

FOR IMMEDIATE RELEASE

CONTACT: Timothy J. Maloney  
513-632-2118  
tim.maloney@usbank.com

Feb. 12, 2009

## **Foundation Celebrates Legacy of Carol Ann and Ralph Haile with over \$11 Million in Gifts**

*Private funder opens doors with investment  
in multiple organizations*

**COVINGTON, Ky., Feb. 12, 2009** – The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation will announce more than \$11 million in investments in multiple Greater Cincinnati and Northern Kentucky organizations. The Foundation will mark its official opening with a private reception at The Carnegie Visual & Performing Arts Center in Covington.

“Although the Foundation has been quietly and proactively making significant investments in local institutions over the past 18 months, in announcing these gifts today, we are officially launching the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation,” said Timothy J. Maloney, president and CEO of the Foundation and close personal friend of the Hailes. “This is an appropriate way to honor the legacy of a generous couple whose personal investment in Greater Cincinnati and Northern Kentucky continues to pay significant community dividends.”

Funding priorities of the Foundation reflect the interests and passion of the Hailes: Community Development, Arts and Culture, Education, and Human Services. In recognition of the relationship the Hailes had with U.S. Bank, the Foundation will also support a U.S. Bank Legacy initiative.

“U.S. Bank, its people, and its legacy meant a great deal to the Hailes,” Maloney said. “They valued their history and partnership with the bank and the role it played in growing their wealth. As a fitting tribute to the Hailes, the Foundation supports this initiative with a concentration in women’s services and the development of programs that will honor and grow the nonprofit service of U.S. Bank employees in the communities where we fund.”

Organizations or initiatives that will benefit from the Haile Foundation are:

### **Community Development**

---

Vision 2015	\$1 million
Cincinnati Central Riverfront Park	\$500,000
Cincinnati Works	\$400,000
Easter Seals Work Resource Center	\$400,000
ArtWorks	\$400,000
Cincinnati USA Regional Partnership	\$375,000
Greater Cincinnati Workforce Network	\$300,000
Cincinnati Development Fund	\$250,000

Agenda 360	\$50,000
Cincinnati Center City Development Corp.	\$50,000
Soapbox Media	\$49,000
OTR Revitalization Corporation	\$25,000
Center for Great Neighborhoods	\$25,000
Executive Service Corps of Cincinnati	\$15,000

### **Arts and Culture**

---

Fine Arts Fund	
2009 Campaign Match	\$100,000
Cincinnati Museum Center	\$100,000
Know Theatre	\$40,000
Learning through Art	\$25,000
Cincinnati Nature Center	\$25,000
Plum Street Temple Preservation Fund	\$25,000

The Foundation will also be supporting the Arts & Culture Partnership of the Fine Arts Fund, an initiative designed to strengthen the Greater Cincinnati region by addressing gaps in our arts and culture infrastructure, improving access, promoting awareness and participation, and extending the reach of arts education.

### **Education**

---

WCET	\$200,000
KnowledgeWorks Foundation/Strive	\$148,000
Springer School	\$100,000
Children, Inc.	\$100,000
School for Creative and Performing Arts	\$100,000
Crayons 2 Computers	\$75,000
Prichard Committee for Academic Excellence	\$75,000
University of Cincinnati Foundation	\$50,000
Thomas More College	\$50,000
Walnut Hills High School	\$50,000
Seven Hills School	\$25,000
Cincinnati Playhouse in the Park	\$25,000

### **US Bank Legacy**

---

YWCA	\$1 million
Women's Crisis Center	\$1 million
Junior League of Cincinnati	\$150,000

### **Human Services**

---

The American Red Cross	\$3 million
United Way of Greater Cincinnati 2008/2009 Campaign Match	\$500,000
Greater Cincinnati Foundation Northern Kentucky Fund	\$300,000
Freestore Foodbank	\$50,000

Dress for Success Cincinnati

\$25,000

Some of the Foundation's investments provide capital funding, while others are project- or programming-oriented, and still others provide operating resources. In August 2008, the Foundation announced a \$15 million gift to the College of Business – now the Carol Ann & Ralph V. Haile, Jr./U.S. Bank College of Business – at Northern Kentucky University.

“Our giving strategy has been and will continue to be to invest in areas in which we can have the greatest and most lasting impact,” Maloney said. “We’ve been diligent in concentrating our resources to affect real change. We also embrace a model of collaboration and leverage in our giving. At the same time, however, we understand that in addition to long-term solutions, there is a need for short-term help, and the need to be responsive to the changing needs of the community, and working with other funders in these extraordinarily difficult times.”

To that end, the Foundation – in partnership with the Greater Cincinnati Foundation – will be accepting grant applications from regional human service providers. Human Services is the only funding area in which the Foundation will solicit grant requests. The Foundation's new Web site will be active in mid-March and its link to the Greater Cincinnati Foundation will be the mechanism through which organizations can apply for the grants. The primary focus will be on meeting basic human needs, sustenance, and on assisting families and individuals to achieve economic and financial stability through programs that address barriers to employment and self-sufficiency.

Although funding for the Foundation was in place with the passing of the Hailes, Maloney said he and other trustees wanted to take the time to understand the needs of the community on both sides of the river, to get to know the deep and generous philanthropic community in the region, and to analyze the unique opportunity the Foundation has to make a dramatic impact.

“We have been extraordinarily blessed to have taken this journey,” Maloney said, “and equally blessed to have had the help and support of key partners along the way. We salute those partners and the many non-profit organizations that contribute to the quality of life in Greater Cincinnati.”

### **About The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation**

---

The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation is a private family foundation dedicated to enhancing the quality of life for residents of the Greater Cincinnati and Northern Kentucky region. The Foundation concentrates its efforts and resources in those areas about which the Hailes were most passionate: community development, arts and culture, education, and human services. The Foundation also recognizes the relationship the Hailes had with U.S. Bank through its U.S. Bank Legacy initiative. All of the Foundation's work is intended to have the largest impact possible as the Foundation, in collaboration with the region's stakeholders, helps lead the way to a strong and vibrant community.

###