

# COVID-19 REGIONAL RESPONSE FUND

Text **RAPID** to **91999** to Donate



Media Contacts:

**Jaclyn Sablosky**

Greater Cincinnati Foundation

513.295.7399

**Jennifer Riegert**

United Way of Greater Cincinnati

513.309.2920

## COVID-19 Regional Response Fund Activated to Respond to Urgent Needs in Our Community

CINCINNATI (March 18, 2020) – In response to the rapidly evolving coronavirus pandemic, Greater Cincinnati Foundation (GCF) and United Way of Greater Cincinnati, in partnership with Procter & Gamble, b3, Fifth Third Foundation, The Kroger Co. Zero Hunger | Zero Waste Foundation and The Scripps Howard Foundation, have activated a cross-sector regional response to quickly address the critical needs of our community.

“This is a time of unprecedented crisis and we are committed to helping the community right now,” said Moira Weir, President/CEO of United Way of Greater Cincinnati. “This rapid response fund exists to support the agencies that are doing the hard work of helping people immediately and we’ll continue to find ways to help in the days and weeks ahead.”

The Fund will support those in our communities who are most disproportionately affected by – and most vulnerable to – the health, economic, education, housing and social impacts of the crisis.

“The partnership between GCF and UWGC is powerful. Our collective resources and reach will ensure the most ample, effective, and efficient philanthropic response. I am so inspired by our generous donors and their unwavering commitment to our community, said Ellen Katz, President/CEO of Greater Cincinnati Foundation. We invite you to join us. Your support is critical for our neighbors in need. No gift is too small. Now is the time.”

By leveraging trusted partnerships, the Fund will provide timely, agile support to local and regional nonprofit organizations, both large and community-based, to address issues of:

- Food insecurity
- Housing and shelter
- Medical response
- Childcare and eldercare

# COVID-19 REGIONAL RESPONSE FUND

Text **RAPID** to **91999** to Donate



“We are asking our community – each and every one of us – to come together to support the COVID-19 Regional Response Fund,” said David Taylor, Chairman and CEO of Procter & Gamble. “Our community has a track record of exceptional generosity. In moments like this, our unity is our strength.”

To contribute to the COVID-19 Regional Response Fund, please visit [www.gcfdn.org/COVID-19](http://www.gcfdn.org/COVID-19), text RAPID to 91999 or call 513-241-2880.

###

#### About Greater Cincinnati Foundation

As the region’s leading community foundation, Greater Cincinnati Foundation connects people with purpose in an eight-county region in Ohio, Kentucky and Indiana. GCF is leading the charge toward a more vibrant Greater Cincinnati for everyone — now, and for generations to come.

#### About United Way of Greater Cincinnati

United Way of Greater Cincinnati leads programs and partnerships to help local families move on a path out of poverty with the bold, long-term vision of breaking the cycle of poverty across the region. United Way changes systems and policies across government, corporate and community organizations so they work better for families in poverty. United Way improves lives in 10 counties across Ohio, Kentucky and Indiana. It is the largest organized community effort to help families move out of poverty for good. Together, with 90,000 supporters, we unite communities to change lives. Additional information about the programs, initiatives, services, and community impact, is available at [UWGC.org](http://UWGC.org) #LiveUnited