KEY MESSAGING

2019 Campaign
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WHO WE ARE

• United Way is on a mission to break the cycle of poverty in our lifetime.
• For more than 100 years, United Way has represented the Greater Cincinnati region’s largest mobilization of people coming together to build a stronger community. We are tens of thousands of volunteers, nearly 85,000 donors, more than 1,000 partnering companies, 140 leading social service agencies, and a workforce of over 100 committed people – all coming together to do more than any of us can alone.
• Together, we are the unifying force of Greater Cincinnati, making our community even stronger for everyone.

WHAT WE DO

• United Way is breaking the cycle of poverty by providing strategic solutions to our community’s challenges in four key areas: basic needs, financial stability, education, and health.
• Poverty is the most critical issue facing our community. 1 in 4 families are struggling to make ends meet. More than 1 in 3 of all children are growing up in poverty. Poverty affects every part of our region.
• United Way’s approach is based on a simple value proposition: we are better together. Because change doesn’t happen alone. We deliver this value in three ways:
  • We develop a deep understanding of the issues: Through research, data, and community engagement, we understand the causes and solutions to our community’s most critical issues.
  • We create solutions: We focus on the most important strategies for reducing poverty, and we invest in a portfolio of best-in-class programs that deliver results.
  • We bring organizations together to make a bigger impact: We bring organizations together across all sectors to coordinate services, drive change in the policies and systems that hold families back and get results at a scale that no organization can alone.

OUR IMPACT

• United Way improves the lives of 330,000 people every year – that’s 1 in 5 of every one of us.
• United Way partners with 140 best-in-class agencies that provide proven services that deliver outcomes in four key areas: basic needs, education, financial stability, and health.
• United Way is uniting our partners around a family-centered approach to tackling poverty. Families in poverty face complex challenges, and this approach serves families better through more holistic, more coordinated, and more client-focused supports for the whole family to help them achieve their goals. Last year, more than 1,300 families were served through this new approach and their progress tracked. United Way is uniquely able to drive innovation within the social services sector to get better outcomes.
• United Way is on a mission to break the cycle of poverty.
   Problem: Cincinnati’s poverty rate is unacceptable
   Solution: United Way is the only place where the Community can come together to tackle a problem as complex as poverty
   Call to Action: Now more than ever your community and United Way need you
MOVING FORWARD

- Any organization with a 100-year history faces its share of challenges. Despite these challenges, what matters most is our mission of changing lives in our community. We are moving forward by staying focused on our mission and building a stronger organization to deliver even more impact for our community.

- Four strategic imperatives are guiding our work in 2019:
  1. Maximizing resources for our poverty-fighting work,
  2. Embracing a new era of giving by leveraging technology to engage donors more deeply,
  3. Demonstrating how we achieve more impact when we come together, and
  4. Championing diversity, equity and inclusion, both internally and externally.

- United Way is led by an engaged Board of Directors and managed by a staff team of over 100 committed people. Our Board Chair is Steve Shifman and Board Chair Elect is Barbara Turner. Our Interim CEO is Ross Meyer and the search for a permanent CEO started in May 2019 and is anticipated to be completed by Fall 2019.

- Preparing for the 2019 United Way Campaign is well underway. The 2019 Campaign aims to:
  - Elevate the commitment of donors and corporate partners towards tackling poverty,
  - Increase resources to expand our community impact in four major focus areas – basic needs, financial stability, quality education, and physical and mental health,
  - Raise awareness about the issue of poverty and United Way’s unique value proposition in tackling it by bringing people together to create strategic solutions to break the cycle.
  - Archie Brown, President & CEO of First Financial Bank, is the Campaign Chair, and Cynthia Booth, CEO, and President of COBCO Enterprises, is the Campaign Vice Chair. Together with our Campaign Cabinet, our volunteers are deeply committed to helping us achieve our 2019 Campaign goals.

RECENT PROGRESS

- Revolutionizing workplace giving: Launched Salesforce Philanthropy Cloud – a game-changing platform that connects employees to the causes they are most passionate about and empowers them to make a difference. Trailblazing local companies who have adopted the platform include: First Financial Bank, Michelman, Frisch’s, Kellogg’s, and Deloitte.

- Chairman’s Challenge: Initiated a new Chairman’s Challenge fund to mobilize early and generous leadership from the region’s most influential businesspeople and philanthropists to inspire increased giving and participation community-wide in the Campaign. Early progress is promising.

- Championing diversity, equity and inclusion: Launched Champions of Change - a new leadership program for black community leaders to create new solutions. Selected The Cincinnati Project at the University of Cincinnati to assess and improve our equity practices. Announced a new VP of DEI role, held by Jennifer Ingram, to drive DEI across all our work.

- Free Tax Prep initiative results: This year, nearly 500 volunteers prepared 8,400 tax returns yielding $11.6 million in refunds back into the pockets of hardworking local families. Since 2006, this effort has returned more than $227 million in tax refunds to families in our community.

- Breakthrough workforce results: Advanced Manufacturing Industry Partnership, part of UW’s Partners for a Competitive Workforce, has been awarded Cincy Magazine’s Manny Award for the “Biggest Breakthrough” for its leadership in addressing the region’s manufacturing workforce challenges.