



GIVE. ADVOCATE. VOLUNTEER. COMMUNITY IMPACT

DONATE

THE REPORT

TO THE COMMUNITY

2015

Making An Impact.
Every Day. Every Week.
Every Year.



OUR WORK

\$51M

invested in programs, initiatives and community change efforts

70K+

volunteer hours

2,563+

jobs attained through United Way funded programs

100 YEARS OF COMMUNITY IMPACT

THE STATS

THE STORIES

COMMUNITY INVESTMENTS

NEW CENTURY AWARDS

VOLUNTEERS & PARTNERS

Like



TWEET



100 Years of Community Impact



100 YEARS AND THOUSANDS OF LIVES...

In 2015, we concluded a century of making a difference in our community. Our world looks very different than it did 100 years ago. In 1915, our country was two years from entering World War I, Typhoid Mary caused an outbreak of typhoid fever and women still couldn't vote. Cincinnati's social services agencies were united in helping residents recover from the Great Miami Flood of 1913.

Yes, the world has definitely changed. But through it all, United Way of Greater Cincinnati has continued to support and enrich the lives of those who live and work in our community. It was true in 1915. It was true for 2015. And it will be true for years to come.

Last year, because of your support, 13,284 children headed off to kindergarten ready to learn. Earnings increased for 9,844 people. Healthy meals were provided for 82,458 people. These aren't just numbers: each one represents a life that you've helped change. You'll find more results and meet a few of these people in the sections below.

Through the 2015 annual campaign, together we raised more than \$62 million for initiatives and services, with \$2 million generated for the Accelerator Fund that will help speed innovation and scaling what works. We also gave of our time and talents to provide hundreds of thousands of volunteer hours to serve, plan and advocate for a better future.

We look forward to another 100 years of changing lives. As the world keeps changing, we will continue to support education, income and health: the building blocks for a quality of life that we all want for our own families, our friends, neighbors and co-workers, and all the people of Greater Cincinnati. It's work that we will continue to do together: the work of United Way. **Thank you for your ongoing support and leadership in building a better future for our community.**

A handwritten signature in black ink, appearing to read "Carl P. Satterwhite".

CARL P. SATTERWHITE
President & Owner, RCF Group,
Chair, UWGC Board of Directors

A handwritten signature in black ink, appearing to read "Robert C. Reifsnnyder".

ROBERT C. REIFSNYDER
President & CEO
United Way of Greater Cincinnati



2015 BOARD OF DIRECTORS

62

board members
comprised of local
business & civic leaders

The Board is comprised of 62 local business and civic leaders from throughout the community. Members are recommended by a Nominating Committee and are chosen for exhibited leadership in their own organizations and the civic area.

Members provide leadership for vision and overall direction, approve the annual business plan, goals and priority outcomes, monitor progress, and have a fiduciary responsibility for the programmatic and fiscal integrity of the organization.

Carl P. Satterwhite*, RCF Group, Chair

Shakila T. Ahmad, Allergy & Asthma Specialty Center

Clifford A. Bailey, TechSoft Systems, Inc.

Karen D. Bankston, Ph.D.*, University of Cincinnati

Kathleen S. Barclay, The Kroger Co.

Mark F. Bieger, P&G

James Brown, Amalgamated Transit Union

William P. Butler, The Corporex Family of Companies

Bret A. Caller, Viking Partners, LLC

Kevin M. Carroll, P&G

Michael S. Comer, KPMG, LLP

Alfonso Cornejo, Hispanic Chamber Cincinnati USA

Steven E. Cruse, CWA Local 4400

Julie G. Dietz, Equifax, Inc.

James C. Ellerhorst*, Deloitte

David L. Faulk, Macy's, Inc.

Christopher C. Froman*, Pomeroy

Kay Geiger, PNC Bank, Greater Cincinnati/NKY

David J. Gooch, Park National Bank SW Ohio & NKY

Merwin Grayson, Jr., Central Bank of Northern Kentucky

LaVaughn Henry, Ph.D.*, Federal Reserve Bank of Cleveland-Cincinnati Branch

Julie B. Highley, HORAN

Gary T. Huffman*, Ohio National Financial Services

G. Edward Hughes, Ph.D., Gateway Community and Technical College

Mark J. Jahnke, Esq., Katz Teller

David L. Joyce, GE Aviation

Jerome C. Kathman, LPK, Inc.

Patrick E. McCausland, Esq., Singer & McCausland Co., LPA

Philip R. McHugh, Fifth Third Bank

Peter M. McLinden*, Cincinnati AFL-CIO Labor Council

Geoffrey S. Mearns, Northern Kentucky University

Carolyn Pione Micheli*, The E.W. Scripps Co.

Mary A. Miller, JANCOA Janitorial Services, Inc.

Santa J. Ono, Ph.D., University of Cincinnati

Penny Pensak, Community Volunteer

David C. Phillips, Community Volunteer

Scott D. Phillips*, Frost Brown Todd LLC

Julia W. Poston*, EY

R. Michael Prescott, U.S. Bank

John S. Prout, TriHealth, Inc.

Johnna N. Reeder, REDI Cincinnati, LLC

Robert C. Reifsnnyder*, United Way of Greater Cincinnati

Manuel Z. Rios, American Modern Insurance Group

Sean L. Rugless, Greater Cincinnati & Northern Kentucky African American Chamber

William L. Scheyer, Skyward

Julie A. Sellers, Cincinnati Public Schools – Federation of Teachers

Charles L. Session Jr., Duke Energy

Steven J. Shifman, Michelman

Mary R. Stagaman, Agenda 360, Cincinnati USA Regional Chamber

J. Shane Starkey, Esq., Thompson Hine LLP

Kenneth W. Stecher*, The Cincinnati Insurance Companies



Jane M. Keller*, Cincinnati Youth Collaborative

Tillie Hidalgo Lima*, Best Upon Request

Lee Ann Liska, University of Cincinnati – Medical Center

Roni J. Luckenbill, Girl Scouts of Western Ohio

James E. May, Mercy Health

Philip R. Thoms, Cincinnati Children’s Hospital Medical Center

Theodore H. Torbeck, Cincinnati Bell

Matthew D. Van Sant*, Clermont County Chamber of Commerce

James L. Wainscott, AK Steel Corporation

George E. Yund, Esq., Frost Brown Todd LLC

Karen M. Zengel*, The Nielsen Co.

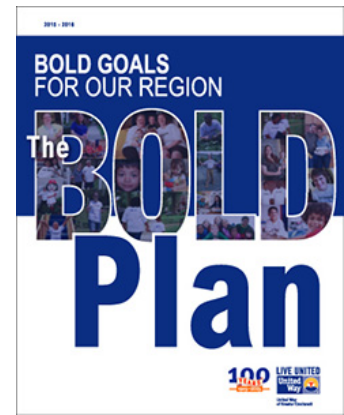
**Executive Committee Members*

THE STATS

Wondering about the impact United Way has on the community? Check out a few of the statistics that highlight the achievements and efforts that took place in our community during 2015.



Convened more than **120 leaders** to discuss progress and plans at the Bold Goals Summit



Bold Plan developed that articulates key strategies to accelerate the pace of change



Invested more than **\$51 million** in strategic initiatives and programs



New **Child Poverty Task Force** convened with top business, government and community leadership





Ensured that **13,284 children** were prepared for kindergarten

Assisted **19,700 tax filers**, returning \$23.7 million to the hard-working families served



Launched **new strategic partnerships** with Northern Kentucky Education Council and Adopt A Class

Increased earnings for **9,844** people



Community Health Agenda draft completed

89.5% gainful employment **2,563** individuals obtained employment

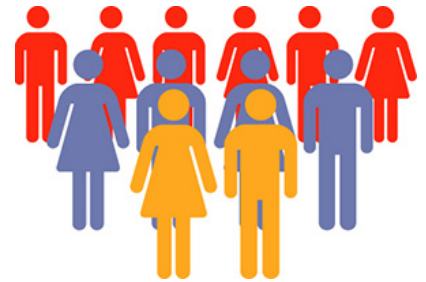
CENTENNIAL CELEBRATION AND ENGAGEMENT



200+

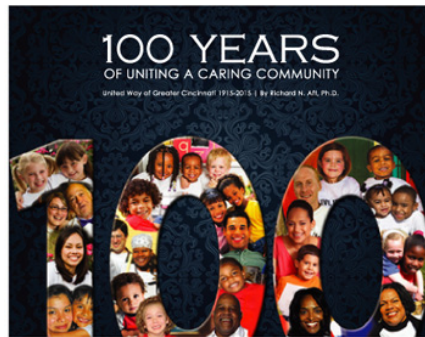
1,000+ attended the Gathering of Heroes Centennial Dinner honoring United Way's history and 100+ community volunteer heroes

200+ people attend **Day of Action events** at UWGC regional office sites



Main sponsor of TEDx Cincinnati ACCELERATE Main Stage Event with **900+ in attendance**; largest venue in TEDx Cincinnati history

161 guests joined UWGC to cap off the Centennial year and celebrate Centennial Grants donors and beneficiaries

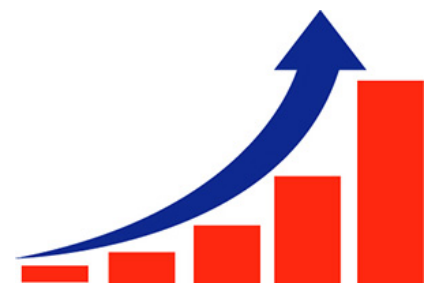


Published a new history of United Way's **100 years** of achievement

RESOURCE DEVELOPMENT

\$62 MILLION

Raised \$62+ million for strategies and services to achieve the Bold Goals



Nearly **\$2 million** generated from Accelerator Fund commitments



Four new **\$1 Million Roundtable** gifts



Awarded one of seven W.K. Kellogg Foundation STEPS grants for **\$850,000**



Approaching **100** new Tocqueville Society members – donors of \$10,000+



LEAD IMPACT NETWORK CHANGE

United Way LINC (people ages 22-30) membership increased to **930+** and counting – a 50% increase

19 NEW MEMBERS

Launched Centennial Society for donors of **\$25,000+** – 19 new members to date

2017

Selected as host city for the 2017 **National Women's Leadership Summit**

\$8.5 MILLION

Raised \$8.5 million in commitments to United Way's endowment



Public Policy – Ohio increased funding for early care and education by **\$215 million**

VOLUNTEER



70,000 

Employees from 270 companies dedicated 70,000 hours to volunteering – an 18% increase from 2014

OPERATIONAL EXCELLENCE



Highest level of accountability
Unmodified/unqualified audit opinion with no significant management comments



4-Star Charity Navigator rating

THE STORIES

It's not just about statistics. Every number represents a story. It could be a changed life thanks to a United Way partner, or a volunteer who has committed to making a difference.

These are just some of those stories from 2015.

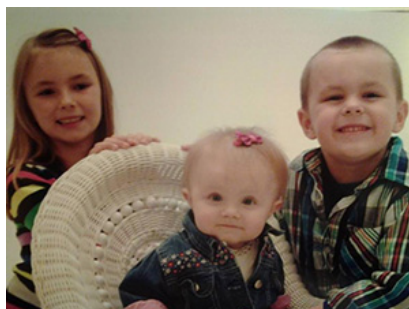
ACCESS TO HEALTH CARE IMPROVES QUALITY OF LIFE



We Have a Whole New View on Life



ENSURING THE BEST START IN LIFE



Understanding each stage of a child’s development and helping her reach those milestones can be a daunting task. That’s why Jessica was happy to connect with **Every Child Succeeds**. Her home visitor provided advice and activities that have helped her kids thrive. In third grade, her oldest daughter placed in the 85th percentile nationwide in math, reading and language. Her son tested in the 88th percentile in kindergarten. And her toddler? She already counts to 10 and uses a broad vocabulary. Jessica also

puts her learning to work as a Head Start teacher. “The program is a true benefit to anyone who is willing to put the work in. Because of ECS, my children will have a bright future, and so will many others.”

OVERCOMING THE PAST FOR A BRIGHT FUTURE



One past mistake was wreaking havoc on Aisla’s ability to find a decent job. As a single mom, she wanted to provide a secure and bright future for her 8-year-old daughter. She found help through **Cincinnati Works and the Legal Aid Society of Greater Cincinnati**. Her employment coach, Latonio, supported her through each step to expunge a misdemeanor from her record and find a job. A year later, she’s still working and has been able to purchase a car. Aisla now attends night classes working toward a bachelor’s degree and has homework dates with her daughter. “My daughter’s grades are excellent right now,” says Aisla. “She wants to succeed because she sees me doing it.”



EDUCATION – THE GIFT THAT KEEPS ON GIVING

Education Can Change Someone's Life



A CHAMPION FOR EDUCATION



Tracy Foley volunteers at a local school like it's her job. You can find her in the halls of Felicity-Franklin schools almost every day, encouraging students and planning activities. She fosters a love of reading in the students through creative incentive programs and organizes after-school clubs for them to explore a variety of interests. One in five students has participated in at least one club since they began last year. For her efforts, Tracy was awarded the **Clement L. Buenger Award for Leadership in Education**, which honors someone who is strongly committed to ensuring all children and youth succeed academically.

FROM MENTOR TO BEST MAN

At 13, Lamont was matched with his mentor, Tim, through the **Cincinnati Youth Collaborative**. Tim supported Lamont through many academic and personal struggles. When Lamont's first attempt at college was not successful, Tim encouraged him to keep going. Lamont entered the U.S. Army Reserves, where he's currently a sergeant, and recently received an associate degree. When Lamont was married in 2014, Tim continued to stand at his side as his best man! Instead of wedding favors, Lamont chose to give a gift to CYC so



someone else could have a mentor. “It was a great day,” said Tim. “Lamont’s kindness is one of his great trademarks.”

NO MORE JOB JUMPING



Securing gainful employment is a Catch-22 for many people. They don’t have the skills to get a higher paying job, but they also don’t have the resources to get the training they need and pay their bills. That’s where Chelsee was before she found the manufacturing apprenticeship program from **Partners for a Competitive Workforce** and J.P. Morgan Chase. She left the fast-food counter and stepped into a classroom where she completed 240 hours of welding coursework with a 3.7 GPA. With a nationally recognized credential, she has increased her income and receives employer-sponsored benefits. “This program has literally changed my life because I now have marketable skills and a career,” she says.

2016 COMMUNITY INVESTMENTS



\$13,095,000

Preparing Children for Kindergarten



\$8,240,000

Helping youth succeed in school and life





\$9,695,000

Helping families/individuals achieve financial stability

\$7,410,000

Ensuring individuals live healthy lives



\$4,865,000

Designations to other United Ways

\$525,000

United Way 211



American Red Cross

\$4,625,000

Greater Cincinnati Region of the American Red Cross



\$1,980,000

place matters



\$955,000

Other investments

2015 EXPENDITURES

UNITED WAY OF GREATER CINCINNATI
UNAUDITED FINANCIAL INFORMATION

December 31, 2015



2015 CAMPAIGN	\$62,000,000
LESS: CAMPAIGN COLLECTION RESERVE	(3,410,000)
LESS: 2015 CAMPAIGN RECEIVED IN 2016	(5,537,000)
LESS: 2015 CAMPAIGN NOT RAISED IN AREA	(595,100)
OTHER INCOME SOURCES	14,010,800
TOTAL INCOME	\$66,468,700
PROGRAM EXPENSES	\$55,197,700
ADMINISTRATIVE EXPENSES	3,505,100
FUNDRAISING EXPENSES	5,699,700
TOTAL EXPENSES	\$64,402,500
CHANGE IN NET ASSETS	\$2,066,200
BEGINNING NET ASSETS	34,277,300
ENDING NET ASSETS	\$36,343,500

Note: The above figures represent unaudited 12/31/15 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expenses. 12/31/15 audited financial statements for UWGC will be available in June 2016.

NEW CENTURY AWARDS





VALARIE L. SHEPPARD

Senior Vice President, Comptroller & Treasurer, PG

THE GEIER FAMILY AWARD FOR UNITED WAY LEADERSHIP

Valarie has served in many leadership capacities with us, including Strategic Planning and Board chair. In 2009, United Way's Board saw the need for a new strategic plan and we were delighted that Valarie was willing to take the lead role in crafting one. She demonstrated her passion about United Way and its mission, steadily persevering in her leadership. She has an unerring ability to distinguish between what's essential and what's optional. She brought to the project all of these gifts – along with facilitation and negotiation skills she's developed in her professional career. The resulting strategic plan, *Impact 2020*, guides us every day in every way and we're a better and more relevant organization because of it.

Impact 2020 positioned UWGC for a new era of impact and relevance and provides the organization with every opportunity to achieve its ambitious mission: to lead and mobilize the caring power of individuals and organizations to help people measurably improve their lives.

Valarie led the development of a bold plan that sets out to achieve long-term, measurable, community-level goals with emphasis on the *Bold Goals for Our Region* in Education, Income and Health, the building blocks for a better life for all.

VOLUNTEERS & PARTNERS

EXPAND A

2015 ANNUAL REPORT LISTS

- ▶ [Initiatives](#)
- ▶ [Agency Partners](#)
- ▶ [Accountability & Services Cabinet](#)



- ▶ BOLD Steering Committee
- ▶ Campaign Cabinet
- ▶ Dearborn & Ohio Counties Action Council
- ▶ Eastern Area Action Council
- ▶ Financial Stability Impact Council
- ▶ Health Impact Council
- ▶ Impact Cabinet
- ▶ Kentucky Public Policy Committee
- ▶ Marketing Cabinet
- ▶ Middletown Action Council
- ▶ 2015 UW Nominating Committee
- ▶ Northern Kentucky Action Council
- ▶ Ohio Public Policy Committee
- ▶ Partners for a Competitive Workforce Council
- ▶ Regional Public Policy Council
- ▶ Retiree Cabinet
- ▶ Success By 6® Regional Leadership Council
- ▶ United Way 211 Advisory Council
- ▶ United Way Foundation Board
- ▶ United Way-American Red Cross Partnership Committee
- ▶ United Way Volunteer Connection Leadership Council
- ▶ Vision Cabinet
- ▶ Youth Achieve Success Impact Council

OUR LEADING SUPPORTERS

Hundreds of organizations from across Greater Cincinnati, Northern Kentucky and Southeast Indiana – from the largest corporations to the smallest stores – run United Way campaigns and organize volunteer events in their workplace because they understand how their support creates lasting change across the entire region. These companies and organizations have made living united a top priority.

THE TOP 25



1. 
P&G
2. 
GE
3. 
FIFTH THIRD BANK
4. 
CINCINNATI BELL, INC.
5. 
MACY'S INC.
6. 
WESTERN & SOUTHERN FINANCIAL GROUP
7. 
CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER
8. 
THE KROGER CO.
9. 
ETHICON, INC.
10. 
PNC BANK
11. 
OHIO NATIONAL FINANCIAL SERVICES
12. 
US BANK
13. 
AK STEEL CORPORATION
14. 
MERCY HEALTH
15. 
AMERICAN FINANCIAL GROUP, INC.
16. 
DUKE ENERGY
17. 
UC HEALTH & UC
18. 
TRIHEALTH, INC.
19. 
AMERICAN MODERN INSURANCE GROUP
20. 
DELOITTE
21. 
FROST BROWN TODD LLC
22. 
VANTIV
23. 
POMEROY
24. 
THE CINCINNATI INSURANCE COMPANIES
25. 
UPS, INC.

THE TREMENDOUS 25



The highest per capita giving companies with at least 25 employees and 55 percent employee participation that are not large enough to be in the Top 25.

- | | |
|---|--|
| 1. Katz Teller – \$2,454.63 | 14. EY – \$1,009.84 |
| 2. BKD, LLP – \$1,860.81 | 15. American Red Cross, Greater Cincinnati/Ohio River Valley – \$1,000,000 |
| 3. United Way of Greater Cincinnati. – \$1,563.79 | 16. Upic Solutions – \$990.82 |
| 4. The Corporex Family of Companies – \$1,496.03 | 17. Thompson Hine LLP – \$897.52 |
| 5. Bartlett & Co. – \$1,458.33 | 18. Michelman – \$900.15 |
| 6. Squire Patton Boggs – \$1,226.78 | 19. BakeHostetler – \$851.72 |
| 7. ITW – Air Management – \$1,179.26 | 20. Park National Bank, SW Ohio & Northern Kentucky – \$836.96 |
| 8. Interact for Health – \$1,123.38 | 21. Clopay Corp. – \$824.11 |
| 9. LyondellBasell – \$1,121.69 | 22. Bahl & Gaynor Investment Council – \$815.81 |
| 10. RiverPoint Capital Management – \$1,093.55 | 23. Washing Systems, LLC – \$794.12 |
| 11. AIM MRO Holdings, Inc. – \$1,066.81 | 24. Cincinnati USA Regional Chamber, REDI & Cincy Tech – \$774.36 |
| 12. Blank Rome LLP – \$1,034.48 | 25. General Cable Corp. – \$669.96 |
| 13. HORAN – \$1,024.07 | |

TOP 10 NEW PARTICIPATING COMPANIES

The largest new business donors. To qualify, a company or organization can provide a new corporate gift, a new employee campaign or both.

- | | |
|--|---|
| 1. Advance Pierre Foods – \$90,022 | 4. Traditions Building & Development Group – \$10,000 |
| 2. BelFlex Staffing Network – \$75,000 | 5. Broadview Financial Advisors – \$6,515 |
| 3. Bowlin Group, LLC – \$25,000 | 6. Body Works Limited – \$5,000 |
| 4. DeBra Keumpel – \$10,000 | 6. Hunt Builders Corporation – \$5,000 |
| 4. Journal Media Group – \$10,000 | 6. Post Browning, Inc. – \$5,000 |
| 4. Oxford Financial Group – \$10,000 | 6. United Maier Signs – \$5,000 |

SIGN UP TO GET UPDATES:



STAY CONNECTED WITH UWGC:



2400 Reading Road, Cincinnati, OH 45202-1478
 © Copyright 2021 United Way of Greater Cincinnati. All Rights Reserved.

