



**UNITE COMMUNITIES to CHANGE LIVES**

2017 REPORT TO THE COMMUNITY



## OUR WORK TOGETHER

In 2017, we worked together to create a community where everyone has an opportunity to thrive. We know poverty is holding back so many people across our region. Some 600,000 people are looking for that opportunity to thrive. With your support, we know we must help children, families and individuals living in poverty and struggling to meet their basic needs. Thanks to our collective efforts, United Way is helping lead or guide some of the most important work in our community.

**Success By 6** is preparing children across the region for school, and the **Cincinnati Preschool Promise** is giving more than 1,000 additional children access to early childhood education.

**Partners for a Competitive Workforce** is helping thousands of people obtain jobs that will help them on the road to self-sufficiency. **The Child Poverty Collaborative's** goal is to help lift 5,000 families and 10,000 children out of poverty toward, and to, self-sufficiency in the next five years. And our key investments continue to help 140 impactful partner agencies dedicated to creating opportunity for 365,000 people across our region.

Through the annual campaign, together we raised more than \$60 million for our community. Plus, thousands of people gave their time, talent and passion to provide more than 86,000 volunteer hours to create a better future for our region. We also continue to take our responsibility as a steward of your investments very seriously, again securing high marks from Charity Navigator and Guide Star.

Thank you for joining us in this work. We look forward to building on this energy across the region as we lead and partner with others to tackle some of the most important work ever to help local children and families in poverty.

Cordially,



Robert C. Reifsnyder  
President



Julia W. Poston  
Chair, Board of Directors

## LEADING THE WAY



Rob Reifsnyder, president and CEO of United Way of Greater Cincinnati, retired in May 2018 after leading one of the area's largest and most influential nonprofits for 17 years. Reifsnyder assumed the top leadership role at United Way of Greater Cincinnati in 2001 and grew the organization to its current ranking as the sixth largest United Way in the country with assets of \$139 million and \$65 million in annual

revenue. Throughout his tenure United Way raised more than \$1 billion to benefit individuals in need.

Under Reifsnyder's leadership, United Way convened top leaders and area nonprofits to build community will around key regional issues, including the importance of investing in kindergarten readiness and reducing regional poverty. As a result, for over a decade United Way's top investment has been in kindergarten readiness solutions, and in 2016, Reifsnyder championed United Way to serve as the trusted entity executing Cincinnati Preschool Promise – enabling thousands of additional Cincinnati children to attend quality preschool. Reifsnyder oversaw United Way's role as a founding partner for the Child Poverty Collaborative, and most recently United Way has created the United for Opportunity Agenda to help families and individuals across the region move from poverty toward self-sufficiency.

"It has been an honor to serve the Greater Cincinnati community for nearly two decades as the President of United Way of Greater Cincinnati," said Reifsnyder. "This is an incredibly giving community, extremely engaged in finding new ways to help people improve their lives. While much work remains to be done, I am excited about the future of Greater Cincinnati and our United Way."

Following a six-month nationwide search, United Way of Greater Cincinnati's Board of Directors chose Michael Johnson, a seasoned nonprofit executive, as its next president & CEO. Prior to accepting this role, Michael has most recently served as president & CEO of Boys & Girls Club of Dane County in Madison, Wisconsin.



Michael is a proven difference maker, a longtime advocate for children and families and a successful leader with a solid track record of delivering impressive results in communities such as St. Louis, Chicago, Philadelphia and Madison.

"I accepted this opportunity because I grew up in public housing in Chicago, overcame not being able to read and write at college proficiency, and I understand firsthand the challenges that trap families in poverty and the impact it can have on a family, city and region," Johnson said. "I am looking forward to calling Cincinnati home and working with United Way partners, volunteers and the private and public sectors to help unite our community to change lives and provide a clearer pathway to help move children and families out of poverty."





## COMMUNITY IMPROVED

### UNITED FOR OPPORTUNITY & CALL FOR PARTNERS

**80%**  
**PROGRAM INVESTMENTS**  
 80% Focused on Families and Children in Poverty

- 80% of investments in initiatives & agency partner programs will help children and families move from poverty to self-sufficiency

### PLACE MATTERS



- A place-based investment initiatives that works to make significant change in local neighborhoods
- The median sale price of a single family home in Avondale, Madisonville and Price Hill has increased 138%, 88% and 59% respectively in the past 10 years
- \$482 million leveraged in all 8 selected neighborhoods over 10 years, including major development projects

### CINCINNATI PRESCHOOL PROMISE



- 1,100 additional children, ages 3-4, enrolled in quality preschool in the first 10 months

### PARTNERS FOR A COMPETITIVE WORKFORCE



- 11,270+ employees trained, 79% obtained employment, \$7.3 million in new earnings

### CHILD POVERTY COLLABORATIVE (CPC)



- 28 local agencies joined CPC One-To-One family coaching initiative to help families in poverty
- Representatives from 35 businesses participating in CPC Employer Roundtable initiative to assist employees in poverty

### THE SHIFT



- Corporate and community partners participated in a three-month idea incubator and social innovation challenge piloted by United Way of Greater Cincinnati—to shift efforts to support creativity, collaboration and change in our community

## PEOPLE ENGAGED

### COMMUNITY CAMPAIGN



- 90,000 donors, including 900 companies, raised \$60,050,000 for the community

### DAY OF ACTION



- 1,000 people engaged in "Stuff the Streetcar" event to collect supplies for Cincinnati Preschool Promise students
- 800 preschool readiness kits assembled for families
- 480 classroom kits assembled for preschool providers

### BOARDBANK



- Improved online tool launched to connect nonprofits with quality and passionate candidates for open board and committee positions

### VOLUNTEERISM



- 86,486 total volunteer hours, 3,581 first-time volunteers

### ACCOUNTABILITY

- Achieved highest level of accountability with unqualified audit opinion and secured 4-star Charity Navigator Accountability & Transparency rating

## A DIVERSE AUDIENCE BROUGHT TO UNITED WAY

### LEAD IMPACT NETWORK CHANGE (LINC) CARNIVAL



Young professionals joined to create a carnival for The Children's Home residents on June 9

### HISPANIC LEADERS VOLUNTEER EVENT



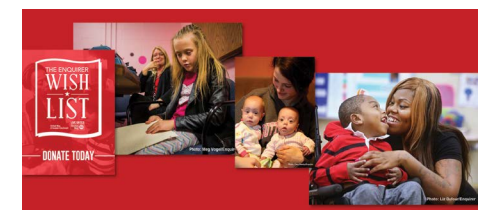
Volunteers from Kroger, P&G, GE, Fifth Third Bank, and Ethicon gave the LEAP Academy, Cincinnati Public Schools' new Spanish-language magnet school, a facelift on September 16

### OTR CONCERT



- In partnership with Cincinnati Bell, all proceeds from a concert event with local favorite, Over the Rhine, at Washington Park on June 30 went to United Way's work

### WISHLIST



- Longtime partnership with Cincinnati Enquirer continued with agency partner stories featuring 8 families in need this holiday season





## ELIZABETH & MAE

FT. MITCHELL, KY

Mae was diagnosed with a rare developmental disorder. Her parents found transformative help at Redwood, which provides enriching educational, therapeutic, and vocational services. After spinal surgery, the staff helped her walk and run within just months. Mae's parents say Redwood has given them a place to belong.

## SAMUEL "SAMMY"

WESTWOOD, OH

Samuel's mom calls him Sammy. They live in Westwood, OH. Sammy is going to a high-quality preschool with help from Cincinnati Preschool Promise.



## WILLIAM

LAWRENCEBURG, IN

William is a regular at the United Way Agency Center in Lawrenceburg, IN. The office has become a resource for basic needs: phone calls, bus routes, and more. William says United Way is like his family.





**MONIQUE**  
FAIRMOUNT, OH

Monique is a college graduate who was working hard as a mom with a fulltime job. When she lost that job, her safety net was ripped away. Monique turned to Bethany House, which empowers homeless and at-risk families with solutions to achieve housing stability and long-term self-sufficiency. One month later, she had a new job. She and her kids were back on their feet.



**LIZ**  
NEWPORT, KY

Liz, from Newport, KY, adopted her niece Malia after she was born addicted to drugs. For help tackling infant drug rehabilitation, she turned to First Steps, which helps women break the cycle of addiction. Malia went from being told she may not walk, to running and thriving like any other child her age.

**LARRY**  
BATAVIA, OH

Larry is a veteran from Batavia, OH. You can often spot him at Clermont County Senior Services where the staff help him get to and from medical appointments and enjoy Meals on Wheels. He says the companionship and support of his fellow seniors keeps him coming back again and again.



# THE COMMUNITY INVESTMENTS FOR 2018

Poverty: Children & Families	\$24,840,000
Poverty: Individuals	\$4,090,000
Across Incomes	\$1,720,000
UW Strategic Initiatives	\$890,000
place matters	\$1,010,000
American Red Cross, Greater Cincinnati/ Ohio River Valley Chapter	\$4,190,000
Capacity Building & Innovative Investments	\$1,550,000
Donor Directed Investments in Agencies, Initiatives, and other United Ways	\$6,390,000
Donor Directed Gifts to Community Initiatives, Agences, and other United Ways	\$4,060,000

# THE UWGC UNAUDITED FINANCIALS FOR 2017

DECEMBER 31, 2017

2017 Campaign	\$60,050,000
Less: Campaign Collection Reserve	(3,236,800)
Less: 2017 Campaign Received in 2018	(7,825,800)
Less: 2017 Campaign Not Raised in Area	(948,000)
Other Income Sources	1,256,400
<b>Total Income</b>	<b>\$49,295,800</b>
Program Expenses	\$39,147,200
Administrative Expenses	3,446,600
Fundraising Expenses	6,152,300
<b>Total Expenses</b>	<b>\$48,746,100</b>
Change in Net Assets	\$549,700
Beginning Net Assets	36,597,100
<b>Ending Net Assets</b>	<b>\$37,146,800</b>

Note: The above figures represent unaudited 2017 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expenses. The 2017 audited financial statements for UWGC will be available in June 2018.

# 2017 BOARD MEMBERS

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**Garren Colvin**, St. Elizabeth Healthcare  
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**Brian Cox**, Macy's Inc.  
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**David L. Faulk**, Talent Management LLC.  
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**David J. Gooch**, Park National Bank SW Ohio & NKY  
**Tracey H. Grabowski**, The Procter & Gamble Company  
**Melvin Gravely**, Triversity Construction  
**Trey Greyson**  
**Kimberly Halbauer**, Fifth Third Bank  
**Gary L. Heiman**, Standard Textile Co., Inc.  
**Julie B. Highley**, HORAN  
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**Renita Jones-Street**, AFSCME Ohio Council 8  
**Eric H. Kearney**, African American Chamber of Commerce  
**Tillie Hidalgo Lima\***, Best Upon Request  
**Roni J. Luckenbill\***, Girl Scouts of Western Ohio  
**Anne M. Lynch**, GE Aviation  
**Inga McGlothlin**, Amalgamated Transit Union  
**Candace S. McGraw**, Cincinnati/No. Kentucky International Airport  
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**Carolyn Pione Micheli\***, The E.W. Scripps Co.  
**Mary A. Miller\***, JANCOA Janitorial Services, Inc.  
**Molly North**, A1. Neyer  
**Lisa D. O'Brien**, U.S. Bank  
**Jeff O'Neil, MEd, PCC**, Greater Cincinnati Behavioral Health  
**David C. Phillips**, Community Volunteer  
**Scott D. Phillips\***, Frost Brown Todd, LLC  
**Monica J. Posey, Ph.D.**, Cincinnati State and Technical College  
**Robert C. Reifsnyder\***, United Way of Greater Cincinnati  
**Sean L. Rugless**, The Katalyst Group  
**Carl P. Satterwhite\***, River City Furniture, LLC  
**Jim Scott**, Community Volunteer  
**Charles L. Session Jr.**, Duke Energy  
**Steven J. Shifman\***, Michelman  
**Heidi Shore**, U.S. Bank  
**James W. Soward**, Deloitte  
**Mary Stagaman**, Cincinnati USA Regional Chamber  
**Kenneth W. Stecher**, Cincinnati Insurance Cos.  
**Theodore H. Torbeck\***  
**Matthew D. Van Sant\***, Clermont County Chamber of Commerce  
**Thomas Vaughan**, AAA Club Alliance

\*Executive Committee Members



# OUR PARTNERS

## INITIATIVES

Child Poverty Collaborative (Hamilton County)  
Dearborn & Ohio Counties Impact Fund (IN)  
Earned Income Tax Credit Initiative/VITA  
Every Child Succeeds  
Grant County Impact Fund (KY)  
Partners for a Competitive Workforce  
Place Matters – Neighborhood Initiative  
Studio C/The Shift: Innovation Accelerators  
Veterans Impact Fund  
United Way 211  
United Way Success By 6®  
United Way Volunteer Connection

## AGENCY PARTNERS

4C for Children  
Abilities First  
Adams Brown Counties Economic Opportunities, Inc.  
Addiction Services Council  
American Cancer Society  
American Lung Association of Ohio, Southwest Region  
American Red Cross, Greater Cincinnati/Ohio River Valley Chapter  
Arthritis Foundation, Great Lakes Region, Inc.  
BAWAC, Inc.  
Beech Acres Parenting Center  
Bethany House Services, Inc.  
Big Brothers Big Sisters of Butler County  
Big Brothers Big Sisters of Greater Cincinnati  
Books in Action (at CPS)  
Boy Scouts of America Dan Beard Council  
Boys & Girls Clubs of Greater Cincinnati  
Breakthrough Cincinnati, Inc.  
Brighton Center, Inc.  
Brown County Educational Service Center  
Brown County Helping Hands  
Brown County Senior Citizens Council  
Butler County Educational Service Center  
Camp Joy Foundation  
Cancer Family Care, Inc.  
Caracole, Inc.  
Catholic Charities Diocese of Covington  
Catholic Charities Southwestern Ohio  
Center for Addiction Treatment  
Center for Great Neighborhoods of Covington  
Central Clinic  
Central Connections  
Child Focus, Inc.  
Children, Inc.  
The Children's Home of Cincinnati

Children's Law Center  
Churches Active in Northside (CAIN)  
Cincinnati Area Senior Services, Inc.  
Cincinnati Arts & Technology Center  
Cincinnati Association for the Blind and Visually Impaired  
Cincinnati Early Learning Centers, Inc.  
Cincinnati Union Bethel  
Cincinnati Works  
Cincinnati Youth Collaborative  
Cincinnati-Hamilton County Community Action Agency  
CincySmiles Foundation  
Clearinghouse  
Clermont County Community Services, Inc.  
Clermont Senior Services, Inc.  
Community Building Institute Middletown, Inc.  
Corporation for Ohio Appalachian Development (COAD)  
Covington Partners  
Crossroad Health Center  
DCCCH Center for Children & Families  
Dearborn County Hospital Home Health and Hospice  
Dearborn County Retired Senior Volunteer Program (RSVP)  
Easter Seals TriState  
Envision Partnerships  
FamiliesFORWARD  
Family Nurturing Center  
Family Service of Middletown  
Freestore Foodbank  
Girl Scouts of Kentucky's Wilderness Road Council  
Girl Scouts of Western Ohio  
GRAD Cincinnati, Inc.  
Great Miami Valley YMCA  
Great Oaks Institute Health Professions Academy  
Greater Cincinnati Behavioral Health Services (also LifePoint Solutions)  
Greater Cincinnati Microenterprise Initiative  
Health Care Access Now  
Health Careers Collaborative of Greater Cincinnati  
HealthPoint Family Care, Inc.  
Hearing Speech & Deaf Center of Greater Cincinnati  
Heart House, Inc.  
Holly Hill Children's Services  
Hoosier Hills Literacy League  
Hoosier Trails Council Boy Scouts of America  
Hope House Rescue Mission  
Housing Opportunities Made Equal (HOME)  
Hyde Park Center for Older Adults

Interfaith Hospitality Network of Greater Cincinnati, Inc.  
Jewish Family Service of the Cincinnati Area  
Jewish Federation of Cincinnati  
Kennedy Heights Montessori Center  
Kindergarten Readiness Captain (at CCHMC)  
Legal Aid of the Bluegrass  
Legal Aid Society of Greater Cincinnati  
Life Learning Center  
LifeSpan, Inc.  
LifeTime Resources, Inc.  
Lighthouse Youth Services  
The Literacy Council of Clermont & Brown Counties  
Madisonville Education & Assistance Center (MEAC)  
Mayerson JCC  
Mental Health America of Northern Kentucky & Southwest Ohio  
National Kidney Foundation Greater Cincinnati Region  
New Horizons Rehabilitation, Inc.  
New Perceptions, Inc.  
NorthKey Community Care  
Partners for Achieving School Success (at UC)  
People Working Cooperatively, Inc.  
Aaron W. Perlman Center (at CCHMC)  
Per Scholas  
Power Inspires Progress  
Primary Health Solutions  
Pro Seniors, Inc.  
ProKids  
Reach Out and Read (at CCHMC)  
Redwood  
Safe Passage, Inc.

The Salvation Army Indiana Division  
The Salvation Army of Greater Cincinnati  
The Salvation Army of Middletown  
Santa Maria Community Services  
Shared Harvest Foodbank  
Sickle Cell Awareness Group  
Sojourner Recovery Services  
Southeastern Indiana Economic Opportunity Corporation (SIEOC)  
Southern Hills Career & Technical Center  
St. Joseph Orphanage  
St. Rita School for the Deaf  
Stepping Stones Center  
Strategies to End Homelessness  
Su Casa Hispanic Center  
Supports to Encourage Low Income Families (SELF)  
Talbert House  
Teen Challenge Cincinnati  
Tender Mercies, Inc.  
United Ministries  
Urban League of Greater Southwestern Ohio  
Visiting Nurse Association of Greater Cincinnati & Northern Kentucky  
Volunteers of America Mid-States, Inc.  
Welcome House of Northern Kentucky, Inc.  
Wesley Community Services  
Women Helping Women  
Women's Crisis Center  
Working in Neighborhoods (WIN)  
YMCA of Greater Cincinnati  
Youth Encouragement Services, Inc.  
YWCA of Greater Cincinnati  
YWCA of Hamilton, Ohio





# OUR LEADING SUPPORTERS

## TOP 25 COMPANIES

The largest corporate, retiree and employee campaign donors

1.	P&G	\$9,700,000
2.	GE	\$5,315,000
3.	Fifth Third Bank	\$3,700,000
4.	Western & Southern Financial Group	\$1,400,000
5.	Cincinnati Bell	\$1,258,377
6.	Cincinnati Children's Hospital Medical Center	\$1,233,000
7.	Ohio National Financial Services	\$1,177,814
8.	Macy's, Inc.	\$1,091,447
9.	American Financial Group, Inc.	\$881,000
10.	U.S. Bank	\$818,690
11.	The Kroger Co.	\$814,147
12.	PNC Bank	\$771,114
13.	AK Steel Corporation	\$731,477
14.	TriHealth, Inc.	\$630,000
15.	Duke Energy	\$625,000
16.	University of Cincinnati & UC Health	\$609,414
17.	Vantiv	\$474,332
18.	Deloitte	\$451,032
19.	American Modern Insurance Group	\$450,826
20.	The Cincinnati Insurance Companies	\$426,932
21.	Frost Brown Todd, LLC	\$424,877
22.	The E. W. Scripps Co.	\$420,000
23.	The Corporex Family of Companies	\$413,390
24.	Enterprise Holdings	\$401,404
25.	Pomeroy	\$368,750
25.	EY	\$368,750

## TREMENDOUS 25 COMPANIES

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

1.	Katz Teller	\$2,449.41
2.	United Way of Greater Cincinnati	\$1,855.68
3.	AIM MRO Holdings, Inc.	\$1,697.24
4.	Bartlett & Co.	\$1,652.17
5.	BKD, LLP	\$1,468.35
6.	LyondellBasell	\$1,327.98
7.	Squire Patton Boggs	\$1,309.90
8.	RiverPoint Capital Management	\$1,147.06
9.	The Greater Cincinnati Chapter of the American Red Cross	\$1,093.75
10.	HORAN	\$1,073.80
11.	KPMG, LLP	\$1,059.08
12.	Park National Bank	\$1,000.00
13.	Thompson Hine LLP	\$979.26
14.	The Shepherd Chemical Co.	\$887.47
15.	Michelman	\$835.00
16.	Taft Stettinius & Hollister, LLP	\$809.77
17.	Cincinnati USA Regional Chamber, REDI & CBC/CRBC	\$802.63
17.	ITW - Air Management	\$802.63
18.	Bahl & Gaynor Investment Counsel	\$786.28
19.	Central Bank of Northern Kentucky	\$780.65
20.	BakerHostetler	\$765.32
21.	Al Neyer	\$746.60
22.	Raymond James	\$712.55
23.	Messer Construction Co.	\$698.69
24.	Blank Rome LLP	\$694.00
25.	Washing Systems, LLC	\$669.96

## TOP NEW BUSINESS LEADERS

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

1.	Q Laboratories	\$13,450
2.	Inspire Talent Management	\$10,000
3.	United Bank & Capital Trust Co.	\$4,263
4.	Centennial, Inc.	\$2,500
5.	Palmer-Donavin	\$2,488
6.	Consolidated Metal Products	\$2,000





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Dwight Dinsmore  
David F. Dougherty  
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Scott Ellsworth  
Dr. Fernando Figueroa  
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Margaret Hulbert  
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Jill Meyer  
Ross Meyer  
Scott Palmer  
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### VISION

Our region is a vital and caring community where all children are educated and prepared for life success, all people are financially stable with maximum health and independence, and all neighborhoods and communities are vibrant, inviting places to live.

### MISSION

United Way leads and mobilizes the caring power of individuals and organizations to help people measurably improve their lives.







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