

# A Fresh Perspective

2023 Community Impact Report



**UNITED WAY**  
Greater Cincinnati

# The Impact We Made Together

The collective efforts of our community over the past year are nothing short of amazing.

Together we are building a community where everyone can thrive.

Our impact extends beyond financial contributions. It's reflected in the partnerships forged with community organizations, the dedication of volunteers and the advocacy that led to positive legislative changes.

These achievements represent stories of collaboration, resilience and empowerment made possible by your support.

**\$36M** invested to build a thriving community

**322K** people served in our region

**100K** of your neighbors got help through United Way programs

**31K** donors created collective impact

**9K** volunteers gave their time

**490+** community partners helped families daily

**8** wins through legislative efforts thanks to your advocacy

As we celebrate these achievements, we're filled with optimism for the future. We will continue to build on our successes, driving positive change and supporting a brighter future for all in our community.



## United Way Friends,

Our economic and cultural landscape has changed profoundly in recent years. We seized the opportunity to rethink our approach to serving the community.

The days of solely serving as a fundraiser are behind us. We've become passionate advocates for our community, especially for those who need us most.



Barbara Turner

Moira Weir

Central to this new identity is a steadfast belief in the inherent goodness of people. We want all families to be able to achieve economic mobility. To that end, we are committed to creating pathways to prosperity for everyone, regardless of their circumstances. So, we shifted our focus to align with this vision. We know we must address the reasons families face financial difficulties if we want to see true progress.

**What we do has never been clearer. We not only meet immediate needs, but we equip families with the tools and opportunities necessary to thrive in the future.**

Through collaborations and collective action, we have made significant strides, laying a foundation on which to build a more inclusive and prosperous community. Our work is far from over.

As we progress on this journey, we extend our heartfelt gratitude to you - our partners and supporters. **Thank you for believing our community can be a better place for all of us.**

We could not do this work without you.

**Barbara Turner**  
Chair, Board of Directors

**Moira Weir**  
President & CEO

# Embracing Hope & Our Community's Challenges

Despite tremendous efforts over the last few decades, our community is still struggling.

Not for lack of effort or support to affect change, but because things have worsened significantly. The data proves it.

The lack of progress is a testament to deep-rooted challenges that were compounded by the upheaval of the last few years.

Yet, even in the face of these challenges, we remain optimistic. We recognize our community's resilience and potential.



## Community Conditions



### Educational Gaps

↓ 23%

decline in kindergarten readiness rates



### Financial Uncertainty

1 in 4

households are in financial distress



### Housing Insecurity

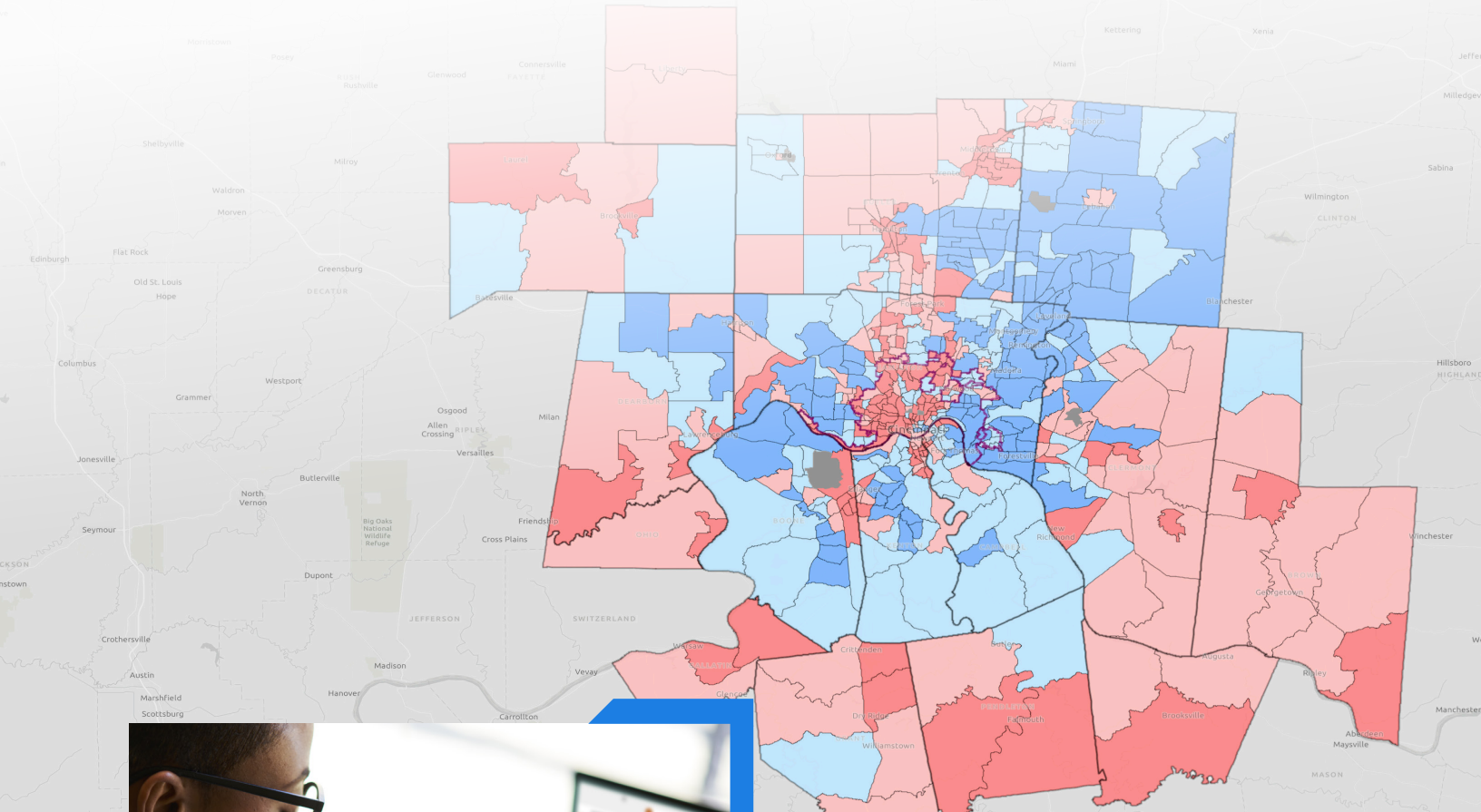
↑ 43%

increase in rent

# United Knowledge & Insights

United Knowledge & Insights is a multifaceted and dynamic platform launched to share data with the people and organizations working to solve our community's toughest challenges.

We're committed to ensuring our efforts are making a real difference. That's why we measure our impact, considering not just numbers, but the powerful stories and experiences of real people. It's through this continuous feedback loop that we're able to learn, adapt and improve.



## United Knowledge & Insights offers a growing library of assets, including:

- Community insights and reports
- Knowledge Exchange webinars
- Data dashboards

Thanks to your support, [United Knowledge & Insights](#) empowers the people and organizations working to make our community a better place.

# Nurturing Prosperity

Where we grow up, our educational opportunities, support networks and local policies all play a role in establishing economic well-being.

We identified three key focus areas which can act as levers for change. We believe these pillars of economic well-being have high potential to create meaningful change.



## Educational Success

We envision a future where every child has the resources and support necessary to excel in school and life.



## Financial Empowerment

We're committed to equipping individuals and families with the tools and resources needed to achieve economic stability and independence.



## Housing Security

We believe that everyone deserves a safe and stable place to call home.

**Our approach is fueling transformation.** Because people face challenges on many fronts there isn't a one-size-fits-all formula to establish economic well-being.

Our approach is twofold: Meet urgent needs so people get relief now while also addressing systemic barriers so fewer families experience hardship in the long run.

So, how do we accelerate community change? We embed ourselves in the community. We are listening and gathering data to make smart decisions and build smart solutions.

These insights guide our strategies. We must:



## Take Action

We bring people together to solve issues.



## Advocate

We amplify our community's voice and the issues they care about.



## Invest

We steward the resources entrusted to us, so they do the greatest good for the most people.



## Project LIFT

Unexpected expenses like car repairs or rent hikes can derail a family's journey toward financial stability. But there's hope.

Meet Danielle, a hardworking mother striving to provide for her son despite some challenges. Working full time, Danielle found it difficult to make ends meet. With the support of Project LIFT, she received crucial assistance with bills and rent, which kept her family from falling further behind financially.

Since its inception, Project LIFT has made a tangible difference, supporting more than 2,000 families like Danielle's. Our commitment to staying connected with families for at least a year is what sets Project LIFT apart. This ongoing support enables families to overcome obstacles, stabilize their lives and build a brighter future.

Your support of Project LIFT empowers families on their journey to financial stability.



# How We Take Action

## Responding to Community Need

There's opportunity for everyone to be heard and to help move our community forward. We amplify the voices of those who've been underserved and ensure their input shapes our efforts. We also engage with partners and stakeholders from around the region who share their expertise and resources.

Because when we work together, there's no limit to what we can achieve for our community.

### Some of the ways we joined together to take action:

- 86 partners gathered to build five new solutions to launch in 2024.
- 21 community members trained to use storytelling for advocacy efforts.
- \$250,000 in grant funding earmarked to address early education gaps for families in Southeast Indiana.
- Your neighbors saved a collective \$2 million in tax filing fees and received \$8.7 million in refunds with help from Free Tax Prep volunteers.
- Expanded Project LIFT to serve Northern Kentucky and Clermont County.



You were there  
with us!

**9K**  
Volunteers


**31K**  
Donors

**490+**  
Community Partners

**290+**  
Workplaces That Care

**34**  
Foundations and  
Grantmakers





**“What you guys did  
was such a blessing.”**

Larry is among those who  
have been helped through  
United Way’s 211 Helpline.

## **Help is only one call away**

For almost five decades our 211 Helpline has evolved to meet the ever-changing needs of our community.

Today, 211 is more than a directory. It’s a compassionate lifeline, staffed 24/7/365 by empathetic professionals ready to assist people during their toughest moments.

With over 7,000 services available, finding help can be overwhelming. Families can find solace in these three digits. Our dedication doesn’t stop after the initial request. We’re committed to guiding neighbors to the resources they need to move out of crisis and on to a brighter future.

**Our impact extends beyond resource and service referrals. We use 211 data to provide real-time insights.** As our community’s needs shift, we have an early indication of barriers families face and gaps in services to meet those needs.

Thanks to your support, United Way’s 211 Helpline remains a lifeline for those who need it most, responding to more than 55,000 requests for help in 2023.



# How We **Advocate**

## Driving Systems Change Through Policy

We advocated for policies and initiatives that address the reasons families face financial difficulties, such as access to quality education, economic empowerment programs and affordable housing. We work tirelessly to support the well-being of all community members in our region.

### Our Success in 2023

- 55 advocates traveled to Ohio, Indiana and Kentucky state capitols to meet one-on-one with lawmakers.
- 15 parents traveled to Columbus to advocate for increased access to affordable childcare.
- \$154M in new funding for Ohio childcare and preschool, supporting nearly 12,000 children.
- Launched advocacy notes to make it easy for community members to connect with their elected officials.
- Hosted Ohio's Senate Select Committee on Housing as community members testified about affordable housing issues.
- Celebrated the 10th annual Live United Day by visiting policymakers at the Kentucky State Capitol in Frankfort.





**“I want to thank United Way for giving me the opportunity to become a better mother, a better person, and for giving me the voice to advocate for those issues as well.”**

Adrienne’s journey, from receiving help to advocating for others, exemplifies what’s possible thanks to your support.



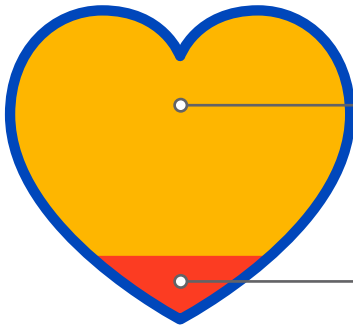
# How We Invest

## Amplifying Community Resources

Because we are deeply rooted in the community, we mobilize and deploy a variety of resources for our region.

Together, we're investing to ensure our neighbors get the help they need today and tomorrow.

### \$36M invested in 2023



**\$ 30.9M**

in new solutions and prevention support that encourage economic well-being.

**\$ 5.1M**

in critical services that address immediate needs.

We also administered \$7 million in public funds to support strategic community initiatives.





**“Taking a broad-brush approach doesn’t work. You have to take a localized approach. And that’s what United Way does. That’s why the partnership is so important to us. They help us make sure we’re investing in the right ways.”**

Leigh Fox, President & CEO, altafiber

# Embracing the Road Ahead

We look forward to a future where everyone can thrive. Join us as we make positive changes in our communities.

## Our Commitments

- We will use data and keep learning to make our work better.
- We will work with others to make a bigger impact.
- We will try new ideas and technologies to make a real difference.
- We will keep fighting for all families and individuals.
- We will celebrate the milestones to show our progress and impact.





## Renew Collaborative

We're on a mission to help neighbors maintain a stable home – a safe, affordable place to live connected to a community of support. With your help, we make this a reality for families through the Renew Collaborative.

Through this eviction prevention model, advocates create custom plans for families to stay in their homes and negotiate directly with property owners to make payments toward back rent.

While eviction may seem like the simplest solution for property owners, it comes at a significant cost. Eviction can cost five times more than the expense of keeping the tenant in the home. Property owners can actually save money by financially supporting eviction prevention.

**Our help goes beyond eviction intervention; we identify the root causes of unpaid rent and provide ongoing services so families can get back on their feet.**

With your support, the Renew Collaborative is building stronger, more resilient communities where every family has the opportunity to thrive.



**“Through all facets of my life — whether it’s Army veteran, first-generation college student, transplant to a city where I don’t know anyone, someone who came from a humble, unprivileged background — it became a matter of who can best help those communities. And that was United Way. So everywhere I moved, I connected to United Way.”**

Jeanetta Darno  
Passionate supporter since the 1990s

## United We Thrive – Join Us.

Visit our website at [www.uwgc.org](http://www.uwgc.org) to learn how you can join us.



**UNITED WAY**  
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