



# A Bold Vision

Unlocking the Potential  
of Greater Cincinnati

2025 - 2035 Strategic Plan





## Our Vision

Greater Cincinnati is a place of limitless potential where opportunities are abundant for all. Now is the time to unlock it.

For more than 60 years, Greater Cincinnati Foundation (GCF), alongside generous individuals and organizations, has invested \$1.88 billion in advancing thriving communities. Building on this legacy and success, we are harnessing the power of philanthropy, partnership and accountability to prioritize and scale solutions that match the potential of this region.

### A Vision Created for the Community, by the Community

Great change is never created in isolation. Our strategy was built from the ground up, incorporating the voices of more than 500 civic and business leaders, donors, nonprofit executives, staff and board members. Through listening sessions, interviews, surveys and meetings, we gathered diverse perspectives and insights to shape a path forward that truly reflects the needs and aspirations of our region.

### Let's Be Bold

GCF, in partnership with donors, is investing **\$1 billion** into the community over the next decade, fueling an audacious vision and future where everyone has an opportunity to thrive. GCF is also making a historic **\$150 million** investment in three critical areas:

- Education
- Housing
- Community and Cultural Vibrancy

## From Vision to Action

### Stronger Together

At the heart of our vision is the strength of our partnerships. Social capital is our most valuable currency and we're doubling down on deepening existing partnerships while forging meaningful new ones. GCF will join forces with other local funders to leverage greater funding opportunities, attracting regional and national philanthropic investments to bring our shared vision to life.

#### We are committed to:

- Working with our partners to identify investment priorities and opportunities
- Formulating strategies to attract national and regional philanthropic resources to our region
- Creating a platform for connection, ideation and collaboration



At the heart of our vision is the strength of our partnerships.

## Our Growth Strategy



Activate the generosity of individual and family donors



Advance philanthropy through new partnerships



Attract regional and national philanthropic investors



# From Action to Impact

## Focused On Community Impact

GCF will play a more active and focused role to drive greater impact on key initiatives. We are making a historic \$150 million investment in the next 10 years to deliver equitable outcomes in three critical areas:

### Education

Every child deserves the chance to succeed and meaningful change in student outcomes requires evidence-based solutions. Our approach targets two pivotal moments in a student’s journey: early literacy and future pathways.

GCF will focus on reading proficiency, a key predictor of lifelong success while preparing high school students for post-secondary education, trade school, quality careers, or military service to ensure every child has a path to a bright future.



### Housing Affordability

Safe, affordable and stable housing is key to a thriving community. GCF will continue to tackle the urgent need to develop and preserve homes that people can afford.

Nurses, teachers, first responders and working families deserve an opportunity to live where they work –free from rising costs and displacement. By focusing on the production of affordable homes and neighborhood revitalization, we are working to ensure that every resident has a place to call home and a fair shot at building a better future.



### Community and Cultural Vibrancy

A dynamic region features healthy people and vibrant places where individuals and families want to stay, grow and invest in their futures. All residents—regardless of zip code— should have access to the physical and mental health resources they need to live full, stable, and healthy lives. From safe public places and accessible parks to behavioral health and wellness initiatives, we will invest in the foundations of individual and community well-being.

We also uplift arts, culture, and community-led initiatives that drive inclusion and deepen civic engagement. When people feel seen, heard, and connected, they are more likely to participate, lead, and shape the future of their communities.



## Driving Measurable & Sustainable Outcomes

GCF is making a historic **\$150 million** investment in education, housing and community and cultural vibrancy





## Commitment to Accountability

Our bold vision demands accountability. We are not just aiming high; we are measuring progress every step of the way. GCF will work alongside key partners to identify measurable indicators of community well-being, tracking our efforts and the region's growth in real, tangible ways. This is our promise: results that can be seen, felt, and proven.

### What to Expect

- Leveraging existing data infrastructures
- Identifying measurables for community well-being agreed upon by community partners
- Access to community-wide measurables to encourage broader community engagement
- Frequent updates that reflect shared community priorities and progress

## Measuring Impact



### Education & Future Pathways

Early literacy and reading proficiency, school absenteeism, kindergarten readiness, post-secondary enrollment



### Housing Affordability

New development, preservation, housing stability



### Economic Development

Wage and wealth growth, educational attainment, job attainment

## From Impact to Greater Impact

As the region's leading community foundation for over 60 years, GCF has a long track record of mobilizing financial, social and intellectual capital to accomplish big projects that advance our region in partnership with the community.



### Creating Affordable Housing

GCF convened dozens of leaders to commission a report called *Housing Our Future* to identify and address the region's housing needs.

We developed the Affordable Housing Impact Investment Pool in partnership with Cincinnati Development Fund (CDF), seeding it with a \$1 million investment and **raising over \$14 million** as of 2024. These investments have produced over **2,600** affordable rental units and homes.

This partnership created the momentum for CDF to create the Affordable Housing Leverage Fund, unlocking federal funding and **raising over \$112 million** exclusively dedicated to affordable housing.

### Preparing Children for Future Success

GCF has made significant investment in education to provide high quality access to educational resources. We supported the launch of Cincinnati Preschool Promise to expand access to high quality preschools that best fit families' and their children's needs.

In the past three years, GCF and its donors have **granted more than \$750,000** to three trusted nonprofit organizations – Preschool Promise, 4C for Children and Learning Grove – working to elevate the early childcare and education landscape in our region.



### Advancing Cultural Vibrancy

GCF, along with The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, co-convened the Cultural Facilities Task Force to save the region's icons. This initiative produced a comprehensive renovation and funding plan for Music Hall and Union Terminal.

Since 2014, GCF and its donors invested in Music Hall a total of over **\$11 million in grants** and **directed \$4.4 million** to Cincinnati Museum Center, keeping our region a world-class destination for arts and culture.



# *Are you in?*

This is our moment to be bold,  
to dream big, and to take action.  
Together, let's shape a Greater  
Cincinnati that isn't just growing  
– it's thriving.

**The future starts now.**



**GREATER  
CINCINNATI  
FOUNDATION**

**513-241-2880 | [gcfdn.org](http://gcfdn.org)**