“Join us to build, maintain, and propel our community to greater levels.”
- Retina

Your leadership, uniting our community

United Way of Greater Cincinnati

LEADERS IN GIVING

Pictured: Retina Carter, Leaders in Giving | Volunteers from P&G, UWGC Fee for Service Program
Caring people live here

This community is full of people who give their time, talent, voice and financial support to causes they are most passionate about.

2018 Highlights

85,000
people supported the 2018 UWGC Community Campaign

$50M
raised during the 2018 UWGC Community Campaign

69,000
hours logged last year by UWGC Volunteers in the community

6th
largest United Way Campaign in the country

3rd
in per capita giving among top 50 United Way markets

Our Ratings

Charity Navigator | ★★★ Rating
Exceeds or meets industry standards and performs as well as or better than most charities in its cause.

GuideStar | Gold Rating
Represents commitment to transparency with a Gold-Star participation level.

“I have lived in Cincinnati for 55 years. Without question, my wife, Francie, and I have come to see United Way as, by far, the single-most important nonprofit in the city. The reason? It impacts 300,000 men, women and children every year. That’s more than 1 in 5 of every one of us.”

John Pepper
CEO, Retired
P&G

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We are the problem solvers, hand raisers and game changers

Who we are

We go after our community’s toughest challenges. We come up with new solutions to old problems. And we work with people from all walks of life to turn those solutions into action. We don’t focus on just one issue. We work to improve the financial stability, education, basic needs and health of every person in our community.

United Way has been the unifying force in our community for more than a century. We’re there every day. It’s not easy, but we don’t ever give up. As long as Cincinnati needs us, we will always unite this community to change lives.

Today, United Way of Greater Cincinnati is made up of a workforce of over 100 committed individuals, tens of thousands of volunteers, 85,000 donors, more than 1,000 partner companies, and 140 best-in-class social service agencies - all united in building a stronger community.

Together we are making life better for more than 300,000 people across the Cincinnati region.

We are better together

How we do it

United Way’s approach is based on a simple value proposition: we are better together. Through this approach, we are uniquely able to drive our community’s effort to tackle poverty. We do this in three ways:

1. We understand community challenges: Through research and community engagement, we develop a deep, data-driven understanding of our community’s issues in the areas of financial stability, education, basic needs and health.

2. We create new solutions to meet community needs: We focus on the most important strategies with a family-centered approach for reducing poverty and we invest in a portfolio of the best programs that deliver results.

3. We bring organizations together to do more: We build partnerships across all sectors that coordinate services for communities, drive change in the policies and systems that hold families back and get results at a scale that no organization can alone.

“United Way’s Family Centered Approach made us analyze what are our program policies, practices and structures that are not supporting the families we serve...United Way helped us to really look at what we were doing and talk to the families that we were working with to start acting on what can we do differently...we've always provided great impact, but now we are having greater impact.”

Carolyn Brinkmann
Director of Early Childhood and School Age Services,
The Children’s Home of Cincinnati,
UWGC Partner Agency
Despite a strong economy, far too many people in our community are struggling to make ends meet. One in four families struggle to afford the basics - food, housing, child care, and transportation. These families are one health emergency or car repair away from financial hardship.

Poverty is limiting the potential for nearly 175,000 children in our community. The causes of poverty are complex and multi-faceted. That’s why United Way is leading our community’s movement to break the cycle of poverty.

1 in 3 children are growing up in poverty in our region
1 in 4 families live in poverty in our region
(Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates)

People with low incomes in our region lack access to affordable housing – there is an estimated 40,000 unit shortage in Hamilton County alone
(Source: LISC, Housing Affordability in Hamilton County An analysis of households, housing affordability, and housing subsidy in Hamilton County and Cincinnati, Ohio February, 2017)

75,000 public school students experienced homelessness over the course of the year throughout the tristate
(Source: United States Interagency Council on Homelessness)

1 in 10 families in Greater Cincinnati worried about running out of food during the year
(Source: Interact for Health, 2017 Child Well Being Survey)

2018 Impact

329,000 people served through UWGC’s 140 agency partners

1,300 families supported by 10 UWGC partners to deeply understand poverty and measure progress

240 Success by 6® school and community partners worked to fill gaps in early education opportunities

200 Northern Kentucky children are now ready for kindergarten because of Me & My School, a Success by 6® program

5 state public policies were enacted, promoted or modified to enhance early childhood success

3,800 working families received the Earned Income Tax Credit through UWGC’s Free Tax Prep Coalition

139,000 requests for services fielded by United Way 2-1-1

15,500 people trained for in-demand career pathways with Partners for a Competitive Workforce

286 families avoided homelessness and disruptive school moves through Stable Families
Breaking the cycle of poverty: a family-centered approach

We all share common needs that must be met in order to thrive as individuals and families: Basic Needs, Financial Stability, Quality Educational Experiences, Physical & Mental Health. Our intention is to break the cycle of poverty for families in Greater Cincinnati.

- **Financial Stability**: we create solutions that help families access well-paying jobs, critical work supports and financial services to successfully manage changing financial needs and build economic security.
- **Quality Educational Experiences**: we define solutions that support educational experiences with long-term impact for all individuals, from high quality early education for the youngest generation through post-secondary job training for adults.
- **Basic Needs**: we help families meet their basic needs and weather temporary set-backs like a job loss or emergency car repair.
- **Physical & Mental Health**: we develop solutions that provide access to physical and mental health services for individuals throughout their lives so that families can thrive.

Families have unique needs at different times in their lives

Since families come in all shapes and sizes, a family-centered approach helps us to break the cycle of poverty and recognize the undeniable connection between parent’s and children’s success. We meet families where they are and ensure whole family solutions are available across a variety of partners and services. Together we can do more than any one of us could do alone.
“Engaging with the United Way is important to me because of the impact that we make in our communities. The work and volunteerism today will provide for a better future and ensure that others have a chance to excel and believe in the power of the community.”

-DeJuan Gossett
The impact you make is tremendous

Thank you

Leadership gifts and investments from our community are critical as we work together to help children and families take the first steps on a path out of poverty. Together, we can help more families move closer to self-sufficiency and a better life. Together, we can help more families thrive. Together, we can unite communities to change lives. That’s what it means to LIVE UNITED.

We are better together.
Join Us!

“My parents instilled in me values to always give of time, talent, and resources to building, maintaining, and propelling the community to greater levels. Others gave so that I might have wonderful opportunities in life. I give so that our youth may have those and better opportunities.”

– Retina Carter
Vice Chair, Herbert R Brown Society

Your Impact

$13 MILLION
raised annually by Leaders in Giving.

Thousands of people's lives are impacted by your generosity, all across our region.
Leaders in Giving

As a member of United Way’s Leaders in Giving (donors investing $1,000+)

- Join more than 8,000 supporters
- Unite with our community
- Lend your voice, talents and experiences to make real, meaningful change
- Create a brighter future for our community
- Join fellow members in celebrating your generosity to our community

We’re pleased to recognize gifts at the following levels with these engagements and perks:

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<th>Bi-annual Impact Report</th>
<th>Impact Breakfast</th>
<th>Thank You Reception</th>
<th>Live Impact Webinar</th>
<th>Custom Volunteer Opportunities</th>
<th>1-1 Staff Update</th>
<th>Invitation to Tocqueville Events*</th>
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<td>TOCQUEVILLE: take part in a network of more than 850 leaders who share your passion for creating transformational impact in our community.</td>
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*select events
Donor Networks

As a Leader in Giving, donor networks offer additional experiences such as these:

• Social activities
• Events focused on the impact of your gift
• Cause-focused opportunities to magnify your impact
• And more!

“United Way is special to me because it has allowed me to broaden my network around the Tri-State, connecting me with people from all facets of life. I find that United Way has been one of the most positive and influential choices I have made since moving to Cincinnati. Not only do I get to help people with my time, talent, and treasure, it continuously reaffirms my values and my priorities. Thank you, United Way, for giving me that.”

– Emma Laura
Member, Leaders in Giving
Your generosity helps more than you can imagine.

As a Leader in Giving, you are one of our most generous supporters. You are leading the way to an even better community. While making major impact, you get access to United Way’s full portfolio of donor events and supporter privileges. We invite you to get connected.

Learn more about our community and engage with your fellow Leaders in Giving and its associated Donor Networks at UWGC.org/Leaders.

To learn more about joining Leaders in Giving, email us at Leaders@UWGC.org
To be part of Leaders in Giving, please contact your United Way of Greater Cincinnati team member:

**United Way of Greater Cincinnati**
2400 Reading Road  
Cincinnati, OH 45202-1478  
513.762.7100

**Clermont & Brown County**
948 Cincinnati Batavia Pike  
Cincinnati, 45245-1332  
513.536.3000

**Middletown Area**
6820 Roosevelt Avenue, STE D  
Middletown, OH 45005-5798  
513.705.1160

**Northern Kentucky**
2146 Chamber Center Drive  
Ft. Mitchell, KY 41017-1669  
859.525.2600

**Southeast Indiana**
227 Walnut Street  
Lawrenceburg, IN 47025-3465  
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