OUR WORK

Real Community Impact in 2013

$51.3M invested in programs, initiatives and community change efforts

46K+ volunteer hours

2,600+ attained jobs through United Way funded programs

LETTER FROM THE PRESIDENT AND BOARD CHAIR
Dear Friends,

Everything we do at United Way of Greater Cincinnati is dedicated to creating opportunities for people across the region: from supporting health and human services to organizing thousands of volunteer hours, all in the effort to advance the Bold Goals for Our Region.

Success By 6® led the kindergarten readiness movement with significant increases over last year. Over 57 percent of students in Cincinnati and 53 percent in Northern Kentucky were assessed ready. Surrounding counties are showing similar results. We also saw 40 percent of our region’s early childhood education centers earn quality ratings – exceeding our 2014 goal. Graduation rates region-wide exceeded 85 percent.

Partners for a Competitive Workforce gained national recognition, receiving the Common Good Award from United Way Worldwide. It also launched its IT Career Pathway and Talent Pipeline. More than 2,600 people attained jobs through United Way initiatives last year. We were also very proud to lead the effort to open the Grant County Career Advancement Center.

We convened 100 business leaders at a Bold Goals Summit to advance a collective approach to health. United Way was a key partner in the establishment of the Health Collaborative as a backbone organization that will lead the development of the community health agenda.

Bold Goals can’t be achieved without Bold Resources and, thanks to your generosity, $61.7 million was pledged last year, including $650,000 new dollars – the second highest new dollar total in 10 years. The Northern Kentucky campaign reached its highest total ever – $4,375,000.

Last year was a very good year as we completed the first three years of our Impact 2020 work. Much remains to be done, but we are off to a strong start. Everything we’ve been able to achieve this year would not be possible without the hard work and commitment of our partners, our community volunteers, our dedicated staff, and you – the thousands of individuals who are committed to being a part of creating a brighter future for our community. These accomplishments reflect what it means to LIVE UNITED.

JIM ELLERHORST
Partner, Deloitte
Chair, UWGC Board of Directors

ROB REIFSNYDER
President & CEO
United Way of Greater Cincinnati

EDUCATION

BY 2020:

- 85% of children will be prepared for kindergarten
- 85% of youth will graduate from high school
- 45% of adults will have an associate’s degree or higher

Kids who are ready for kindergarten are more likely to stay on track and in school. And teens who finish high school are more likely to be employed. When we help kids prepare for school, finish school and pursue higher education, we lay the foundation for a brighter future for us all.
### Key Strategies

- **At-risk, new mothers have the support needed to ensure children have an optimal start**
- **Children have access to quality early learning environments and providers are properly trained**
- **Parents and caregivers have the tools to support early learning**
- **Children have quality out-of-school time**

### Results

- **57%** of Cincinnati children are ready for kindergarten
- **53%** of Northern Kentucky children are ready for kindergarten
- **40%** of our region’s Early Childhood Centers are quality rated
- **4,102** children gauged on social-emotional readiness in nation’s largest pilot
- **$136K** invested in bornlearning® Academies - 12 NKY schools now have academies
- **$32M** distributed in Ohio for early childhood education, thanks in part to UWGC Advocacy
- **476** participating in Be The Change in 24 CPS schools to tutor young students to success

### Success Story: Meet Jalese
A struggling economy has taught us all some valuable lessons. Whether or not our neighbors have jobs that can support their families matters to all of us. A stable income is one of the building blocks to a good quality of life. When more people are gainfully employed, the brighter our economic outlook will be.

**KEY STRATEGIES**

- Individuals have access to education, job readiness training and retention programs
- Individuals attain jobs with incomes that can sustain their basic needs
- Families have supports, both at home and at work, to maintain financial stability

**RESULTS**
SUCCESS STORY: MEET TERRY

Collective Impact: INCOME

HEALTH
Kids can't learn when they're sick, and good health is key to maintaining financial stability and, later in life, independence. Education, income and health – they're all interconnected. By working together, we can improve people's health and happiness – and that's good for all of us.

**KEY STRATEGIES**

- Individuals and families have access to quality health care and prevention programs
- Children and seniors have access to nutritious meals and receive regular check-ups
- Individuals and families, including children and seniors, are protected from abuse and violence

**RESULTS**

- 7,428 individuals established a medical home
- 1,936 seniors received nutritious home-delivered and congregate meals
- 5,376 older adults received transportation services to necessary medical services
- 1,972 served by Northern Kentucky Children's oral health initiative
SUCCESS STORY: MEET JOSH & LEANNA

Collective Impact: HEALTH

STRENGTHENING OUR REGION

2014 COMMUNITY INVESTMENTS
$17,768,400  Helping youth succeed in school and life

$8,190,500  Helping families/individuals achieve financial stability

$6,886,900  Ensuring individuals live healthy lives

$4,891,900  Greater Cincinnati Region of the American Red Cross

$1,500,000  Place matters

$5,749,000  Donor-directed gifts to specific initiatives & programs

$3,706,100  United Way Community Impact, Services & Public Policy

$1,480,000  Designations to other United Ways

https://www.uwgc.org/annual-report-2013
## 2013 EXPENDITURES

### UNITED WAY OF GREATER CINCINNATI

**UNAUDITED FINANCIAL INFORMATION**

December 31, 2013

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<th>Description</th>
<th>Amount</th>
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<td><strong>2013 CAMPAIGN</strong></td>
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<td>LESS: CAMPAIGN COLLECTION RESERVE</td>
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<td>LESS: 2013 CAMPAIGN RECEIVED IN 2014</td>
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<td>OTHER INCOME SOURCES</td>
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<td><strong>TOTAL INCOME</strong></td>
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<td><strong>PROGRAM EXPENSES</strong></td>
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<td><strong>ADMINISTRATIVE EXPENSES</strong></td>
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<td><strong>FUNDRAISING EXPENSES</strong></td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td><strong>CHANGE IN NET ASSETS</strong></td>
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<td><strong>BEGINNING NET ASSETS</strong></td>
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<tr>
<td><strong>ENDING NET ASSETS</strong></td>
<td>$33,502,500</td>
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*Note: The above figures represent unaudited 12/31/13 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expense. 12/31/13 audited financial statements for UWGC will be available in June 2014.*
The New Century Awards salute individuals whose caring and compassion improve people’s lives and foster the spirit of voluntarism. They bring with them the passion, expertise and resources needed to get things done in the community and illustrate what it means to LIVE UNITED.

Choose a recipient below to see more information. Or see past award winners here.

LEADERSHIP AWARDS

COMMUNITY SERVICE AWARDS

Kay Geiger’s commitment to the community encompasses business and philanthropic spectrums. As general chair of United Way of Greater Cincinnati’s 2011 annual campaign, her vision and influence laid the groundwork for future campaigns by instituting the "Bring One" strategy, challenging others to join her in generous philanthropy. The effort resulted in the largest growth in Tocqueville membership in its history while raising the resources needed to support hundreds of United Way strategic initiatives and agency
partner programs.

She currently serves on United Way’s Board and Executive Committee. For the past three years, she has led its advocacy with regional, state and national governments as chair of the Regional Public Policy Council. She directs business leaders, public policy professionals and federal Congressional staff in developing United Way’s public policy agenda and has provided key leadership in advancing United Way’s advocacy for public investment in early childhood education and school readiness programs.

Her significant community involvement extends across the region to the arts, higher education, and economic and community development as well support of a healthy region and much more.

KATHLEEN ELIZABETH GARRISON
(Pictured left with award presenter Tillie Hidalgo Lima)

Co-author of Money Matters

Madisonville resident Kathleen Elizabeth Garrison was awarded the Clement L. Buenger Award for Leadership in Education in 2013. Co-author of Money Matters, a book used in the elementary neighborhood schools to teach youth about finances, she started the back to school book bag program, a highlight of the Madisonville Street Festival where the bags are given out to children. She has also been with S.C.A.T.T. (Students Concerned about Today and Tomorrow) since its founding when her sons were young teens. She has worked with corporations to secure things necessary to help youth grow into responsible, productive adults.

The Buenger Award is named after Clem Buenger, who served as the president and CEO of Fifth Third Bank for more than 10 years, and also led what became known as the Buenger Commission, which developed a report outlining recommendations for improving Cincinnati Public Schools. Buenger was a long-time United Way volunteer and supporter who chaired the 1981 United Way Campaign.

OUR LEADING SUPPORTERS

Hundreds of organizations from across Greater Cincinnati, Northern Kentucky and Southeast Indiana – from the largest corporations to the smallest stores – run United Way campaigns and organize volunteer events in their workplace because they understand how their support creates lasting change across the entire region. These companies and organizations have made living united a top priority.

TOP GIVING COMPANIES

These corporate leaders comprise the Top 25, the Tremendous 25 and the Top 10 New Business Leaders. Click the link below to see how our corporate leaders are partnering with us
to improve our community.

### LEADING CAMPAIGN SUPPORTERS

These organizations supported our annual campaign through workplace giving, organizing community care days, sponsorships and matching gifts.

[DOWNLOAD THE LIST]

### LEADING VOLUNTEERS

Coming from all backgrounds and walks of life, our volunteers are a dynamic group of leaders deeply committed to achieving lasting community change in the Greater Cincinnati region. These dedicated teams are focused on creating lasting change in Greater Cincinnati by building the country’s most successful United Way.

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<tr>
<th>BOARD OF DIRECTORS</th>
<th>MARKETING CABINET</th>
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- 2013 Campaign Cabinet
- Strategic Resource Development Cabinet
- United Way-American Red Cross Partnership Committee
- United Way Foundation Board
- United Way Volunteer Connection Leadership Council

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<th>RESOURCE DEVELOPMENT</th>
<th>UNITED WAY SERVICES</th>
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- Accountability & Services Cabinet
- Employee Benefits Committee
- Human Resources Committee
- Information Technology Committee
- Investment Committee

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<th>REGIONAL ACTION COUNCIL</th>
<th>PUBLIC POLICY</th>
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- Dearborn & Ohio Counties
- Eastern Area
- Middletown
- Northern Kentucky

- Regional Public Policy Council
- Kentucky Public Policy Committee
- Ohio Public Policy Committee

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<th>COMMUNITY IMPACT</th>
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- Impact Cabinet

[DOWNLOAD THE LIST]
• United Way 211 Advisory Council
• Children Prepared for Kindergarten Impact Council
• Children Prepared for Kindergarten – NKY
• Financial Stability Impact Council
• Health Impact Council
• Partners for a Competitive Workforce Council
• Poverty Task Force
• Youth Achieve Success Impact Council