

# **UPLIFT**

**A directory of women-led  
products and services**

**women**  
|----- of ----->  
**cincy**

# What is Women of Cincy?

*We believe that when you uplift women, you uplift everyone... and everyone is exactly who we're here to celebrate.*

## Mission

Women of Cincy is a nonprofit media organization dedicated to creating more connected, empathetic, inclusive communities by centering the diverse voices that make up the fabric of our city. We enact this mission through three pillars: storytelling, community building, and mentorship.

## Impact

**140,730+**

readers

**370+**

stories

**100+**

volunteers

**252,952+**

page views

**24**

residency  
graduates

**4**

in-depth  
series

*In addition...*

- \* In January 2020, we became a nonprofit
- \* We've been featured in CityBeat, Fox 19, Cincy Magazine, WXU, and more
- \* Hosted dozens of community events
- \* Presented at Sherrod Brown's Ohio Women's Leadership Summit
- \* We even had a beer from Taft's Brewing Co. named after us – cheers!



# Why are we creating this directory?

## We see a need

We're storytellers, conveners of people, celebrators of the human spirit, social media gurus, and #cincymade lovers. **We are assembling a small business/nonprofit directory and creating a network** of women-identifying business owners and service providers who can lean on each other to build back our local businesses after a REALLY TOUGH year for all of us. With enough volume, Women of Cincy can also raise necessary funds to keep our organization moving forward and create this network at a price point that's accessible for everyone. Win-win, right?

***"We're women. We make it work."***

*-Khisha Asubuhi, Originalitees*



## And we've been there before

We know what it's like to run a small business. Prior to receiving our nonprofit status, Women of Cincy operated as an LLC and a part of our mission included providing branding, copywriting, and design services to local businesses. We also just wrapped up an entire year of diving deep into the stories of 18 women entrepreneurs in Cincinnati in our series: *This Is Entrepreneurship*. We know the ins and outs of making something out of nothing.

For us, this isn't just a list of businesses. It's real people, real successes and real struggles. The idea behind the directory is to uplift local businesses AND create connections that benefit all of us across the board. Need a mentor? I hope you find it here. Need a friend to just unwind with who shares the same struggles? Use this directory. Have questions about shipping products? I bet the answers are in this group. Let's show up for each other, in whatever way works for you.



# How will folks find this directory?

*The plan is to go above and beyond the items listed below.  
But hey, capacity is real. At the very least, we promise to...*

## Regularly share this directory on our social media channels

- Posts every Saturday for the first six Saturdays following launch
- Posts at least 2x/month
- Regular monthly newsletter mentions
- Regular Instagram story posts
- Possible content creation + sponsorship opportunities depending on interest

## Reach

**5,170+**

average monthly  
pageviews



**8,275+**

Instagram  
followers



**3,974+**

Facebook  
followers



*\*and growing!*

# How much does this cost?

That's up to you! But it's not free. This work takes time and resources and the directory is designed to be a win for you and a win for us. We're relying on the honor system. Give what you can and collectively we'll all show each other some love. All donations have the option to be set up as auto payments.

## Small business

- Suggested donation \$10/ month
- You are more than welcome to give more (or less if needed)
- The term "small business" is a self certification. If you think you belong in this category – go for it!

## Larger, more established business

- Suggested donation \$20/ month
- You are more than welcome to give more (or less if needed)
- Just like the listing above, this is a self certification

*\*Do you hate monthly payments?  
Send us an email at  
hello@womenofcincy.org to  
discuss additional options.*

# Who controls how much I pay & when?

You! You are 100% in control of your monthly giving. You can increase or decrease your donation as needed. Your listing will be removed however if you completely cancel your donations. If you're struggling to make a payment, reach out. We're human too. Unfortunately however, \$0 consistently isn't feasible for us to maintain this directory. We're small too!

# What does a listing look like?

*Listings are divided into sections by industry.  
Check out the example below.*

## News & Media

Listed A-Z



### Women of Cincy

Women of Cincy is a nonprofit media organization dedicated to creating more connected, empathetic, inclusive communities by centering the diverse voices that make up the fabric of our city. Interested in sponsoring a series or event? Reach out!

**Website:** [womenofcincy.org](http://womenofcincy.org)

**Address:** 175 Wedgewood Ave. Cincinnati, OH 45217

**Phone:** 937-210-0631

**Email:** [hello@womenofcincy.org](mailto:hello@womenofcincy.org)

**Follow:** [Instagram](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

*Women-led / Nonprofit*



# Building a coalition

Part of Women of Cincy's mission is to create more connected communities. If this was JUST a directory, we'd be missing a huge opportunity to build and strengthen relationships across our city. This is the part of the directory that is intended to evolve and change to meet the needs of its members while respecting the capacity of all parties involved. So consider the following items to be a starting point.

## Quarterly Newsletter

Let's chat! The content in these newsletters will evolve based on feedback from you. Initially we're thinking...

- Stats! Giving updates on page views, engagement on social media, etc. in regards to your listing.
- Reminders: Keep listing info up to date + any upcoming due dates you should be aware of.
- Announcements: Have big news you'd like to share with the group about your business? An event you'd like to share? A new product or store opening? This is the spot!
- Needs: Looking to connect with another business owner in the restaurant industry? Have a job listing you'd like to share? Looking for a mentor or small group to chat regularly with? Tell us + we'll share those specific requests with the group.

## Let's hangout!

There's nothing better than sippin' on your favorite drink surrounded by folks going through the same s\*\*\* as you. Are we right?!? A couple times a year we'll plan to get together to just BE with each other and build relationships. Hopefully these events will take place in person (we'll see what happens with COVID-19). If we can't make in-person happen for an extended period of time we'll find a way to connect virtually.

# I'm sold. Where do I sign up?

- New businesses are accepted between the 1st-15th of every month. As long as you sign up within this period, you can expect your listing to go live no later than the 1st of the following month.
- To officially sign up fill out [THIS FORM](#) to provide your listing information. Listing information will be added to our site directly from this form, so please be mindful of accuracy and spelling.
- Next, use [THIS LINK](#) to sign up for a monthly donation.

*That's it! Welcome to the family. Have questions? Email [hello@womenofcincy.org](mailto:hello@womenofcincy.org)*

# The Fine Print

*This isn't the kind of fine print you see when downloading a new app. This kind of fine print you should **ACTUALLY READ**.*

## Let's talk about money

- All donations are non refundable. You are responsible for what comes out of your account and when. We cannot issue refunds.
- If a business completely cancels a monthly donation their listing will be removed 30 days after the cancellation. We do require businesses to give something to maintain their listing.
- Businesses cannot give less than \$3/ month – otherwise their payment doesn't cover the processing fees to receive their donation through Donorbox.
- Women of Cincy is a certified 501(c)3. Donations made in exchange for services however may not be tax deductible. Check with your tax preparer. We consider the market rate for your business listing to be \$10/ monthly.
- If Women of Cincy decides to dissolve this business directory we will notify businesses at least 60 days prior to dissolution. Businesses will be notified at least 3 times. It is the businesses responsibility to cancel their monthly donations if they see fit.

## Canceling Stripe Recurring Donations

- Need to cancel or amend your donation? Visit [this link](#) for step by step directions.
- Next, send Women of Cincy an email to give us a heads up! Having trouble canceling your recurring donation? You guessed it. Email Women of Cincy at [hello@womenofcincy.org](mailto:hello@womenofcincy.org).

## Code of ethics

Women of Cincy reserves the right to remove a business listing if a business does not align with our mission and values. The business will be notified immediately if any issues arise. Women of Cincy does NOT support businesses that are engaged in behavior or speech that is racist, sexist, homophobic, transphobic, bigoted, and/or hateful in any form.

Women of Cincy agrees to adhere to the promises and processes detailed in this document. If any of these details are amended every business will be notified of the new amendments immediately. We do not directly endorse the businesses included in this directory.

## That's all folks!

Please take a moment to share this with friends, family, and other businesses who may be interested in joining or supporting this initiative. The more listings we receive, the better chance we have at keeping this directory active, supported, and of course – sending those precious customers to you! #girlsjustgottahavefunds