THE 2025 GUIDE TO
#ONEDAYFORUK
Challenges

Below is a list of challenges that were made for all Wildcats to get involved in One Day for UK. Be sure to pick your favorites to promote for a chance to win big for your favorite college, program or cause at UK!*

1ST GIFT OF THE DAY

Calling all night owls... Make the **first online gift** after midnight (EDT) on One Day for UK and your favorite college, program or cause will receive an **additional $1,000.**

1865TH GIFT

John Bryan Bowman founded UK in 1865. To celebrate, the donor who makes the 1,865th gift on April 24 will also have a **gift of $1,865 made** to their favorite college, program or cause.

POWER HOURS

The college, program or cause with the **most online donors** during a power hour on One Day for UK will win an extra **$1,000** towards their primary fund!
Power Hours will start at 7 a.m., 12 p.m., and 8 p.m. EDT.

LAST GIFT OF THE DAY

Make the **last online gift** of the day and your favorite college, program or cause will receive an extra **$1,000.** Don't miss out!

FACEBOOK LIKES CHALLENGE

Go to the **UK Philanthropy Official Facebook page** to find the One Day for UK Likes challenge post. **Like the photo** of the college, program or cause of your choice and those with the most likes between Monday and noon on One Day for UK (April 24) will win the challenge.
1st place: $1,500, 2nd place: $1,000, 3rd place: $500

GLOBE TROTTER CHALLENGE

The college, unit or program with online gifts from the most states, territories and countries will win an additional **$500!** Let's color the map blue.

UK EMPLOYEE GIVING CHALLENGE

The college, unit or program with the most UK employee donors will win an additional **$500! In order for gifts to count toward this challenge, UK employees must make their April 24th gift on onedayforuk.com *and* check the "UK Employee" box at checkout.**

*All money awarded from challenges will be assigned to a college, program or cause.

BBNFLUENCER LEADERBOARD

Become a BBNfluencer and spread the word! The influencer who has referred the most online gifts on One Day for UK will win **$1,000** for their favorite college, program or cause.

CATS AND CRITTERS CHALLENGE

We all love our pets, and they all love our WILDCATS! Post your favorite photo of them in their UK gear to Instagram, X (Twitter) or Facebook by **8 p.m** on April 24. Include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One post will win **$200** towards their chosen fund!

SHARE YOUR UK FAMILY CHALLENGE

Does your family bleed blue? **Post a photo** of you or any member of your Big Blue family dressed up in UK gear. Post your picture on Facebook, X (Twitter) or Instagram, include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One photo will win **$200** towards their chosen fund!

DECADE DUEL

Alumni donors – be sure to select your graduation year at checkout! Gifts will be tallied on the Decade Duel Leaderboard, and the fund that receives the most gifts from the winning decade will net an extra **$200**! Dust off your rolodexes or find your old buddies on social media – let's see which era can claim bragging rights.

UNIT LEADERBOARDS

The college or unit with the most donors to lead their group at the end of One Day for UK will win!
1st place: $1,000, 2nd place: $500

Check out the next page for a list of participating colleges, programs and causes!

PARTICIPATING
Colleges, Programs and Causes

LARGE COLLEGES	MEDIUM COLLEGES	SMALL COLLEGES
Martin-Gatton College of Agriculture, Food and Environment	College of Fine Arts	College of Dentistry
College of Arts and Sciences	College of Health Sciences	College of Design
College of Communication and Information	College of Nursing	College of Medicine
College of Education	College of Pharmacy	College of Public Health
Pigman College of Engineering	College of Social Work	Lewis Honors College
Gatton College of Business and Economics	Rosenberg College of Law	Martin School of Public Policy and Administration
		Patterson School of Diplomacy and International Commerce

LARGE PROGRAMS AND UNITS
Arboretum
Office of the President: CRISIS Fund
Gaines Center for the Humanities
UK Libraries
Osher Lifelong Learning Institute
WUKY

SMALL PROGRAMS AND UNITS
Basic Needs & Persistence
Bilal ibn Rabah Scholarship
Center for Applied Research
Center for Health Equity Transformation
Center for Interprofessional and Community Health Education
Center for Research on Violence Against Women
Chellgren Center for Undergraduate Excellence
First Generation Gift Fund
Human Development Institute
International Center
Launch Blue
LGBTQ* Resources
Sweetheart Majorettes
UK Debate Team
University Press of Kentucky
Women & Philanthropy

*Keep reading for details on gift counting for the Leaderboard Challenge

WHICH GIFTS COUNT TOWARD LEADERBOARDS?

One Day for UK gifts may be received via several channels (matching gift agreements, mail-in cash/checks, and online gifts made on give.uky.edu or onedayforuk.com). All One Day for UK gifts will be included in the official One Day for UK 2025 final total, but there are certain conditions that must be met in order for a gift to count toward leaderboard totals. The following gifts will be included in the final tally for leaderboards:

- Mail gifts received and processed by 3 PM on April 23
- GiveCampus (give.uky.edu) gifts made **prior to 9 PM on April 24** that meet any of the following conditions:
  - o Donor checked the "One Day" box
  - o Donor left a "One Day" comment
  - o Gift was made between 12:00 AM – 9:00 PM on April 24. **If a gift was not made on onedayforuk.com, Annual Giving must manually batch the transaction into the One Day for UK site. The final batch will be uploaded at 9 PM on April 24. Therefore, gifts made on GiveCampus (give.uky.edu) after 9 PM will NOT be counted towards the leaderboard total.**
- All online gifts made on the Gravyty site (onedayforuk.com) through 11:59 PM on the day
- Leaderboard totals will count cash gifts only - pledge payments will not be counted toward leaderboards unless previously discussed with (and approved) by Annual Giving
- Each matching gift will count as one donor toward the leaderboard.

Leaderboard winners will be announced immediately after the conclusion of One Day for UK!