



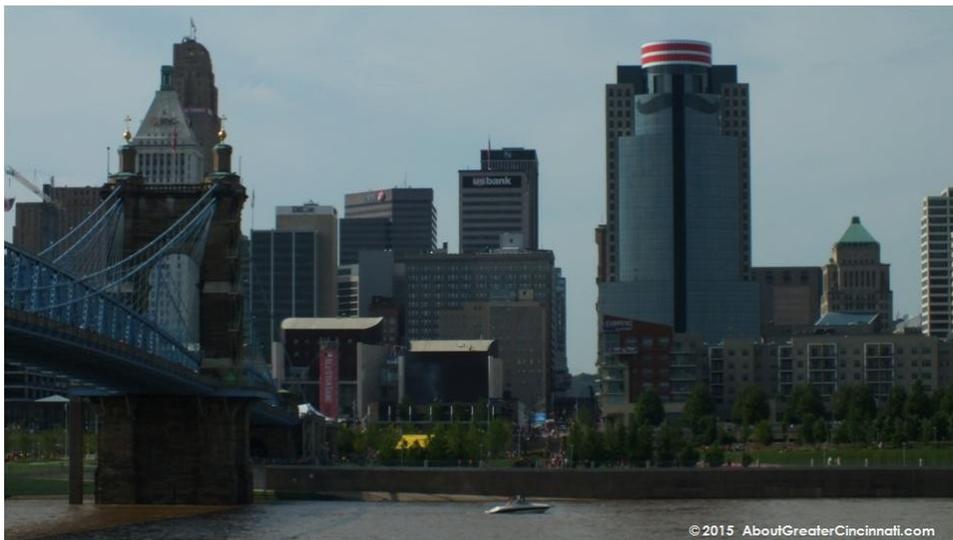
## GREATER CINNATI PHILANTHROPY IS STRONG

BY BRENDA C. MCCASKILL (BRENDA@ABOUTGREATERCINNATI.COM)  
PHOTO/IMAGES PROVIDED

Greater Cincinnati, a very giving community, has a strong heartbeat of philanthropy.

Among the giving in 2015:

- an eight-year-old girl raised \$1,000 for the new hippo exhibit at the Cincinnati Zoo & Botanical Garden by asking her friends and family to give her money instead of birthday presents;
- 2 truckloads and teams from Matthew 25: Ministries (M25M), a Cincinnati based international humanitarian and disaster relief organization, travelled 1,200 miles round-trip from Cincinnati to the flood ravaged areas in South Carolina to dispense 65,000 pounds of aid (fair market value of approximately \$155,000) and hope;
- individuals bought raffles during the Freestore Foodbank's iconic Rubber Duck Regatta raising a record \$1,045,850 (the equivalent of more than 3 million meals!) to help feed children and families in need;
- ArtsWave, which has the larg-



©2015 AboutGreaterCincinnati.com

*Greater Cincinnati is ranked highly in Charity Navigator's 2015 Metro Study for overall financial health and commitment to accountability and transparency with charitable funds.*

(Photo | AboutGreaterCincinnati.com)

est community campaign for the arts in the country both in total contributions and number of donors, received gifts totaling in excess of \$12,250,000 in support of arts organizations across the region; and

- individuals and corporations donated \$62,000,053 to the United Way of Greater Cincinnati to support a variety of causes.

"Philanthropy is the greatest strength of our people," said Otto M. Budig, Jr, recipient of the Outstanding Philanthropist of the Year

2015 award presented by the Association of Fundraising Professionals Greater Cincinnati Chapter.

Without a doubt, - whether donating coins, hosting/ supporting fundraisers, donating millions or any amount, Greater Cincinnati philanthropy runs deep and affords area nonprofits to fulfill their organization mission to make a difference in the community. The generosity is appreciated. And it hasn't gone unnoticed.

Continued on Page 2

Click [here](#) to comment on this article.

Email story ideas/suggestions to [editor@aboutgreatercincinnati.com](mailto:editor@aboutgreatercincinnati.com).

[LIKE On Facebook](#)

[FOLLOW On Twitter](#)

## GREATER CINCINNATI PHILANTHROPY IS STRONG (CONT'D)

*Charity Navigator has become the nation's largest and most-utilized evaluator of charities. In their quest to help donors, their team of professional analysts has examined tens of thousands of non-profit financial documents. This knowledge was used to develop an unbiased, objective, numbers-based rating system to assess over 8,000 of America's best-known and some lesser known, but worthy, charities.*



**CHARITY NAVIGATOR**  
Your Guide To Intelligent Giving

Charity Navigator, which provides basic information on 1.4 million nonprofits registered with the Internal Revenue Service (IRS), uses an unbiased, objective, numbers-based rating system for in-depth assessment and evaluation of over 8,000 of America's best-known and some lesser known, but worthy, charities, to aid donors in their giving decision making. Where does Cincinnati rank?

“Overall, philanthropists and nonprofit leaders in Cincinnati should be proud of the financial performance of the city’s charities,” said Sandra Miniutti, vice president Charity Navigator, America’s premier and leading

independent charity evaluator.

Released June 2015, the Charity Navigator metro study analyzed data from nonprofit IRS 990 forms and websites. Charity Navigator ranked the Cincinnati metro statistical market 7<sup>th</sup> of the 30 largest philanthropic market areas evaluated for overall financial health and commitment to accountability and transparency.

The Cincinnati metro statistical market covers 59 of the area’s largest charities in the counties of: Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton in Kentucky; Brown, Butler, Clermont, Hamilton, Warren in Ohio; and Dearborn, Franklin, Ohio in Indiana.

The Cincinnati Zoo & Botanical Garden, Matthew: 25 Ministries, Freestore Foodbank, ArtsWave, and the United Way of Greater Cincinnati are among the 59 area charities evaluated in the metro study. Of the 59 charities, 16 are 4-star rated and considered exceptional - exceeding industry standards and outperforming most charities in its Cause; 22% are human services; 20.3% are arts, culture, and humanities; and 11.9% community development.

In the comprehensive Charity Navigator report, the area’s philanthropy strength can also be seen in fundraising efficiency as the Cincinnati market, which in a 4-way tie with Detroit, Dallas, and Cleveland, ranked second in efficiently raising funds. That means more money available to spend by area nonprofits in support of their organization’s mission/cause.

The Cincinnati market ranked 14<sup>th</sup> in total donations and grants charities received from individuals, corporations, foundations and the govern-

Continued on Page 3

Click [here](#) to comment on this article.

Email story ideas/suggestions to [editor@aboutgreatercincinnati.com](mailto:editor@aboutgreatercincinnati.com).

[LIKE On Facebook](#)

[FOLLOW On Twitter](#)

## GREATER CINNATI PHILANTHROPY IS STRONG (CONT'D)



*In celebration of philanthropy and making Greater Cincinnati a strong and thriving community, the Greater Cincinnati Chapter of the Association of Fundraising Professionals presented its year of 2015 awards to (left—right):*

- *Drew Lachey, Ambassador of Philanthropy*
- *Connor Reed Thomas, Outstanding Youth in Philanthropy*
- *Otto M. Budding, Jr, Philanthropist of the Year*
- *Dianne M. Rosenberg, Volunteer of the Year*

(edited photo | @afpcincy on Twitter)

ment with total contributions of \$3,651,480 (median). In terms of total revenue, Cincinnati ranked 11<sup>th</sup> with \$5,380,920 median revenue generation.

“Donors can rest assured that the large charities in their community are not only well positioned to survive unexpected economic downturns,” Sandra Miniutti shares in an email with AboutGreaterCincinnati.com, “but that these charities will

spend their money wisely.”

Because of the generosity of the community, area nonprofits can carry out their organization’s mission and make a difference. As the year comes to an end or the new year begins and you consider making a financial donation – no matter the size -to further the efforts of a nonprofit of your choice, know that you are helping to make a difference and keeping the heartbeat of

philanthropy beating strongly across Greater Cincinnati.

*59 charities in Cincinnati included in this study. Click [here](#) to view list.*

*Click [here](#) to see Cincinnati specific profile.*

*Click [here](#) to view the full Metro Market study.*

*Got a comment on this article, [tell us](#).*

Click [here](#) to comment on this article.

Email story ideas/suggestions to [editor@aboutgreatercincinnati.com](mailto:editor@aboutgreatercincinnati.com).

[LIKE On Facebook](#)

[FOLLOW On Twitter](#)

AboutGreaterCincinnati.com • West Chester, Ohio 45069 • [info@AboutGreaterCincinnati.com](mailto:info@AboutGreaterCincinnati.com)

Copyright © 2008-2015 AboutGreaterCincinnati.com All rights reserved.