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DOCUMENTARY DETAILS COVID-19 EFFECTS ON GREATER CINCINNATI RESIDENTS

United Way of Greater Cincinnati leads efforts to recover and revitalize

Cincinnati (Oct. 12, 2020) — A 30-minute documentary examining the effects of COVID-19 on Greater Cincinnati residents and the social services helping them airs on WCPO Channel 9 at 7:30 p.m. Thursday.

The documentary highlights four residents from the region and shows how the pandemic upended their lives:

- A grandmother trying to replace lost income and keep her family financially stable.
- A construction worker who made \$200 a day and now finds himself unemployed.
- A veteran trying to maintain consistent employment and meet basic needs.
- A grandmother worried about the pandemic's effect on her grandchildren's mental health and development.

In a region where one in five families were financially unstable and living paycheck to paycheck before the pandemic, COVID-19 quickly turned from a health crisis to a financial crisis. It disproportionately affected low-income families and caused middle-income families to lose total income overnight.

Some social services, such as food pantries, saw 300 percent increases in need for services during the pandemic. The documentary, sponsored by United Way of Greater Cincinnati and Procter & Gamble, shows the role United Way agencies and other social services play in helping the region recover and revitalize.

"We reacted and we reacted quickly, making sure people were safe and could meet their basic needs," said Moira Weir, president and CEO of United Way of Greater Cincinnati. "COVID-19 wasn't just a temporary setback -- for many it will take years to recover. This is devastating and it will have long-term effects. We are not only responding to emerging needs, but we have the opportunity to rebuild systems for improved equity and better outcomes. The convening power of United Way is needed now more than ever."

United Way is in the midst of raising \$50 million to help meet increasing community needs because of COVID-19. To donate to United Way's community-wide effort, visit www.uwgc.org/united.

About United Way

For more than 100 years, United Way of Greater Cincinnati has developed, supported and strengthened social systems that improve lives in Greater Cincinnati communities. UWGC provides relief for families in crisis, supports families as they establish stronger foundations, and revitalizes systems of support for long-term economic resiliency. United Way is uniquely positioned to bring together and harness the collective power of social service agencies, governments, businesses, donors and more to tackle ingrained, persistent, community-wide problems in a coordinated, comprehensive way that maximizes donor dollars. The generosity of our community, combined with our more than 100 years of experience bringing people together, enables us to support families in a 10-county area across Ohio, Kentucky and Indiana. Additional information about our community impact is available at UWGC.org #LiveUnited