



# Making Cincinnati Great Together

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For more than 133 years, Western & Southern has been  
**a human institution serving human needs.**

At the heart of everything we do are the needs of our customers and our associates. And in successfully serving them, we create opportunity to help others. We focus our efforts on causes that improve and advance:



Our Community



Human Services



Health Care



Education



The Arts

**\$55M+**

in sponsorships and donations  
over the past five years

**300+**

organizations and  
nonprofits supported

Our associates are generous with their time and resources, too.

**\$901,000+**

donated to United Way

**901**

largest Walk MS team  
in the country

**\$212,000**

contributed to the arts

Unless otherwise noted, all figures represent 2020 data.

Through several major sponsorships, we are helping make Cincinnati the best place to live, work and celebrate life.



**\$68.6 million**

annual economic impact to the region,  
benefitting hundreds of businesses\*



**\$700,000**

raised in 2020 for Freestore Foodbank,  
equal to more than 1.75 million meals



**\$650,000+**

raised in 2020 through Zoofari, the Cincinnati Zoo  
& Botanical Garden's largest annual fundraiser



**\$4.5 million+**

raised for cancer research in  
Cincinnati since 2007



**\$500,000+**

raised since 2016 for local charities, such as Barrett Cancer  
Center, Girls on the Run and Keeping Cincinnati Beautiful



**\$88,000**

raised in 2020 for The Salvation Army

\*The tournament took place in New York in 2020.



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[WesternSouthern.com/community](https://WesternSouthern.com/community)



Western & Southern Financial Group, Inc. Cincinnati, Ohio