

ADVERTISEMENT

FORTUNE

TURN YOUR
Assets
INTO YOUR
Impact

← *Bob Coughlin,
Visionary*

→ *Greater Cincinnati Foundation helped
Bob Coughlin use his Paycor stock to
make charitable gifts of more than \$2.4
million—benefiting the community and
fueling his impact.*

COMPLIMENTARY COPY



Through special arrangements with the publisher, this Greater Cincinnati Foundation informational cover wrap has been placed on a limited number of copies of FORTUNE® magazine. It does not constitute an endorsement by FORTUNE and no endorsement is implied. FORTUNE is a registered trademark of Fortune Media (USA) Corporation.

PHOTOGRAPHY BY AGNES KINDBERG PHOTOGRAPHY

Smart Giving Strategies



Bob Coughlin retired from Paycor, Inc. in 2019 but continues to find ways to impact our community. Helping others is at the core of Bob's outlook. It's the key differentiator for the company he started in 1990 with a small business loan and the idea that caring for his customers would lead to success.

Today, Paycor partners with more than 40,000 organizations nationwide. While Bob may be retired from the company, he remains dedicated to local causes like the Flying Pig Marathon, Junior Achievement and Adopt a Class. Creating a donor advised fund at Greater Cincinnati Foundation with Paycor stock that had grown in value over the years earned him significant tax savings, and more importantly, allowed him to make a bigger impact.



"I wanted to ensure that Paycor's success benefited the community. GCF was a key partner on my quest to make this happen." Today, Bob has distributed more than \$2 million. "GCF was efficient, easy to do business with and had flexible options," Coughlin said.

"It's not how much I have in the fund, it's how much I've given away and helped others that's worth celebrating."

—Bob Coughlin



Gifts of Business Assets Can Amplify Your Impact



Most people think charitable giving means giving cash. But what if you could help the community *and* realize a significant tax savings? Greater Cincinnati Foundation can partner with you to create the ultimate win-win, using a strategy most business owners aren't familiar with: making charitable gifts using appreciated business interests. Greater Cincinnati Foundation is uniquely positioned to help your efforts succeed—their passionate team offers personalized service and flexible options, bringing a broad understanding of the nonprofit landscape and the region's greatest needs to the table.



If you love this region and want to give back, Greater Cincinnati Foundation wants to partner with you. Visit gcfndn.org/assets or contact Michele Carey at 513-768-6171 or Michele.Carey@gcfndn.org to get started.

TURN YOUR
Assets
INTO YOUR
Impact

Curious? Contact Michele Carey at 513-768-6171 or Michele.Carey@gcfdn.org or visit gcfdn.org/assets. You can give a portion of privately held business interests, such as stock and LLC interests to reduce your taxes and fuel your charitable giving.



CONNECTING PEOPLE WITH PURPOSE