100 YEARS OF COMMUNITY IMPACT

$51M
invested in programs, initiatives and community change efforts

70K+
volunteer hours

2,563+
jobs attained through United Way funded programs
100 Years of Community Impact

100 YEARS AND THOUSANDS OF LIVES...

In 2015, we concluded a century of making a difference in our community. Our world looks very different than it did 100 years ago. In 1915, our country was two years from entering World War I, Typhoid Mary caused an outbreak of typhoid fever and women still couldn’t vote. Cincinnati’s social services agencies were united in helping residents recover from the Great Miami Flood of 1913.

Yes, the world has definitely changed. But through it all, United Way of Greater Cincinnati has continued to support and enrich the lives of those who live and work in our community. It was true in 1915. It was true for 2015. And it will be true for years to come.

Last year, because of your support, 13,284 children headed off to kindergarten ready to learn. Earnings increased for 9,844 people. Healthy meals were provided for 82,458 people. These aren’t just numbers: each one represents a life that you’ve helped change. You’ll find more results and meet a few of these people in the sections below.

Through the 2015 annual campaign, together we raised more than $62 million for initiatives and services, with $2 million generated for the Accelerator Fund that will help speed innovation and scaling what works. We also gave of our time and talents to provide hundreds of thousands of volunteer hours to serve, plan and advocate for a better future.

We look forward to another 100 years of changing lives. As the world keeps changing, we will continue to support education, income and health: the building blocks for a quality of life that we all want for our own families, our friends, neighbors and co-workers, and all the people of Greater Cincinnati. It’s work that we will continue to do together: the work of United Way. Thank you for your ongoing support and leadership in building a better future for our community.

CARL P. SATTERWHITE
President & Owner, RCF Group,
Chair, UWGC Board of Directors

ROBERT C. REIFSNYDER
President & CEO
United Way of Greater Cincinnati
The Board is comprised of 62 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, approve the annual business plan, goals and priority outcomes, monitor progress, and have a fiduciary responsibility for the programmatic and fiscal integrity of the organization.

**2015 BOARD OF DIRECTORS**

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- **Carl P. Satterwhite***, RCF Group, Chair
- **Shakila T. Ahmad**, Allergy & Asthma Specialty Center
- **Clifford A. Bailey**, TechSoft Systems, Inc.
- **Karen D. Bankston**, Ph.D.*, University of Cincinnati
- **Kathleen S. Barclay**, The Kroger Co.
- **Mark F. Biegger**, P&G
- **James Brown**, Amalgamated Transit Union
- **William P. Butler**, The Coroprex Family of Companies
- **Bret A. Callner**, Viking Partners, LLC
- **Kevin M. Carroll**, P&G
- **Michael S. Comer**, KPMG, LLP
- **Alfonso Cornejo**, Hispanic Chamber Cincinnati USA
- **Steven E. Cruse**, CWA Local 4400
- **Julie G. Dietz**, Equifax, Inc.
- **James C. Ellerhorst**, Deloitte
- **David L. Faulk**, Macy's, Inc.
- **Christopher C. Froman**, Pomeroy
- **Kay Geiger**, PNC Bank, Greater Cincinnati/NKY
- **David J. Gooch**, Park National Bank SW Ohio & NKY
- **Merwin Grayson, Jr.**, Central Bank of Northern Kentucky
- **LaVaughn Henry, Ph.D.***, Federal Reserve Bank of Cleveland-Cincinnati Branch
- **Julie B. Highley**, HORAN
- **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.
- **Patrick E. McCausland, Esq.**, Singer & McCausland Co., LPA
- **Philip R. McHugh**, Fifth Third Bank
- **Peter M. McLinden***, Cincinnati AFL-CIO Labor Council
- **Geoffrey S. Mearns**, Northern Kentucky University
- **Carolyn Pione Micheli**, The E.W. Scripps Co.
- **Mary A. Miller**, JANCOA Janitorial Services, Inc.
- **Santa J. Ono, Ph.D.**, University of Cincinnati
- **Penny Pensak**, Community Volunteer
- **David C. Phillips**, Community Volunteer
- **Scott D. Phillips***, Frost Brown Todd LLC
- **Julia W. Poston***, EY
- **R. Michael Prescott**, U.S. Bank
- **John S. Prout**, TriHealth, Inc.
- **Johanna N. Reeder**, REDI Cincinnati, LLC
- **Robert C. Reifsnnyder***, United Way of Greater Cincinnati
- **Manuel Z. Rios**, American Modern Insurance Group
- **Sean L. Rugless**, Greater Cincinnati & Northern Kentucky African American Chamber
- **William L. Scheyer**, Skyward
- **Julie A. Sellers**, Cincinnati Public Schools – Federation of Teachers
- **Charles L. Session Jr.**, Duke Energy
- **Steven J. Shifman**, Michelman
- **Mary R. Stagaman**, Agenda 360, Cincinnati USA Regional Chamber
- **J. Shane Starkey, Esq.**, Thompson Hine LLP
- **Kenneth W. Stecher***, The Cincinnati Insurance Companies
Jane M. Keller*, Cincinnati Youth Collaborative
Tillie Hidalgo Lima*, Best Upon Request
Lee Ann Liska, University of Cincinnati – Medical Center
Roni J. Luckenbill, Girl Scouts of Western Ohio
James E. May, Mercy Health

Philip R. Thoms, Cincinnati Children's Hospital Medical Center
Theodore H. Torbeck, Cincinnati Bell
Matthew D. Van Sant*, Clermont County Chamber of Commerce
James L. Wainscott, AK Steel Corporation
George E. Yund, Esq., Frost Brown Todd LLC

*Executive Committee Members

THE STATS

Wondering about the impact United Way has on the community? Check out a few of the statistics that highlight the achievements and efforts that took place in our community during 2015.

Convened more than 120 leaders to discuss progress and plans at the Bold Goals Summit

Bold Plan developed that articulates key strategies to accelerate the pace of change

Invested more than $51 million in strategic initiatives and programs

New Child Poverty Task Force convened with top business, government and community leadership

$51 MILLION

$23.7 MILLION
Ensured that **13,284 children** were prepared for kindergarten

**Launched new strategic partnerships** with Northern Kentucky Education Council and Adopt A Class

**Increased earnings for 9,844 people**

**Community Health Agenda** draft completed

**89.5% gainful employment for 2,563 individuals obtained employment**

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**CENTENNIAL CELEBRATION AND ENGAGEMENT**

**GATHERING OF HEROES**

1,000+ attended the Gathering of Heroes Centennial Dinner honoring United Way’s history and 100+ community volunteer heroes

**Day of Action events**

200+ people attended Day of Action events at UWGC regional office sites

---

**200+**
Main sponsor of TEDx Cincinnati
ACCELERATE Main Stage Event with 900+ in attendance; largest venue in TEDx Cincinnati history

161 guests joined UWGC to cap off the Centennial year and celebrate Centennial Grants donors and beneficiaries

Published a new history of United Way’s 100 years of achievement

RESOURCES DEVELOPMENT

$62 MILLION

Raised $62+ million for strategies and services to achieve the Bold Goals

Nearly $2 million generated from Accelerator Fund commitments
Four new $1 Million Roundtable gifts

Awarded one of seven W.K. Kellogg Foundation STEPS grants for $850,000

Approaching 100 new Tocqueville Society members – donors of $10,000+

United Way LINC (people ages 22-30) membership increased to 930+ and counting – a 50% increase

19 NEW MEMBERS

Launched Centennial Society for donors of $25,000+ – 19 new members to date

2017

Selected as host city for the 2017 National Women's Leadership Summit

$8.5 MILLION

Raised $8.5 million in commitments to United Way's endowment

Public Policy – Ohio increased funding for early care and education by $215 million

VOLUNTEER

https://www.uwgc.org/annual-report-2015
Employees from 270 companies
dedicated 70,000 hours to volunteering –
an 18% increase from 2014

OPERATIONAL EXCELLENCE

Highest level of accountability
Unmodified/unqualified audit opinion
with no significant management comments

4-Star Charity Navigator rating

THE STORIES

It’s not just about statistics. Every number represents a story. It could be a changed life thanks to a United Way partner, or a volunteer who has committed to making a difference.

These are just some of those stories from 2015.

ACCESS TO HEALTH CARE IMPROVES QUALITY OF LIFE
ENSURING THE BEST START IN LIFE

Understanding each stage of a child’s development and helping her reach those milestones can be a daunting task. That’s why Jessica was happy to connect with Every Child Succeeds. Her home visitor provided advice and activities that have helped her kids thrive. In third grade, her oldest daughter placed in the 85th percentile nationwide in math, reading and language. Her son tested in the 88th percentile in kindergarten. And her toddler? She already counts to 10 and uses a broad vocabulary. Jessica also puts her learning to work as a Head Start teacher. “The program is a true benefit to anyone who is willing to put the work in. Because of ECS, my children will have a bright future, and so will many others.”

OVERCOMING THE PAST FOR A BRIGHT FUTURE

One past mistake was wreaking havoc on Aisla’s ability to find a decent job. As a single mom, she wanted to provide a secure and bright future for her 8-year-old daughter. She found help through Cincinnati Works and the Legal Aid Society of Greater Cincinnati. Her employment coach, Latonio, supported her through each step to expunge a misdemeanor from her record and find a job. A year later, she’s still working and has been able to purchase a car. Aisla now attends night classes working toward a bachelor’s degree and has homework dates with her daughter. “My daughter’s grades are excellent right now,” says Aisla. “She wants to succeed because she sees me doing it.”
EDUCATION – THE GIFT THAT KEEPS ON GIVING

Education Can Change Someone’s Life

A CHAMPION FOR EDUCATION

Tracy Foley volunteers at a local school like it’s her job. You can find her in the halls of Felicity-Franklin schools almost every day, encouraging students and planning activities. She fosters a love of reading in the students through creative incentive programs and organizes after-school clubs for them to explore a variety of interests. One in five students has participated in at least one club since they began last year. For her efforts, Tracy was awarded the Clement L. Buenger Award for Leadership in Education, which honors someone who is strongly committed to ensuring all children and youth succeed academically.

FROM MENTOR TO BEST MAN

At 13, Lamont was matched with his mentor, Tim, through the Cincinnati Youth Collaborative. Tim supported Lamont through many academic and personal struggles. When Lamont’s first attempt at college was not successful, Tim encouraged him to keep going. Lamont entered the U.S. Army Reserves, where he’s currently a sergeant, and recently received an associate degree. When Lamont was married in 2014, Tim continued to stand at his side as his best man! Instead of wedding favors, Lamont chose to give a gift to CYC so
someone else could have a mentor. “It was a great day,” said Tim. “Lamont’s kindness is one of his great trademarks.”

NO MORE JOB JUMPING

Securing gainful employment is a Catch-22 for many people. They don’t have the skills to get a higher paying job, but they also don’t have the resources to get the training they need and pay their bills. That’s where Chelsee was before she found the manufacturing apprenticeship program from Partners for a Competitive Workforce and J.P. Morgan Chase. She left the fast-food counter and stepped into a classroom where she completed 240 hours of welding coursework with a 3.7 GPA. With a nationally recognized credential, she has increased her income and receives employer-sponsored benefits. “This program has literally changed my life because I now have marketable skills and a career,” she says.

2016 COMMUNITY INVESTMENTS

- **$13,095,000** Preparing Children for Kindergarten
- **$8,240,000** Helping youth succeed in school and life
2015 EXPENDITURES

$9,695,000
Helping families/individuals achieve financial stability

$7,410,000
Ensuring individuals live healthy lives

$4,865,000
Designations to other United Ways

$525,000
United Way 211

$4,625,000
Greater Cincinnati Region of the American Red Cross

$1,980,000
place matters

$955,000
Other investments

UNITED WAY OF GREATER CINCINNATI
UNAUDITED FINANCIAL INFORMATION
December 31, 2015
### 2015 CAMPAIGN

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2015 Campaign</td>
<td>$62,000,000</td>
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<tr>
<td>Less: Campaign Collection Reserve</td>
<td>(3,410,000)</td>
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<tr>
<td>Less: 2015 Campaign Received in 2016</td>
<td>(5,537,000)</td>
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<tr>
<td>Less: 2015 Campaign Not Raised in Area</td>
<td>(595,100)</td>
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<td>Other Income Sources</td>
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<td><strong>Total Income</strong></td>
<td><strong>$66,468,700</strong></td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Program Expenses</td>
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<td>Administrative Expenses</td>
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<td>Fundraising Expenses</td>
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<td><strong>Total Expenses</strong></td>
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<td>Change in Net Assets</td>
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<tr>
<td>Beginning Net Assets</td>
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<tr>
<td><strong>Ending Net Assets</strong></td>
<td><strong>$36,343,500</strong></td>
</tr>
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Note: The above figures represent unaudited 12/31/15 totals for United Way of Greater Cincinnati, including campaign and other sources of income and corresponding expenses. 12/31/15 audited financial statements for UWGC will be available in June 2016.

### NEW CENTURY AWARDS

- [Image of awardees]
Valarie L. Sheppard
Senior Vice President, Comptroller & Treasurer, PG

THE GEIER FAMILY AWARD FOR UNITED WAY LEADERSHIP

Valarie has served in many leadership capacities with us, including Strategic Planning and Board chair. In 2009, United Way’s Board saw the need for a new strategic plan and we were delighted that Valarie was willing to take the lead role in crafting one. She demonstrated her passion about United Way and its mission, steadily persevering in her leadership. She has an unerring ability to distinguish between what’s essential and what’s optional. She brought to the project all of these gifts – along with facilitation and negotiation skills she’s developed in her professional career. The resulting strategic plan, Impact 2020, guides us every day in every way and we’re a better and more relevant organization because of it.

Impact 2020 positioned UWGC for a new era of impact and relevance and provides the organization with every opportunity to achieve its ambitious mission: to lead and mobilize the caring power of individuals and organizations to help people measurably improve their lives.

Valarie led the development of a bold plan that sets out to achieve long-term, measurable, community-level goals with emphasis on the Bold Goals for Our Region in Education, Income and Health, the building blocks for a better life for all.
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 TREMENDOUS 25

1. P&G
2. GE
3. FIFTH THIRD BANK
4. CINCINNATI BELL, INC.
5. MACY'S INC.

6. WESTERN & SOUTHERN FINANCIAL GROUP
7. CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER
8. THE KROGER CO.
9. ETHICON, INC.
10. PNC BANK

11. OHIO NATIONAL FINANCIAL SERVICES
12. US BANK
13. AK STEEL CORPORATION
14. MERCY HEALTH
15. AMERICAN FINANCIAL GROUP, INC.

16. DUKE ENERGY
17. UC HEALTH & UC
18. TRIHEALTH, INC.
19. AMERICAN MODERN INSURANCE GROUP
20. DELLOITTE

21. FROST BROWN TODD LLC
22. VANTIV
23. POMEROY
24. THE CINCINNATI INSURANCE COMPANIES
25. UPS, INC.

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.

1. Katz Teller – $2,454.63
2. BKD, LLP – $1,860.81
3. United Way of Greater Cincinnati – $1,563.79
4. The Corporex Family of Companies – $1,496.03
5. Bartlett & Co. – $1,458.33
6. Squire Patton Boggs – $1,226.78
7. ITW – Air Management – $1,179.26
8. Interact for Health – $1,123.38
9. LyondellBasell – $1,121.69
10. RiverPoint Capital Management – $1,093.55
11. AIM MRO Holdings, Inc. – $1,066.81
12. Blank Rome LLP – $1,034.48
13. HORAN – $1,024.07
14. EY – $1,009.84
15. American Red Cross, Greater Cincinnati/Ohio River Valley – $1,000,001
16. Upic Solutions – $990.82
17. Thompson Hine LLP – $897.52
18. Michelman – $900.15
20. Park National Bank, SW Ohio & Northern Kentucky – $836.96
21. Clopay Corp. – $824.11
22. Bahl & Gaynor Investment Council – $815.81
24. Cincinnati USA Regional Chamber, REDI & Cincy Tech – $774.36
25. General Cable Corp. – $669.96

TOP 10 NEW PARTICIPATING COMPANIES

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

1. Advance Pierre Foods – $90,022
2. BelFlex Staffing Network – $75,000
3. Bowlin Group, LLC – $25,000
4. DeBra Keumpel – $10,000
4. Journal Media Group – $10,000
4. Oxford Financial Group – $10,000
4. Traditions Building & Development Group – $10,000
5. Broadview Financial Advisors – $6,515
6. Body Works Limited – $5,000
6. Hunt Builders Corporation – $5,000
6. Post Browning, Inc. – $5,000
6. United Maier Signs – $5,000