

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.

THE WAY FORWARD

Give a tax-deductible gift to
United Way of Greater Cincinnati



Exclusive discounts to
fantastic local businesses

HOW IT WORKS

- Give a tax-deductible gift to United Way of Greater Cincinnati. You qualify by:
 - Increasing last year's United Way gift by at least 10%
 - If you didn't give last year, giving a new gift of at least \$100
 - Joining or maintaining membership in a United Way donor network
- Once your gift is processed, you will receive an email with an up-to-date list of participating businesses offering exclusive discounts
- Shop to support local businesses!

Join today! United *is the way* to help our community!

Questions? Contact Emma Chaney at thewayforward@uwgc.org or 513-762-7224

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 #LiveUnited

Join us at UWGC.org   