WHO WE ARE

Vision:

Our region is a vital and caring community where all children thrive, all people enjoy maximum health and self-sufficiency, and all neighborhoods and communities are vibrant, inviting places to live.

Mission:

United Way is a leader and community catalyst mobilizing the caring power of individuals and organizations to help people measurably improve their lives.

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Dear Friends,

Life is a marathon, not a sprint.

The race is full of peaks and valleys, smooth terrain and rocky climbs, tight curves and straight-aways. On the road of life, 2010 posed a very steep grade, and we made great progress after a lot of hard work.

We only did it because we’ve all committed to LIVE UNITED.

Together, we helped more children succeed in school and life. Together, we gave more families and individuals the tools they needed to reach financial stability. Together, we helped more folks enjoy healthy, quality lives.

2010 brought with it many difficult challenges. The economy continued to push us to work harder, engage with more people and seek better, more innovative ways to invest in our community. Thanks to your help, we raised more than $60 million and finished hundreds of volunteer projects across our 10-county region.

We also launched a $10 million capital campaign to renovate our historic building at 2400 Reading Road, as well as build a special Convening Center that aims to bring the community together for efforts to make our neighbors stronger and more successful in life and work.

We are grateful for our friends who helped us stay the course and keep our pace and our focus on the finish line.

By focusing on EDUCATION, INCOME and HEALTH, we know we are making significant strides in our neighborhoods, helping real people overcoming real struggles. We are confident these changes will make for a stronger community that is prepared for the next leg of this race.

In 2011, as we embark upon Impact 2020, United Way’s strategic direction for the next decade, we are confident we can continue to make progress and celebrate many successes involving Greater Cincinnati’s children, youth and hardworking families and individuals. Thank you for your leadership.

Michael J. Graham, S.J., Xavier University, Chair *
Clifford A. Bailey, TechSoft Systems, Inc.
Karen Bankston, Ph.D., The Drake Center *
Leonard H. Berenfield, Berenfield Containers, Inc.
Peter Blackshaw, Nielsen Online +
Tricia Burke, Lighthouse Solutions +
William P. Butler, Corporea Companies, Inc. *
Kevin Carroll, The Procter & Gamble Company +
Tracey S. Collins, Cincinnati Area Senior Services, Inc.
Alfonso Cornejo, Cincinnati USA Hispanic Chamber +
Susan R. Croushore, The Chrish Hospital
Denise Dal Vera, AFFRA
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Marc D. Fisher, Fisher Investment Group
Victor E. Garcia, M.D., Cincinnati Children’s Hospital Medical Center
J. Drusilla Garnette, AFSCME 3119 *
S. Ray Geiger, PMC Financial Services Group
Crystal Gibson, Citi
Carrie K. Hayden, Community Volunteer *
Delores Hargrove-Young, XLC Personal Services *
Mark A. Heikamp, First Financial Bank
John L. Henderson, Ed.D., Cincinnati State Technical & Community College +
Barbara B. Henshaw, Community Volunteer
J. Philip Holloman, Cintas Corporation +
Paul Hubbard, CVA-4400
Mark J. Jahnke, Katz, Teller, Brant & Hild *
Julie S. Janson, Duke Energy Ohio & Kentucky, Inc.
David L. Joyce, GE Aviation
Gregory B. Kenny, General Cable *
Darin F. Kruger, Kruger Consulting
Michael J. Laatsch, Western & Southern Financial Group
Tillie Hidalgo Lima, Best Upon Request *
John D. Lukens, Dinsmore & Shohl LLP
Suzanne McCool, Lawrenceburg Distillers Indiana, LLC
Jill T. McGruder, JFS Financial Services, Inc.
Thomas S. Moore, VonLehman & Company, Inc. +
Ann Munafò, Community Volunteer
David C. Phillips, Community Volunteer
Jacquelynn D. Phillips, City of Middletown
Julia W. Poston, Ernst & Young LLP
John S. Prout, TriHealth, Inc.
Janet B. Reid, Ph.D., Global Navations
Robert C. Reifsnnyder, United Way of Greater Cincinnati
George J. ReWick, Total Quality Logistics
Sean L. Ruggles, Greater Cincinnati African American Chamber of Commerce *
Carl P. Satterwhite, River City Furniture
William L. Scheyer, The Drake Center *
Valerie L. Sheppard, The Procter & Gamble Company
Julie Shifman, Act Three *
Douglas E. Sizemore, Cincinnati AFL-CIO Labor Council
James A. Sluszewski, Mary’s, Inc. *
Robert A. Sullivan, Fifth Third Bank-Cincinnati +
David E. Szukut, Community Volunteer *
Ellen G. van der Horst, Cincinnati USA Regional Chamber
James C. Votrubka, Ph.D., Northern Kentucky University *
Kathy R. Wade, Learning Through Art, Inc.
Gregory H. Williams, Ph.D., University of Cincinnati
David M. Wilson, Aker’s Packaging Service, Inc.

+indicates a retiring Board member
*indicates a Board member elected to a second term

Joining the Board in Spring 2011

Reba G. Dysart, The Drake Foundation
LaVaughn Henry, Ph.D., Federal Reserve Bank of Cleveland-Cincinnati Branch
G. Edward Hughes, Gateway Community and Technical College
Jerome C. Kaufman, LPK, Inc.
Penny Pensak, Community Volunteer
R. Michael Prescott, U.S. Bank
J. Michael Robinson, Larkinmarketing & Media
Brant Seelmeyer, Cancer Family Care
J. Shane Starkey, Thompson Hine, LLP
Theodore H. Torbeck, Cincinnati Bell, Inc.
George E. Yund, Frost Brown Todd, LLC
United Way’s Future Direction Task Force has framed the organization’s plan for the future. Chaired by Valarie L. Sheppard, the Task Force was created to update and augment United Way’s Vision 2010 plan in a way that would advance United Way’s vision and mission and position the organization for a new era of impact and relevance.

A diverse group of community leaders came together to study the environments in which United Way functions, the future scenarios of an Environmental Scan, and the history of what was accomplished. That work remains under the Vision 2010 plan, United Way’s Agenda for Community Impact, data from a public opinion poll conducted by United Way regularly, and input from United Way Worldwide.

The Future Direction Task Force crafted a plan called Impact 2020, calling on United Way to pursue ambitious goals and strategies in the areas of community impact, developing resources, communicating with and engaging our many stakeholders, and business practices. The plan is bold and sets out to achieve long-term, measurable, community-level goals.

Other Contributing Volunteer Leaders

The Future Direction Task Force received invaluable strategic inputs from several volunteer cabinets/committees at United Way:

• The Community Impact Cabinet, chaired by Barbara B. Henshaw
• The Strategic Development Cabinet, chaired by Teri L. List
• The Marketing Cabinet, chaired by Michael J. Laatsch
• The Volunteer Connection Leadership Council, chaired by Julie C. Shifman

United Way is deeply grateful to St. Elizabeth Medical Center for contributing the services of Michael J. Walters, Ph.D., who served for all of 2010 as a “loaned executive” to the planning process. Dr. Walters’ background in strategic planning for nonprofit organizations made his contributions priceless.
IMPROVING THE ENTIRE COMMUNITY

REGIONAL LEADERSHIP & PARTNERSHIPS

United Way volunteers and staff are committed to community-level partnerships that move our region toward increased success, and strive to provide opportunities for a better life for all.

**Agenda 360**

United Way is heavily invested in the work of **Agenda 360**. This Cincinnati USA Regional Chamber-led agenda for Southwest Ohio seeks to create a leading metropolitan region for talent, jobs and economic opportunity. Agenda 360 relies on United Way's **The State of the Community** report to establish benchmarks for current community conditions and create a roadmap for change. Agenda 360 endorses three United Way-led initiatives - **Success By 6**, **place matters** and the **Greater Cincinnati Workforce Network**.

**Northern Kentucky Vision 2015**

United Way volunteers and staff are key partners in **Northern Kentucky Vision 2015**, an effort to transform Northern Kentucky through talent, innovation and financial investment. United Way supports **Success By 6** and **bornlearning**™ initiatives that support the goal of educational excellence in Northern Kentucky.

**Strive**

United Way is a key partner in **Strive**, our region’s education partnership, working to make sure every child in our urban core has the opportunity to succeed in school and build the foundation for a meaningful career. United Way leads Strive’s efforts in the early childhood education area, focusing on quality early childhood education and home visitation, and is a funding partner of the Community Learning Centers initiative in the Cincinnati Public Schools. United Way and Strive are currently collaborating to manage the federal **Social Innovation Fund** $2 million grant recently received for the organizations’ work in helping people succeed from cradle to career.

**Greater Cincinnati Workforce Network**

United Way is committed to helping local families and individuals achieve financial stability. That’s why United Way supports the **Greater Cincinnati Workforce Network** (GCWN), a coalition convened by The Greater Cincinnati Foundation that creates career pathways that link people to jobs in specific industries and provides training and other resources for sustainable employment. United Way assumed oversight of GCWN in early 2011. United Way’s support is joined by philanthropic funders, local and state agencies, employers, chambers of commerce, secondary and post secondary educational institutions, service providers, and workforce investment boards in the Tri-State region.
TOGETHER WE CAN MAKE A DIFFERENCE

Dearborn & Ohio Counties Action Council
Darin F. Kroger, Chair
Maynard L. Barrett
William B. Cosby
Marie E. Dausch
Lynn M. Deddens, Esq.
Thomas V. Deville
Julie G. Dietz
Amanda Ewbank
Suzanne McCool
Elmer G. McLaughlin
Laura A. Rolf
Jim Scott

Eastern Area Action Council
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Elizabeth M. Atwell
Eleanor Bentley
Marvin A. Blade
Kelly L. Cornette
Timothy Dick
Louis M. Dimmerman
Karen A. Harnish
Julie B. Highley
Rhonda L. Lindon-Hammon
Brandon Little
J. Gibbs MacVeigh
George J. Rewick
Hans A. Schnuderl
Matthew D. Van Sant
Berta Velilla
Warren L. Walker
Barbara Wallace

Middletown Action Council
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Broc Bidlack
Catherine U. Bishop-Clark, Ph.D.
William J. Brock
Mark A. Carrozza
Rev. John R. Civille
Susan L. Combs
Carolyn Davidson
M. Marie Edwards
Rhonda Fagin
Brady Fening
Leslie Ford
Elaine Garver
Capt. Gillian Harvey
Rick R. Hasemeier
Adam Hudak
A.J. Huff
Patrick E. McCausland
Ann Munafo
Richard E. Nein
Tina A. Osso
Rick Pearce
Saundra L. Pearce
Jacquelyn D. Phillips
Scott D. Phillips
Jackie M. Ponder
David A. Schul
Michael J. Scotti
Terrence Sherrer, Sr.
Cynthia D. Tepe
John R. Thomas
William A. Trick
Rev. Gregory Tyus
Debra S. Wells
John E. Wells, Jr.
Dennis Wright

Northern Kentucky Action Council
Crystal Gibson, Chair
B. Charles Alexander
David Bailey
Kara S. Clark
Kristie Courtney
Debby M. Cowles
Janice Cushman
Robert J. Deger, Jr., Ph.D.
Pat M. wDressman
Marlyn A. Galvin
Tim Hanner
Charles J. Hendrix
Maurice E. Kirchner
Thomas S. Moore, Jr.
Victor A. (Van) Needham III
David A. Olds
Randall J. Rawe
Maritza M. Rodriguez
Adam Rohrer
Marshall D. Slagle
Anna Haverkamp Stark
Elizabeth Taliaferro
Richard A. Tiberi
Thomas P. Tullloss
Lanette Whalen
Joseph E. Wind
Linda M. Young
Karen Zengel
I LIVE UNITED because, to grow a solid community and strong workforce, we need to make investments in our youngest neighbors. Every child deserves a chance to succeed in Cincinnati.

James M. Jones
Chair, Board of Directors
Every Child Succeeds
and Vice President of Finance (retired)
The Procter & Gamble Company

CHILDREN PREPARED FOR KINDERGARTEN

Learning is a life-long process that starts at birth. It’s the cornerstone of building a solid community, and that’s why United Way invested $9,865,000 to prepare Greater Cincinnati’s children for kindergarten in 2010. Those dollars supported programs involving home visitation for parents and newborns, quality-rated preschool and home instruction tools.

United Way also distributed $2,198,174 from the Winning Beginnings campaign to support strategies linked to kindergarten readiness in Hamilton, Clermont and Brown counties, Middletown, and Northern Kentucky.

Together, these educational efforts are yielding solid results in our community. A report from Covington shows 73 percent of children achieved scores that show they’re ready to learn in kindergarten, up from 63 percent in 2009. A key literacy assessment, Kindergarten Readiness Assessment–Literacy (KRA-L), shows students in Cincinnati Public Schools are making great strides too, with scores that are nine percent higher than in 2006.

Children Prepared for Kindergarten Impact Council

Paul Wirtz, Ph.D., Chair
Elizabeth M. Atwell
Kristen A. Copeland, M.D.
Jeff Edmondson
Nancy Grayson
Lisa Holstrom

Wendy Kurtz
John D. Luken
J. Gibbs MacVeigh
Eric C. Okerson
Penny Pensak
Mark T. Reitzes

Roger J. Schorr
Sallie E. Westheimer
Benjamin A. Willingham
Lori A. Zombek
YOUTH SUCCEED IN SCHOOL AND LIFE

The region’s youth need tools for success, too. Only about 20 percent of a student’s waking hours are spent in school, so learning opportunities outside of the classroom are critical to a teen’s ability to thrive beyond high school.

United Way is committed to giving adolescents the tools they need to prepare for the next step in life. That’s why we invested $8,295,000 in educational tools that help ensure youth can succeed in school and life, including out-of-school-time programs, mentoring and parental involvement.

Our organization partners with several community organizations and initiatives that are committed to creating lasting change in students’ lives, including Cincinnati Public Schools’ Community Learning Centers. That effort works to improve academic performance by creating a closer tie to local schools and the communities that surround them.

Youth Achieve Success Impact Council

Alan H. Abes, Chair
Robert T. Antony
Patricia A. Armstrong
Julie F. Bissinger
Mary Kay Brown
Kathleen A. Burklow, Ph.D.
Helen J. Mattheis
Tonya M. Matthews, Ph.D.
Thomas M. McCormick
Scott Allan McLachlan
Brian M. Neal
Gerald L. Oaks
Michael L. Stevens
Gregory Stewart, Ph.D.
LaMarque D. Ward
Cheri Lynn Westmoreland, Ph.D.
Wade T. Williams
FAMILIES AND INDIVIDUALS ACHIEVE FINANCIAL STABILITY

Strong families mean a stronger community. Financial stability is one of the major keys to developing that strength, and United Way is investing in opportunities that help make that happen. In 2010, $8,170,000 was committed to programs that help low-income working families and individuals earn, grow and keep their wealth.

A variety of programs are helping people seek financial stability through assistance with basic needs, workforce development, financial literacy, and other resources. Through these tools, more local individuals and families are seeking better paying jobs with benefits, achieving homeownership and building assets.

One of United Way’s primary efforts involves the Regional Earned Income Tax Credit Collaborative (EITC), which helps hardworking families and individuals get more of their own money back from the government when filing taxes. The local EITC initiative has continued to see growth from year to year.

Source: Regional Earned Income Tax Credit (EITC) Initiative Dollars Returned to the Community

In 2010, the City of Cincinnati turned to United Way to use its respected call-for-investment process to develop recommendations to City Council on distribution of the city's $2.34 million dollars in human services funding. We also continued to distribute almost $780,000 in federal Emergency Food & Shelter Program funds to agencies providing basic needs and financial stability services. Through these initiatives, United Way is more closely aligning city and federal dollars to have impact on our financial stability goals.

Financial Stability Impact Council

Thomas J. MacDonald, Chair
Shellie Baker
Regina R. Campbell
Jodi M. Geiser
Jessica A. Hogg Leslie
Kevin S. Holt
Linda Maurer
John N. Morris
Paul R. Poston
Kurt L. Reiber
Robert E. Scarborough
Kathy L. Schwab
Nancy A. Spivey
Robie K. Suggs
Lamont Taylor
Aaron J. Wolfe-Bertling
Andrea Zigman
INDIVIDUALS LIVE QUALITY LIVES

Everybody deserves the opportunity to live a quality life with maximum independence. That’s why United Way invested $8,462,000 in 2010 to help promote wellness, self sufficiency and social engagement, helping seniors and adults with disabilities maximize their ability to live on their own. Those critical dollars went on to support programs that offer vocational skills, home health care, home delivered meals, and other engagement opportunities.

United Way also recognizes the critical link health and emotional well being has to achieving positive results in our other priority areas, education and income. We make investments in programs that help adults with substance abuse, address emotional concerns and cope with other health-related challenges.

Quality Lives Impact Council

Jan W. Przezdziecki, Chair
Allen S. Daniels, Ed.D.
Pat M. Dressman
Don Eckstein
Natalie S. Graves
Kathryn A. Haines
Nasrin Malayery
Geoffrey L. Oberhaus
Jane Page-Steiner
Elizabeth J. Wallbrown
Tracy Wilking

United Way 211

is a critical resource for people seeking assistance with basic needs such as food and shelter and other needed services. The helpline has seen significant growth since its launch in Greater Cincinnati in 2003. In 2010, United Way 211 expanded its service delivery to 25 counties in our region, including Dearborn and Ohio counties in Indiana. United Way 211 also helps connect people with volunteer opportunities.

211 Call Volume

<table>
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<td>10'</td>
<td>121,354</td>
</tr>
</tbody>
</table>

Ruth W. and Robert I. Westheimer Award for Continuous Leadership

I LIVE UNITED because I believe everyone should have an impact on the community when they make a long-term commitment to give, advocate and volunteer for the greater good.

Herbert R. Brown
Senior Vice President, Public Relations (retired)
Western & Southern Financial Group

Photographed beneath Great American Tower at Queen City Square
I LIVE UNITED because the richness of our culture and the opportunity for better education, income and health are essential to the fabric of our community.

Robert C. “Chip” Harrod
President and CEO
BRIDGES for a Just Community

2011 COMMUNITY INVESTMENTS
United Way believes supporting education, income and health is the best way we can make real change in Greater Cincinnati. That’s why we’re responding to the community’s growing needs and committing $50,465,800 for programs, initiatives and other efforts aimed at supporting community impact goals in 2011.

In 2011, United Way is investing more than $17.6 million in programs that support EDUCATION - both in preparing very young children for kindergarten and helping youth achieve success in school and life. Another $7.6 million supports programs that help families and individuals earn, keep and save more of their INCOME. United Way is also investing over $8 million in programs that sustain good HEALTH by helping seniors and people with disabilities achieve maximum independence.

Several neighborhoods in our region are pushing to move beyond survive into a state of thrive. United Way is proud to be a partner in that effort, investing over $1.3 million in place matters, a United Way initiative testing a comprehensive approach to achieving results in Avondale, Covington, Felicity, Middletown, and Price Hill.

Impact Cabinet
Barbara B. Henshaw, Chair
Patricia A. Armstrong
Maynard L. Barrett
Barbara J. Bonifas
Neil M. Comber
William B. Cosby
James J. Edmondson
Thomas D. Freeman
Crystal Gibson
Kathryn A. Haines
J. Gibbs MacVeigh
Kathy J. Meinke
Thomas S. Moore, Jr.
Sean T. Parker
Penny Pensak
Jan W. Przedziecek
Eric W. Rademacher, Ph.D.
Kurt L. Reiber
Sean L. Rugless
David A. Schul
Tamara L. Schwarting
Mark L. Silbersack, J.D.
Robie K. Suggs
Charles J. Winger
2010: SIGNIFICANT STRIDES

The year welcomed several key accomplishments that will help us further advance our work in EDUCATION, INCOME and HEALTH. United Way and the Strive education partnership were awarded a two-year, $2-million Social Innovation Fund grant in July. More than 60 organizations nationwide applied for the grant and only 11 were awarded federal dollars. Local funders including United Way are matching the fund, dollar-for-dollar, to establish the Cincinnati/Northern Kentucky Social Innovation Fund, which will help children prepare for kindergarten, youth achieve success in school and individuals achieve sustained employment.

The year concluded with the release of the fourth edition of The State of the Community report, revealing a broad overview of the socio-economic health of the region that underscores the importance of collaborative work to transform our community. The report shows mixed results for these key indicators. The region is at or above the national average in several trends, including cost of living, opportunity for affordable housing and violent crime. However, the region is worse than the national average where infant mortality, percent of adults smoking and average annual wage are concerned.

United Way also launched its first-ever capital campaign to raise $10 million to build the Fifth Third Convening Center and to completely renovate its human services building at 2400 Reading Road. At the close of 2010, more than $6.6 million had been raised for the effort, which will continue in 2011. The building and Convening Center aim to be places where people can meet and discuss common goals to create change and help people achieve the building blocks for a better life.
GIVING GENEROUSLY

Greater Cincinnati rallied to show its support of the 2010 annual campaign, contributing $60,608,000 to the effort led by General Chair Dave Dougherty. The solid result is a tremendous accomplishment in light of the struggling economy that is slowly showing signs of recovery. The campaign was boosted by a $2-million matching grant for new and increased gifts, contributed by more than a dozen generous companies, foundations and individuals.

The campaign saw significant growth in its affinity leadership groups in 2010, welcoming 139 new members to our Tocqueville Society ($10,000 and above), 25 new members of the Women’s Leadership Council, 196 new members of WINGs (Women Investing in the Next Generation), 552 new members of the Emerging Leaders’ Society, and 174 new members of the Herbert R. Brown Society, a giving society for African American donors.

We also engaged more people in our hands-on work, with almost 12,000 people from 180 companies completing more than 800 volunteer projects with our agency and community partners, a $1.04 million value to the community. We created a volunteer team of Powerhouse Mentors, made up of employees from deeply engaged companies who advise other companies how to create and expand their volunteer programs. United Way also sponsored two Company Come Together projects with 293 volunteers from 14 companies.

United Way pushed to grow its online presence during the campaign, emphasizing community engagement. Those efforts included a text-to-give campaign tied to the CarMax Riverfest Labor Day weekend event, our second virtual kickoff and enhancements to our micro site (www.wecanliveunited.org), which won an international marketing and communication award.

### 2010 Campaign Cabinet

- David F. Dougherty, Chair
- Andrea Ayers
- Mark Bennett
- Rick Borkowski
- Karen Bowman
- Krista M. Boyle
- Dave Brandel
- Donald B. Bush
- Kerry R. Byrne
- Bernie Calonge
- Beth Chavies
- Mark D. Cinquina
- Susan R. Croushore
- Mark E. Dato, M.D., Ph D.
- Donna Eby
- Shelly Eddy
- Michael J. Edwards, M.D.
- James C. Ellerhorst
- Latosha M. Ellis
- Amy M. Eskoffgarrett
- David L. Faulk
- S. Kay Geiger
- Brian A. Giovanni
- Amy Hanson
- Delores Hargrove-Youn
- Carrie K. Hayden
- Michael J. Laatsch
- Kevin Lobo
- Tanya Mahon
- Timothy Maloney
- Jill T. McGruder
- Mike McNulty
- Ralph “Mike” S. Michael III
- Gary J. Moffat
- Julie L. Moore
- Christi L. Novomesky
- Lisa O’Brien
- Sean P. Parker
- Filippo Passerini
- Gerry A. Pecora
- Randy Rawe
- William F. Ritzmann
- Mary Rolf
- Greg Rowe
- Lisa Sanger
- Carl P. Satterwhite
- Michael A. Scorti
- Jim Scott
- Paul G. Sittenfeld
- T. Sittenfeld
- James A. Sluzewski
- Tom Stoll
- Michelle Sullivan
- Joan Szukat
- Richard A. Tiberi
- George H. Vincent
- Jeff Welsh

### Strategic Development Cabinet

- Teri L. List, Chair
- James M. Anderson
- Andrea J. Ayers
- Peter Blackshaw
- Mark J. Busher
- Lee Ault Carter
- J. Rita McNeil Danish
- Kelley Downing
- Crystal J. Faulkner
- Michael A. Fisher
- Michael J. Graham, S.J.
- John W. Hayden
- Terry Horan
- Mark J. Jahnke
- David L. Joyce
- Ann M. Keeling
- Andrew S. Kitzmiller
- Michael J. Laatsch
- Tillie Hidalgo Lima
- Catherine M. Myers
- Barbara Schaefer
- Alan C. Schussheim
- James A. Sluzewski
- Robert A. Sullivan

### Loaned Executives

- Alison Brown
- Denise Bullock
- Brigid Cafferty
- Michael Chikeleze
- George Corwin
- Dan Curtis
- Tim Godfrey
- Theresa Griggs
- Jackie Hendrickson
- Cecilia Hodges
- Jerry Jaspers
- Kerry Jostworth
- Zolita Martin
- Alison Payne
- Lisa Pugh
- Rhonda Russell
- Tom Sowar
- Kevin Whitman
- Jane Wiehe
I LIVE UNITED because it’s important that the business community makes a commitment to investing in the region’s future and helping children strive for greatness.

Jill T. McGruder
CEO
IFS Financial Services

United Way’s annual campaign exemplifies our corporate and community partners’ incredible commitment to improving people’s lives. We salute them for their stellar 2010 efforts.

The Top 25

The largest corporate, retiree and employee campaigns

1. The Procter & Gamble Company $12,720,010
2. GE $12,720,010
   GE Aviation, GE Aviation Components Service Center, GE Federal Credit Union, IAMAW
   Locals 912 & 162, UAW Local 647, Int'l Guards Union of America Local 8
3. Fifth Third Bank $3,083,530
4. Macy’s, Inc. $2,516,899
   Macy’s Corporate Office, Macy’s Credit and Customer Service, Macy’s Logistics and
   Operations, Macy’s Stores, Macy’s Systems and Technology
5. Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company $2,020,613
6. Western & Southern Financial Group and Its Family of Companies $1,363,412
7. Cincinnati Children’s Hospital Medical Center $1,111,934
8. The Kroger Co. $1,060,000
   United Food & Commercial Workers Local 1099, IAMAW Local 162, Firemen and
   Oilers Local 7, RWSDU Local 390, Teamsters Local 661, Teamsters Local 100
9. Duke Energy $1,031,500
   United Steelworkers of America Locals 12049 & 14214, Utility Workers of America
   Local 600, International Brotherhood of Electrical Workers Local 1347
10. PNC Bank $940,070
11. U.S. Bank $906,493
12. American Financial Group, Inc. $804,914
13. Convergys Corporation $652,603
14. Toyota Motor Engineering & Manufacturing North America, Inc. $632,214
15. Ohio National Financial Services $583,414
16. TriHealth, Inc. $530,379
17. Cincinnati Bell, Inc. $467,500
   Communications Workers of America Locals 4400 & 4401
18. American Modern Insurance Group $458,270
19. AK Steel Corporation $455,005
   International Association of Machinists & Aerospace Workers Local Lodge 1943
20. Deloitte & Touche LLP $442,826
21. Luxottica $360,000
22. Cincinnati Financial Corporation $339,734
23. Catholic Health Partners and Mercy Health Partners of Southwest Ohio $334,522
24. The Christ Hospital $325,175
25. Citi $308,312
An Advertising Supplement to the Business Courier

1  Katz, Teller, Brant & Hild  $2,212.37
2  Bartlett & Co.  $1,766.24
3  Scripps Networks Interactive, Inc.  $1,750.00
4  Squire, Sanders & Dempsey LLP  $1,548.69
5  United Way of Greater Cincinnati  $1,524.59
6  Baker Hostetler LLP  $1,206.90
7  HORAN  $1,054.83
8  Corporex Companies, Inc.  $1,013.48
9  Al Neyer, Inc.  $963.35
10 AIM MRO Holdings, Inc  $950.60
11 PricewaterhouseCoopers LLP  $908.18
12 Fund Evaluation Group, Inc.  $904.11
13 Ernst & Young LLP  $902.68
14 Marsh, Inc.  $868.48
15 KnowledgeWorks Foundation  $865.85
16 Kiwiplan  $810.76
17 Blank Rome LLP  $791.52
18 General Cable Corporation  $787.67
19 Frost Brown Todd, LLC  $779.94
20 USI Midwest  $772.73
21 Thompson Hine LLP  $767.39
22 Intelligrated, Inc.  $745.55
23 BKD, LLP  $736.38
24 Dinsmore & Shohl LLP  $717.97
25 Joseph Decosimo & Company  $632.58

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  Omnicare Incorporated  $80,000
2  Pomeroy IT Solutions  $59,480
3  Intelligated, Inc.  $30,523
4  Alliance Data  $27,929
5  Duro Bag Manufacturing Company  $10,000
5  Empire Marketing Strategies  $10,000
5  The Governance Solutions Group, LLC  $10,000
5  NorthgateArinso  $10,000
9  Vistage International, Inc.  $8,000
10 Cardiac, Vascular & Thoracic Surgeons, Inc.  $6,800

Top New Business Leaders

The largest companies or organizations providing a new corporate gift, a new employee campaign or both.

1  Omnicare Incorporated  $80,000
2  Pomeroy IT Solutions  $59,480
3  Intelligated, Inc.  $30,523
4  Alliance Data  $27,929
5  Duro Bag Manufacturing Company  $10,000
5  Empire Marketing Strategies  $10,000
5  The Governance Solutions Group, LLC  $10,000
5  NorthgateArinso  $10,000
9  Vistage International, Inc.  $8,000
10 Cardiac, Vascular & Thoracic Surgeons, Inc.  $6,800

Tremendous 25
Companies with the greatest number of Leadership Givers – contributors of $2,500 or more

1. The Procter & Gamble Company 1277
2. GE Aviation 295
3. Fifth Third Bank 290
4. Macy’s, Inc. 112
5. Western & Southern Financial Group 93
6. Toyota Motor Engineering & Manufacturing North America, Inc. 75
7. Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company 63
8. Cincinnati Children’s Hospital Medical Center 60
9. U.S. Bank 56
10. American Financial Group, Inc. 51
11. PNC Bank 47
12. Deloitte & Touche LLP 46
13. Ohio National Financial Services 45
14. Convergys Corporation 44
15. Duke Energy 43
16. Frost Brown Todd, LLC 40
17. TriHealth, Inc. 31
18. United Way of Greater Cincinnati 30
19. The Kroger Co. 29
20. Dinsmore & Shohl LLP 28
21. Catholic Healthcare Partners 25
22. American Modern Insurance Group 24
23. Cintas Corporation 23
23. Ernst & Young LLP 23
23. Taft, Stettinius & Hollister LLP 23
24. Cincinnati Bell, Inc. 20
24. The Christ Hospital 20
24. General Cable Corporation 20
25. Kao Brands Company 17
25. University of Cincinnati 17
### The LIVE UNITED 100

United Way of Greater Cincinnati wishes to recognize 100 special companies and organizations that are creating help and hope for individuals and families throughout our region. These companies and their employees have demonstrated leadership and commitment in their corporate and personal giving. They represent the highest per capita giving companies with 10 to 500 employees and minimum combined giving of $10,000 that are not large enough to be in the Top 25.

<table>
<thead>
<tr>
<th>#</th>
<th>Company Name</th>
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<tr>
<td>1</td>
<td>Compass Group, Inc.</td>
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<td>RiverPoint Capital Management</td>
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<td>Sanger &amp; Eby Design</td>
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<td>Ross, Sinclair &amp; Associates, LLC</td>
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<td>Blue Chip Venture Company</td>
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<td>8</td>
<td>Baldwin Gilman LLC</td>
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<td>9</td>
<td>Cincinnati Works</td>
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<td>10</td>
<td>Martin Franchises Inc.</td>
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<td>11</td>
<td>UPIC Solutions</td>
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<td>The Plastic Moldings Company, LLC</td>
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<td>Clopay Corporation</td>
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<td>14</td>
<td>John Tisdel Distributing</td>
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<td>15</td>
<td>River City Furniture</td>
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<td>16</td>
<td>FamiliesFORWARD</td>
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<td>17</td>
<td>White, Getgey &amp; Meyer Co., LPA</td>
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<td>18</td>
<td>3CDC</td>
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<td>19</td>
<td>Voith Industrial Services Inc.</td>
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<td>20</td>
<td>Central Bank</td>
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<td>21</td>
<td>Best Upon Request</td>
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<td>22</td>
<td>Anchor Properties</td>
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<td>23</td>
<td>Cincinnati Bengals</td>
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<td>Eco Engineering, Inc.</td>
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<td>25</td>
<td>Schawk Cincinnati 446</td>
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<td>26</td>
<td>Sheakley Group of Companies</td>
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<td>27</td>
<td>Cincinnati Business Courier</td>
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<td>28</td>
<td>John J. &amp; Thomas R. Schiff &amp; Co., Inc.</td>
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<td>29</td>
<td>Intrinzic Marketing and Design Inc.</td>
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<td>30</td>
<td>First Security Trust Bank</td>
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<td>31</td>
<td>UBS</td>
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<td>32</td>
<td>American Red Cross Cincinnati Area Chapter</td>
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<td>33</td>
<td>Cincinnati USA Regional Chamber</td>
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<td>34</td>
<td>Bahl &amp; Gaynor Investment Counsel</td>
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<td>35</td>
<td>Cohen Brothers, Inc.</td>
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<td>36</td>
<td>KPMG LLP</td>
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<td>Washing Systems LLC.</td>
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<td>Taft, Stettinius &amp; Hollister LLP</td>
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<td>40</td>
<td>The E. W. Scripps Company</td>
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<td>41</td>
<td>General Mills, Inc.</td>
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<td>Standard Textile Co., Inc.</td>
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<td>Von Lehman &amp; Company Inc.</td>
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<td>Jim Beam Brands Co., Inc.</td>
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<td>Graydon Head</td>
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<td>Xtek, Inc.</td>
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<td>CenterBank</td>
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<td>Osborne Coinage &amp; Doran Manufacturing</td>
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<td>Home City Ice Company</td>
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<td>Hydro Systems Co. – A Dover Resources Co.</td>
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<td>Mayfield Clinic</td>
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<td>Cassidy Turley</td>
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<td>Peck, Shaffer &amp; Williams LLP</td>
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<td>Girl Scouts of Western Ohio</td>
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<td>57</td>
<td>Michelman, Inc.</td>
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<td>Clark, Schaefer, Hackett &amp; Co.</td>
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<td>Messer Construction Company</td>
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<td>Jones Lang LaSalle</td>
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<td>Greater Cincinnati Health Council/Health Improvement Collaborative</td>
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<td>Grant Thornton LLP</td>
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<td>4C for Children</td>
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<td>64</td>
<td>J.M. Smucker LLC</td>
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<td>65</td>
<td>Robert W. Baird &amp; Company Incorporated</td>
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<td>Park National Bank of SW Ohio &amp; N Ky</td>
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<td>Keating Muething &amp; Keklape, PLL</td>
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<td>Greenebaum Doll &amp; McDonald PLLCL</td>
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<td>School Outfitters</td>
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<td>Buckhorn, Inc.</td>
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<td>Porter, Wright, Morris &amp; Arthur LLP</td>
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<td>LyondellBasell Industries</td>
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<td>OPW Fueling Components</td>
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<td>Thomson MacConnell Cadillac, Inc.</td>
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<td>100</td>
<td>The Bank of Kentucky, Inc.</td>
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</tbody>
</table>
IN MEMORIAM

United Way would like to remember three great leaders who dedicated their efforts to the organization’s work and our community.

L. ROSS LOVE served as United Way’s board chair from 2003 to 2005, was a board member from 1998 to 2007 and chaired the 2001 Strategic Direction Committee that led to Vision 2010, the roadmap that has driven United Way’s work and innovative changes for the last decade.

During his leadership of the Board, United Way developed the Agenda for Community Impact, which has prompted our goals, strategies and action agenda for our work in the community, and our first The State of the Community report.

WILLIAM C. PORTMAN served as United Way’s Campaign chair in 1975 and on United Way’s Board of Directors from 1975 to 1980.

The founder and long-time CEO of Portman Equipment Co., Bill was a leader in the Greater Cincinnati Chamber of Commerce, Cincinnati Business Committee, Leadership Cincinnati, and many others, and was honored as a Chamber ‘Great Living Cincinnatian’ in 2005.

OLIVER WADDELL chaired United Way’s campaign in 1986, helping to raise more than $35 million for the good of our community, a 6.4 percent increase over the 1985 campaign.

A dedicated volunteer, Ollie served as a mentor to teens and sat on several boards and committees, including Junior Achievement, United Way campaign fundraising partner American Red Cross, Cincinnati Area Chapter and the Boy Scouts of America, Dan Beard Council, a United Way agency partner. In 1991, Ollie estimated he spent at least 20 percent of his time working on community projects and serving on more than 14 business and community boards.

We honor our United Way friends and the lasting legacy they each leave behind.
New Endowed Tocqueville Members
Charlotte and Bob Otto

New Legacy Leaders
Mr. and Mrs. Francis B. Rosevear
(4) anonymous*

IN MEMORY OF:
Tom Wilmanns & Alan Wegeworth
Jack Whitney
Jim Scott
Kathleen Norris
James Nethercott
James McDonald
Terry Grundy

Eleonora Fusco by:
Ms. Raye N. Allen
Samuel C. and Joyce Caufield
Ms. Kimberly Dechert
Mr. Roberto Giardini
Ms. Carolyn Keiser
Mr. James Kong
Cynthia R. Matyi
Mr. Aaren Schoeny
Ms. Ann Segal
Mr. Edwife Valsecchi

IN HONOR OF:
Honorariums and Memorials 2010

Mr. and Mrs. Francis B. Rosevear
Mr. Vincent Brown
Mr. Billy Boykins
Mr. and Mrs. Earl J. Blanks
Ms. Carol N. Aquino
Ms. Raye N. Allen
Mr. and Mrs. James Riley
Mr. and Mrs. Mary Lu Aft
Mr. and Mrs. Bruce Brown
Mr. and Mrs. James R. Bridgeland, Jr.
Mr. and Mrs. J. Leland Brewster II
Mr. and Mrs. Frank J. Andress
Mr. and Mrs. James M. Anderson
Ms. Lucille H. Amis
Mr. and Mrs. Bob Amis
Mr. and Mrs. George V. Blaha
Mr. and Mrs. Stephen C. Blowers
Ms. Jennifer M. Bloom
Ms. Christine Bochenek
Mr. and Mrs. George H. Bricker
Mr. and Mrs. Donald Layman
Mr. and Mrs. Leskanic
Ms. Marian McSwigan
Mr. and Mrs. Brian Patterson
Robert C. and Gretchen Reifsnyder
Mr. and Mrs. Howard Schechter
Mr. and Mrs. Richard Schmalzl
Mr. and Mrs. Richard Dineen
Mr. and Mrs. William E. Conway
Mr. and Mrs. Lon W. Deckard
Ms. Judith Deeter
Mr. and Mrs. Thomas E. Dewey
Mr. and Mrs. David Deye

IN MEMORY OF:
Dorothy Bachmann by:
Mr. and Mrs. James Riley
Ms. Edith Zumvorde and Family
Melvyn Fisher by:
Dick & Mary Lu Aft
Ms. Raye N. Allen
Olive Hubert by:
Ms. Raye N. Allen
Ms. Carol N. Aquino
Robert C. & Gretchen Reifsnyder

Ross Love by:
Dick and Mary Lu Aft
Ms. Raye N. Allen
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Barnes Dennig & Company, Ltd.
- c/o Bradley Chaffin
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Mr. Billy Boykins
Mr. Vincent Brown
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Mr. and Mrs. Thomas Carroll
The Cincinnati Sting
Cincinnati USA Convention & Visitors Bureau
Cincinnati USA Regional Chamber
Ms. Theresa Cipolliina
Clark, Schaefer, Hackett, & Co.
Cross Country Capital c/o Bill Ashby
and Nan Smith
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The Elizabeth Gamble Deaconess Home Assoc.
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Mr. and Mrs. Robert Leskanic
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Mr. and Ms. Ray van der Horst
The Wehling Family Charitable Foundation
Mr. Al Wofford

John Murdough by:
Cincinnati Bengals

Bill Portman by:
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Ms. Laurie Galtbreath
Ms. Lorraine, Ms. Laurie and Mr. Squire Galtbreath
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Mr. Bob George
Louis D. George Consulting
Mr. and Mrs. Thomas R. Gerdes
Mr. Robert W. Gibson
Mr. and Mrs. Richard V. Giery

*One anonymous gift is through the Human Services Endowment Partnership of The Greater Cincinnati Foundation and United Way of Greater Cincinnati
Mr. James L. Ginter
Mr. Ronald S. Glenn
Mr. Everett Grant, Ms. Delise Atkinson and Mr. Chris Faggard
Mr. and Mrs. Michael Green
Ms. Ann J. Gregg
The Gettler Family Foundation
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Mr. and Mrs. Brad Haidet
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Mr. and Mrs. Harry M. Mathis
Mrs. Joan E. Mauk
Mr. and Mrs. Gregory A. McDaniel
Mr. and Mrs. John J. McLaughlin
Mr. and Mrs. Charles S. Mechem, Jr.
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Mr. Dan Meyer
MHEDA
Mr. and Mrs. Lawrence D. Milligan, Jr.
Mr. and Mrs. W. Enstl Minor
Mr. and Mrs. James Monroe
Mr. and Mrs. Jerome P. Montopoli
Mrs. Marjorie Hatt Motch
Ms. Sherry Myers
Mr. and Mrs. David N. Myhal
Naumann Hobbs - Phoenix
Mr. and Mrs. John Neberghall
Mr. and Mrs. Ed J. Neyer
Mr. and Mrs. Eric C. Nielsen
Northeast Hamilton County Republican
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Mr. Kenneth L. Penderly, Jr.
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Mrs. Liane Phillips
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Mr. William E. Rathman
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Rhinelander Foundation
Mr. Gordon Rich
Risch Family Foundation
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Mr. William C. Rowe
Mr. and Mrs. Jeffrey C. Sadosk
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Squire, Sanders & Dempsey LLP
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Mr. and Mrs. Robert Schellhas
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Mr. Michael T. Schueler
Ms. Barbara L. Schumacher
Mr. Daniel C. Sexton
Mr. John M. Shepherd
Mr. and Mrs. Thomas R. Shevlin
Mr. and Mrs. Murray Sinclair, Jr.
Mr. John G. Smale
Mr. Bradley Smith
Mr. John F. Steele, Sr.
Dr. Peter J. Stern
Mr. and Mrs. James H. Stoehr
Mrs. Elizabeth A. Stone
Mr. Joe and Mr. Vince Thoma, Thoma & Sutton
Eyecare Professional, LLC
Mr. and Mrs. Charles L. Thomas, III
Dr. Joan Thomas and Mr. Charles L. Thomas, Jr.
Mrs. Helga M. Tillinghast
U.S. Bank
Mr. and Mrs. Ray van der Horst
Ms. Marjorie H. Wagner
Waite Schneider Bayless & Chesley, LPA
Mr. and Mrs. Mark R. Weaver, Esq.
Mr. and Mrs. Eumund C. Weber, III
Ms. Roberta G. Weisel and Ms. Britt Robson
Mr. and Mrs. Donald W. Westom
Mr. and Mrs. Willem W. Whanger
Dr. Penny Wheeler and Ms. Margaret Chutech
Mr. and Mrs. Jerry R. Whitlee
Mr. and Mrs. Caleb Whittaker III
Mr. Davis C. White
Mr. and Mrs. Jack C. Whitney
Margaret Wilcox Browning
Mrs. Helen Williams
Mrs. Jean Wommack and Family
Mrs. Mary K. Woolford
WPO Cincinnati
Xtek, Inc.
Yale Law Offices
Mr. and Mrs. Eric B. Yeiser
Zanesfield Rod and Gun Club
Mr. and Mrs. James Zimmerman
Patricia Pottembaum by:
Ms. Raye N. Allen
Pete Strauss by:
Dick & Mary Lu Aft
Laura Vaughn by:
The Motorists Insurance Group
Leopoldo C. Velasco by:
Andrew & Faizah Byer
Ernie R. and Lynn A. Treiss
Ollie Waddell by:
Dick & Mary Lu Aft
Ms. Carol N. Aquino
John Walter Carter by:
Mr. and Mrs. David Feldstein

*Through the Human Services Endowment Partnership of The Greater Cincinnati Foundation and United Way of Greater Cincinnati
**Deceased Legacy Leader Continuing to Support Campaign in Perpetuity

United Way Foundation Board
Carrie K. Hayden, Chair
Herbert R. Brown
Kenneth V. Byers
Michael J. Graham, S.J.
Merwin Grayson, Jr.
Kip Heekin
Steve Jemison
Blaise C. Kah
Gerald L. Oaks
Catherine M. Myers
Rosemary Schlachter
Roger J. Schorr
David E. Szkutak
I LIVE UNITED because, by making a commitment to serve others, I’m developing leadership traits and am making a direct impact on my community.

Nicholas Chute
Junior, Indian Hill High School
and Member
Boy Scout Troop 502

New Century Community Service Awards
We applaud these community volunteers who support United Way’s commitment to making change in the areas of EDUCATION, INCOME and HEALTH. We are grateful these people LIVE UNITED and dedicate their time, talent and treasure to our work.

Improving Our Community

Suzanne Brown
Ernst & Young LLP

Geoffrey L. Oberhaus
Dinsmore & Shohl, LLP

Geoffrey L. Oberhaus
Dinsmore & Shohl, LLP

Geoffrey L. Oberhaus
Dinsmore & Shohl, LLP

Strengthening our Region

Mark Cosimi
Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company

Jodi M. Geiser
Ernst & Young LLP

Hans A. Schnuderl
Cincinnati Milicron (retired)

Communicating Our Message

Jane Link
Ipsos Understanding UnLtd.

Deborah Jefferson
The Procter & Gamble Company

Jeffrey A. Rowe
Hydro Systems Company

Developing Resources
2010 Community Care Week Corporate/Community Partners

Abstract Displays, Inc.
Advantage Sales and Marketing
American Financial Group, Inc.
American Modern Insurance Group
American Red Cross, Cincinnati Area Chapter
American Red Cross, Cincinnati Area Chapter, Butler County Office
Anthem Blue Cross Blue Shield
Atrium Medical Center
AurGroup
Aurora Casket Co.
B105
Barnes Dennig & Company, Ltd.
Best Upon Request
Bind USA
BKD, LLP
Bonneville International
Brown Mackie College
Buttermilk Family Dentistry
Cargill Flavor Systems
Center for Great Neighborhoods of Covington
CH Mack, Inc.
CHACO Credit Union
The Children’s Home of Cincinnati
Church of Latter Day Saints
The Church of The Living God
Cincinnati Adventures & Volunteering Group
Cincinnati Art Museum
Cincinnati Arts Association - Aronoff Center for the Arts
Cincinnati Bengals, Inc.
Cincinnati Children’s Hospital Medical Center
Cincinnati Financial Corporation
Cincinnati State Technical and Community College
Cincinnati USA Regional Chamber
Cincinnati Youth Collaborative
Cintas Corporation
Citi
City of Forest Park
Convergys Corporation
Covington Independent Schools
Covington Partners in Prevention, Inc.
The David J. Joseph Company
Dearborn County Chamber of Commerce
Dell
Deloitte & Touche LLP
Delta Air Lines, Inc.
Delta Chi Fraternity
DuBois Chemicals
Duke Energy
Duke Realty Corporation
dunhumbyUSA
EMC Insurance
Empower Mediamarketing, Inc.
Engineering Excellence, Inc.
Epsilon
Ernst & Young LLP
Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company
FRCH Design Worldwide
Fabulous Bridal Boutique
Fabulous Furs
Federal Home Loan Bank of Cincinnati
FedEx CVG-RC (A/R Posting Account)
Fidelity Investments
Fifth Third Bank
Fifth Third Processing Solutions
Formica Corporation
Franciscans for the Poor
Ft. Hamilton Hospital
The Gap, Inc.
GE Aviation
General Revenue Corp.
Great American Insurance Company
Greater Joy Homeschool Co-Op
Harland Financial Solutions - Intrieve
Hill Top Research Corporation
Hollywood Casino
Horseshoe Inn
Humana Inc.
Hydro Systems Co. - A Dover Resources Co.
IBM Corporation
IRS Cincinnati Service Center
ITW Air Management
J.M. Smucker LLC
Jones Lang LaSalle
Kao Brands Company
Katz, Teller, Brant & Hild
Keating Muething & Klekamp, PLLC
Kimberly Clark
Kohl’s Department Stores #216
The Kroger Co.
Lakeside Christian Church
Latoria Christian Church
Lawrenceburg Distillers Indiana
LifePoint Solutions
Lincoln Heights Missionary Baptist Church
The Lindner Center for Hope L’Oreal USA, Inc.
Lowe’s # 1585
Luxottica
LyondellBasell Industries
Macy’s, Inc.
Mammotome
Marsh, Inc.
Marvin Lewis Community Fund
McGraw / Kokosing
Medtronic, Inc.
Mercer
Merrill Lynch
Michelman, Inc.
Middletown Rotary Club
Mike Albert Leasing, Inc.
Multi-Color Corporation
NTK Technologies, Inc.
Neyer Properties, Inc.
The Nielsen Company
North American Properties
Northern Kentucky University
Northern Kentucky Water District
Notre Dame Academy
OPW Engineered Systems
OPW Fueling Components
The Oaks Community Church
Ohio National Financial Services
Omnicare Incorporated
PNC Bank
PPG Industries, Inc.
Park National Bank of SW Ohio & N Ky
PAYCOR
The Procter & Gamble Company
Q102
Radio One
Remke bigg’s Markets
Republic Bank & Trust Co. - NKY
Rewind 94.9
Rudler & Associates, Inc.
Santa Maria Community Services
School Outfitters
Scripps Networks Interactive, Inc.
Seven Hills Church
Seven Hills School
Sherwin Williams Company
Sibcy Cline, Inc.
Sogeti USA
South Dearborn Community School Corp.
St. Elizabeth Healthcare - Edgewood
StandardAero
Staples
Starfire Council of Greater Cincinnati, Inc.
State Farm Insurance
Synovate North America
TCS
Tecta America Zero Company
Ticona
Total Quality Logistics, Inc.
Toyota Motor Engineering & Manufacturing North America, Inc.
Travelers Property Casualty
UBS
UPS Logistics Group - Chain Supply Solutions
US ARC Brooks-Lawler Army Reserve
U.S. Bank
USI Midwest
UW @ UC
United Way Emerging Leaders’ Society (ELS)
United Way of Greater Cincinnati
United Way Herbert R. Brown Society
United Way Tocqueville Society
United Way Volunteer 1000
United Way WINGs (Women Investing in the Next Generation)
United Way Women’s Leadership Council (WLC)
United Way Volunteer 1000
United Way Women Living United
United Way Volunteer 1000
United Way Women’s Leadership Council (WLC)
United Way Youth Engaged in Service (YES)
UNUM
University of Cincinnati
WCPD TV - Channel 9
Wesley Community Services
Western & Southern Financial Group
The Wolf 97.3
Xavier University
Xtek, Inc.
Young William Cooper Procter Society
REACH OUT A HAND TO ONE
... and influence the condition of all.

We have the opportunity to make a tremendous impact by giving our time to local volunteer efforts. United Way’s The Volunteer Collection offers a variety of volunteer opportunities. High school students can participate in the Youth Engaged in Service program, and young professionals can engage in service through Volunteer 1000. Companies interested in giving back can do so through Community Care Days. Professionals interested in gaining board-level experience can participate in Board Orientation & Leadership Development (BOLD). And retirees over 55 years old can serve in the community through Experience Matters!

In 2010, a total of more than 13,700 individuals participated in these The Volunteer Connection programs.

The Volunteer Connection Leadership Council
Julie Shifman, Chair
Loma Angelo
Mary Bamber
Kevin Carroll
Louis Dimmerman
Eleonora Fusco
Brent Kueper
Charley Milton, Jr.
Janet Myles
Robert Ramsay
Rosemary Schlachter
Pacesetter Companies & Organizations

4C for Children
A. M. Kinney, Inc.
Abilities First
American Cancer Society, Northern KY
American Electric Power - Ohio
American Financial Group, Inc.
American Red Cross Cincinnati Area Chapter
Arthritis Foundation Ohio River Valley Chapter
ArtsWave
Auxier Gas, Inc.
BAWAC, Inc.
BHD
B&D, LLP
Baker Hostetler LLP
Baldwin Gilman LLC
Beckman Weil Shepardson LLC
Belcan Corp.
Best Upon Request
Better Business Bureau
Boy Scouts of America Dan Beard Council
Bright Light Visual Communications
Brighton Center, Inc.
Brown County Helping Hands
Brown County Senior Citizens Council
Burgess & Niple, Inc.
CDM - Camp Dresser & McKee
CFM International, Inc.
C. Edward Lovins Insurance Agency
Cancer Family Care, Inc.
Catholic Charities Diocese of Covington
Catholic Charities SouthWestern Ohio
Center Bank
Center for Great Neighborhoods
Central Bank of Northern Kentucky
Children’s Law Center
Cincinnati Area Senior Services, Inc.
Cincinnati Children’s Hospital Medical Center
Cincom Systems, Inc.
City of Lawrenceburg
Clark, Schaefer, Hackett & Co.
Clermont Senior Services, Inc.
Cohen Brothers, Inc.
Compass Group, Inc.
Cristofoli-Keeling, Inc.
DEIMLING / jeliho Plastics, Inc.
Der Enterprises, Inc.
Derringer Company
Downtown Cincinnati, Inc.
Empower Mediamarketing, Inc.
Evans Funeral Home
Family Service of Middletown
Federal Reserve Bank of Cleveland
Feltrup & Company
d.e. Fox & Associates, Inc.
Frisch’s Restaurants, Inc.
Fund Evaluation Group, Inc.
Hospice Care of Middletown
Humana, Inc.
Huntington National Bank
JCPenney Co. - Ashland #2387 & #2527
JCPenney Co. - Florence #0779 & #8325
JCPenney Co. - Pikeville #1393
John J. & Thomas R. Schiff & Co., Inc.
Junior Achievement of Middletown Area
LPK
Landor Associates
Legg Mason Investment Counsel
Lehr’s Meats & Catering
Life Learning Center
LifePoint Solutions
Mellott & Mellott, PLL
Mental Health America of Northern Kentucky
Middletown Area Senior Citizens, Inc.
Middletown Community Foundation
Northern Kentucky Independent District
Northlich LLC
Ohio River Valley Water Sanitation
Porter, Wright, Morris & Arthur
Precision Strip, Inc.
Price Hill Will
R.A. Jones & Company, Inc.
Robbins, Kelly, Patterson & Tucker
Sam’s Club Eastgate #6528
Sanitation District No. 1
Santa Maria Community Services
Senior Independence
Senior Services of Northern Kentucky
Sheakley Group of Companies
Sportsman’s Market, Inc.
Squire, Sanders & Dempsey LLP
St. Elizabeth Physicians
THP Limited
Target Milford - T1393
Tecta America Zero Company
The Chamber of Commerce Serving Middletown, Monroe and Trenton
The David J. Joseph Company
The Westin Hotel Cincinnati
Total Quality Logistics, Inc.
Towne Properties
Toyo Motorcycle Engineering & Manufacturing North America, Inc.
USI Midwest
United Way Golf Benefit
United Way of Greater Cincinnati
Upic Solutions
Vision 2015
Von Lehman & Company, Inc.
Wal-Mart - Eastgate #1443
Wal-Mart - Hillsboro #3515
Wal-Mart - Milford #5499
Western & Southern Financial Group
Women’s Crisis Center

Corporate Match Companies

Aetna, Inc.
Alliance Data
Ashland, Inc.
BNY Mellon
Cassidy Turley
Chubb & Son, Inc.
Clopay Corporation
Costco Wholesale 379
The Crowell Company
Cummins Filtration
Deluxe Corporation
Display Specialties, Inc.
Dr. Pepper Snapple Group
Duke Energy
EMC Insurance
Enterprise Rent-A-Car
Epsilon
Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company
Folgore
Franklynn Industries, Inc.
Frost Brown Todd, LLC
Frost Brown Todd, LLC - West Chester
GE Aviation
General Cable Corporation
Gordon Food Service
Hobart Corporation - Hillsboro
Holiday Inn Cincinnati - Eastgate
INEOS ABS (USA) Corporation
IPSCO Tubular Kentucky
ITW Angleboard
ITW Everscoat
Indiana Michigan Power
International Paper - CTC
Jim Beam Brands Co., Inc.
Johnson Controls Battery Division
Johnson Controls Distribution Center
Jones Lang LaSalle
Kellogg Snacks
Kellogg’s
Keysource Medical
Kiwiplan
Kohl’s Department Stores - Eastgate #208
Kohl’s Department Stores - Middletown #226
Kohl’s E-Commerce Fulfillment Center
L-3 Fuzing & Ordnance Systems
Lawrenceburg Distillers Indiana
Legacy Financial Advisors
Levi Strauss & Company
Liberty Mutual Surety
McGill Smith Punshon
Messer Construction Company
Microsoft
MillerCoors
Motorists Insurance Companies
Nationwide Insurance
Neyer Properties
Omnicare
Owen Electric Cooperative
Pacific Life Insurance Co.
Progress Rail Services
Raymond James & Associates, Inc.
Regency Centers, LP
SHP Leading Design
Sam’s Club Eastgate #6528
Sara Lee Foundation
Schawk Cincinnati 446
Schawk Cincinnati 447
Signode Consumable Products Operations
Standard Insurance Company
The Stanley Works - MAC Tools
Taft Stettinius & Hollister
Texas Gas Transmission
Total Quality Logistics, Inc.
Toyota Motor Engineering & Manufacturing North America, Inc.
UPS, Inc.
United Medical Resources
Vorys Legal Counsel
Wal-Mart - Alexandria #1961
Wal-Mart - Amelia #3342
Wal-Mart - Dry Ridge #0584
Wal-Mart - Florence #1510 & 8133
Wal-Mart - Ft. Wright #2967
Wal-Mart - Hillsboro #3515
Wal-Mart - Eastgate #1443
Wal-Mart - Middletown #3571
Wal-Mart - Milford #5499
xpedx/Cincinnati Division Office
xpedx/Saalfeld Redistribution
Zachry Construction Corporation

Sponsorships
Alligator Purse
American Modern Insurance
Karen Bankston, Ph. D.
Catholic Healthcare Partners
Cincinnati Children’s Hospital Medical Center
CenturyLink
Karen Clark
Convergys
Duke Energy
Duke Energy Foundation
Ernst & Young LLP
The Greater Cincinnati Foundation
The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation
Katz, Teller, Brant & Hild
The Kiwanis Club of Middletown
Macy’s, Inc.
The Midland Company Foundation
Motorsports Country Club
National Bank and Trust Company
Ohio National Foundation
PNC
Jose Perez
The Procter & Gamble Company
River City Furniture
Riverpoint Capital Management
Saks Fifth Avenue
Carl Satterwhite
Scripps Howard Foundation
Scripps Network Interactive, Inc.
Toyota Motor Engineering & Manufacturing North America, Inc.
TriHealth, Inc.
U.S. Bank
West Central Ohio Laborers JATC
Western & Southern Financial Group
Xavier University

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Kathleen P. List
John J. Metz
Paaras Parker
Patrick M. Schwing
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James A. Sluzewski
Geoffrey A. Smith

Regional Public Policy Council
S. Kay Geiger, Chair
Tim Burke
Nan Cahall
Jeff Cramerding
Chip Gerhardt
George Glover
Brooke Hill
Brian Hodgett

United Way/American Red Cross Partnership Committee
Christopher C. Cole
Kathleen C. Daly
Steven P. Drefahl
Rance G. Duke
S. Kay Geiger
Michael J. Graham, S.J.
Michael W. Hawkins
Carrie K. Hayden
Brian G. Keating
John D. Luken
Sara L. Peller
Robert C. Reifsnyder
Edgar L. Smith, Jr.
Barbara J. Stonebraker
Yvonne Gray Washington
Craig Young

Accountability & Services Cabinet
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Harold (Hal) A. Klink
Brenda M. Kloos
Lorie Kravetsky
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Michael A. Manzler
Brian L. McDonald
Julia W. Poston

Julie S. Janson
Sean Kelley
Paula Kollstedt
Gary Lindgren
John D. Luken
Rita McNeil Danish
Van Needham
Tom Neyer, Jr.
John Salyers
James Schwab
Mark Silbersack
Alex Triantafiliou
Greg Vehr
Gertrud Whitaker
Joe Wind

An Advertising Supplement to the Business Courier
United Way of Greater Cincinnati
Unaudited Financial Information
December 31, 2010

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Campaign</td>
<td>$60,608,000</td>
</tr>
<tr>
<td>Less: Campaign Collection Reserve</td>
<td>(3,939,500)</td>
</tr>
<tr>
<td>Less: 2010 Campaign Received in 2011</td>
<td>(2,042,600)</td>
</tr>
<tr>
<td>Other Income Sources</td>
<td>15,020,400</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$69,646,300</strong></td>
</tr>
<tr>
<td>Program Expenses</td>
<td>$58,047,000</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>3,144,300</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>3,736,300</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$64,927,600</strong></td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>$4,718,700</td>
</tr>
<tr>
<td>Beginning Net Assets</td>
<td>29,245,800</td>
</tr>
<tr>
<td><strong>Ending Net Assets</strong></td>
<td><strong>$33,964,500</strong></td>
</tr>
</tbody>
</table>

**Note 1:** The above figures represent unaudited 12/31/10 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expenses. 12/31/10 audited financial statements for UWGC will be available in June 2011.

**Note 2:** The change in net assets at 12/31/10 is primarily a result of pledge commitments made to the UWGC capital campaign, which began in 2010.

To view the annual 2009 audited financial statements or IRS form 990, go to www.uwgc.org and click on “Financial Information” under the “About Us” tab.
Initiatives
Dearborn & Ohio Counties Impact Fund (IN)
Every Child Succeeds
Grant County Impact Fund (KY)
place matters – Neighborhood Initiative
Regional Earned Income Tax Credit Collaborative
Success By 6®
United Way 211
United Way’s The Volunteer Connection

2010 United Way Agency Partners
4C for Children
Abilities First
Adams Brown Counties Economic Opportunities, Inc.
Alcohol & Chemical Abuse Council of Southwestern Ohio
Alcoholism Council of the Cincinnati Area, NCADD
American Cancer Society
American Heart Association, Greater Cincinnati & Northern Kentucky Divisions
American Lung Association of Ohio, Southwest Region
American Red Cross, Cincinnati Area Chapter
American Red Cross, Cincinnati Area Chapter, Butler County Office
American Red Cross, Dearborn & Ohio County Chapter
The Arc of Dearborn County
Arthritis Foundation Ohio River Valley Chapter
BAWAC, Inc.
Beech Acres Parenting Center
Big Brothers Big Sisters of Butler County
Big Brothers Big Sisters of Greater Cincinnati
Big Brothers/Big Sisters Association of Cincinnati
Boy Scouts of America Dan Beard Council
Boys & Girls Club of Clermont County
Boys & Girls Clubs of Greater Cincinnati
Brighton Center, Inc.
Brown County Educational Service Center
Brown County General Hospital Home Care
Brown County Helping Hands
Brown County Senior Citizens Council
Camp Joy Foundation
Cancer Family Care, Inc.
Caracole, Inc.
Catholic Charities Diocese of Covington
Catholic Charities SouthWestern Ohio
Catholic Charities SouthWestern Ohio Hamilton Service Center
Center for Chemical Addictions Treatment
Center for Great Neighborhoods of Covington
Central Clinic
Child Focus, Inc.
Children, Inc.
The Children's Home of Cincinnati Ohio
Children's Law Center
Cincinnati Area Senior Services, Inc.
Cincinnati Arts & Technology Center
Cincinnati Association for the Blind and Visually Impaired
Cincinnati Early Learning Centers, Inc.
Cincinnati Public Schools Department of Early Childhood Education
Cincinnati State Connect@Success Student Success Network
Cincinnati Union Bethel
Cincinnati Works
Cincinnati Youth Collaborative
Cincinnati/Hamilton County Continuum of Care for the Homeless, Inc.
Cincinnati-Hamilton County Community Action Agency
Cincysmiles Foundation
Clermont County Community Services, Inc.
Clifton Senior Services, Inc.
Clifton Center
Community Counseling & Crisis Center
Council on Aging of Southwestern Ohio
Council on Child Abuse
Covington Partners in Prevention, Inc.
Crossroads Health Center
Dearborn County Hospital Home Health Care and Hospice
Dearborn/Ohio County Retired Senior Volunteer Program (RSVP)
Diocesan Catholic Children's Home, Inc.
Easter Seals Work Resource Center
Economics Center for Education & Research
Emanuel Community Center, Inc.
Epilepsy Foundation of Greater Cincinnati, Inc.
FamiliesFORWARD
Family Connections
Family Nurturing Center
Family Service of Middletown
FreestoreFoodbank
Girl Scouts of Kentucky's Wilderness Road Council
Girl Scouts of Western Ohio
Great Miami Valley YMCA
Great Oaks Institute Health Professions Academy
Greater Cincinnati Behavioral Health Services
Greater Cincinnati Microenterprise Initiative
Greater Cincinnati Workforce Network
HealthPoint Family Care, Inc.
Hearing Speech & Deaf Center of Greater Cincinnati
Heart House, Inc.
Holly Hill Children's Home
Hoosier Hills Adult Literacy League
Hoosier Trails Council Boy Scouts of America
Hope House Rescue Mission, Inc.
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
Jewish Vocational Service
Jobs for Cincinnati Graduates
Junior Achievement of Middletown Area, Inc.
Kennedy Heights Montessori Center
Legal Aid of the Bluegrass
Legal Aid Society of Greater Cincinnati
Life Learning Center
LifePoint Solutions
Lifespan, Inc.
Lifet ime Resources, Inc.
Lighthouse Youth Services
The Literacy Council of Clermont & Brown Counties
Mayerson JCC
Mental Health America of Northern Kentucky
Mercy Franciscan at St. John
Middletown Area Senior Citizens, Inc.
National Kidney Foundation Serving Ohio and Kentucky, Greater Cincinnati Region
Neighborhood Health Care, Inc.
New Horizons Rehabilitation, Inc.
New Perceptions, Inc.
NewCities Institute
Northley Community Care
Nutrition Council
Ohio Valley Goodwill Industries Rehabilitation Center, Inc.
People Working Cooperatively, Inc.
ProSeniors, Inc.
ProKids
Redwood
The Salvation Army Indiana Division
The Salvation Army of Greater Cincinnati
The Salvation Army of Middletown
Santa Maria Community Services
Senior Services of Northern Kentucky
Shared Harvest Foodbank
SmartMoney Community Services
Sojourner Recovery Services
Southern Hills Joint Vocational School District
Southern State Community College Your Place Program
St. Joseph Orphanage
St. Rita School for the Deaf
Starfire Council of Greater Cincinnati, Inc.
Stepping Stones Center
Supports to Encourage Low Income Families (SELF)
Tabbert House
Teen Challenge Cincinnati
Tender Mercies, Inc.
United Cerebral Palsy of Greater Cincinnati, Inc.
United Ministries
University of Cincinnati - Partner for Achieving School Success
Urban Appalachian Council
Urban League of Greater Cincinnati
VISIONS Community Services
Visiting Nurse Association of Greater Cincinnati & Northern Kentucky
Volunteers of America Ohio River Valley, 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
United Way of Greater Cincinnati
2400 Reading Road
Cincinnati, OH 45202-1478
513-762-7100

Dearborn & Ohio Counties
227 Walnut Street
Lawrenceburg, IN 47025
812-537-2009

Eastern Area
2085 James E. Sauls Sr. Drive
Batavia, OH 45103-3256
513-536-3000

Middletown Area
300 North Main Street, Suite B
Middletown, OH 45042-1903
513-705-1160

Northern Kentucky
11 Shelby Street
Florence, KY 41042-1612
859-525-2600

uwgc.org

Cover and award recipient photos by Joe Simon. Others photos by Charles Behlow, Katy Crossen, Patti Cruse, Michelle Rummel, and Bob Schwartz.