



United Way
of Greater Cincinnati

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For Immediate Release
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UNITED WAY, THE STRIVE PARTNERSHIP AWARDED \$2 MILLION GRANT FOR SOCIAL INNOVATION EFFORTS

The Corporation for National and Community Services has awarded United Way of Greater Cincinnati, The Strive Partnership and other community partners a \$2 million 2010 Social Innovation Fund grant in support of the organizations' collaborative efforts to address economic opportunities, youth development and school support.

Over 60 organizations applied to the federal fund and eleven were awarded grants including National AIDS Fund, Mayor's Fund to Advance New York City, Foundation for a Healthy Kentucky, New Profit, Inc., and The Edna McConnell Clark Foundation. Of the eleven grantees, United Way/The Strive Partnership is one of the only efforts focused on a local community and also the only effort that is focused on multiple issues.

"We are honored to receive this sizable grant, and know it will help us build on years of collaborative work to identify what children and youth need to succeed from cradle to career," says Rob Reifsnnyder, president and CEO, United Way of Greater Cincinnati. "This award will help us further invest in such essential strategies including early childhood education and home visitation, mentoring and children's health."

"This collaboration between The Strive Partnership and United Way allows us to tackle tough social issues by working together more efficiently and having a stronger impact in Greater Cincinnati," says Jeff Edmondson, executive director, The Strive Partnership. "By focusing on key strategies and data-driven decision making, our community should be able to create sustainable community solutions."

Recipients were awarded grants based on a compelling program design, deep understanding of how to use evidence to drive community impact, a proven track record of achievement and strong organizational capacity. United Way will receive the grant over a two-year period and in collaboration with community partners, will invest in programs in Cincinnati, Covington and Newport.

"We were very impressed at the thorough, dynamic proposal submitted by United Way and The Strive Partnership," says Paul L. Carttar, director, Social Innovation Fund, Corporation for National and Community Service. "We are very enthusiastic about the potential of our investment and its ability to generate a profound impact in Greater Cincinnati and beyond."

Other community partners who will help implement this effort and drive results include The Greater Cincinnati Foundation, Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, The P&G Fund and KnowledgeWorks Foundation.

"This is a recognition of our community's history of supporting solutions that make great change and impact real lives," says Kathryn E. Merchant, president/CEO, The Greater Cincinnati Foundation.

"We're proud to partner with an effort that is influencing children's lives - from their first days out of the womb, to the time they apply for their first job," says Leslie Maloney, senior vice president and education program manager, The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service through its Senior Corps, AmeriCorps, and Learn and Serve America programs, and leads President Obama's national call to service initiative, United We Serve. For more information, visit NationalService.gov. [Click here](#) to read the complete list of SIF grantees and to learn more about the Fund.

For more information on United Way/The Strive Partnership's social innovation efforts, please contact Mike Baker at 513-762-7208 or mike.baker@uwgc.org.