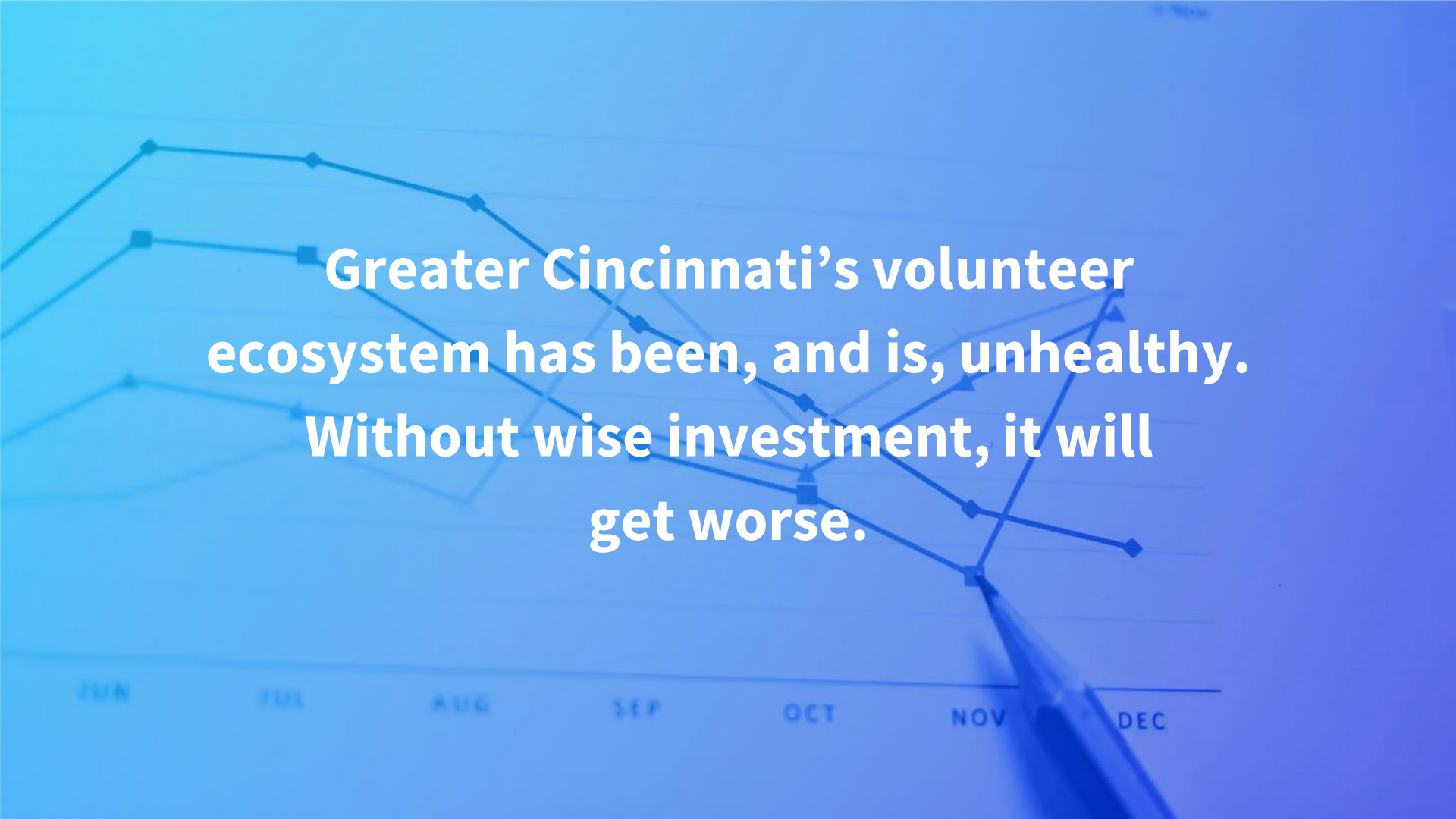




Cincinnati Cares

Greater Cincinnati's Volunteerism Ecosystem:

What's Working, What's Not, and Steps Toward a Resilient Future



Greater Cincinnati's volunteer ecosystem has been, and is, unhealthy. Without wise investment, it will get worse.

How is our nation's volunteer ecosystem doing?

U.S. Volunteerism Rebounding After COVID-19 Pandemic



Select CEV Measure

Formal Volunteering

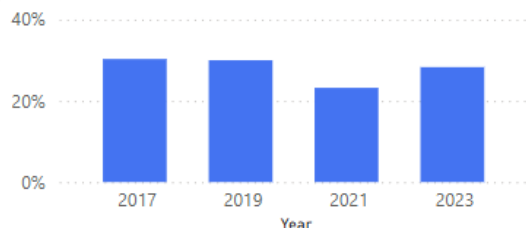
Formal Volunteering

estimated share of Americans who spent any time volunteering for any organization or association in the past year

National Rate

Average National Rate 2017-2023

28.0%



Percentage Point Change

2017-2019
-0.3%

2019-2021
-6.8%

2021-2023
5.1%

Compare National Rates

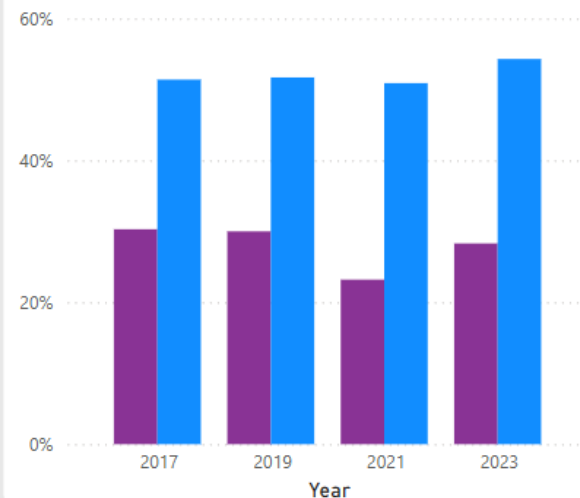
Select CEV Measure(s)

Multiple selections

Select Year(s)

All

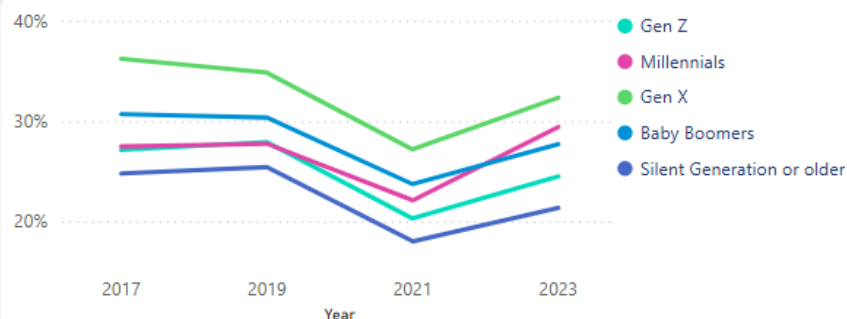
Formal Volunteering Informal Helping



National Rate by Selected Demographic

Select Demographic

- ☐ Age
- ☐ Child in househo...
- ☐ Education
- ☐ Ethnicity
- ☐ Family income
- ☒ Generation
- ☐ Military service
- ☐ Race
- ☐ Sex



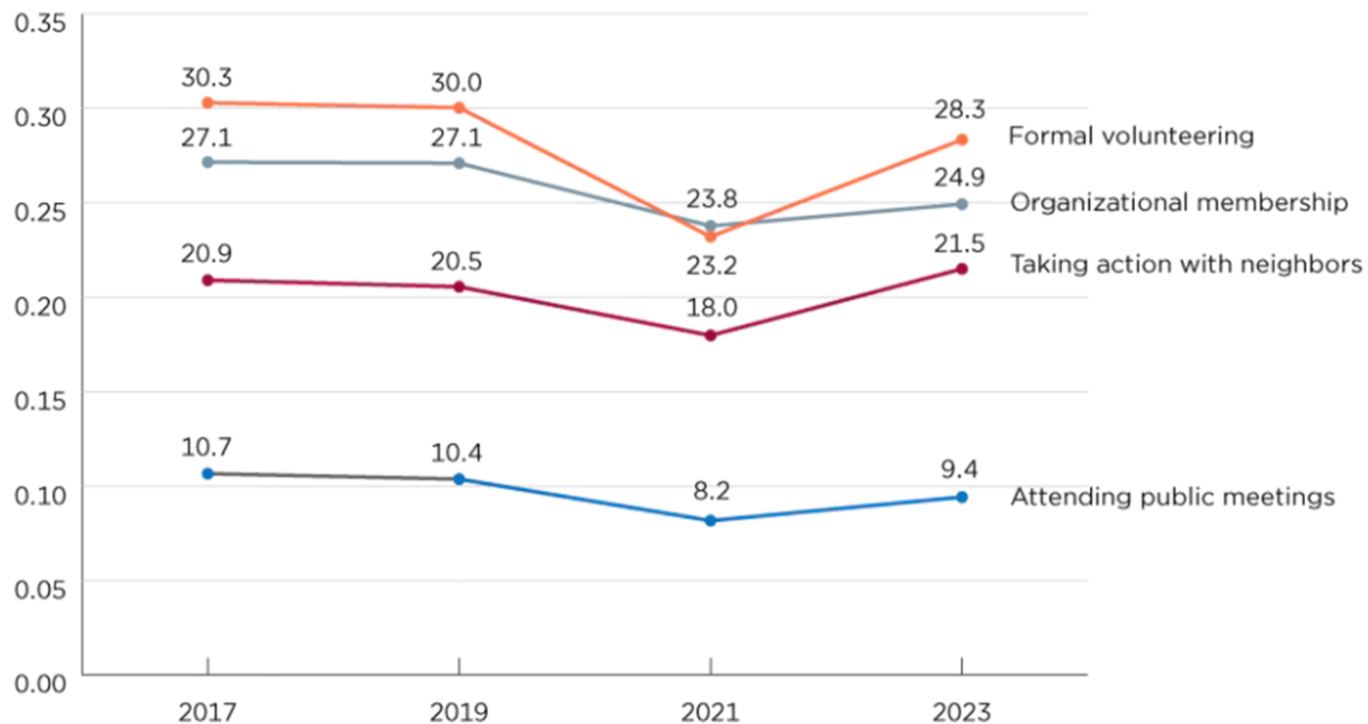
Formal Volunteering

National Trends by Frequency

State-level Trends

National Rates of Select Civic Behaviors: 2017-2023

(In percent)



Source: U.S. Census Bureau and AmeriCorps, 2023 Civic Engagement and Volunteering Supplement.

Who is Driving the Increase in Volunteerism?

Nationally, the largest relative gains in formal volunteering between 2021 and 2023 were among:

- Millennials (ages 27 to 42).
- People who identified as Asian, Native Hawaiian or Pacific Islander, or Hispanic.
- Those with less than a high school education.
- People with family incomes of less than \$25,000.

Rebounds in the formal volunteering rate were not equally distributed across states and the largest 12 metropolitan statistical areas (MSAs).

In 14 states and five of the largest 12 MSAs, rates of formal volunteering in the latest CEV data matched or exceeded 2019 levels.

Table 1.

States With 2023 Formal Volunteering Rates That Matched or Exceeded 2019 Levels

(In percent)

State	Formal volunteering rate		
	2019	2023	Difference
Connecticut	31.4	37.4	6.0
Kansas	34.0	39.6	5.6
Oklahoma	27.6	31.5	3.9
Arizona.....	26.2	30.0	3.8
Vermont.....	37.4	40.5	3.1
New York.....	22.7	25.5	2.9
Wyoming.....	31.0	33.5	2.5
Massachusetts	30.7	33.1	2.5
Iowa	33.1	35.5	2.4
Tennessee	31.7	33.2	1.5
Delaware	30.7	32.0	1.3
Kentucky	26.2	27.5	1.3
Texas.....	26.4	27.4	0.9
Minnesota	40.1	40.3	0.2

Source: U.S. Census Bureau and Americorps, 2023 Civic Engagement and Volunteering Supplement.

Table 2.

Large Metropolitan Statistical Areas With 2023 Formal Volunteering Rates That Matched or Exceeded 2019 Levels

(In percent)

Metropolitan Statistical Area	Formal volunteering rate		
	2019	2023	Difference
Dallas-Fort Worth-Arlington, TX	25.3	34.2	8.9
Phoenix-Mesa-Chandler, AZ	25.4	32.0	6.5
New York-Newark-Jersey City, NY-NJ-PA	22.0	25.0	3.0
San Francisco-Oakland-Berkeley, CA	30.0	33.0	3.0
Boston-Cambridge-Newton, MA	33.7	35.5	1.8

How is Tristate doing?

Ohio is struggling

Peak at 37%, trough 24%, back to 30%

Indiana near peak, 33% vs. 35%

(trough 27.6%)

Kentucky near peak, 27.5% vs. 28.1%

(trough 22.6%)

● Indiana ● Kentucky ● Ohio

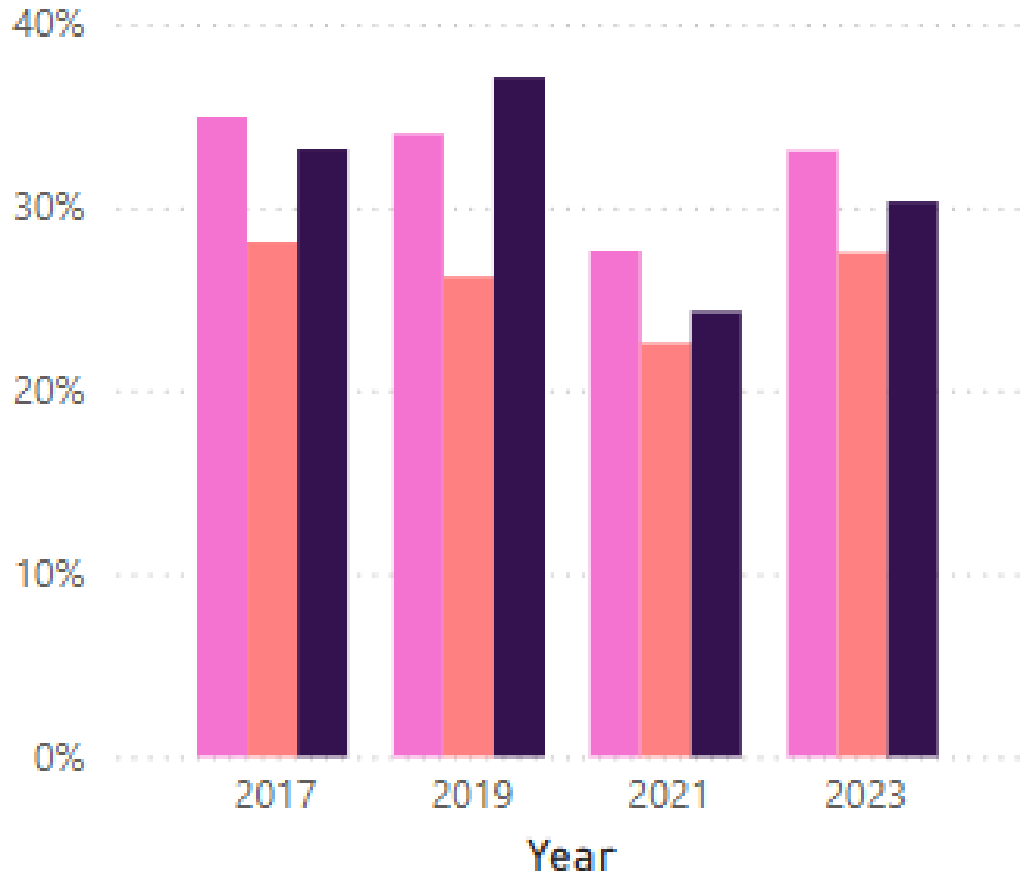


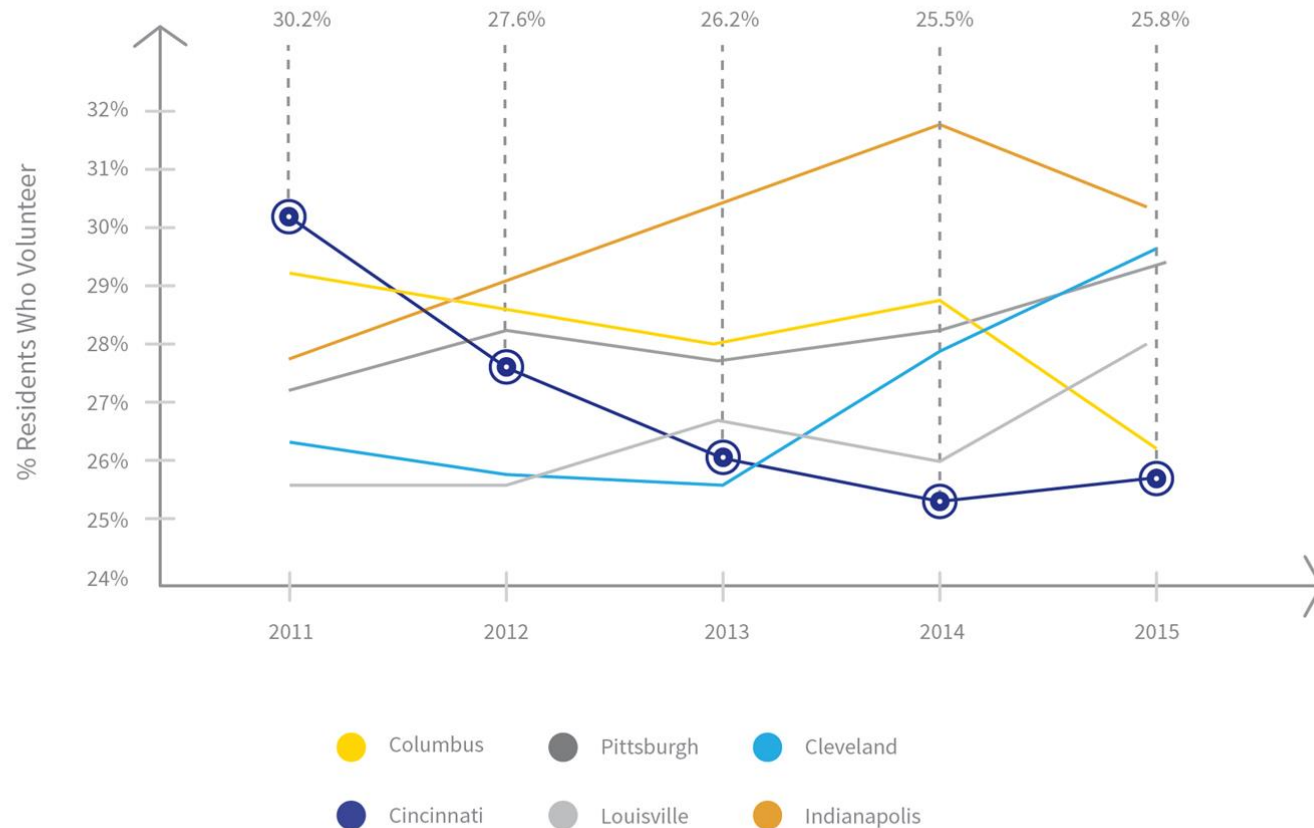
Table 3.
**States/Large Metropolitan Statistical Areas With 2023 Formal Volunteering Rates
 More Than 5 Percentage Points Lower Than 2019 Levels**

State or metropolitan statistical area	Formal volunteering rate		
	2019	2023	Difference
South Dakota	46.9	37.8	-9.0
West Virginia	30.6	23.0	-7.6
Colorado	42.2	34.7	-7.6
New Mexico.	27.7	20.3	-7.5
Rhode Island.	25.6	18.5	-7.1
Ohio.	37.1	30.3	-6.9
Missouri	36.5	29.8	-6.8
Wisconsin.	37.5	31.1	-6.4
Alabama.	25.8	19.9	-5.8
North Carolina.	30.4	24.9	-5.5
Mississippi.	26.0	20.9	-5.2
Washington-Arlington-Alexandria, DC-VA-MD-WV.	39.5	34.1	-5.4

How Is Our Region Doing?

	2011	2015
 NATIONAL	26.8%	24.9%
 CINCINNATI	#13 30.1%	#28 25.8%
 COLUMBUS	#17 29.2%	#25 26.3%
 LOUISVILLE	#31 25.7%	#20 28.2%
 PITTSBURGH	#23 27.2%	#16 29.4%
 CLEVELAND	#29 26.4%	#13 29.5%
 INDIANAPOLIS	#19 27.7%	#10 30.3%

5 Year Volunteer Data Regional Cities



Source: 2015 Current Population Survey
Supplement
Large Sized City Ranking by Volunteer Rate
Corporation for National & Community Service

Behind Many Peers

City Rankings by Volunteer Rate

Rank	MSA
1	Minneapolis-St. Paul-Bloomington, MN-WI Metro Area
2	Rochester, NY Metro Area
3	Salt Lake City, UT Metro Area
4	Milwaukee-Waukesha-West Allis, WI Metro Area
5	Portland-Vancouver-Hillsboro, OR-WA Metro Area
6	Indianapolis-Carmel-Anderson, IN Metro Area
7	Pittsburgh, PA Metro Area
8	Seattle-Tacoma-Bellevue, WA Metro Area
9	Raleigh, NC Metro Area
10	Baltimore-Columbia-Towson, MD Metro Area
11	Kansas City, MO-KS Metro Area
12	Boston-Cambridge-Newton, MA-NH Metro Area
13	Birmingham-Hoover, AL Metro Area
14	Cincinnati, OH-KY-IN Metro Area
15	Nashville-Davidson--Murfreesboro--Franklin, TN Metro Area
16	Memphis, TN-MS-AR Metro Area
17	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area

Top 12 metros only

Metropolitan Area	2023 Formal Volunteering Rate	2023 Informal Helping Rate
New York Metro Area	25.0%	50.3%
Los Angeles Metro Area	21.8%	48.2%
Chicago Metro Area	29.1%	54.3%
Dallas Metro Area	34.2%	48.1%
Houston Metro Area	21.9%	47.0%
Philadelphia Metro Area	32.9%	64.9%
Washington, DC Metro Area	34.1%	51.7%
Miami Metro Area	16.7%	41.1%
Atlanta Metro Area	28.5%	44.3%
Boston Metro Area	35.5%	57.0%
San Francisco Metro Area	33.0%	60.2%
Phoenix Metro Area	32.0%	54.0%

Key Drivers & Important Notes

Why have 4 of 5 peers increased while we decreased?

Two key drivers

- At least one significant organization solely focused on their volunteerism ecosystem
- A significantly greater community investment in volunteer ecosystem

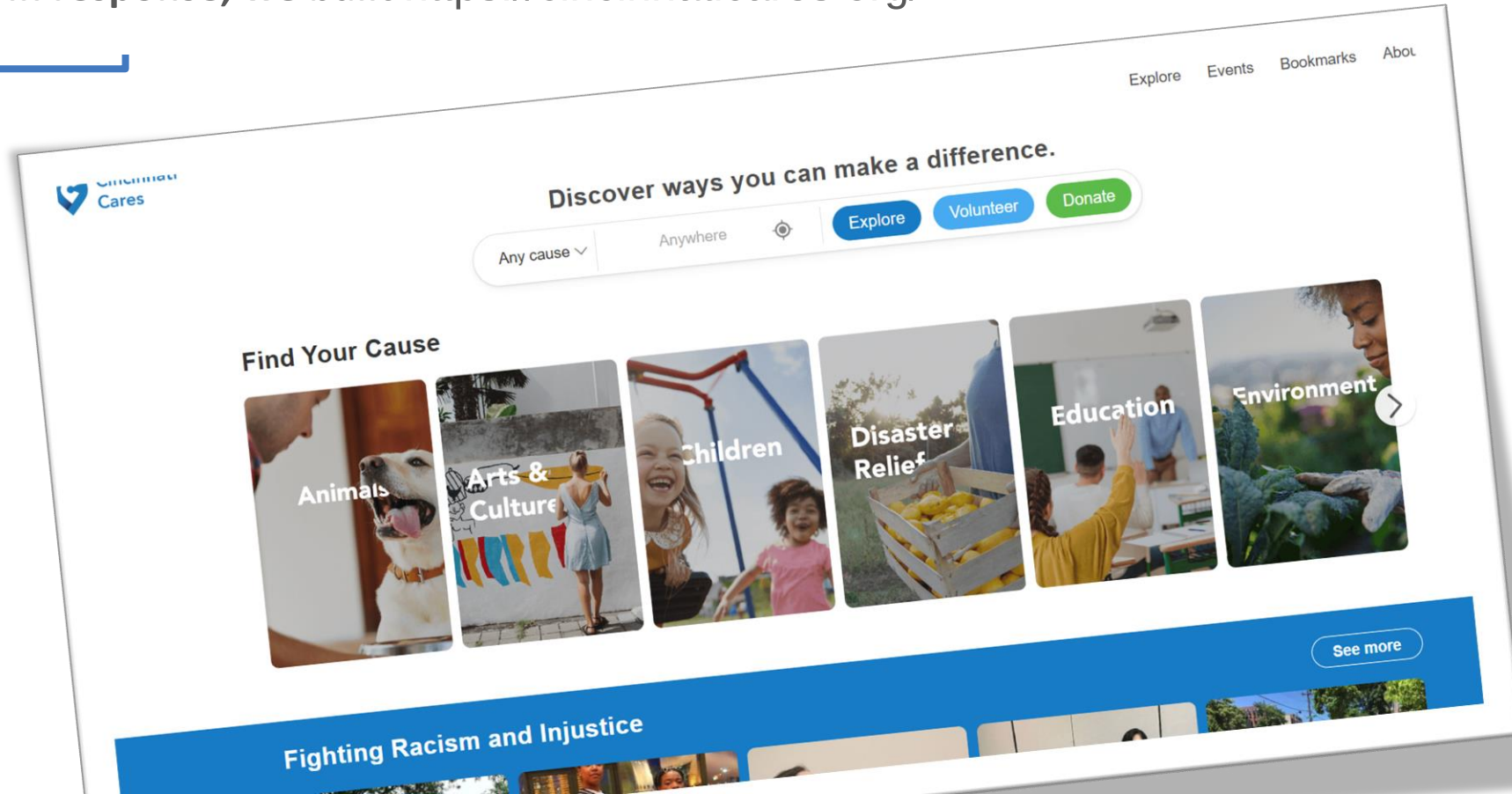
However, important to note

- Their investment is more “effective” than it is “efficient”
- Our community has some strengths:
 - Social Venture Partners
 - Board Training (BOLD, Boardway Bound
 - Service Learning (Magnified Giving)



The lack of an organization focused on our region's volunteer ecosystem had left us with inadequate and ineffective resources for those seeking volunteer opportunities and for all but the largest organizations needing volunteers.

In response, we built <https://cincinnaticares.org/>





CincinnatiCares.org

Most comprehensive guide to nonprofit sector in our region

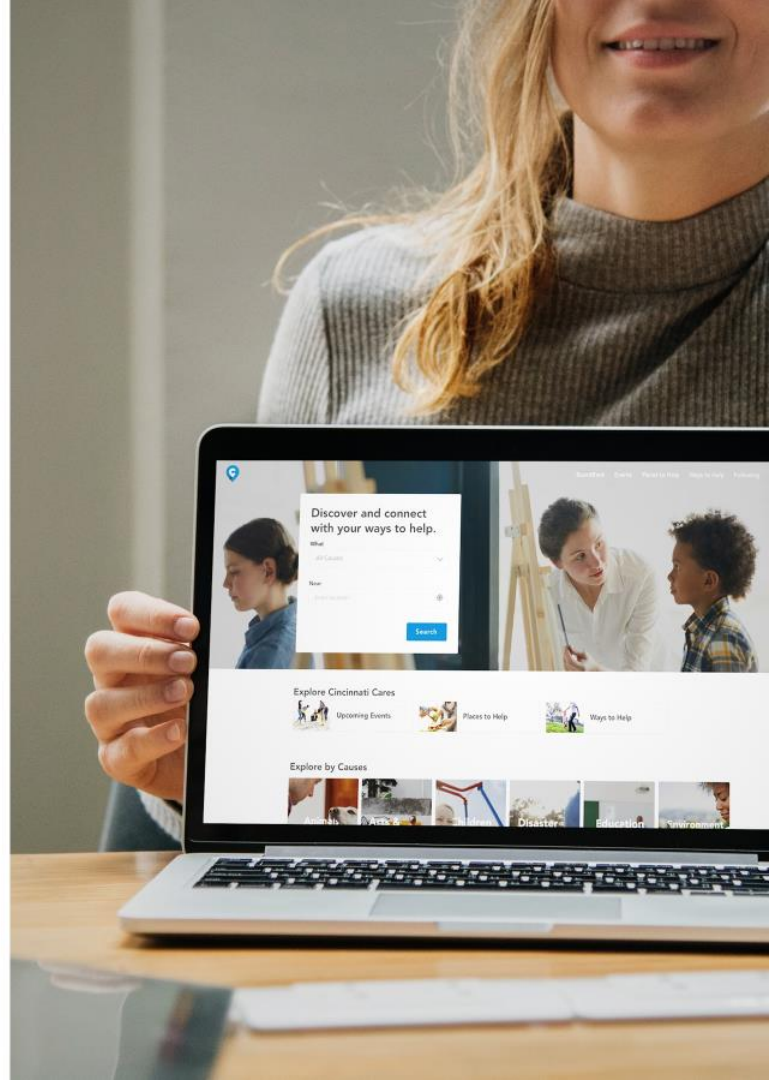
Has become the most popular way for Greater Cincinnatians to find a way to help.

713 nonprofits featuring 1775 ways to help in every part of our region. Second biggest in the nation.

100K+ annual users

200K+ page views

25K+ connections





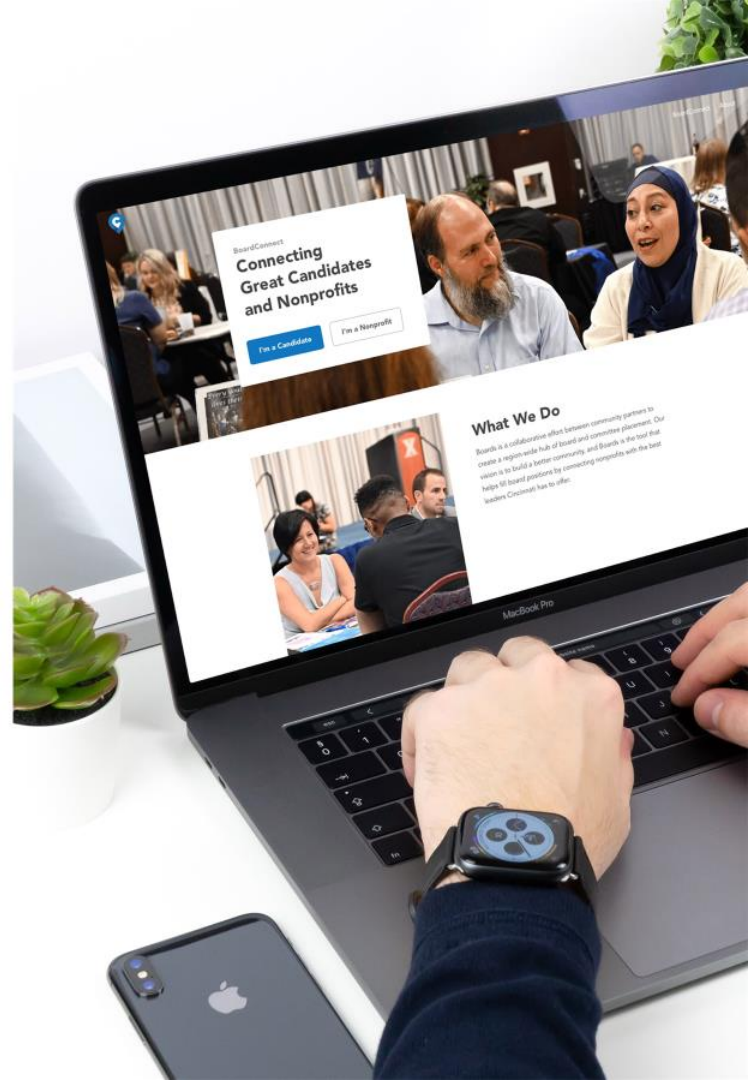
BoardConnect

Technology platform with supporting events to facilitate nonprofit board and committee placements.

The nation's only artificial intelligence-infused connecting platform that creates access-interaction to candidates and nonprofits otherwise not possible.

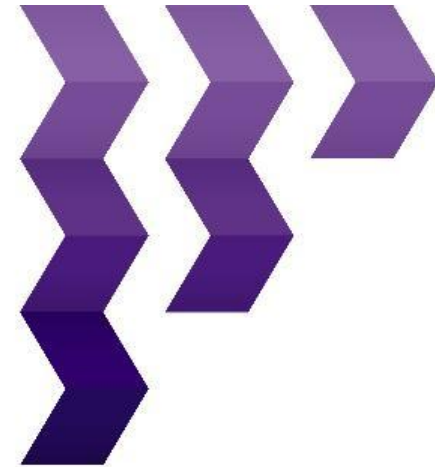
Designed to create diverse and inclusive nonprofit boards.

RELAUNCHING IN JANUARY 2025



Leader in skills-based
volunteering

**SOCIAL
VENTURE
PARTNERS**
CINCINNATI
Go Beyond Giving



What is SVP?

- Giving Circle (Partners contribute \$3K annually)
- Skills-based volunteer opportunity (Partners give 15 hours-100 hours annually of their time)
- We are the only local funder that ***Goes Beyond Giving*** - pairing grant-making with hands-on, in-depth coaching, training and guidance for nonprofits that help people reach their full potential



**SVP operates the region's only
accelerator for nonprofits**



- It targets socially innovative ideas that change the world - starting at home;
- Enhance opportunities;
- Create effective, sustainable and just solutions to society's challenges;
- Reflect the lived experience of the people they intend to serve.

Social Venture Partners Cincinnati



Project XLR8 takes the most socially innovative ideas from concept to reality and supports the building of a sustainable solutions.

SVP Partners will use their expertise to help selected nonprofits develop their ideas using a phased approach:



Social Venture Partners: What more we do

Developing Effective Community Leaders

From annual SVP International conferences to local panel discussions with nationally recognized experts, our education programs allow Partners to build skills and knowledge. We offer a safe forum to explore giving philosophies and interests to become effective engaged community leaders.

Collaborating with Others



Social Venture Partners Cincinnati

Our Impact to Date:

- Total contribution to Greater Cincinnati nonprofits is greater than \$2.5 million
- Fourteen nonprofit Investees over the past seventeen years
- More than \$2 million in-kind contributions and consulting services to Investees
- **More than 60,000 consulting hours free to local nonprofits**
- Seven years of Fast Pitch and more than \$250,000 in prizes
- More than 150 Fast Pitch Participants trained in storytelling
- Four Project XLR8 Cohorts
 - 39 EXPLORE Phase Participants
 - 18 LIFT Phase Participants

Social Venture Partners: Who We Are

Our Cincinnati Partners:

- Range in age from 25 to 60+ years
- Range in life experience from those who have climbed the corporate ladder, to life-long volunteers, to those just starting their careers
- Some work full-time and some are retired or self-employed
- Some join to share their leadership, others to hone their skills, network with others or simply give back to their community
- 50/50 split between women and men; 21% are young professionals (<40)
- Many of our founding Partners are still engaged after almost 18 years
- Have skills that range from time management and event planning to strategic planning and risk assessment to accounting and financial skills to creative talents to social work
- Some join as individuals, some are sponsored by their employers or foundations

All are looking for a way to Go Beyond Giving

Social Venture Partners: Join us

Contribution Options:

There are several ways to join the partnership. Partners or their corporate/foundation sponsors make a minimum, tax-deductible, annual contribution of:

- \$3,000 for individuals
- \$6,000 for families
- \$1,500 for young professionals (<40) sponsored by their companies
- <40 individuals - Progressing payment scale of \$500 for the 1st year, \$1,000 for the 2nd year and \$1,500 for the 3rd year and thereafter until they are 40 years old

Partner roles are:

- Very flexible
- Range of opportunities to be involved within SVP as well as with nonprofits
- Some Partners use Social Venture Partners as a way to make a highly leveraged gift, others take advantage of our education sessions and peer learning opportunities, and some dig into strategic projects with our Investees and teams.

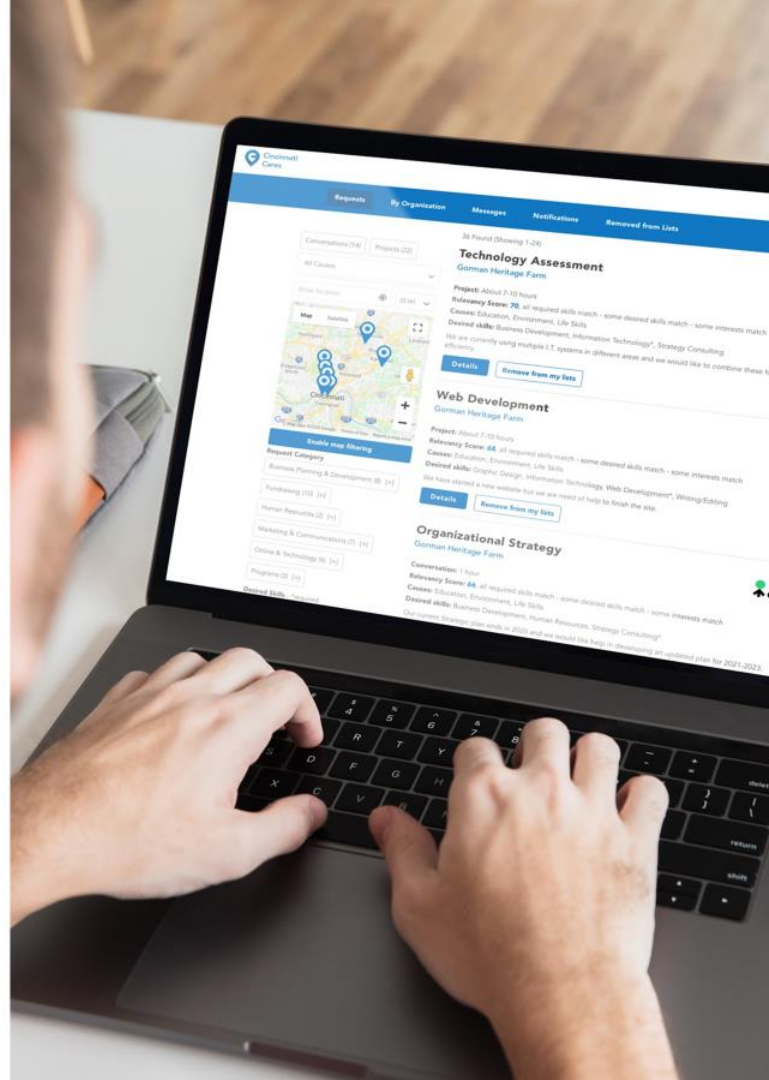


SkillsConnect

A skills-based volunteerism platform to connect business expertise with nonprofits that need it.

Become part of a bank of skilled volunteers utilizing a platform that connects nonprofits imagining the future through projects or conversations with volunteers who want to make a difference.

RELAUNCHING IN JANUARY 2025





BusinessConnect

Technology, fact-finding, training, consulting to connect workers with purpose

Consulting services and support to connect employees with purpose and to support corporate volunteerism efforts.

Empower every member of your workforce to strengthen our community. We survey, strategize and consult to make it easy.





We now know what it will take to make
our ecosystem healthy and attract
substantially greater resources in support
of our communities' most pressing issues.



Collective Impact

Collaborating “with” all sectors

We have been building relationships and support from the chamber, the government, media, partners and nonprofits

4 Guiding Principles

1. The volunteer ecosystem is more effective when **all sectors participate** in its evolution
2. **Make volunteering a core strategic function**, not an add-on
3. Focus volunteer engagement on **true community needs**
4. In order to get a return, **you must invest**

Questions?



Cincinnati Cares

Lauren Merten, Executive Director
Doug Bolton, Board Chair