

THE 2027 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!*

FIRST GIFT OF THE DAY

Calling all night owls... Make the **first online gift** after midnight (EST) 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 One Day for UK 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. EST.

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 8 p.m. EST on One Day for UK (February 25) will win the challenge.

1st place: \$1,500, 2nd place: \$1,000, 3rd place: \$500

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 February 25 gift on onedayforuk.com and check the "UK Employee" box at checkout.**



BBNFLUENCER LEADERBOARD

Become a BBNfluencer and spread the word! The influencer who has referred the most online donors on One Day for UK will win **\$500** for their favorite college, program or cause.



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

*New Challenges
coming soon...*

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

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



PARTICIPATING
Colleges, Programs and Causes

***This list is based on FY26 participants. As FY27 participants are confirmed, the list will be updated.**

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	SMALL PROGRAMS AND UNITS
UK Alumni Association	Center for Applied Research (CAER)
The Arboretum	Center for Health Equity Transformation (CHET)
Gaines Center for the Humanities	Center for Interprofessional and Community Health Education (CICHE)
UK HealthCare	Center for Research on Violence Against Women (CRVAW)
UK Libraries	Chellgren Center for Undergraduate Excellence
Student Success	Office of the President: CRISIS Fund
Osher Lifelong Learning Institute (OLLI)	Human Development Institute (HDI)
WUKY	Kentucky Geological Survey (KGS)
	Launch Blue
	Sweetheart Majorettes and Feature Twirlers
	UK Debate Team
	University Press of Kentucky
	W&P

***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). All One Day for UK gifts will be included in the official One Day for UK 2027 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 p.m. on February 24, 2027.
- All gifts to the **One Day for UK campaign** (give.uky.edu/one-day-for-uk) through 11:59 p.m. on February 25, 2027. **Note:** from 12 a.m. on February 25 to 12 a.m. on February 26, all online giving forms will automatically redirect to the One Day for UK campaign.
- Online gifts made on any other online giving forms prior to One Day for UK where any of the following conditions are met:
 - Donor checked the box "I would like my gift to count towards One Day for UK"
 - Donor left a "One Day" comment
- 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!