

Contact:

Tara Noland

1311 Vine Street, Cincinnati, OH 45202

(513) 748-5104

tnoland@greenlightfund.org

AUGUST 1, 2016

FOR IMMEDIATE RELEASE

Bethesda Inc. Makes \$350,000 Investment in GreenLight Cincinnati

SECOND LARGEST GIFT TO GREENLIGHT CINCINNATI BRINGS LOCAL FUND TO \$2.5M SECURING CAPACITY TO INVEST IN FIRST THREE PORTFOLIO ORGANIZATIONS

Bethesda Inc., a major funder of health care transformation and co-sponsor of TriHealth, today announced a \$350,000 investment in GreenLight Cincinnati. GreenLight Cincinnati, part of a national venture philanthropy organization, raises and invests funds to bring innovative, high-impact approaches to Cincinnati that improve the economic mobility, opportunities and outcomes for low-income children, youth and families.

This gift from Bethesda Inc. marks a target for GreenLight Cincinnati, bringing the total amount raised locally for this first fund to \$2.5M. This is a milestone amount, as it enables GreenLight to fully fund investment in a portfolio organization for each of the next three years.

“Poverty is both a cause and consequence of poor health,” said Jill Miller, President of Bethesda Inc. “Urgent needs demand innovative, effective responses. Partnering with GreenLight and other community funders to develop innovative programs to combat poverty will address an underlying issue affecting the health of many people.”

GreenLight Cincinnati works with the community to identify unmet and pressing needs facing families and children in poverty. With the help of a local advisory board, GreenLight conducts a thorough diligence process and selects a non-profit program with proven and measurable success to bring to Cincinnati. GreenLight Cincinnati is on schedule to announce its first investment later this year and begin programming in 2017. GreenLight will then work to accelerate the program’s path toward impact and self-sustainability by flooding it with resources, including early stage funding, introductions to key members of the community, and help with strategic partnerships, building a board and hiring staff.

The GreenLight model was launched in Boston in 2003 to address urban core needs such as college access and persistence, family economic mobility, academic success, youth recidivism and youth aging out of foster care. In addition to Cincinnati, GreenLight has expanded to Philadelphia, the San Francisco Bay Area, Cincinnati and Detroit.

Bethesda Inc. joins a group of local founding investors announced last year, including the Deaconess Associations Foundation, the Cincinnati Regional Business Committee, Interact for Health, Procter and Gamble, Cincinnati Children's, United Way Greater Cincinnati, the Cincinnati Business Committee and others.

###

About GreenLight Fund

The GreenLight Fund, headquartered in Boston, MA, transforms the lives of children, youth and families in high-poverty urban areas by creating local infrastructure and a consistent annual process to: identify critical needs; import innovative, entrepreneurial programs that have a significant, measurable impact; and galvanize local support to help programs reach and sustain impact in the new city. Working in Boston since 2003, Philadelphia and the San Francisco Bay Area since 2012 and Cincinnati since 2015, GreenLight aims to grow a national network of GreenLight sites that learn and work collaboratively to find and spread proven nonprofit solutions that achieve meaningful and measurable impact in our communities on the issues that matter most. Learn more at: www.greenlightfund.org.

About Bethesda Inc.

Bethesda Inc. is a major funder of health care transformation and co-sponsor of TriHealth, the leading integrated health delivery system in Southwest Ohio. Since 2010, Bethesda Inc. has invested over \$29 million in grants to transform health care delivery in Greater Cincinnati.

Bethesda Inc. also oversees the operations of [Bethesda Fertility Center](#), the region's leading fertility center helping people reach their goal of parenthood, and [Bethesda Foundation](#), which provides support for [Bethesda hospitals](#), [Hospice of Cincinnati](#), and [Fernside](#), the nation's second-oldest children's grief center.

For more information visit bethesda-inc.org.