

# THE WAY FORWARD

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United Way  
of Greater Cincinnati

United is *the way* to recovery. While COVID-19 significantly impacted many local businesses, the can-do, Greater-Cincinnati way is to help our neighbors. In that spirit, United Way of Greater Cincinnati is launching *The Way Forward*, a program focused on helping local businesses and rewarding United Way supporters.

Every year, United Way relies on workplace campaigns to solicit more than 300,000 individuals for donations that help our community solve its most systemic problems. This year, we're taking a different approach. We are going directly to donors who want to help their neighbors recover and revitalize. We kicked off our campaign three months early and invited everyone – businesses large and small, both individuals and foundations – to support the many tri-state families in need.

United Way donors care about their communities. They give. They advocate. They volunteer. Now they can go a step further by helping both United Way and locally owned businesses impacted by COVID-19. We want **YOU** to benefit from this!

## HOW IT WORKS:

Individuals who give a tax-deductible gift to United Way of Greater Cincinnati will receive perks when shopping at local businesses. They qualify by:

- Increasing last year's United Way gift by at least 10%
- If they didn't give last year, giving a new gift of at least \$100
- Joining or maintaining membership in a United Way donor network

## WHY YOU SHOULD PARTICIPATE:

- Exposes United Way's current donors to your business (about 62,000)
- Increases traffic to your business
- Encourages community giving

## WHAT KIND OF INCENTIVES?

This is up to your discretion. We ask partner companies only to offer an incentive to individuals who give to United Way of Greater Cincinnati and qualify for the program. (This will be tracked by United Way.) You decide what to offer to patrons – 5%, 10%, or 15%. It is completely up to you!

While we are focused on supporting individuals and families across our community, we recognize many of those same individuals are your employees, who have been greatly affected by Covid-19. We are looking for new, exciting ways to generate donations to support the recovery and revitalization of our favorite local establishments while continuing to respond to immediate community needs.

## INTERESTED?

- Complete the attached PDF document and be sure to fill out your company information. Applications also can be found on our website at [www.uwgc.org/thewayforward](http://www.uwgc.org/thewayforward).
- For companies participating at multiple locations, please ensure to list all affiliated entities.
- Please send completed form to [thewayforward@uwgc.org](mailto:thewayforward@uwgc.org).

Questions? Contact Emma Chaney at [thewayforward@uwgc.org](mailto:thewayforward@uwgc.org) or 513-762-7224

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## UNITED IS THE WAY TO RECOVER AND REVITALIZE!

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](http://UWGC.org) #LiveUnited

Join us at [UWGC.org](http://UWGC.org)

