

MANIFESTO | “The Way to Help”



In Cincinnati, we have a way.

A way of joining together with purpose, emotion, action.

A way of convening expertise not as strong alone.

A way of merging common intent for greater outcomes.

A way of uniting.

At the United Way of Greater Cincinnati, *our way* is to harness the collective power of resources and work together to achieve results that no one partner can achieve on its own. That’s a difference only we can make.

Our way is a rising tide, lifting families out of poverty, opening up educational opportunities, providing access to healthcare, and bringing relief in crisis.

Our way is a quilt, wrapping our communities in the warmth of hope--137 partner organizations maximizing donor dollars to attack deep-rooted problems with comprehensive solutions.

Our way is a bridge, connecting the determination of over 300,000 individuals and families with the change they envision for themselves.

Now, more than ever, it’s time for our way. The we-can-do-it, in-it-together, accomplish-anything way. The power-of-many, greater-community-impact way. The from-hope-to-help, dollars-to-difference way. *This* is the Cincinnati way. *Our way*. The *United Way*.

The United Way of Greater Cincinnati. *The way to help.*