

## FOR IMMEDIATE RELEASE

For more information, contact:

Carol Aquino, 513-762-7115, [carol.aquino@uwgc.org](mailto:carol.aquino@uwgc.org)

Rachel Goodspeed, 513-762-7178, [rachel.goodspeed@uwgc.org](mailto:rachel.goodspeed@uwgc.org)

## UNITED WAY EXCEEDS CAMPAIGN GOAL WITH \$61.05 MILLION COMMUNITY RALLIES AROUND BOLD GOALS THROUGH GENEROUS SUPPORT, CONTINUING ADVOCACY

**CINCINNATI (10/26/12)** – United Way of Greater Cincinnati exceeded the 2012 campaign goal, raising \$61.05 million.

“It’s clear this community cares and continues to recognize the collective impact we can make to align and achieve Bold Goals for our Greater Cincinnati Area,” said campaign chair David Joyce, president and CEO, GE Aviation. “Thanks to your support, we have safely landed this campaign.

“We know that no one agency can do it alone,” Joyce said, “and our region’s Bold Goals to improve Education, Health and Income align our investments in the community with the great agency partners that make the outcomes greater than the work of the individuals.”

Joyce announced the results to more than 800 energized volunteers, donors, agency and community partners, and staff at United Way’s campaign finale luncheon today at the Duke Energy Center.

“This is a terrific outcome, and enables the United Way and its community and agency partners to move forward together toward our Bold Goals in Education, Health and Income. A big thanks to David Joyce and the energetic cabinet team, who have been working hard to reach this ambitious goal so we can continue to support individuals and families and so many more throughout our community,” said United Way president Rob Reifsnnyder.

Strategies to reach this year’s goal included the availability of the Bold Goals Challenge Match for all new gifts and any existing leadership gift that reached a new leadership level. That match was made possible by AIM MRO Holdings, Inc., BASF, Belcan, Cassidy Turley, Catholic Health Partners, Central Bank, Convergys, Dubois Chemical, Duke Energy, GE Aviation, IIsco Corporation, Intelligrated, KnowledgeWorks Foundation, Luxottica, Omnicare, Inc., P&G, UC Health, and Western & Southern Financial Group.

In addition, the 2012 campaign team successfully executed on three key strategies to meet the target: More Leaders, More Companies and More People.

In leadership, United Way’s Tocqueville Society and Women’s Leadership Council (donors of \$10,000 dollars or more) in particular have had phenomenal results with 111 new Tocqueville members and 24 new Women’s Leadership Council members. The Herbert R. Brown Society gained 58 members, and our United Way Emerging Leaders (donors 40 or younger who give \$1,000 or more) grew by 304 members.

For “more companies,” more than 61 companies are making new corporate gifts and there were 37 new employee campaigns. In addition, more than 70 percent of the region’s top 200 businesses increased their investment in the community through United Way.

Joyce also announced a successful “More People” strategy, with 15,000 new donors and 17,000 donors increased their gifts.

“I’d like to say thank you to David for his energetic and dedicated leadership, and for bringing a unique perspective to this year’s campaign,” said Valarie Sheppard, senior vice president & comptroller, P&G, and chair of United Way’s Board of Directors. “David and his team have invested a lot of time over the past year to champion the Bold Goals and bring more leadership, more companies, and more people to this critical effort.

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“I’d also like to thank each of you who have given what you can to support United Way,” Sheppard added. “You each understand that it takes everyone in the community living united to make a difference, and your commitment will leave a lasting mark on Greater Cincinnati.”

The event also included presentation of the Clement L. Buenger Award for Leadership in Education to Lee and Shannon Carter. Lee Carter is a retired president of Gray Advertising, and Shannon Carter is founder, with her Leadership Cincinnati class, and recently-retired president and CEO of Crayons to Computers.

Northwestern Mutual/The Kelley Financial Group and Pomeroy were also recognized with Community Care Days awards for Excellence in Volunteering.

“So far in 2012 more than 150 companies have completed 600 projects around the region, giving people a first-hand look at the initiatives, programs and community partners their contributions support. United Way Community Care Day projects have engaged more than 9,000 volunteers and saved agencies more than \$600,000,” said Dennis Loje of Ethicon Endo-Surgery, which sponsors the Community Care Days awards.

Finale attendees were treated to a performance by the Macy’s Choral Ensemble. Joyce also introduced Michael Connelly, president & CEO, Catholic Health Partners, and Sally Connelly, community volunteer, as the 2013 campaign co-chairs.

As is the case every year, the dollar total announced includes contributions already turned in or reported as well as estimated or projected final figures on a number of campaigns still underway. About 85 percent of the campaign has been processed or officially reported. The remaining amount is projected and must be finalized in the next few months.

Funding decisions for local result-producing programs, services and strategic initiatives will be announced in December and implemented in January 2013.

The Greater Cincinnati United Way campaign includes geographic campaigns conducted in Northern Kentucky, the Eastern Area (Clermont/Brown counties), the Middletown area, and Dearborn and Ohio counties in Indiana. Their results are: Northern Kentucky, \$4,225,000, Eastern Area, \$1.6 million, Middletown, \$1,201,500, and Dearborn and Ohio, \$185,500.

The campaign is a fundraising partnership of United Way of Greater Cincinnati and the Cincinnati Area Chapter of the American Red Cross. The campaign began August 22.

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***Note: Lists of high-performing companies are attached. Separate release was sent Oct. 18 regarding the Buenger Award for Leadership in Education.***