



Lubbock Area United Way

2022 MEDIA KIT

About United Way

Since 1946, Lubbock Area United Way has worked to address the root issues of the most significant challenges facing our South Plains communities to create lasting, positive change. The keys to United Way's success are its long-term partnerships with its Community Partner Agencies and involvement with various local coalitions.



Our Priorities

- To ensure all children are school-ready by kindergarten and are grade-level readers by 3rd grade.
- To eliminate child abuse and sex trafficking.
- To provide access to all persons in need of mental health services.

liveunitedlubbock.org



Important Dates

Annual Meeting & Volunteer Recognition

January 27, 2022

Go Blue Lubbock

Child Abuse Prevention Month

April 2022

Mental Health Awareness Month & Anti-Stigma Campaign

May 2022

Summer Reading

May-August 2022

Day of Caring

June TBA 2022

2022 Annual Campaign Kickoff

August 25, 2022

15th Annual LIVE UNITED Golf Tournament

September 19, 2022

Mid-Campaign Report Luncheon

October 13, 2022

United We Read

October 27, 2022

Campaign Celebration Luncheon

November 29, 2022

Please visit liveunitedlubbock.org/media near the time of the event to access Press Releases and Media Kits. Please visit liveunitedlubbock.org/media near the time of the event to access Press Releases and Media Kits.

Giving • People • Hope

United Way Community Partners impact lives more than 115,000 times annually.

**United
Way**



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