**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.

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**What is Skyward?**

Northern Kentucky is a region on the rise. To accelerate this trajectory, Skyward (formerly Vision 2015) the engineer and the engine behind Northern Kentucky’s five-year work plan, collaborates with the people who make the region go. Skyward focuses on four bold and inspiring goals that will lay the groundwork for long-term community prosperity. With these goals, our region is poised to bring success to residents, families and businesses, fostering a community that is vibrant, inclusive and connected and residents that are healthy, educated and rewardingly employed.

**What is the problem?**

- The Greater Cincinnati/Northern Kentucky region ranks nine out of twelve in key economic competitiveness indicators as compared to our peer communities.*
- Northern Kentucky’s future depends on the ability of businesses and the community to work together to find creative solutions to economic and social challenges.
- In order to ensure the region progresses at a fast pace, one central organization is needed to serve as a catalyst to rally the community around a common agenda.

* according to the 2014 Regional Indicators Report
Skyward’s Solution

Skyward’s solution: focus community resources on four equally important goals designed to work together for economic prosperity and civic progress across Northern Kentucky. Each goal has been paired with specific strategies and measures for success.

Growing Businesses

Skyward powers the Allies for Economic Growth (AEG). AEG brings together key decision makers and economic development professionals to share ideas about how to move Northern Kentucky’s economy forward.

Two success stories have launched from the AEG. UpTech, a technology business accelerator, and Boost, a retention and business expansion program both originated from Skyward’s convenings.

These programs are now managed by Tri-ED, a three-county economic development organization serving Northern Kentucky and partner in Skyward’s economic competitiveness goals.

Our Results

Skyward was launched in June of 2015, but has been built on a strong foundation and history of community visioning plans. Over the last decade as Vision 2015 we have played an active role in developing:

- **The Catalytic Fund** – a $10 million urban investment fund.
- **UpTech** – an informatics based business accelerator.
- **Green Umbrella** – the TriState Sustainability Alliance.
- **The Northern Kentucky Education Council** – a birth to career education pipeline.
- **The Licking River Greenway and Trails** – a 5 mile urban trail system connecting Wilder, Newport, Covington and Taylor Mill Kentucky.

**MAKING OUR COMMUNITY STRONGER**

faster!