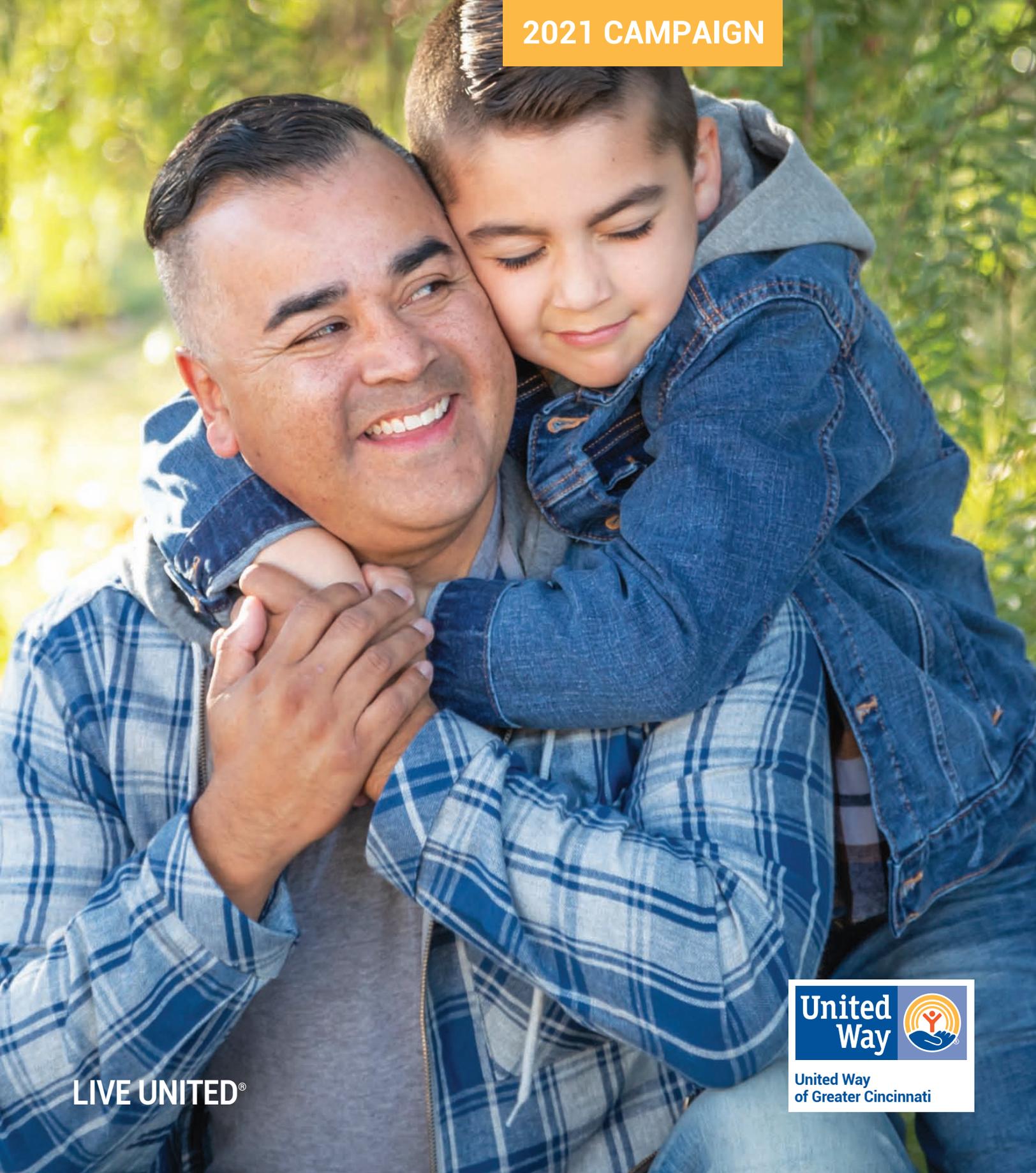


# United is *the way* to Help.

2021 CAMPAIGN



LIVE UNITED®

United Way   
United Way  
of Greater Cincinnati

# ALL FAMILIES DESERVE THE CHANCE TO THRIVE.

*Too many families struggle with hard decisions they should not have to make.*

*"If I don't make enough money this week to repair the car, I might lose my job and our apartment."*

*"Should we keep the heat on or get enough food for dinner?"*

*"There's a new training program that'll get me a better job, but I don't have child care for my kids."*

## United Way Helped Reverse a Family's Pandemic Plight

Brian is 53 years old and had never considered the possibility of losing his house. "Something like that didn't cross my mind," he says, "until the letters kept coming." The letters that warned he was behind on his mortgage payments.

Brian is a married father with two teenage sons. He and his wife bought their house in 2006. Health issues prevent his wife from working, but Brian's job as a machinist provided a steady income.

For two years, they saved money to make major repairs to their home's roof and porch, and to address needs such as a water heater and furnace. All the work was completed in 2019. "We were feeling so good, but we were broke," Brian says. They hoped to pay everything off in 2020.

**"Once I got in touch with United Way, that is what really saved me," Brian says.**

Then came the coronavirus pandemic. Shutdowns at his workplace led to unpaid bills and food shortages at home. "It was the most devastating thing ever to happen to me," Brian says.

The most difficult time was in November 2020, when Brian's younger son was diagnosed with COVID-19 and spent several days in intensive care at Cincinnati Children's Hospital Medical Center. Brian also contracted the disease and was sick most of December, quarantined in his basement.

A turning point came when Brian's sister suggested he call 211, the United Way helpline. "Once I got in touch with United Way, that is what really saved me," Brian says.

In 2020, Hamilton County officials entrusted United Way of Greater Cincinnati to form a network of community partners to meet the diverse needs of residents affected by COVID-19, including health and meal kits, financial assistance, mental health services and more.

Brian connected with Jeff, a United Way worker assigned to the Care Coordination Program. "He was a God-sent angel," Brian says. "He helped with my mortgage, he cleared up my water bill." By phone, he even helped Brian perform computer tasks so that forms could be filed online.

Brian is grateful for something else Jeff did: He listened with compassion. "Every time I got on the phone with him, I would burst out in tears," Brian says. "I would tell him what I was going through, and he would just listen. His whole attitude . . . saved me."

We believe all families in our region deserve economic well-being. To have stability. To have options. To have a chance to thrive. Your generous support makes that a reality.

**Together, we disrupt the broken systems that hold people back and build better solutions so families don't need help in the first place. Join us.**



**42,000+**  
GENEROUS DONORS



**640**  
COMMUNITY PARTNERS



**137**  
GRANT RECIPIENTS



**40,042**  
UNITED WAY SUPPORTED  
VOLUNTEER HOURS

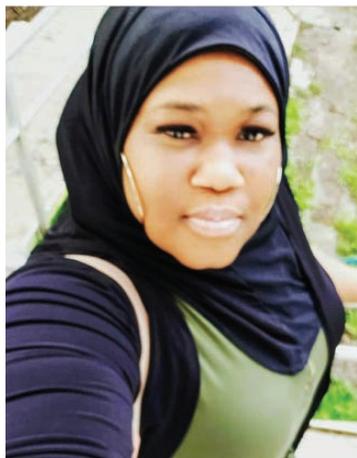
# NOW'S THE TIME TO CHANGE THE TRAJECTORY FOR ALL FAMILIES.

Our work around COVID relief and recovery continues. The pandemic exposed inequities and made clear how many families in our region live on shaky financial ground, one setback away from financial crisis and trauma.

## Project Lift Aided Mother and Her Teens During Trying Times

Aswana Laskey's family was among the millions plunged into financial distress by COVID-19. The pandemic was the latest in a series of devastating blows that began with the 2010 murder of her husband, who was fatally shot in Northside.

"It has been a very long journey, trying to get back on our feet, going through different trials and tribulations, trying to maintain stability and self-sufficiency," says the 43-year-old mother of two teenagers.



**"Now, my future is bright," she says. "Without Project Lift, we would not have been able to get through these trying times."**

the center's Project Lift cases, worked with Laskey to help meet short-term needs.

"Project Lift helped her avoid those major barriers that could have impacted her long-term," Allouch says. "Because once your car gets taken away, getting to work is a huge barrier...if you help someone once, typically there are so many other needs and gaps. This program gives you a chance to really work with someone to stabilize them."

Laskey also developed goals to achieve long-term financial wellbeing, such as her plan to earn a master's in mental health counseling. Project Lift paid the cost of a graduate school admissions test, as well as job training once she was able to return to work. "Now, my future is bright," she says. "Without Project Lift, we would not have been able to get through these trying times."

Her quest received a big boost from United Way's Project Lift. The public/private partnership helps families overcome financial setbacks and offers support designed to build long-term economic well-being.

"If (Project Lift) hadn't kicked in to help so I could continue to move forward, everything would have fallen apart," Laskey says.

Several times in the past decade, she felt her world crumbling around her: the death of her husband, the loss of her father, moving in with her mother and being met with upkeep and repair costs for the home. "We were just barely making it," Laskey says. "Then COVID came."

Laskey, who has a bachelor's degree in psychology from Mount St. Joseph University, lost her job at a nonprofit. Her unemployment benefits were slow in coming and she had no other income. She worried about homelessness and losing her car.

She contacted the Islamic Center of Greater Cincinnati, one of 22 Project Lift sponsor organizations. Leanna Allouch, who manages

### BEFORE THE PANDEMIC:

# 1 in 4

Greater Cincinnati families faced financial insecurity

### DURING THE PANDEMIC:

# 24%

of adults report being worse off financially than they were 12 months ago

# 47%

of families making less than \$40,000 shared that they are just getting by or finding it difficult to get by

### THE PANDEMIC HIT PEOPLE EARNING LOWER SALARIES AND PEOPLE OF COLOR HARDEST:

- In April 2021, 65% of those earning \$25,000 or less reported unemployment in the last seven days. 51% of those earning \$35,000 or less reported the same. Less than a quarter of those earning \$150,000 or more reported the same.
- In April, 37% of Blacks reported difficulty paying usual household expenses the past seven days, while 34% of Hispanics/Latinos reported the same. Only 20% of whites reported difficulty.

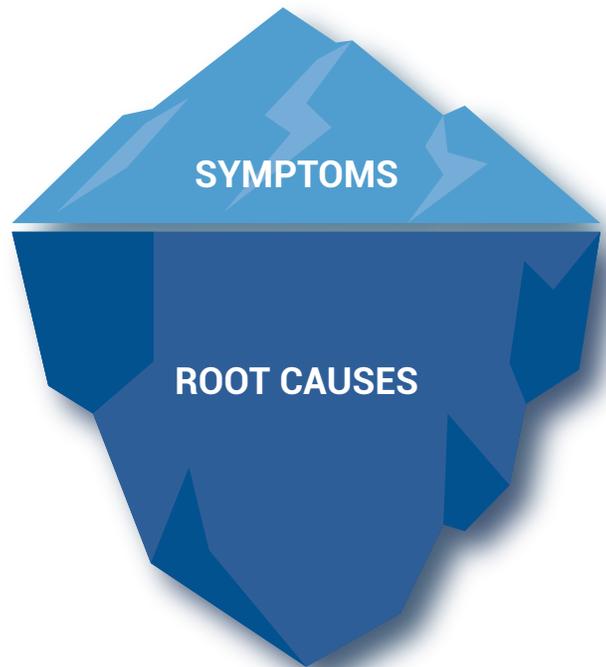
Building economic mobility for families is complex work and requires many resources to build solid foundations. Families need multi-pronged approaches to services and to be aligned to systems so they can use personal resources and connections to build resiliency.

# UNITED IS *THE WAY* TO MEANINGFUL CHANGE.

It's easy to see the challenges families face. We notice when people experience lack of adequate housing and food, poor health and wellness, inability to pay bills and lack quality education.

But below the surface are bigger issues, more complex and harder to see. As we provide relief to families needing urgent help, we're also working closely with the community to identify systemic inequities, learn where needs are greatest and find opportunities to change systems so fewer people need relief.

With your support, United Way focuses on building economic well-being. For individual families, the goal will be financial stability and building skills and resources to weather future storms, but United Way tries to achieve something much larger – systemic solutions that support all families in the present and the future.



## But we can't do it without you.

Join us to be a part of transformational change in our community.

## Steps to Success

Last year, our groundbreaking campaigns offered many exciting, engaging ways for your colleagues to experience United Way. Many companies are still working remotely, so we're ready to offer both virtual and in-person options, as well as interesting new experiences.

### Don't miss VIRTUAL CAMPAIGN JUMPSTART!

#### You will get:

- Virtual solutions to share the work of United Way and build a meaningful campaign.
- Virtual and in-person solutions to run fun campaigns and increase participation.
- An online Campaign Toolkit to plan an engaging and inspiring campaign for any size and type of organization.
- Peer-to-peer sharing of best practices.

From our benchmark of hundreds of campaign best-practices, we've identified six building blocks for a successful campaign.

1. KICKOFF
2. LEADERSHIP SUPPORT
3. UNITED WAY IMPACT EXPERIENCES
4. INCENTIVES
5. SPECIAL EVENTS
6. VOLUNTEERING

# UNITED IS THE BEST WAY TO HELP.

What makes United Way different is our ability to lead, responding to community challenges by bringing advocates, volunteers, partners, businesses, faith-based leaders, community leaders, donors, funders and others together to solve inequities holistically with data-informed solutions.

We impact the community through financial investments, but also through advocacy and engagement. While sometimes harder to see in the community, the policy change and system-building work disrupts systems holding families back.

Throughout the turmoil and uncertainty of 2020, United Way led our area's response to the pandemic. **You supported direct relief efforts including:**

**\$1.4**

**MILLION INVESTED  
TO PROVIDE RELIEF**

**\$390,000**

**WORTH OF RESOURCES  
DISTRIBUTED TO COMMUNITY**

**416**

**VOLUNTEERS**

**54**

**PARTNERS  
ENGAGED**

**18,335**

**HOUSEHOLDS SERVED**

**132,000**

**REQUESTS FOR  
SERVICES FIELDDED**

## Elated to be Vaccinated: A Senior Gets A Shot Soon After Calling 211

She coughed persistently and felt short of breath. In December 2020, 66-year-old Angie Rush was diagnosed with COVID-19. She later learned that everyone in her four-unit Golf Manor apartment building had the disease.

"I had a bad journey, and the Lord took me and made me well," Rush says. "But I was just so afraid to get it again. I was so nervous after going through that. I just wanted a shot so bad."

Because she has underlying medical conditions, she worried a second bout with COVID would be worse than the first. She desperately wanted to be vaccinated. But she doesn't own a smartphone or use the internet, so her landline was her only way to register for a shot.

"It was so hard. I called the (Cincinnati) Health Department and they told me to call the Hamilton County Health Department. I called every single place, every single day, and kept trying. Even when (registrations) got to my age group, I heard a recording saying the list is full," she says. Someone helping her renew her Medicaid benefits suggested she call United Way's 211 helpline.

Early in the pandemic, United Way positioned 211 as a one-stop shop for COVID-19 relief. As vaccines became available, United Way's focus turned to seniors, many of whom faced technological barriers, making it difficult to navigate vaccine resources. Also, acting on its commitment to equity and inclusion, United Way made special efforts to assist communities disproportionately affected by COVID. Blacks were being infected at a higher rate than whites and were twice as likely to die. United Way reached out to nontraditional partners — predominately Black churches — and offered to schedule vaccinations for people age 65 and up.

Rush spoke to Anna, a United Way call specialist, who scheduled Rush an appointment. Less than a week after calling 211, Rush got her first shot. "I was so happy and felt so good," Rush says. So good, in fact, she called 211 again to leave a message for Anna. "I wanted her to know how much I appreciated United Way and her helping me, because I had been trying hard to get a shot. I'll never forget your number — 211. So simple."

When you support United Way, your investment has a bigger impact on the core issues. Not only do you provide urgent relief for families, but you help build solutions and align systems so more people thrive. You can be a part of a better tomorrow.

**We are bringing stakeholders together. Identifying crucial needs, analyzing causes, engaging people to invest in the right, targeted solutions and carefully measuring results. We invest in solutions and people, yielding system change and uplifting others.**



**"I'll never forget your number — 211. So simple."**

# THANKS TO THE 2020 LEADING SUPPORTERS.

## Top 25

*The largest corporate, retiree and employee campaign donors.*

1. The Procter & Gamble Co.
2. Fifth Third Bank
3. GE
4. Western & Southern Financial Group
5. Cincinnati Children's Hospital Medical Center
6. First Financial Bank
7. Cincinnati Bell
8. Ohio National Financial Services
9. Great American Insurance Group
10. U.S. Bank
11. The Kroger Co.
12. Deloitte
13. AK Steel Corp.
14. The Cincinnati Insurance Companies
15. Duke Energy
16. PNC Bank
17. The Corporex Family of Cos.
18. UPS, Inc.
19. Kao USA, Inc.
20. EY
21. Frost Brown Todd, LLC
22. Dinsmore & Shohl LLP
23. Standard Textile Company, Inc.
24. Citi
25. Michelman

## Tremendous 25

*The highest per capita giving companies with at least 25 employees and 55% employee participation that are not large enough to be in the Top 25.*

1. Katz Teller
2. AIM MRO Holdings, Inc.
3. United Way of Greater Cincinnati
4. ITW - Air Management
5. Bartlett Wealth Management
6. Al. Neyer
7. Park National Bank
8. HORAN
9. Bahl & Gaynor Investment Counsel
10. Squire Patton Boggs
11. Thompson Hine LLP
12. BakerHostetler
13. Messer Construction Co.
14. School Outfitters
15. 3E4 - Cincinnati USA Regional Chamber, REDI, CBC/CRBC & The Port
16. Keating Muething & Klekamp PLL
17. Mariner Wealth Advisors
18. The E. W. Scripps Co.
19. Eco Engineering, Inc.
20. CenterBank
21. Easy Way Products Co.
22. Girl Scouts of Western Ohio
23. Grant Thornton LLP
24. Prolocity
25. Graydon Head & Ritchey LLP

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(513) 536-3000

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Middletown, OH 45005  
(513) 705-1160

**Northern Kentucky**  
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