

WHO WE ARE



What does United Way do?

Unite communities to change lives.

What does that mean?

We bring people, organizations and resources together to create solutions to our community's most complex challenges.

What can I do?

Engage in our community. Do anything you can to help the causes you care about. Our community — our world — needs more of this.

If you want to be part of the largest organized community effort to help local families move out of poverty, support United Way of Greater Cincinnati and help us unite communities to change lives.

Give your time, talent, voice and financial support to make a difference in people's lives.

What is United Way doing, exactly?

Together, we lead programs and partner with others to help 10,000 families move on a path out of poverty with the bold, long-term vision of ending poverty across the region. This is just the start. It's the momentum we need to solve a challenge this complex. Our goal to help 10,000 families represents about 10% of the families living in poverty in our region. It's a bold goal but attainable through strong collaboration among United Way's initiatives and partner agencies that reach many more thousands of families each year.

How do we do that?

United Way is committed to supporting essential services in our community – food pantries and homeless shelters, early childhood education, after-school and mentoring, workforce development, mental health and addiction counseling, and help for people with disabilities, seniors and veterans. 80% of the money we invest in partner organizations supports services that directly help families in poverty. 20% of investments help other people who are struggling.

We've launched a new family-centered approach, including a group of 98 partner organizations working together on a new system of services that will help the whole family create stronger, faster change.

We're changing systems and policies across government, corporate and community organizations so they work better for families in poverty.

How do we measure success?

United Way will continue to report progress in improving the education, income and health of our region, as well as progress for families on the path out of poverty. We know this is rarely straightforward. Families have their own definition of success, and it may take years to achieve their goals. We will measure family progress through increased household income and family achievement of important milestones like kindergarten readiness, graduation, employment and good health.

What does poverty look like in United Way's 10-county, three-state region?

- 600,000 people are in poverty in our region.
- 100,000 families are in poverty in our region.
- 1-in-3 children in our region are growing up in poverty.
- The City of Cincinnati has the 8th-highest child poverty rate in the country.

Terms

- Unite: Bring together in meaningful and impactful ways to get results
- Communities: People and groups of all ages, backgrounds, neighborhoods and income levels
- Change Lives: Provide opportunity to anyone who is struggling