OUR WORK

Transforming the Community

$57.3M 51K+ 2,600+
invested in programs, initiatives and community change efforts volunteer hours attained jobs through United Way funded programs

OUR FOCUS IS ON CHANGE --- TRANSFORMING THE COMMUNITIES WHERE WE LIVE AND WORK.
Throughout our region in a new Regional Leadership Council and implemented a Center of Excellence: both designed to accelerate progress, scale proven strategies, and more effectively champion investments to ensure that children are ready for kindergarten. Success By 6® and its partners have driven a 30% increase in kindergarten readiness in Cincinnati Public Schools since 2006, and we are well-positioned to accelerate the pace of change in the future.

To assist in efforts ensuring individuals and families achieve financial stability, the United Way-managed Partners for a Competitive Workforce developed a new IT Career Pathway and expanded its job training, placement and retention initiatives. More than 9,000 people have been trained for in-demand jobs since 2009. Last year alone, United Way-supported job training programs put more than 2,500 people back to work. Volunteers donated their expertise to help prepare free tax returns for the Earned Income Tax Credit Initiative, and almost $21 million in tax refunds was returned to hardworking local families.

Connections and collaborations also support transformation. United Way 211 helped connect more than 102,000 callers to needed services, and played a vital role in launching new strategic partnerships with Cradle Cincinnati and the Tristate Veterans Community Alliance.

The numbers alone don’t tell the story of the change happening in our community. It’s visible in people’s lives. People like Allison, Aleia, Stephen, Ashley, and Enza who you’ll meet in the stories listed below.

Changing their lives requires resources, and thanks to you, $61 million was pledged during the 2014 Campaign. This includes the launch of an Accelerator Fund that will put $1.1 million of additional support into proven programs focused on early childhood and workforce development. We also launched LINC (Lead. Impact. Network. Change.) to encourage young professional involvement, and more than 675 members joined in the inaugural year.

Operational excellence and accountability are hallmarks of United Way. We have achieved a 4-Star Charity Navigator rating, the highest level of accountability, and United Way 211 obtained national reaccreditation.

True transformation can’t be achieved alone: when we work together and partner for change, we can truly make a difference. That’s why we’re so thankful to all of our donors, volunteers and agency partners who Live United and make possible the achievements highlighted in our Annual Report. We thank you!

During 2015, our Centennial Year, we are building on these successes, continuing our efforts to transform people’s lives.

Thank you for your generosity and leadership.

JAMES C. ELLERHORST
Partner, Deloitte LLP,
Chair, UWGC Board of Directors

ROBERT C. REIFSNYDER
President & CEO
United Way of Greater Cincinnati

2014 BOARD OF DIRECTORS

The Board is comprised of 63 local business and civic leaders from throughout the community. Members are recommended by a Nominating Committee and are chosen for exhibited leadership in their own organizations and the civic area.

Members provide leadership for vision and overall direction,
James C. Ellerhorst*, Deloitte LLP, Chair
Carl P. Satterwhite, River City Furniture, Chair-Elect
Shakila T. Ahmad, Allergy & Asthma Specialty Center
Clifford A. Bailey, TechSoft Systems, Inc.
Karen Bankston*, Ph.D., University of Cincinnati
Kathleen S. Barclay, The Kroger Co.
Mark F. Biegegger, The Procter & Gamble Company
James Brown, Amalgamated Transit Union
William P. Butler, Corporex Companies, Inc.
Bret A. Caller, Viking Partners, LLC
Kevin M. Carroll, The Procter & Gamble Company
Alfonso Cornejo, Cincinnati USA Hispanic Chamber
Steve Cruse, CWA Local 4400
Julie Dietz, Equifax Workforce Solutions
John S. Dubis, St. Elizabeth Healthcare
David L. Faulk, Macy's, Inc.
Christopher C. Froman*, Pomeroy
Kay Geiger, PNC Bank, Greater Cincinnati/NKY
Mervyn Grayson, Jr., Central Bank of Northern Kentucky
LaVaughn Henry*, Ph.D., Federal Reserve Bank of Cleveland-Cincinnati Branch
Julie B. Highley*, Horan Associates
Gary T. Huffman*, Ohio National Financial Services
G. Edward Hughes, Ph.D., Gateway Community and Technical College
Mark J. Jahnke, Esq., Katz Teller
David L. Joyce, GE Aviation
Jerome C. Kathman, LPK, Inc.
Jane M. Keller, Cincinnati Youth Collaborative
Michael J. Laatsch*, Western & Southern Financial Group
Tillie Hidalgo Lima*, Best Upon Request
Lee Ann Liska, University of Cincinnati Medical Center

Philip R. McHugh, Fifth Third Bank
Peter McLinden*, Cincinnati AFL-CIO Labor Council
Geoffrey S. Mears, Northern Kentucky University
Santa J. Ono, Ph.D., University of Cincinnati
Penny Pensak*, Community Volunteer
David C. Phillips, Community Volunteer
Jacquelyn D. Phillips, City of Middletown Health Department
Scott D. Phillips, Frost Brown Todd, LLC
Julia W. Poston*, Ernst & Young LLP, Vice Chair & Treasurer
R. Michael Prescott, U.S. Bank
John S. Prout, TriHealth, Inc.
Johnna N. Reeder, REDI Cincinnati
Robert C. Reifsnyder*, United Way of Greater Cincinnati
Manuel Z. Rios, American Modern Insurance Group, Inc.
J. Michael Robinson, LaVerdad Marketing & Media
Sean L. Rugless, Greater Cincinnati African American Chamber of Commerce
William L. Scheyer, Vision 2015
Brent R. Seelmeyer*, Boys & Girls Clubs of Greater Cincinnati
Julie Sellers, Cincinnati Federation of Teachers
Steven J. Shifman, Michelman, Inc.
Douglas E. Sizemore*, Cincinnati AFL-CIO Labor Council
Mary Stagaman, Agenda 360, Cincinnati USA Regional Chamber
J. Shane Starkey, Esq., Thompson Hine LLP
Kenneth W. Stecher, Cincinnati Financial Corporation
Philip Thoms, Cincinnati Children's Hospital Medical Center
Theodore H. Torbeck, Cincinnati Bell Inc.
James L. Wainscott, AK Steel Corporation
George E. Yund, Esq., Frost Brown Todd, LLC
Karen M. Zengel*, Nielsen
BOLD GOALS FOR OUR REGION

2011 LAUNCH OF BOLD GOALS INITIATIVE

EDUCATION
Preparing children, youth & young adults to succeed in school and life

85% of children will be prepared for kindergarten

INCOME
Ensuring individuals and families achieve financial stability

90% of labor force will be gainfully employed

HEALTH
Helping individuals live quality lives & achieve maximum health and independence

95% of the community will report having a usual & appropriate place to go for medical care

85% of youth will graduate from high school prepared for the next step

70% of the community will report having excellent or very good health

45% of adults will have an associate’s degree or higher

TARGET YEAR TO ACHIEVE 2020 BOLD GOALS

TRANSFORMATION IN ACTION
Enza is a spirited 4-year-old. She loves to color, watch Paw Patrol and sing and dance. In fact, next fall she’ll enter kindergarten at the School for Creative and Performing Arts. Will she be ready? Thanks to the YWCA HIPPY program, that answer is a resounding, yes! The United Way-funded program is one of United Way’s key school readiness strategies. It provides weekly in-home visits and materials so that Enza and her mom, Ashley, can work on important skills. Not only can Enza write her full name, she’s made strides in letter and number recognition, colors, shapes and even following directions.

Ashley has a stable job with good benefits, a college degree and support from her extended family. But, as a single mom, it can still be a struggle to provide everything she’d like for her daughter. Paying for preschool was just not in the budget, but she didn’t want Enza to fall behind.

“With working full time, and Enza in day care full time, I needed another option to supplement her education,” says Ashley. “I liked the idea of in-home visits and being involved in her instruction.”

Now she is getting the guidance and resources she needs to be Enza’s teacher. They set up a “HIPPY station” in their home filled with the lessons, books and materials they use to spend quality time learning together each night.

“They teach you to teach your child, and we’ve grown so much together,” says Ashley. “I love that I’m involved in getting her ready for kindergarten, and I know exactly what she’s learning.”
Studies show that self-esteem in young girls can plummet during their adolescent years. But, that's not the case for sixth-grader Aleia. She's on the honor roll and the volleyball team, and she has one of the highest merit points in her class. It's thanks, in part, to the positive mentoring she receives from Allison, her Big Sister through Big Brothers Big Sisters, a United Way agency partner helping kids succeed in school.

Imagine having to choose between medicine for your child or food on your table. It may sound like a bad dream, but it's a harsh reality for many families. Just ask Steve.

“My life was in disarray,” says Steve. “I didn’t have the training to do the jobs I wanted, so I was always the low man. I wasn’t making great money and didn’t have access to insurance. We were paying everything out of pocket, and we fought a lot about money too. It just put a lot of stress on the family.”

Transformation in Action – Mentoring Matters

Their match started when Allison was still in high school, and she would visit Aleia at Corryville Catholic every week. She encouraged Aleia to share stories about her friends and how they get along, and worked on homework to focus on the importance of academic success.

Even though Allison graduated, she chose to continue as Aleia’s Big Sister, and they still meet a few times a month. “We have a goal,” says Aleia. “I asked her to help me progress with my reading grades so she helps me with that, but we do a lot of other fun activities too.”

Allison has seen Aleia’s confidence soar and watched her come out of her shell. For now, Aleia says she wants to be a stunt double or a professional volleyball player. Either way, she believes that she can be successful at anything if she puts in her best effort. More than anything, she wants to make people happy.

She’s already doing that. Big Sister Allison says, “I started mentoring so I could make a difference, but I’ve learned so much from Aleia. She’s so hardworking and carefree, and it reminds me to focus on what really matters and not worry so much!”
Even though he was scared to start over at the age of 43, Steve enrolled in the Center for Employment Training at the Brighton Center, a United Way agency partner and example of a comprehensive approach to a critical challenge. It was a struggle at first. The family was homeless during the program and relied on family for housing and support through the agency for food and other necessities.

Through the program, he received training for construction and manufacturing technologies and earned his GED. Steve also got assistance with his resume, professional clothing and interview opportunities. **In just six months, he graduated from the program and landed a full time job with benefits.**

“It’s a whole new world for us from a few years ago to where I am now. Such a big difference,” says Steve. “I feel wonderful! I’ve got a great job with good benefits and can provide for my family. Without this program, I wouldn’t feel confident, but now I feel like I can conquer the world.”

**EDUCATION**

**TRANSFORMATIVE RESULTS**

**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,
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

**EDUCATION – RESULTS**

57% of Cincinnati children are ready for kindergarten

53% of Northern Kentucky children are ready for kindergarten

433 quality-rated early childhood education programs – a 587% increase since 2007

4,301 children gauged on social-emotional readiness in nation’s largest pilot

95% of children in United Way-funded home visiting programs are developmentally on track

$32M distributed in Ohio for early childhood education, thanks in part to UWGC Advocacy

676 participating in Be The Change in CPS schools to tutor young students to success last two years

**INCOME**
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.

**INCOME – 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

**INCOME – RESULTS**

- 77,906 received emergency assistance to help with basic needs
- 9,080 trained through career pathways since 2008 with 80% obtaining employment
- $21M was returned to 19,800 families through free tax preparation services and EITC
- 110K calls to United Way 211 to help connect families and individuals to local services
- 5,724 families were housed or served by homeless programs
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.

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.

**HEALTH – RESULTS**

- **6,601** individuals established a medical home
- **2,168** seniors received nutritious home-delivered and congregate meals
3,945 older adults received transportation services to necessary medical services

3,698 children were on target in their social emotional development

95% of children in United Way-funded home visitation programs are developmentally on track

2015 COMMUNITY INVESTMENTS

$8,040,000
Helping youth succeed in school and life

$9,860,000
Helping families/individuals achieve financial stability

$7,640,000
Ensuring individuals live healthy lives

$4,772,900
Greater Cincinnati Region of the American Red Cross
## 2014 Expenditures

### United Way of Greater Cincinnati

**UNAUDITED FINANCIAL INFORMATION**
December 31, 2014

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*Note: The above figures represent unaudited 12/31/14 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expenses. 12/31/14 audited financial statements for UWGC are available [here](#).*
MARY BOLTE FRIEL

Mary Bolte Friel (right) combined her passion for education with her work as a school psychologist in her volunteer role as a Court Appointed Special Advocate (CASA). As she was helping abused and neglected children, she noted that many CASA children also faced educational issues. So she put her expertise to work. Friel became the first CASA volunteer trained by the Ohio Department of Education as an educational parent surrogate, and she founded the parent surrogate team at ProKids, a United Way agency partner. She has attended hundreds of school conferences to make sure that students receive the support and services they need to be successful in the classroom. Also pictured: Charlotte Caples, CASA volunteer program director.

The award honors a person or group of persons who best exemplify a commitment to ensuring all children and youth succeed academically. The recipient must show extraordinary leadership, commitment or involvement in helping children, schools or districts as they strive toward academic excellence.

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.

THE TOP 25
THE TREMENDOUS 25

The highest per capita giving companies with at least 25 employees and 55 percent employee participation that are not large enough to be in the Top 25.
5. Squire Patton Bogg – $1,440.00
6. BKD, LLP – $1,438.11
7. The Corporex Family of Companies – $1,393.97
8. ITW Air Management – $1,308.46
9. Ernst & Young LLP – $1,205.82
10. RiverPoint Capital Management – $1,129.80
11. Horan – $1,053.93
12. LyondellBasell – $1,029.69
13. Thompson Hine LLP – $989.45

17. Greater Cincinnati Region of the American Red Cross – $897.52
18. Fund Evaluation Group, LLC – $895.26
20. UPIC Solutions – $850.64
21. Chubb Group of Insurance Companies – $849.93
22. Michelman – $844.94
23. Cincinnati USA Regional Chamber – $841.94
24. Park National Bank, Southwest Ohio & Northern Kentucky – $817.20
25. BakerHostetler – $779.95

**TOP 10 NEW BUSINESS LEADERS**

The largest new business donors. To qualify, a company or organization can provide a new corporate gift, a new employee campaign or both.

1. First Financial – $136,450
2. Quaker Chemical – $25,000
3. Education at Work – $23,095
4. Modern Office Methods – $20,000
5. Prolink Healthcare – $15,000
6. Parallon Business Solutions – $10,277
7. Hightower Petroleum – $10,000
7. Advanced Testing Laboratory Inc. – $10,000
7. Financial Stocks, Inc. – $10,000
7. Universal Industrial Supply – $10,000
7. Southern Ohio Equipment – $10,000

**THANKS TO OUR LEADING SUPPORTERS, PARTNERS AND VOLUNTEERS**

- Initiatives
- Agencies
- Accountability & Services Cabinet
- Bold Steering Committee
- Dearborn & Ohio Counties Action Council
- Eastern Area Action Council
- Financial Stability Impact Council
- Health Impact Council
- Impact Cabinet
- Kentucky Public Policy Committe
- Northern Kentucky Action Council
- Ohio Public Policy Committee
- Partners for a Competitive Workforce Council
- Regional Public Policy Council
- Success By 6® Regional Leadership Council
- United Way 211 Advisory Council
- United Way Foundation Board
- United Way-American Red Cross Partnership Committee
- United Way Volunteer Connection Leadership Council