

Reduce. Reuse. ReSource.

# ReSource

BUILDING STRONGER NON-PROFITS

MAY 2016  
**INSIDE**

## LETTER FROM EXECUTIVE DIRECTOR CHRISTIE BROWN **30 Years of Matchmaking**

- 2 ReSource Celebrates 30 Years of Service
- 3 News & Notes
- 4 Product 360
- 5 2015 by the Numbers
- 6 We Couldn't Do It Without...
- 7 Building Blocks  
Look Who's Talking
- 8 Anniversary Gala  
Neighborhood Project

*"Resource is a matchmaker, connecting corporate surplus to nonprofit needs."* That was my opening line for the Social Venture Partners "Fast Pitch" competition last month, where local nonprofit finalists were given 3 minutes to give our "pitch" for grant money. The experience helped me to identify the most impactful part of what we do at ReSource. This matchmaking service is what we do so well ... networking to find the multitude of donors who make the difference for all the benefiting nonprofits. See our Product 360 story on page 4 to follow the path of a donation from the corporate offices at Cincinnati Children's Hospital Medical Center to nonprofit agency YMCA/Camp Campbell Gard.

At ReSource, we also are the end recipient of some very valuable donations. This year we've received a more functional phone system from DLM Communications, wonderful professional photography services from Joyce Photography and website and graphics services from Photonics Graphics.

**Celebration Time!** 2016 marks our 30th year of serving the nonprofit community. ReSource board members hosted their traditional Leadership Social with a 30th celebration theme. The festivities at The Taft Center on April 21st kicked off a yearlong celebration. The event was sponsored by Taft Law and Messer

Construction, with guests including past board members, loyal sponsors and volunteers. The celebration concluded with the announcement of the 2016 Community Partner Honorees. (See page 8 for more information on our honorees.)

There are many great aspects to working in the nonprofit sector, and one of the most rewarding is the opportunity to interact with many generous and giving individuals – corporate partners, service providers, volunteers, member agency staff and donors. Thank you for a wonderful first 30 years!



ReSource's 2016 Honoree representatives Jock Pitts, with PWC, and Mark Luegering, with Messer Construction, are congratulated by ReSource Executive Director Christie Brown and former board member and Taft Law representative Ron Christian.

ReSource is a Cincinnati-based 501(c)(3) that distributes corporate donations — excess goods such as office furniture, personal care items and other products — to our member nonprofits. In addition, through the support of U.S. Bank and Interact for Health, ReSource provides member nonprofits with educational training seminars.

We are committed to practical sustainability. For over 30 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)

# ReSource Celebrates 30 Years of Service

This year marks ReSource’s 30th Anniversary, and we’re celebrating all year long. ReSource has grown and developed considerably since it was established in 1986. When they put together the model for the organization, founders only dreamed that the agency would have progressed so quickly



in implementing a process for product philanthropy, providing access to goods and services for so many nonprofit agencies in need. Today, ReSource is a conduit for the donation of over \$1 million worth of

products, goods, and services from the private sector to the nonprofit sector each year. Building bridges that link people and resources in new ways, we serve the interests and community needs of a diverse membership. We’d like to thank our members, donors, volunteers, staff and board for all of their support and invite you to join us in celebrating this milestone.

## RESOURCE ANNIVERSARY EVENTS

- Leadership Social/Anniversary Kick-off – April 21
- ReSource Open House – June 10
- Lower Price Hill Community Makeover Project – July 28
- Hall of Fame Gala – October 28



Ruth Cronenberg (center), from ReSource’s roots at PWC, is joined by Gala emeritus board co-chair, Amelia Crutcher and current board member, Marj Hull, at our Anniversary Kick-off.

## ALSO CELEBRATING MILESTONE ANNIVERSARIES, WE TIP OUR HAT TO:

- 15<sup>th</sup>** Impact100
- 20<sup>th</sup>** American Heritage Girls  
Community Matters
- 25<sup>th</sup>** Cancer Support Community  
Matthew 25 Ministries
- 30<sup>th</sup>** Ensemble Theatre  
Healthy Moms and Babes
- 40<sup>th</sup>** Habitat for Humanity
- 50<sup>th</sup>** Brighton Center
- 70<sup>th</sup>** Cincinnati Hebrew Day School
- 100<sup>th</sup>** Goodwill
- 110<sup>th</sup>** Boys and Girls Club



# A Bit of ReSource History

In 1986, Robert Castellini established the Neighborhood Resource Bank while serving on the board of The Greater Cincinnati Foundation. Modeled after Baltimore’s Loading Dock, the agency was part of the Foundation’s initiative to encourage the business community to become more involved in neighborhoods. People Working Cooperatively (PWC) served as the incubator for the agency in its initial phase.

In 1993, the agency was incorporated as the Community Resource Center (CRC), a charitable, tax-exempt organization in its own right. The initial trustees of the CRC were Skip Hickenlooper, Frank Leggio and Chuck Hirt.



# News & Notes

## WELCOME VICKI GARDNER

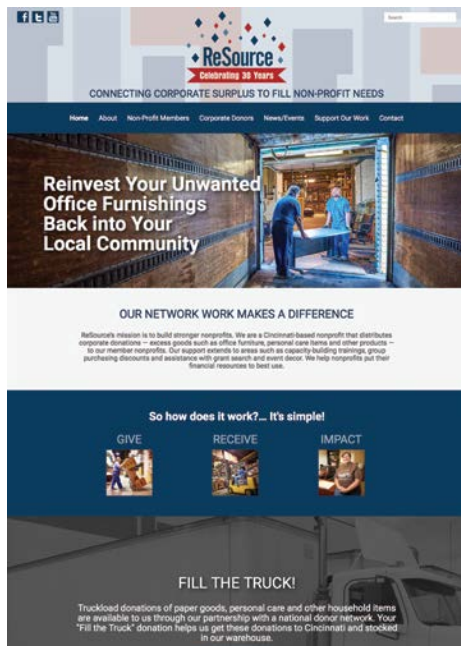
ReSource is pleased to announce that Vicki Gardner, Senior Vice President of Digital Enablement at Nielsen Company, has joined our Board of Directors.



## RESOURCE LAUNCHES REDESIGNED WEBSITE

ReSource is ramping up our communication tools! Check out our new website at [www.resourceweb.org](http://www.resourceweb.org). We invite you to also join our mailing list, follow us on Facebook and share with others as we work to make more people aware of our services.

Special thanks to Photonics for the beautiful and easy to navigate design and programming, to Todd Joyce for the powerful photography and to Debbie Effler for telling our story so well with her copywriting.



## MARK YOUR CALENDARS FOR OUR OPEN HOUSE!

ReSource will host an Open House and Shred Event on Friday, June 10 from 3-6. Member agencies, other nonprofits, donors and friends are invited to join us as we celebrate our 30 years of service to the nonprofit community.



## VOLUNTEER APPRECIATION

April marks Volunteer Appreciation Week and at ReSource, we appreciate all of our wonderful volunteers! From our “regulars” Steve Hochwalt, Doug Cutshall and Earl Flummer, to our event décor “divas,” and students from Miami Valley Christian, Moeller and Finneytown schools, plus our “occasional” volunteers who step in when needed, we send a huge THANK YOU! These volunteers are making a very positive contribution to our community with their efforts!



## YOUNG PROFESSIONALS - RESOURCE ON THE RISE

ReSource is kicking off our ReSource On the Rise program with nine young professionals (YPs) from seven different companies interested in serving their community. The goal is to bring together a group of talented and driven YPs and give them an opportunity to connect with each other, key business leaders and our local nonprofit members that serve the greater Cincinnati area. The program will provide these YPs a chance to network, share their expertise, strengthen their skills and gain valuable understanding of nonprofits while working with an agency that needs help in their area of expertise. There will be several events throughout the year focused on introducing and pairing the YPs with nonprofits, starting with a team-building event, followed by a “matchmaking” opportunity with selected nonprofits who have applied for assistance, an all-group volunteer day and wrapping up with their involvement in our Hall of Fame Gala in the fall.



- 30th Anniversary Kick-off – April
- Team-building activity - May
- Nonprofit and YP matching event – June
- Community Makeover volunteer event – July
- Project Engagement – June-August
- YP Experience Report-Out – September
- ReSource Annual Gala Event – October

On the Rise Program sponsored by:

PHILLIPS EDISON & COMPANY

# Product360

## THE DONATION

The Cincinnati Children’s Hospital Medical Center is one of the very best of its kind in the country. With such an advanced environment, they found themselves needing to update their facilities to keep up with the needs of their workplace. Thankfully, they came to ReSource when they remodeled several office suites in their facility. Rather than disposing of their old furniture as many businesses do, they graciously donated the furniture to ReSource so that it could continue to benefit local nonprofit organizations in the Cincinnati area.

## THE REUSE

One of the office suites from Cincinnati Children’s Hospital ended up at the offices of Camp Campbell Gard, a Greater Miami Valley YMCA affiliate in Hamilton, OH. When asked about their new furniture, Executive Director Pete Fasano said “I think Children’s Hospital will be very happy to hear that their donated furniture still serves children. Here at camp, we serve close to 10,000 children annually.” Greater Miami YMCA has a scholarship fund for children who are facing adversity to go to Camp Campbell Gard. Last year, a child named Hunter, who tragically lost his mother to cancer, was able to attend the camp.



Thanks to this program, kids like Hunter are able to wind down, grow and mature in a safe and fun environment. Fasano would like to thank ReSource and Cincinnati Children’s for their help in keeping the camp sustainable on the business end so that kids like Hunter can continue to get the camp mentoring that helps them in the summer time.



Furniture donated from Cincinnati Children’s found a new purpose in the office of Executive Director Pete Fasano at Camp Campbell Gard.





# 2015 by the Numbers

## RECEIVED

**277**

**In-kind donations**  
of furniture and other items from  
**154 donors**



## IMPACT



**300**  
agencies served



Over **\$1 million**  
saved and made available  
for program services



Over **170 tons**  
of materials saved  
from landfills

## LEARNING

**257**

**Training Participants**

Gained Valuable New Skills and Knowledge in

**10 Building Blocks Workshops**



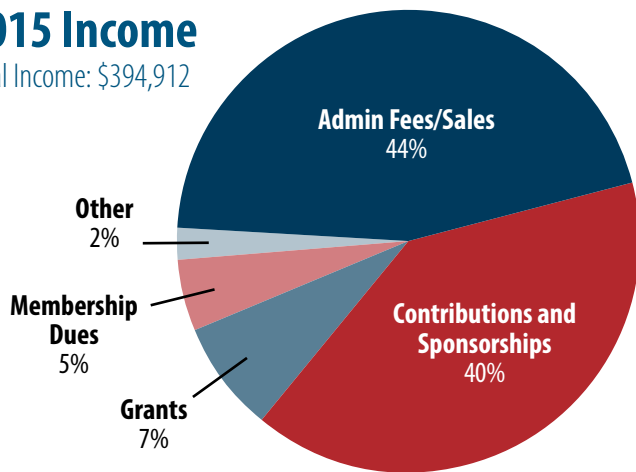
**54**

**Corporate Sponsors**

## FINANCIAL

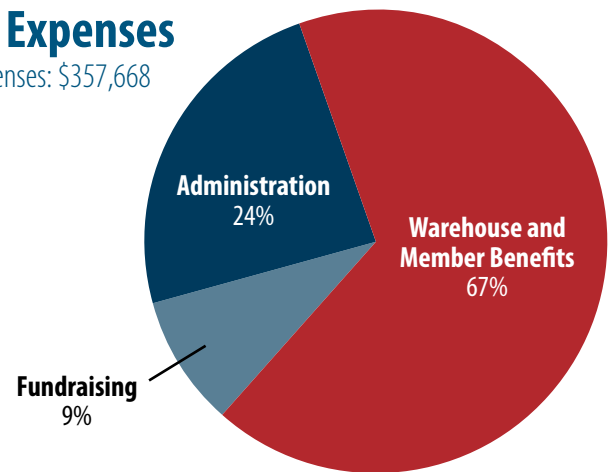
### 2015 Income

Total Income: \$394,912



### 2015 Expenses

Total Expenses: \$357,668



## New ReSource Member Organizations Nov. 2015–Present

- Big Brothers Big Sisters of Warren & Clinton Counties
- Cardinal Land Conservancy
- Caring Partners International
- Center For Community Engagement
- Community Matters
- Compass Community Church
- Crossroads Church
- Faith Center Church of God
- First Baptist Church of Fairfield
- God’s Harvest Church, Inc.
- Hebrew Union College
- Lighthouse Biblical Counseling Center
- Magnified Giving
- New Life Covenant
- Safe Pastures
- St. Anthony of Padua
- Spina Bifida Coalition
- White Oak Christian Church

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

We are grateful for the opportunity we have had to serve our nonprofit members. Our work would not be possible without the support of many businesses, foundations and other supporters who believe in our vision to build a stronger, more vibrant nonprofit sector in Greater Cincinnati. Thank you for your financial and in-kind contributions.

### In-Kind Donors November 2015–Present

A P G Inc. • A.M. Kinney • AAAA International Driving School • ADgility • Al Neyer Inc. • All Occasions Event Rental • Alleen Company • Arby's Restaurant Management • AtriCure, Inc. • Benefit Resources Inc. • Best Upon Request • Blue Sky Creative • Bluepoint Leadership Development • Brodwill • Catalina Marketing • Centennial, Inc. • CimX Software • Cincinnati Children's Hospital Medical Center • Cincinnati Children's Theatre • Cintas Corporation • Citi Group • Cohen Todd Kite & Stanford • Colliers International • Comey & Shepherd Realtors • Congregation Beth Adam • Connexus • CSC • Cushman & Wakefield • Disney Store • Dwyer Insurance Agency • DLM Communications • Experimental Holdings • Family Nurturing Center of NKY • Fischer Group • Flynn and Company • Helios Facilities Management • Hills Properties • Hines • Home Depot - 3813 • Home Depot - 3868 • Home Depot (Mason and Lebanon) • Home Instead • Howard Schertzinger LLC • Infusion Partners • Intelligrated • Intelligence • Joyce Photography • K4 Architecture LLC • Kroger Company • LKAB Minerals • LPK • Loth Inc. • Luxottica Retail • Maker Creative • Maple Knoll Communities • McKnight Property Management • MillerCoors LLC • Modal Shop • Motor Systems • Mowry Marty Bain • Nisonger Associates • Oakley Management • Ohio National Financial Services • On Trak Software • Passport Health • Deana Podvin • Process Plus • Procter & Gamble Company • RCF Group • Ray Hamilton Company • Richwood Investment Advisors • Rudler & Associates Inc. • School Outfitters • Sibcy Cline Inc. • Social Security Administration • Stewart Krug MD • Swap A Lease • TPA • Taft Stettinius & Hollister LLP • totes Isotoner • TriHealth • U.S. Bank • Uptown Rentals • Roberta Veleta • WS Packaging Group • Wagner & Bloch • Wegman Company • Willis Towers Watson

### Fund Donors November 2015–Present

Brad Agin • Jan Armstrong-Cobb • BKD LLP • Todd Bailey • Bernard Barbash • Barnes Dennig & Company • Thomas Brennan • Carol Butler • Manuel Chavez • Leland Cole • Corporex • John Domaschko • Steve Fink • Michael Fisher • Justin Flamm • Dale French • Neal J. Gardner • Richard Greiwe • John Habbert • The Homan Foundation • JDL Warm Construction • Johnson Investment Counsel • Interact for Health • Greg Lamping • Frank Leggio • Michael Lippert • Lowe Trust • Mark Luegering • Lutheran Church of the Resurrection • Peter Mack • Mailender Inc. • Patrick McLaughlin • Messer Construction • William Moran • Maura Moran-Berry • S. Christian Nielsen • Office Furniture Source • PNC Bank • David Peno • Phillips Edison & Company • Esther Power • Jay Price • Tom Rhodenbaugh • Thomas Schiff • Scripps Howard Foundation • Kathryn Shahani • Thomas Shepherd • Murray Sinclair • Brian Smyth • Mark Spradling • Kurt Stueve • Sherman Ward • Richard Weiland • Susan Westerling • Carla Wood • U.S. Bank Foundation • Michael Yeazell • James Zalla

### ReSource 2016 Board Leadership

#### Board Chair

Mark Luegering, Messer Construction Company

#### Secretary/Treasurer

Brian Smyth, Everything But The House

#### Past Chair

Jan Armstrong Cobb, Neyer Management

Carol Butler, Butler Consulting

Jim Donnellon, Barnes Dennig & Co. Ltd.

Justin Flamm, Taft, Stettinius & Hollister

Vicki Gardner, Nielsen/Bases

Marjorie Hull, BKD, LLP

Lori Kolthoff, FRCH Design Worldwide

Greg Lamping, Rudler PSC

Chuck Lohre, Lohre & Associates, Inc.

Maura Moran-Berry, Cincinnati Children's Hospital Medical Center

Lisa O'Brien, U. S. Bank

Karen Seiter, Fifth Third Bank

Kevin Torch, CBRE

Mike Viox, Viox Services, Inc. – An EMCOR Company

Shannon Young, USI Insurance Services

#### Board Emeritus

Dick Bodner, Ohio National Financial Services

Amelia Crutcher

Mark Hogan, Madison Wealth Management

Frank Leggio, Deloitte & Touche LLP

Bill Moran, Fifth Third Bank

Larry G. Morgan, U.S. Bank

Rick Naber, Loth, Inc.

Betsy Neyer, School Outfitters

Kathy Wilkinson, McKnight Property Management

# Happy Birthday ReSource!

## Please Support our Annual Fund Drive

## In honor of 30 Years of Serving Our Community

To donate go to [ReResourceWeb.org/Donate](http://ReResourceWeb.org/Donate) or contact Martha Steier at [msteier@resourceweb.org](mailto:msteier@resourceweb.org)



# Building Blocks

## Experts Share Proven Tools for Nonprofit Management

We continue our capacity-building seminars with these sessions for the remainder of 2016. We are always looking for new presenters on topics important to nonprofits and welcome referrals for good potential speakers.

The "Building Blocks" seminar series is made possible in part by:



### 2016 Schedule

Date	Speaker(s)	Topic
May 11	Tom Monaco	Taking Your Team from Good to Great
June 8	Elliot Grossman	Marketing for Nonprofits on a Shoestring
July 13	Erin Childs, Patrick Frambes, Wayne Owens	Foundational Basics: Best Practices for Legal, Accounting and HR
Aug. 10	Susan Ingmire and Jim Yunker	Grants + More
Sept. 14	Rob Bunting	Social Media Quickstarter
Oct. 12	Diane Jordan-Grizzard	Coaching for Best Performance
Nov. 9	Jane Page-Steiner	Organizational & Strategic Planning with your Nonprofit: Why, When, How

For more information or to register, visit [www.resourceweb.org/seminars.asp](http://www.resourceweb.org/seminars.asp)

# Look Who's TALKING

### What advice do you have for job seekers?

Prepare. Prepare. Prepare! Before responding to a position announcement, check out the organization by visiting its website to learn about its mission and programs; Google social media to see how they represent themselves; check out the 990 or annual report to understand its financial status; consider making a modest gift to see how they respond to new donors; ask your friends their perceptions of the organization; and, if appropriate, stop in to see how visitors are welcomed, or not.

### Isn't that going to a lot of trouble?

Fair question and while it will take some time and initiative, I wouldn't call it trouble. It's simply due diligence analogous to what two entities do when considering a merger. They will be checking you out, why not check them out just as thoroughly?

### How do I get past the resume reviewer and secure an interview?

Be smart, but don't be clever. Tailor your cover letter to the organization showing you have done your homework. Share your passion for its work. Highlight why you are serious about the position providing ALL of the requested information. Tailor your resume to the position requirements. Sell yourself without exaggerating accomplishments taking credit but sharing it too. Cite

**Jim Yunker**  
PRESIDENT/CEO  
*The Yunker Group, Inc.*



GUEST COLUMNIST

leadership roles and achievements, few are looking for followers. Limit the use of the first pronoun. And proof, proof and proof again. Typos are killers!

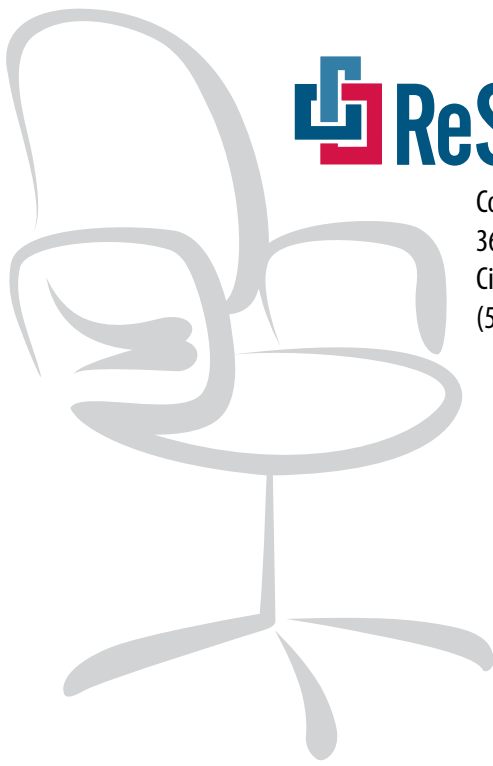
### Any tips on the interview?

Never underestimate the value of first impressions. Follow the advice, "If you can't be on time, be early." Don't carry in a drink and leave your phone in your car. Present a firm handshake when you enter, repeat name and smile. Take a deep breath, relax and enjoy being yourself. Maintain steady eye contact and good posture, provide natural affirmations, listen, watch body language and react accordingly. Project confidence, not arrogance and don't bluff; watch humor especially sarcasm. Close with a smile and affirm your interest and ask about next steps.

### Anything else?

Oh yes, and MOST IMPORTANTLY, within 24 hours send a HANDWRITTEN thank you note referencing something memorable from the interview.

*Cincinnati-based The Yunker Group advises nonprofits on management and fundraising issues and conducts local and national searches for chief executive and chief development officers. Information at [www.theyunkergroup.com](http://www.theyunkergroup.com) 513.474.1500*



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Cincinnati, Ohio 45241  
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## Anniversary Gala

The grand finale of our 30th Year will be a grand slam celebration. Join ReSource's founder Bob Castellini and the entire ReSource team at Great American Ball Park for the party. We will honor ReSource "Hall of Fame" inductees for their support of ReSource in serving the community for 30 years.



**Save The Date:** October 28, 2016

**Emeritus Event Chairs:** Amelia Crutcher and Kathy Wilkerson

## Congratulations to the 2016 Community Partner Honorees

**Nonprofit:** Easter Seals Tristate

**Corporate:** Messer Construction

**Founder's Award:** People Working Cooperatively

## ReSource Joins Reds Fund Neighborhood Project in Lower Price Hill

ReSource has a legacy of supporting area nonprofits to enable more efficient mission impact. For the last three years, ReSource has coordinated corporate, volunteer and agency resources to complete a one room makeover for one of our member agencies. During its 30th year, ReSource will be partnering with the community on a project of significant and lasting impact for ReSource's member agency Community Matters. ReSource will be participating in the 2016 Community Makeover project in Lower Price Hill along with the Reds Community Fund, P&G, the Cincinnati Zoo, Children's Hospital and other community partners. ReSource will support the renovation of the Espy Community Center for Community Matters. The former Boys and Girls club will be renovated into a much needed community youth center. ReSource is proud to be a partner in this synergistic community initiative that will honor our founding principles and launch a new legacy of greater community impact.