



An open letter to the Greater Cincinnati Tri-State Community

As a valued member of the Greater Cincinnati/Northern Kentucky region, it is important for you to know that the United Way of Greater Cincinnati is no longer funding our local Red Cross chapter. The decision by the UWGC to end our more than 65-year fundraising partnership creates a nearly **2.5-million-dollar annual Red Cross budget deficit** – an astounding **42% of our chapter's revenue!**

More than ever, we need your help to continue the strong presence of the American Red Cross here at home.

While the work ahead to fill this funding gap will be difficult, this change will result in donor dollars having a more **direct route** into the community rather than funneling it through the United Way. For every dollar the Red Cross spends, 90 cents goes directly to providing comfort and care to the people who need it and 90% of our work is carried out by volunteers.

Our dedicated Greater Cincinnati Tri-State Red Cross volunteers and staff responded to nearly 500 LOCAL disasters in 2022, including home fires and tornadoes. Additionally, with our focus on building a more resilient Cincinnati community, we've installed smoke alarms, provided CPR & AED training, and taught young children the importance of disaster preparedness. We connect local families and veterans with resources in response to emergencies, train military families in coping and resiliency skills and supply recreational and therapeutic support in military facilities in our area and to the Cincinnati VA. We are also the largest supplier of blood in the United States, ensuring that blood is available where it's needed most.

You see, while our footprint reaches the end of the earth, our impact is just as important at the end of the street.

As you consider the many choices for your charitable dollars, we ask that you consider making a direct contribution to the Greater Cincinnati Tri-State Chapter of the American Red Cross. When you make a financial donation to support your local Red Cross chapter, you're sending help and hope to people in their time of need.

Sincerely,

Stephanie W. Byrd

Stephanie W. Byrd
Regional Chief Executive Officer