

For Immediate Release
For more information, contact:
Katy Crossen 513-762-7178
katy.crossen@uwgc.org

July 6, 2010

UNITED WAY ANNOUNCES \$2 MILLION BROADEN THE BASE CHALLENGE MATCH FOR 2010 CAMPAIGN

United Way of Greater Cincinnati has announced a \$2 million broaden the base challenge match for the coming 2010 campaign, supporting the goal of 20,000 new donors.

“Leading United Way supporters have joined up to help grow this year’s campaign and draw new donors to the effort, as well as encourage current contributors to step up to make a bigger impact,” says campaign chair Dave Dougherty.

This challenge match fund will match gifts from all new donors dollar for dollar and match all increases from current donors as well.

The match fund was created by gifts from the following individuals, corporations and foundations: Bill and Sue Butler, The Castellini Foundation, Cincinnati Bell, Cintas Corporation, Convergys Corporation, Dave and Kim Dougherty, Fifth Third Bank, GE Aviation, HCS Foundation, Ken and Mary Lowe, PNC Foundation, John and Francie Pepper, The Procter & Gamble Company, Scripps Networks Interactive, Western & Southern Financial Group, and Jim and Alison Zimmerman.

The broaden the base match includes two matching gifts already in place to support Leadership Giving. The Carol Ann and Ralph V. Haile, Jr., /U.S. Bank Foundation offers a match for all new and increased Tocqueville Society gifts of \$10,000 or more. Vickie Buyniski Gluckman offers a challenge match for all new and increased gifts of \$2,500 or more from women, part of a \$1 million gift over four years.

“We really hope this gift will encourage people to join us in our support of United Way’s work in education, income and health,” says Dougherty. “Those are the basic things we each need to live a good life in Greater Cincinnati, and we’ve all got to work together to help make great strides in our community.”

United Way will kick off its annual campaign on August 25. The 2009 campaign raised \$62,025,000. The annual campaign includes Hamilton, Clermont and Brown counties and the Middletown area in Ohio; Boone, Campbell, Grant and Kenton counties in Northern Kentucky; and Dearborn and Ohio counties in Southeastern Indiana.

To learn more about United Way’s work in education, income and health, please visit www.uwgc.org.