United is the way to Live.
Imagine being a married homeowner with small children and a steady job in customer service. Life seems very stable, almost routine. But after a divorce and job loss leaves you unable to pay rent, simple things are needed to survive and it’s not always easy to be an advocate for yourself and your family.

For Amanda Lewis, her hardship was overwhelming, but during that time she learned about the Youth Leadership Program at Brighton Center through her daughter’s school and enrolled her daughter in the program. Not long after they were living with family and the situation had become more challenging. Amanda knew she needed full-time employment, or at least get more education so she would qualify for better positions. Without enough money for school and without child care for her 3, 10 and 12-year-old kids, she knew she had to do something, but didn’t know where to turn.

It was at a Brighton Center back-to-school backpack event where she met Christina and Jessica, who talked with her about options for affordable housing and introduced her to the Ready to Work program at Gateway Community and Technical College, which would allow her to use previous college credits, work at the college and go to school.

In September 2019, she began working and taking classes toward a college degree in public relations. In December of 2019, she was able to move into NKY Scholar House, where her 3 year old attends daycare on site.

“I owe so much to the Ready to Work program and Brighton Center,” Amanda said. “It’s truly an amazing support system and they’ve thought of all the things I need to be successful. From helping me with housing, to financial support for school, to childcare I couldn’t have done it without them.”

COVID-19 affected the in-person classes and work arrangements for Amanda, but she takes online classes and is on track to transfer to NKU in the spring of 2021. “Even during COVID the team at Brighton has been awesome. They check in with me, support me and make sure my kids have great activities and educational materials so we can stay on track.”
United is the way to Help.

There are gaps in the system causing families in our community to suffer.

Greater Cincinnati has many organizations doing the hard work of helping people in need. But tackling these problems for people in our community is more complicated than just having the desire and skills to help. It requires holistic understanding. It requires a commitment to finding the gaps and the opportunities.

The COVID-19 crisis has exposed even more need and financial instability in our community. Before COVID-19, more than 20% of families in our region were facing daily decisions about how to use their limited financial resources. By April in 2020, more than 160,000 jobs were lost. While COVID is having the biggest impact on low-income families who are already fighting systemic poverty, seemingly middle-class families faced complete loss of income overnight. We have a chance to build a better system of support for these families.

In many communities one of the biggest barriers to mental health services is stigma. In 2019, the team at Greater Cincinnati Behavioral Health noticed people were hesitant to come directly to their locations. Team members knew they needed to reach more people in places where they were comfortable, so they began seeking partners at other organizations that served similar families. When they realized they didn’t know the best way to build partnerships, they looked for advice and resources at the roundtables organized by United Way of Greater Cincinnati. Less than four months into building a strategic partnership with Brighton Center through United Way, Greater Cincinnati Behavioral Health integrated their counseling services into all the programs at Brighton Center, helping families build self-esteem, confidence and resilience, in line with the missions of both organizations. Even better, the documented success of this new partnership model helped Greater Cincinnati Behavioral Health earn funding from other sources so the integrated program could expand and grow into other new locations where it could help even more families. “If not for United Way, we couldn’t have proposed a sustainable program to get the additional grant.”
We are uniquely qualified to meet this need.

We know all life’s challenges are not the same. By bringing unlikely partners together and filling the gaps in support, we create bigger, better outcomes than anyone thought possible. All people in our community deserve quality education and support, to meet their basic needs, to live healthy lives and to be financially stable. Our history, compassion, understanding, processes and skills give us the tools to be the persistent problem solvers and inspired game changers, leading the way to improved lives.

Early childhood development and home visitation programs have been important hallmarks of the work at Santa Maria Community Services for many years. Through the Stable Families program at United Way of Greater Cincinnati, the team at Santa Maria realized there was an opportunity to not only help children be more successful as they begin school, but also add resources to financially stabilize families and support the parents in a meaningful way.

The team at United Way worked closely with Santa Maria to bundle their early education home visitation program with their existing financial services and employment coaching program. Previously operating in separate silos, the combined program became a bundle of resources using a new model that serve both generations in the family and took place in their homes where and when they are most comfortable.

Family advocates, who already had trusted relationships with their families, were trained to offer employment and financial coaching during the home visits, as well as offer specific products and tools that families could use, depending on their needs and goals.

“Our parents needed support for their children as well as themselves to be really successful in creating a new trajectory for the family,” Susan Conrad, Program Director at Santa Maria Community Services, said. “When we worked with United Way, we discovered that we could give both generations tools to be successful and they can take even bigger steps toward meeting their financial goals.”

**Funded Agency Partners Achieved the Following Impact in 2019:**

- 1,958 children enrolled in quality early education programs
- 9,412 individuals and families obtain and maintain stable housing for 12 months
- 1,144 individuals obtained full-time employment with benefits
- 3,772 individuals increase their ability to manage a chronic health condition or disability

**United Way Initiatives Achieved the Following Impact in 2019:**

- 285 families avoided homelessness and disruptive school moves through Stable Families
- 136,000 requests for services such as housing, food and rent assistance fielded by 211
- 4 state policies modified or enacted in support of quality childcare services and expanded access for families
- $2,800,000 in tax preparation fees saved by local families through United Way’s Free Tax Prep program
Better systems to wrap people in the right support, at the right time, are out there. We can harness the power that unites us all to impact and enhance the lives of so many. But we must be open to finding solutions in unsuspecting places and looking at issues in new ways. We need your support to develop ways to disrupt the cycle of poverty for good. Not only does our expertise support one family at one agency, but also other families like them in other agencies.

With your support, we do this work in our community. For all our neighbors. We've seen it work and we're committed to doing more. Join us to be a part of transformational change in our community.

But we can't do it without you.

Steps to Success

This year is different, and we know your United Way Campaign will be different, too. Don’t worry, we have your back! We can help you turn this challenge into a big opportunity and provide you with the tools to virtually engage your colleagues around the challenges the community is facing and how united is the way to greater community impact.

Don’t Miss This Year’s Virtual Campaign Jumpstart!

You will get:
• Virtual and digital solutions to share the work of United Way and continue to have meaningful campaigns.
• Virtual and digital solutions to continue making your campaigns fun and increase participation.
• An online Build-Your-Campaign Toolkit to plan an engaging and inspiring remote campaign for any size and type of organization.
• Peer-to-peer sharing of best practices.

The Six Building Blocks for a Successful United Way Campaign.

1. Kickoff
2. Leadership Support
3. United Way Impact Experiences
4. Incentives
5. Special Events
6. Volunteering

Identified from our benchmark of hundreds of campaign best-practices.
THE TOP 25
The largest corporate, retiree and employee campaign donors.

1 P&G
2 GE
3 Fifth Third Bank
4 First Financial Bank
5 Western & Southern Financial Group
6 Cincinnati Children’s Hospital Medical Center
7 Cincinnati Bell
8 American Financial Group, Inc.
9 The Kroger Co.
10 AK Steel Corp.
11 Ohio National Financial Services
12 U.S. Bank
13 Deloitte
14 The Cincinnati Insurance Companies
15 Frost Brown Todd, LLC
16 Corporex Family of Companies
17 Enterprise Holdings
18 PNC Bank
19 Worldpay from FIS
20 UC Health
21 Kao USA, Inc.
22 EY
23 TriHealth, Inc.
24 Citi
25 Michelman

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 United Way of Greater Cincinnati
3 AIM MRO Holdings, Inc.
4 Bartlett & Co.
5 ITW - Air Management
6 HORAN
7 LyondellBasell
8 Park National Bank
9 Al. Neyer
10 Squire Patton Boggs
11 Thompson Hine LLP
12 The Central & Southern Ohio Region of the American Red Cross
13 Bahl & Gaynor Investment Counsel
14 Blank Rome LLP
15 Mariner Wealth Advisors
16 School Outfitters
17 3E4 - Cincinnati USA Regional Chamber, REDI, CBC/CRBC & The Port
18 BakerHostetler
19 Keating Muething & Klekamp PLL
20 Fund Evaluation Group, LLC
21 UPIC Solutions
22 Standard Textile Company, Inc.
23 The E. W. Scripps Co.
24 Easy Way Products Co.
25 Munninghoff, Lange & Co.