

COVID-19 to Campaign: Respond – Recovery – Revitalization

COVID-19 devastated our community, exposing in an urgent and tangible way, the importance of United Way of Greater Cincinnati's work to address pervasive, systemic issues in our community. This is what we do – we stabilize the nonprofit system of care for all people in our community. This is the reason we exist.

COVID-19 exacerbates poverty, financial instability and systemic inequity in our community. This is our opportunity to step up and build a better system of support and equity for all families.

As our community faces down COVID-19, another systemic issue re-emerged: racial inequity and injustice. This deep-rooted problem is just as much a pandemic. Equity and justice have been part of the mission of UWGC and racial equity will be integrated more fully into every layer of our mission and work.

We will define our organization's strategy around COVID-19 recovery and achieving racial equity and justice. We will follow a blueprint that works when tackling systemic problems: stabilizing our non-profit system of care; providing direct relief to families through critical resources and support; empowering families to get help where they live, work and worship; and driving program and system innovation to meet rapidly changing needs.

The focus on COVID-19 and racial equity is in line with our traditional commitments to addressing quality education, basic needs, financial stability and health.

Now, more than ever, United Way is needed. For more than 100 years, the generosity of our community allowed us to develop and strengthen social systems that support families. Now, we must respond with urgency to families in crisis, support individuals as they build stronger financial foundations to withstand future crises and help build new systems of support for long-term community resiliency.

United is the way to long-lasting change. We have a seat at the table with social services, governments, businesses, donors and more. Not only will we drive recovery and revitalization efforts, not only will we be at the forefront of the battle for equity and justice, but we will convene those entities around long-term, systemic solutions.

In 2020, the United Way campaign will look and feel different. The need in our community is unprecedented and we will continue to respond. Our early effort is aimed at the nearly 2 million Greater Cincinnatians who aren't exposed to United Way's work through a workplace campaign. Our community needs the full support of both individuals and companies to provide rapid support and attack deep-rooted issues.