

# Connecting PEOPLE with PURPOSE

## Greater Cincinnati Foundation's commitment to the community is stronger than ever.

Greater Cincinnati Foundation (GCF) has been a part of Cincinnati's long history of philanthropic efforts since 1963, leading the charge toward a more vibrant and equitable Cincinnati for everyone—for today, tomorrow, and generations to come.

GCF's mission, says President and CEO Ellen M. Katz, is simple but direct in its intentions.

"As a trusted and connected partner, we inspire generous people to come together and make a difference—donors bound by a common desire to advance organizations transforming our region and the world; non-profits working to change outcomes throughout our communities; and changemakers striving to solve our region's greatest needs," she explains.

"A significant portion of our efforts and successes can be directly attributed to the collective impact that is possible when people and organizations work together, all contributing to common North Stars, such as raising the economic status of women of color and closing the income gap between the region's black and white populations."

### Why Greater Cincinnati Foundation?

For those inclined to contribute philanthropically within their community, there are many reasons why GCF is the right choice for giving. First and foremost is that, as a community foundation, the organization has extraordinary knowledge—current and historical—of the needs of the community.

"That alone is a great value to those who hold funds," Katz explains. "Especially in a donor-driven environment such as ours, in which about 90 percent of our grants are decided by donors who can be as involved as they desire in making decisions as to where those funds should be directed."

Most donor referrals come to GCF through professional advisors on behalf of clients who seek to be more strategic and intentional in their giving, whose dollars can be leveraged, and who can be on the receiving end of both transaction efficiencies and tax benefits. Katz is careful to note, though, that there is room for all at GCF.

"We are truly inclusive in our donor base, and there are a multitude of ways everyone—from students to young professionals and beyond—can experience GCF, from giving circles to events to committee involvement and more," she stresses.

### Leading Initiatives

Today, Katz emphasizes, GCF's primary goal is determining how to "crack the nut of racial inequality" in Cincinnati—how to punch above the organization's weight class and truly make a difference. One top initiative she is focused on is All-In Cincinnati.

"This city is very much a black and white city, with issues that are systemic," Katz says. "Focusing on overcoming the disparities by identifying our key opportunities is critical."

For example, research indicates that Hamilton County alone would experience an annual economic impact of nearly \$10 billion if the income gap between blacks and whites could be closed.

"While such a goal is not entirely realistic, the impact would be substantial if we could close the gap by even half," Katz concludes. "Our populations as cities will only continue to diversify, with Cincinnati expected to achieve a minority majority four years before the rest of the nation. We need to be prepared to be inclusive and provide economic opportunity to all. It's the work of our generation, and at GCF, that we are aiming to create a more vibrant—and equitable—place to live, work, and play for all in Greater Cincinnati."



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