What is collective impact?
We’re using the term “collective impact” to describe organizations working together to make changes in our community. What’s new about this approach is when organizations — nonprofits, agencies, foundations — share goals and measures of success for a specific community challenge, the pace of change is accelerated.

Why do we need collective impact?
No single program, organization or institution acting in isolation can bring about large-scale social change on its own. For change to occur there needs to be a concerted effort of the many different players around a common agenda.

How is GCF making collective impact work?
We have made a multiyear investment in seven “backbone” organizations that will serve as leaders to nonprofits in our community as they work on specific issues and systems. The backbones will help nonprofits report and measure progress, connect partners and collect data.

Our partnership with these seven organizations will help everyone work together across sectors, address resource gaps and fuel the implementation of proven strategies to make our community better.

Who are the organizations?
Agenda 360, Green Umbrella, LISC Greater Cincinnati & Northern Kentucky, Partners for a Competitive Workforce, Strive Partnership, Success By Six®, Skyward.

What is Green Umbrella?
Green Umbrella works to maximize the environmental sustainability of the Greater Cincinnati region by driving collaborative efforts of organizations and individuals. Its goal is to have the region recognized as one of the top 10 most sustainable metro areas in the United States by 2020. In collaboration with the area’s regional action plans — Agenda 360 in Southwestern Ohio and Skyward in Northern Kentucky — it brings together regional activities focused on the environmental aspects of sustainability.

What is it needed?
Green Umbrella facilitates collaboration among 250 area nonprofits, businesses, educational institutions and governmental entities, saving both time and resources. It works to meet the environmental, social and economic needs of today while preserving the ability of future generations to do the same.

Action Teams
Green Umbrella members are invited and encouraged to participate in the efforts of its Action Teams. This is where the real work gets done. These teams have established goals and metrics and are moving forward on meeting them by 2020:

- **Energy Conservation**: reduce the total energy consumption in the built environment by 15%.
- **Land**: increase the acreage of high quality green space by 8%.
- **Local Food**: double the amount of fruits and vegetables sourced and consumed within the region.
- **Meet Me Outdoors**: increase participation in recreational and educational activities, events, and venues that get people outdoors into nature by 15%.
- **Renewable Energy**: double the local production of renewable energy each year.
• **Transportation:** reduce the use of gasoline and diesel as motor fuels by 20%.

• **Waste:** reduce waste disposed by the residential and commercial sectors by 33% as we transition to “zero waste.”

• **Water:** protect, enhance, and celebrate all streams, rivers, and other water resources by making a measurable improvement in 75% of them.

### Tracking Results

- Green Umbrella launched a new website, MeetMeOutdoors.com, the one-stop source for all outdoor activities in the Tristate. At any given time, this website provides a searchable database of over 75 outdoor events taking place in the TriState area.

- The Green Umbrella Local Food Action Team received grants to strengthen Greater Cincinnati’s regional food system through a Greater Cincinnati Regional Food Policy Council, and “make a 10% Shift,” a local food education campaign, Cincy Food Fund, and Cincy Good Food Fellows program.

- Green Umbrella, with three partner organizations, kicked off Taking Root, an ambitious campaign to reforest our region with two million trees by 2020. Taking Root was a winner in The Greater Cincinnati Foundation’s Big Idea Challenge and has already raised nearly $140,000 and planted 100,000 trees in the Tristate.

- At the request of Cincinnati’s Office of Environment and Sustainability, Green Umbrella served as the primary sponsor and fiscal agent for Cincy Bike Share, the city’s first bike-share program. After raising $1.9 million in capital funds, the bike-share program launched in September 2014 and is now an independent nonprofit organization with 50 stations in Cincinnati and Northern Kentucky.

- Green Umbrella received a grant to create a master plan to connect bicycle and walking trails throughout Greater Cincinnati, as well as a map of current, planned, and desired regional trails that is now available on the MeetMeOutdoors.com website.

- Green Umbrella benefits our community as the sponsoring organization for major outdoor events:
  - Great Outdoor Weekend, a two-day sampling of the best outdoor recreation and nature awareness programs available every September in the eight counties surrounding the Greater Cincinnati region. There are more than 120 events available for all ages — all are free and open to the public.
  - Paddlefest, the largest canoe/kayak event in the Midwest, as well as the associated Kids Outdoor Adventure Expo and Ohio River Music & Outdoor Festival.