



# SUSTAINING UNIVERSITY CIRCLE'S FUTURE





YOUR GIFT WILL MAKE A DIFFERENCE  
TO MORE THAN 3 MILLION DIVERSE  
CONSTITUENTS WHOM WE PROUDLY  
SERVE - THOSE WHO

# LIVE WORK VISIT LEARN PLAY

IN THIS PREMIER URBAN DISTRICT

For more information about the Endowment Campaign, please call  
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**SINCE 2000** University Circle Inc., University Circle's community service corporation, has been developing and executing a community-wide vision to shape the future of this unique urban district. Today, results of this multi-year effort are quite visible. University Circle has become a premier urban district, one that is widely accessible, rich with vitality and beauty, and anchored by a strong sense of community.

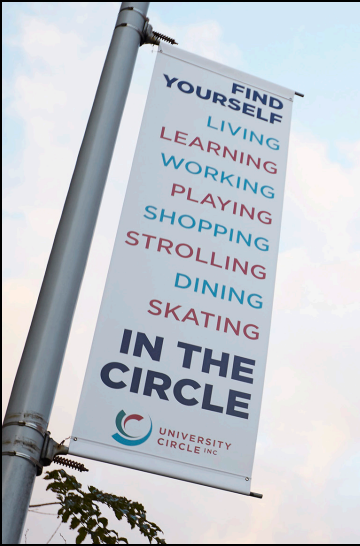
With the *Shaping the Future* vision well underway, UCI looks to Sustain University Circle's Future with ongoing, extensive development, service, and advocacy work while completing a **\$6.5 Million Endowment Campaign** made possible by The Kent H. Smith Charitable Trust, one of UCI's longest standing and most generous philanthropic partners.

UCI has successfully completed the *Endowment Campaign's* first Phase, securing \$3 million in challenge and matching funds, and now turns its efforts to the second Phase, during which UCI must raise \$2 million to receive \$1.5 million in challenge funds from The Kent H. Smith Charitable Trust. Successful completion of the Campaign will bring UCI's Endowment Fund to \$20 million and will yield \$1 million in annual unrestricted revenue.

New gifts and grants to the *Endowment Campaign* will build upon and leverage the essential foundation that has existed since 2000 to support University Circle's unprecedented employment, institutional, and residential growth.







Your gift will ensure that the following high priority Circle-wide community investments continue:





## DISTRICT-WIDE BEAUTIFICATION EFFORTS

- **Enhancing** green spaces like Wade Oval, University Circle's central park, with destination community events;
- **Keeping** Euclid Avenue clean, safe, and beautiful as the district's vibrant main street

## LIFE-LONG LEARNING

- **Continuing** UCI's collaboration with more than 20 institutional partners to bring learning to life for 20,000+ Pre-K to senior adult learners through arts-enriched community education programs;
- **Developing** destination education programs such as UCI's newest educational and visitor attraction *CircleWalk*, a planned interactive tour that explores University Circle's rich history and world-class institutions

## LOCAL BUSINESS DEVELOPMENT

- **Working** with local businesses in and around University Circle to gain business-to-business access to our non-profit anchor institutions through initiatives like our Uptown Business Association;
- **Advancing** local economic development and employment growth through business education programming such as our *NextStep* curricula, which is designed to help existing businesses grow

## MARKETING THE CIRCLE & ITS WORLD-CLASS ASSETS

- **Planning** and executing one-of-a-kind community events and attractions like *WOW! Wade Oval Wednesdays* and *The Rink at Wade Oval* to bring visitors to the doors of our member institutions;
- **Continuing** our extensive promotional activities that place the spotlight on our 40+ institutions;
- **Expanding** our multimedia destination marketing efforts to generate greater awareness of University Circle's offerings among Northeast Ohio's 4 million residents







**UNIVERSITY  
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