

Fall Partner Session

Our evolving impact strategy and approach to community investment and measurement

11/5/2026

UNITED WAY
Greater Cincinnati

Today’s Conversation

A shared view of where we’re headed and how our work fits together

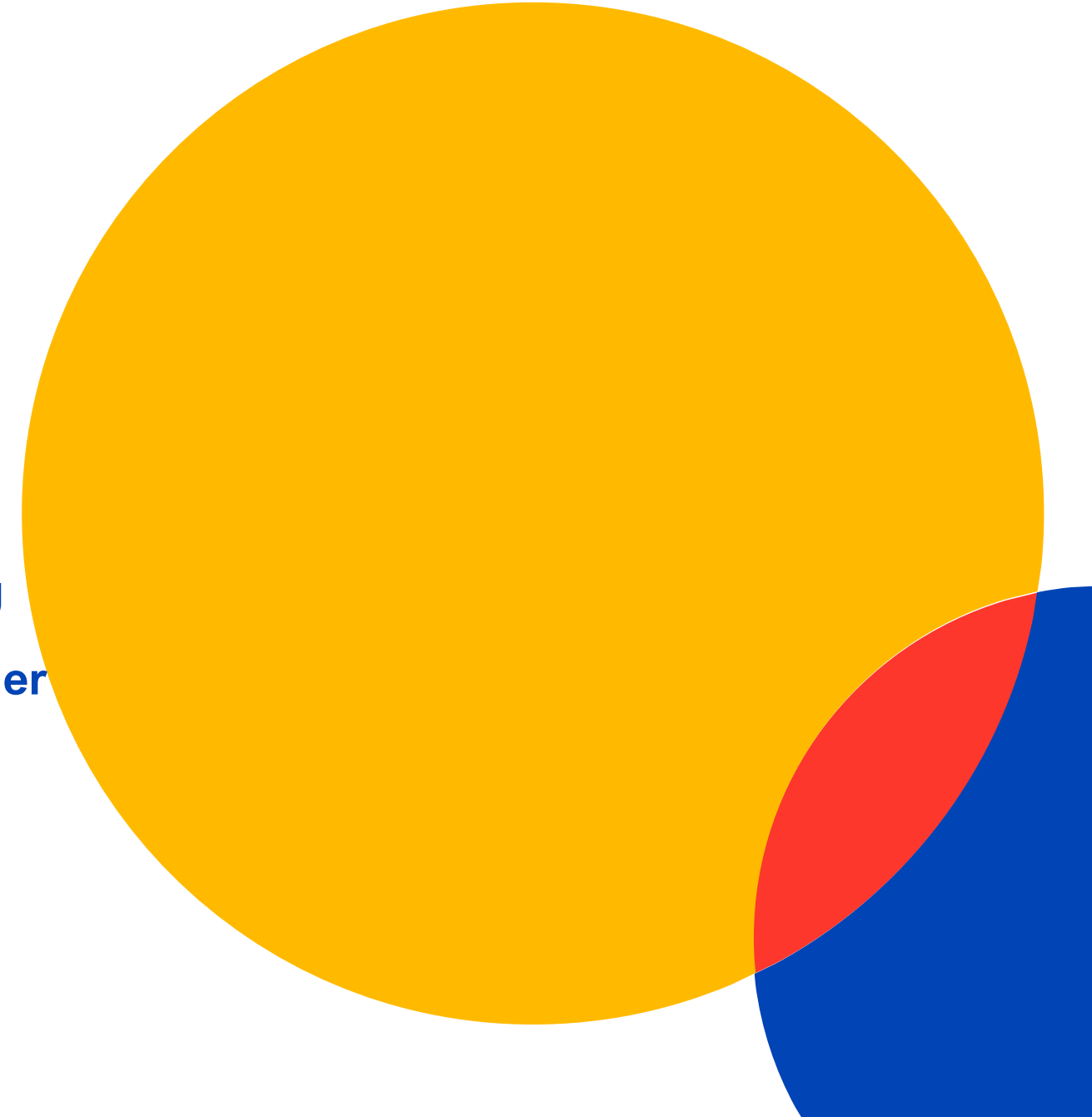
01 **Welcome and connection**

02 **Where we are headed and why**

03 **How our investment approach is evolving**

04 **Measurement impact and learning together**

05 **Questions and next steps**



Opening conversation

As we share more about United Way's evolving strategy and investment approach, we want to hear most important to you.

What feels most important for your organization to understand today?



In the chat, please share one thing you hope to leave with today.

Strategic Direction

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amy weber

Chief Impact Officer

United Way of Greater Cincinnati

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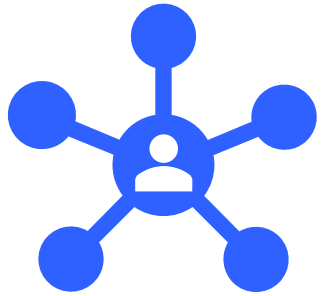
What drives change



Meeting immediate needs is essential, yet it isn’t sufficient to create lasting economic mobility.



No single organization or program can address the interconnected challenges families face.



We need to move beyond individual successes to identify and test scalable solutions to improve outcomes across communities.

From vision to action

10 Year Ambition: Cincinnati becoming a top 10 U.S. city for economic mobility.

3-Year Picture

- **Scalable Family Stability Solutions**
- **Replicable Neighborhood Success Models**
- **Connected Community Referral System**

1-Year Plan

Where United Way is focusing our capacity

- **Scaling what works**
  Expanding Free Tax Prep
- **Advancing collective impact**
  Building coordinated neighborhood approaches
- **Connecting people to solutions**
  Testing referral pathways across partners with 211

How United Way advances community impact

We combine community insights, expertise, relationships and financial resources to advance shared goals.

1 Listen & Learn

Understand community needs, experiences, and opportunities through data and relationships.

2 Align & Mobilize

Bring private, philanthropic, public and community partners together around shared priorities and solutions.

3 Activate & Deliver

Mobilize resources to support strategies and solutions that create meaningful change.

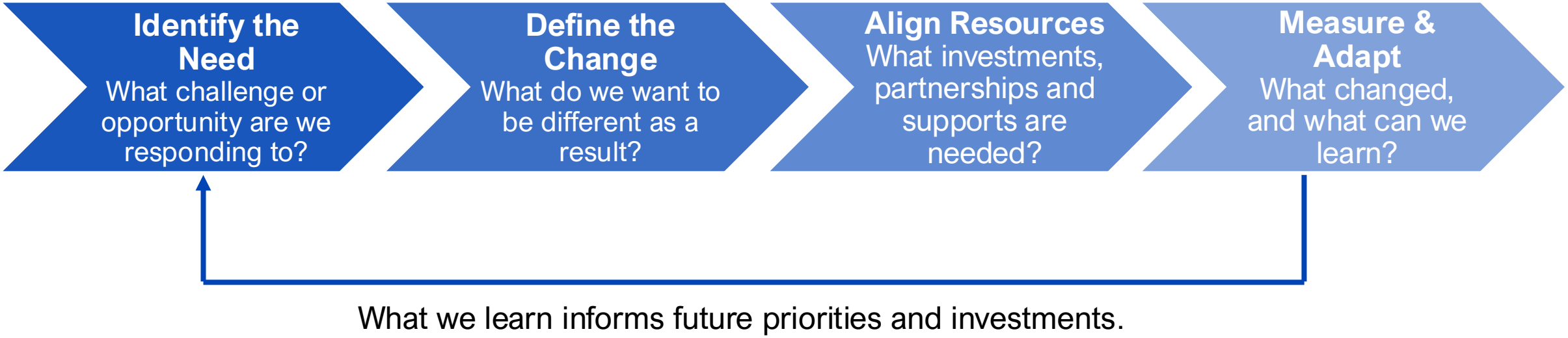
4 Measure & Adapt

Learn from results and experience to replicate or scale what works and adapt what does not.

Community investment supports this strategy

Funding is one of the ways we advance shared goals.

Our community investments are guided by the change we're trying to achieve.



What we learn informs future priorities and investments.

Investment Approach & Partner Experience

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Our Investment Approach

Stabilize, Connect and Build describe the primary purpose of an investment.

STABILIZE

Meet immediate and ongoing needs to stabilize families and individuals.

YOUR EXPERIENCE

Deliver services and respond as needs change. Share results and insights that inform future investments and collective learning.

CONNECT

Improve how organizations and services work together.

YOUR EXPERIENCE

Work toward shared goals with other partners to coordinate solutions, test, approaches and learn together.

BUILD

Change policies, practices or community conditions over time.

YOUR EXPERIENCE

Help shape strategies, contribute community expertise, and advance longer-term changes in systems or practices.

A partner may participate through more than one approach over time.

Illustrative examples

STABILIZE

Partner Grants: Supporting direct services that address immediate and ongoing needs

Free Tax Prep and Partner Capacity Grants: Helping families access the refunds and tax credits they deserve

211 Helpline: Connecting families to immediate supports and resources

CONNECT

Food Access Coordination: Connecting neighborhood food providers and distributors to improve access and delivery in specific neighborhoods

211 Closed Loop Referral Pilots: Improving coordination and follow-through between service providers

Future of Manufacturing Fund: Convening a set of partners to strengthen regional workforce pathways

BUILD

Cradle to Career Collective Impact (Amplify): Aligning partners to improve educational outcomes through systems-level and neighborhood-based change

Sector-Level Practice Change: Developing shared tools and best practices to influence narratives and strengthen practices across the nonprofit sector

Shared data and learning: Building shared infrastructure to support collective learning and data-informed decision making

Some initiatives operate across categories. These examples show their primary purpose.

What this means for your funded work

Our commitment to partnership remains strong. We're becoming more intentional about the outcomes we seek and how we work together to achieve them.

What stays the same

Our existing commitments

Current grant agreements and funded activities remain in place with ongoing communication and accountability.

Your expertise and partnership

Partner knowledge, insights and expertise remain essential to delivering impact across our region.

Clear expectations and engagement

Transparent communication about funding opportunities, timelines and right-sized requirements will continue.

What we're strengthening

Clearer intended outcomes

Greater focus on the change each investment is intended to achieve collectively – not just through individual grants.

Meaningful measurement and learning

Working together to identify meaningful indicators, understand what's working, and use learnings to improve.

More intentional collaboration

Identifying opportunities to align resources, coordinate efforts, and advance goals for sustainable change.

What partners can expect

While funding opportunities and requirements may vary, every partnership should be grounded in clear expectations, open communication, and shared learning.

AT THE START

- Clear purpose, eligibility, timeline and expectations
- Shared understanding of intended outcomes and how we'll assess progress

DURING THE WORK

- Timely, respectful communication
- Right-sized check-ins and reporting
- Opportunities to learn, adapt and collaborate

AT THE END

- Shared reflection on results, lessons and opportunities for improvement
- Clear communication about next steps

Activity: Where does your work fit?

Think about the services, initiatives, and goals your organization is advancing in our community.

1. **Identify your work.** Think about your organization's key services, initiatives or goals.

2. **Consider the intended change.** What is the primary change your work is intended to achieve?

3. **Connect it to the framework.** Does this work primarily align with Stabilize, Connect or Build – or does it contribute to more than one?

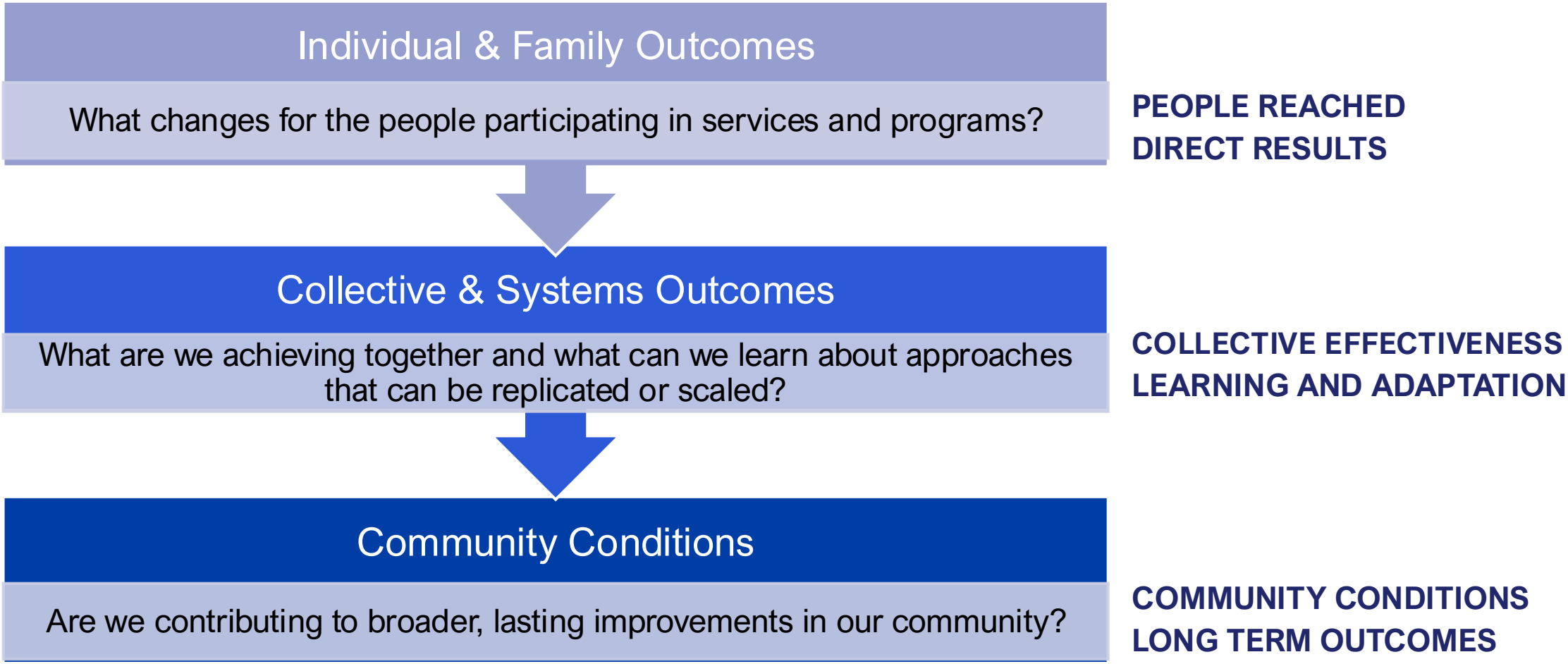
Drop your organization name and the primary alignment (Stabilize, Build, Connect) in the chat.

Measurement and shared learning



Understanding our Collective Impact

We're strengthening how we understand results across individual investments and our broader community impact.



What Measurement Looks Like Across Investments

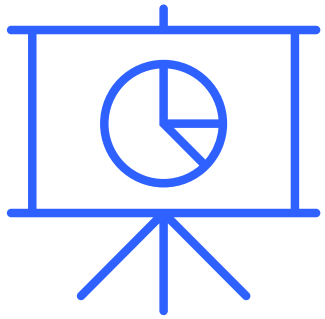
What we measure and how we learn should reflect the intended change, with outcomes building across our investment strategies.

STABILIZE	CONNECT	BUILD
Individual and family outcomes *Are people accessing support and experiencing greater stability as a result of the services provided?*	**Shared outcomes and improved coordination** *Are partners working together more effectively and achieving shared results?*	**Changes In systems, practices, policy and community conditions** *Are we changing the conditions that shape outcomes for more people?*

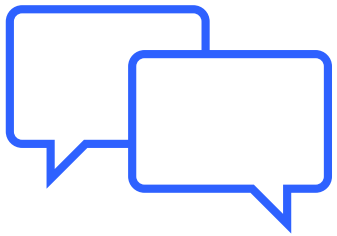
These are complementary strategies whose outcomes build on one another.

From Measurement to Shared Learning

We’re strengthening how we use data, experience and shared learning to improve our collective work.



Understand Results
Use data and partner insights to understand outcomes, identify patterns, and recognize opportunities



Close the Loop
Reflect together at the end of grant cycles, share what we’ve learned and discuss implications for future work



Learn Across Our Network
Connect partners to exchange insights, strengthen practices, and support opportunities to scale or replicate solutions

Wrap Up

Emerging Priorities Fund and Branding Updates

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How the pieces fit together

Strategy sets the direction. Investment and resourcing support the work. Measurement helps us learn and adapt.

1

SHARED STRATEGY

Defines the community outcomes we are working toward together.

2

COMMUNITY INVESTMENTS

Matches the investment, partnership and expectations to the work.

3

MEASUREMENT + LEARNING

Shows progress, surfaces lessons and informs what we do next.

Together, these pieces strengthen results for people and communities across our region.

Emerging Priorities Fund: Fall 2026

A current example of our STABILIZE investment approach across each impact pillar.

THE PURPOSE

$2.25 million for targeted, time-limited responses to emerging community needs.

Not for general program expansion or ongoing operating support unless there is a clear connection to that response.

FOCUS AREAS

Educational Success: Early childhood behavioral and social-emotional needs.

Financial Empowerment: Addressing food needs and food-system capacity.

Housing Security: Housing barriers that disrupt progress in other programs.

APPLYING

Organizations will propose a specific response that directly aligns with one priority.

Funding request must build on work the organization already does.

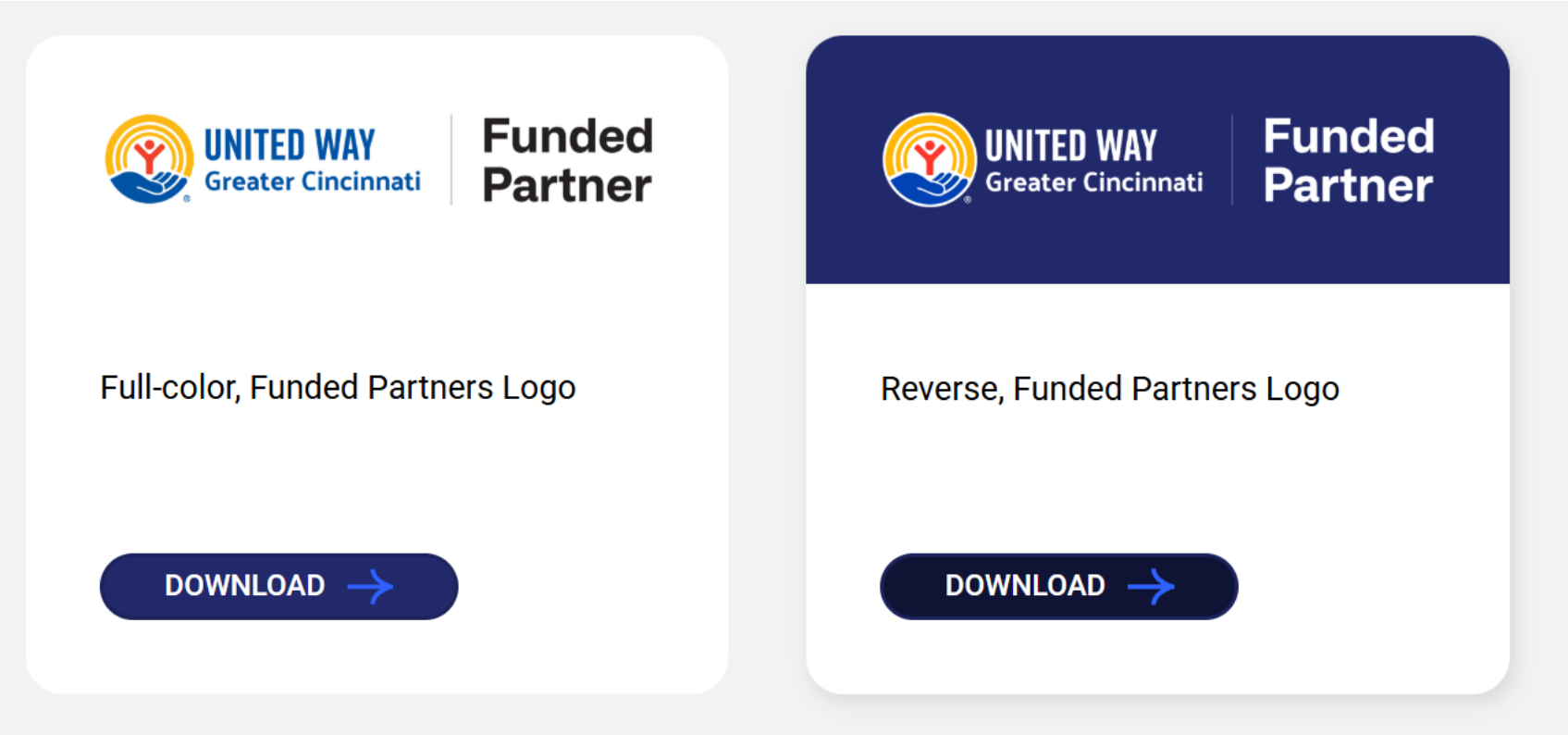
Applications are due in Foundant by November 23rd at 4:30 p.m.

What comes next

01	**SESSION MATERIALS**	UWGC will share the presentation and supporting resources after the sessions.
02	**WEBINAR RECORDING**	The November 5 webinar will be recorded for future reference.
03	**MEASUREMENT GUIDANCE**	Partners will receive additional guidance about alignment and measurement expectations.
04	**QUESTIONS AND SUPPORT**	Contact the Impact team at impact@uwgc.org.

Branding Updates

How we refer to partners: Funded Community Partners (Not Agency Partners)
Download logos here: [Partner With Us - United Way of Greater Cincinnati]



Final thoughts

Think back to your original question – What feels most important for your organization to understand today?

- What did we answer?
- What still needs clarification?

Scan the QR code to send us your response or use the link in the chat.

Questions

impact@uwgc.org

Thank you for your partnership.