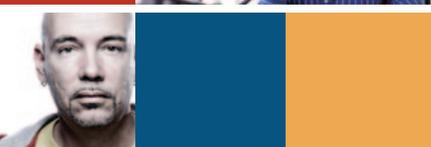




Reduce. Reuse. ReSource.

# ReSource

BUILDING STRONGER NON-PROFITS



DECEMBER 2012  
**INSIDE**

## A Community of CONNECTIONS

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*ReSource is a Cincinnati-based 501(c)(3) that distributes corporate donations — excess goods such as office furniture, personal care items and other consumable supplies — to our member non-profits. In addition, through the support of U.S. Bank and The Health Foundation of Greater Cincinnati, ReSource provides member non-profits with educational training seminars.*

*We are committed to practical sustainability. For more than 25 years, ReSource has made an impact in Greater Cincinnati.*

*Learn more about ReSource through our website, newsletters, event announcements, and training seminars. Let us show you how we help build stronger non-profits.*

*Thank you for your support.*  
[www.resourceweb.org](http://www.resourceweb.org)

It's widely known that Cincinnati is a close-knit town. So many of us are linked by who we know, where we grew up, where we went to school, where we work and, in the truly special cases, where we serve.

Those links, that interesting sequence of how our lives are connected and affected by our community, has never failed to amaze me. It's brought some wonderful leaders to the forefront of our region, including our 2012 ReSource by the River event chair, M.C. Brennan.

When I first started at ReSource in 1995, I met Tom Wallace, one of the board members at the time. Tom has always stood out in my mind because, when we moved from Swifton Commons to Brendamour's warehouse in Evendale, he helped wash the windows in the new facility. We always laughed that he was the best window washer ever. I later learned that "the best window washer ever" had a daughter named M.C.

That was my first association with M.C. Luckily for me – and even luckier for ReSource – that association has proven to be a long one.

Not only did M.C.'s father serve as our board chair in the 1990s, but M.C.'s friend Betsy Neyer did, as well. That same friend went on to partner with M.C.'s husband, Tom, when he started School Outfitters, a Norwood-based company that sells classroom furniture and supplies to local schools and, fittingly, serves as a product donor to ReSource.

In 2011, M.C. and Tom, who live in Pleasant Ridge with their daughter, Claire, attended ReSource's Rockin' by the River event. This year, when Development Director Martha Steier and



RESOURCE BY THE RIVER  
EVENT CHAIR M.C. BRENNAN

I were speaking with our board about who should be approached about event leadership for the 2012 event, M.C.'s was the name we kept coming back to.

Thankfully, she agreed to serve. Not only was M.C. an incredibly proficient, tactical leader – she branded the event by focusing the décor on ReSource's mission, such as outfitting the walk leading up to the Montgomery Inn Riverside Pavilion with chairs – she also was an incredibly successful one, host-

ing a fun-filled evening of dinner, dancing and raffles and making it possible for ReSource to raise \$100,000 to help its mission.

I know it's because of M.C.'s talents, our wonderful staff and volunteers, and our generous donors and friends that the 2012 ReSource by the River event was a success, but I'd also like to thank those close-knit Cincinnati connections that brought M.C. to us. I have faith that in the years to come, those same connections will serve us again.

Molly Lohr,  
Executive Director





# Product 360

Omnicare Donation Helps Learning Center Keep the Focus on Children



## Omnicare

Since June, Omnicare has donated more than 530 pieces of furniture and thousands of office supplies to ReSource. This is the story of how one non-profit benefited from Omnicare's donation.

**The discovery:** Barbara Winter's desk had basically worn out. Many of the drawers no longer worked, a piece of sharpened wood stuck out of the top threatening to scratch anyone who came in contact with it, and a cabinet above her was – as her colleagues constantly warned her – in serious danger of falling on her head.

As health coordinator of the Hamilton County Educational Service Center's Early Learning Program – an early childhood education program – Winter was familiar with ReSource. "We have benefited from ReSource for about 20 years," she said, ever since the program moved its offices to an old school building in Forest Park.

Just before school started this year, Winter and the four staff members with whom she shares an office were in agreement that their furniture was in serious disrepair. They decided to visit ReSource's warehouse to see what was available.

**The reuse:** Because of ReSource's low handling fees, they were able to walk away with five desks, two matching bookcases and a small hutch, all for \$800. It was enough to furnish their entire office.

"It was perfect," Winter said. "Everything we got was just wonderful. ReSource was very much a blessing to us."

"We're a poverty program, so we don't want to waste money on furniture. We want to make sure the kids we serve get good, nutritious meals and have been medically screened so once they get to kindergarten they're ready for school. But to have everything work and matching kind of makes you feel like Cinderella."

**The need:** ReSource's member non-profits need everything from bookcases and chairs to office equipment such as calculators and staplers to keep the focus where it belongs: their service to the community. For a complete list of much-needed items, please visit ReSource's website at [www.resourceweb.org](http://www.resourceweb.org).

ReSource offers a free pickup service to companies who donate. Call Tracy Brown to coordinate your donation at (513) 554-4944.

Since June, ReSource has placed **82 PIECES** of Omnicare-donated **furniture**, valued at roughly \$18,400.

Since June, ReSource has placed **1,698 PIECES** of Omnicare-donated **office supplies**, valued at roughly \$16,000, with member non-profits.



Do you want to share a story about a product your organization received from ReSource? E-mail [molly@resourceweb.org](mailto:molly@resourceweb.org) with the information and photos, if available.





# Gala Raises \$100,000 for ReSource's Mission

Wine, world-famous baby back ribs and one very worthwhile cause took center stage at ReSource's annual fundraising gala, ReSource by the River.

Almost 300 people turned out at the Montgomery Inn Riverside Pavilion on Oct. 6 to help celebrate ReSource's service to the Cincinnati non-profit community and to honor presenting sponsor and pharmaceutical services provider Omnicare, Inc.



relationship with ReSource, Lighthouse received the ReSource Non-Profit Community Partner Award.

Since 1993, ReSource has provided Lighthouse with office furniture, equipment, supplies and personal care products, saving the agency an estimated \$647,000.

In turn, Lohr said, "Lighthouse has had such a positive impact on the community it serves. It truly is a beacon for youth and families in need."

Omnicare, which recently relocated its offices from Covington's riverfront to downtown Cincinnati's Atrium One building, is donating large amounts of office furniture and supplies from its old office to ReSource for distribution to area non-profits. For its support of the community, ReSource honored Omnicare with the Corporate Community Partner Award.

"Omnicare has been an amazing partner to us this year," said ReSource Executive Director Molly Lohr. "Omnicare has donated thousands of office supplies and more than 500 pieces of furniture."

Lighthouse Youth Services, a multi-service agency that provides social services to children, youth and families in Southwestern Ohio, also received a partnership award. For its nearly 20-year

In addition to award presentations, the evening's attendees enjoyed a full program of raffles – grand raffle prizes included a Reds box suite for 12 people, as well as a ride in the Goodyear blimp, which was donated by Tire Discounters – games, a wine grab, music provided by The Frequency Band, and, of course, a dinner of chicken and baby back ribs, courtesy of Montgomery Inn.

The event raised about \$100,000 for ReSource. All of the money will go toward furthering ReSource's mission of building stronger non-profits.

"The evening was a wonderful success," Lohr said, "and that's thanks to our staff, our volunteers, our donors and friends."



FROM TOP: Dr. Andrea Lindell, Omnicare, and Debbie Bennett of Lighthouse Youth Services • Carla Kapostasy, Libby Korosec of Castellini Management Group and Mary Chick of Starcom MediaVest Group • Karen Seiter, ReSource board member and Fifth Third Bank sponsor, Bill Moran, ReSource Vice Chair and Fifth Third Bank VP, and Jenny Powell, ReSource board member, U.S. Bank CMO and event sponsor.

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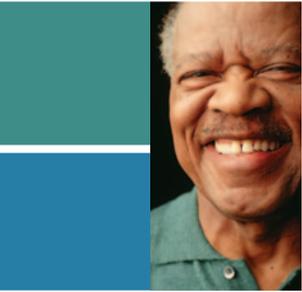


### RIVER CAPTAIN SPONSORS:



### RIVER MATE SPONSORS:





## We Couldn't Do It Without...

CAN YOU IMAGINE NOT HAVING ENOUGH MONEY TO BUY SCHOOL SUPPLIES FOR YOUR CHILDREN? THAT IS THE REALITY FOR MANY PARENTS LIVING IN THE TRI-STATE REGION. THIS YEAR, BACK-TO-SCHOOL WAS MADE A LITTLE EASIER FOR SOME PARENTS BECAUSE RESOURCE SUPPORTER U. S. BANK DONATED THOUSANDS OF TWO-POCKET FOLDERS LEFTOVER FROM ONE OF ITS MARKETING CAMPAIGNS. THE FIRST CHARITY TO TAKE NEARLY 1,000 OF THE FOLDERS WAS BE CONCERNED, A NORTHERN KENTUCKY AGENCY, WHICH FOUND THE FOLDERS JUST WHAT THE TEACHERS ORDERED AND STUFFED THEM IN HUNDREDS OF BACK-TO-SCHOOL BACKPACKS FOR LOW-INCOME STUDENTS.

### ReSource By The River Individual Donors

Frank & Joy Albi  
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### ReSource By The River Corporate Donors

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### ReSource By The River Major In Kind Donors

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FRCH Design Worldwide  
Meridian Resources  
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### July-Sept. 2012 In Kind Donors

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### July-Sept. 2012 Annual Fund Donors

Vickie Archable  
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Greg Lamping  
Lohre & Associates, Inc.  
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Bill Moran  
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Rochester Area Community Foundation  
Karen Seiter  
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Kevin Torch

# Building BLOCKS

Seminars Provide Non-Profits Information They Can Use

It isn't hard to understand that identifying, acquiring and cultivating key supporters is vital to an organization's ability to carry out its charitable mission. What can be a little more confusing, however, is how to put that goal into practice.

Thanks to the support of U.S. Bank and The Health Foundation of Greater Cincinnati, ReSource is able to provide non-profits with the answer to that question and many others through its "Building Blocks for Non-Profits" management training classes.

Each month, ReSource facilitates seminars on topics ranging from direct marketing to cultivating donors to board development to strategic planning. Each year, 400 non-profit representatives benefit from the seminars.

The seminars cost \$25 apiece for members or \$35 apiece for non-members and are held at The Health Foundation of Greater Cincinnati, located in the Rookwood Tower in Norwood.



In October, Lisa Barnwell Williams (shown), principal with Cincinnati-based Chanticleer Consulting, presented at a "Building Blocks" seminar on tending donors. During the course, she discussed every aspect of the donor process, including donor acquisition, identification of long-term potential, the phases of donor engagement, and strategies and techniques for relationship-building.



**Kathryn E. Merchant**  
*President/CEO,  
The Greater  
Cincinnati  
Foundation*

GUEST COLUMNIST

## Look Who's TALKING

As The Greater Cincinnati Foundation approaches its 50th anniversary next year, we are looking to the future, while remembering some important milestones in our past 50 years.

One of those is ReSource. In 1986, GCF helped found the Neighborhood Resource Bank (now ReSource) to provide area non-profit organizations with access to affordable, quality materials donated by local businesses. In the early 1990s, when it became clear that ReSource could become a self-sufficient organization, GCF provided \$49,000 over three years to help the agency make the transition.

Why would GCF support this project? While the words of our mission have changed over the years, the essential idea has not. As the region's community foundation, it is GCF's business to respond to the changing needs of the community. Most often, that is by investing in the wide array of non-profit organizations who work so hard to ensure that our region has thriving people and vibrant places.

Organizations like ReSource give us the chance to support many non-profits at one time. By providing donated supplies that help non-profits reduce their operating costs, ReSource helps strengthen the whole sector. We also support the inherent environmental stewardship of re-using furniture and other supplies, instead of consigning them immediately to the landfill.

We are able to make investments in organizations like ReSource because of the generosity of thousands of people who have entrusted us with assets flexible enough to respond to the needs of the community. To learn more about our work, please visit [www.gcdfn.org](http://www.gcdfn.org).



**For more information,  
please call (513) 554-4944  
or visit [resourceweb.org](http://resourceweb.org).**



Community ReSource Center  
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Cincinnati, Ohio 45241  
(513) 554-4944

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Thanks to a donation of stack chairs, bookshelves and tables from RCF Group, Lower Price Hill Community School now has a furnished, new college classroom and an office for its college counselor. Even better than that, however, administrators at the adult education center now know about ReSource's mission and vow to come back as they expand their programs and work to renovate old St. Michael's school, a five-building complex in Lower Price Hill, with an \$8 million historic preservation tax credit.