hill from 10 a.m. - 1 p.m. for a Day at the Races!

MAY

- ▶ **May 10 – Kentucky Gives Day:** Make a difference on Kentucky's 10th annual day of online giving that brings charities and Kentuckians, near and far, together for a powerful day of action and philanthropy.

JUNE

- ▶ **June 13 – Centennial Golf Event:** Join us at Keene Run Golf Course to benefit UWBG's new WayPoint Center initiative. Registration will be live in March.
- ▶ **IMPACT 2022:** Join our Young Leaders Society as they gather for a fun evening of networking and professional development.

July/August/September

JULY/AUGUST

- ▶ **School Supply Drive (all month):** Help local kids start the school year ready to learn by collecting or donating school supplies to benefit K-5 students in-need. You can lead a drive in your workplace, place of worship, or drop off items at participating locations.
- ▶ **YLS Spelling Beer:** Join YLS as we raise funds to purchase school supplies for local students in need. Registered participants will compete to see who is smarter than a fifth grader, and all are welcome to cheer their spellers on! Date and location TBD.

SEPTEMBER

- ▶ **September 9 – Day of Action:** Volunteer at a local WayPoint Center or with a UWBG partner as we come together to make a difference in the Bluegrass. Registration open in early August.
- ▶ **September 16 – Century Soiree:** Join us for our Century Soiree as we had back in time to the roaring twenties to celebrate United Day of the Bluegrass' 100th anniversary and support our new WayPoint initiative. Registration is open in March.

▶ September 24 – #ShareYour24 Campaign Kickoff:

Join us for our annual Kickoff as we highlight key partners and wins from the 2021-2022 campaign and look ahead to the new year.

October/November/December

OCTOBER

- ▶ **United Way Day at the Races:** Join us at Keeneland for a day at the races!

NOVEMBER

- ▶ **"Thankful to Serve"** Follow our social media campaign as we highlight partners, individuals and staff members who make the difference by supporting our work. We're #thankfultoserve every day!
- ▶ **CKEEP Volunteer Registration (all month):** Help working families prepare their taxes and maximize their refund through our Volunteer Income Tax Assistance (VITA) program.

DECEMBER

- ▶ **Sweet Dreams Project (All month):** Make a happier holiday for thousands of Central Kentucky children this holiday season. Multiple engagement opportunities are available throughout the month.
 - » Help sort pajamas and books, pack gift bags or assist with deliveries
 - » Organize a collection at your workplace, church or business, or donate requested items.
 - » Sponsor a child or school with a financial gift.

▶ YLS Spelling Beer:

Join YLS as we raise funds to support a school for the Sweet Dreams Project. Registered participants will compete to see who has the best spelling skills outside of the 5th grade and all are welcome to cheer their spellers on! Stay tuned for details.