



## MISSION

Transform the health and well-being of **all** people in Greater Cincinnati

## VISION

All people in Greater Cincinnati achieve their best health

## PURPOSE

We lead the way to a day when every person has a fair and just opportunity to be as healthy as possible; when a person's health can no longer be predicted by race, ethnicity, ability or zip code.

## CORE VALUES

Respecting  
All People

Valuing  
Diversity, Equity  
& Inclusion

Honoring  
Our Spiritual  
Heritage

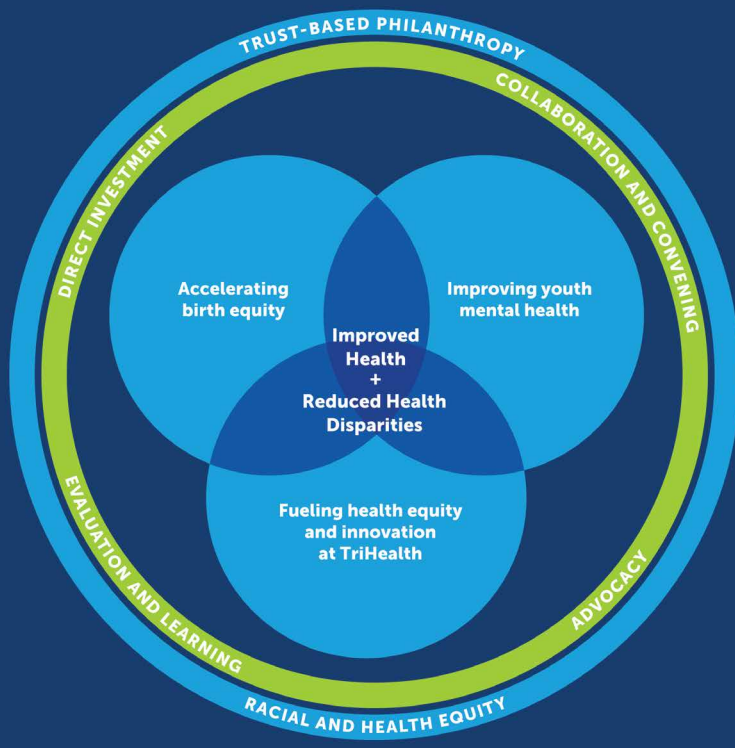
Building Trust

Being  
Courageous

## OUR LEGACY

bi3 is a philanthropic initiative that was founded by Bethesda Inc. in 2010. The letter "b" represents "Bethesda's" entrepreneurial spirit and legacy of caring for the sick poor. The three "i"s represent our commitment to "Investing" in new "Ideas" to "Impact" health.

Since 2010, bi3 has awarded more than **\$89 million** to our partner healthcare system TriHealth and community-based organizations.



## AIM

Achieve Health Equity through measurable improvements in health and reductions in health disparities

## PRIORITY AREAS

- Accelerating birth equity
- Improving youth mental health
- Fueling health equity and innovation at TriHealth

## ACTIVITIES:

- **Direct** investment/grants
- **Foster** new collaborations
- **Convene** TriHealth, community partners and those with lived experience to fuel new solutions to deep-seated community health issues
- **Engage** in policy/advocacy to address system and systemic barriers
- **Capture** and share best practices and lessons learned

## OUR APPROACH

- **Practice Trust-Based Philanthropy:** We build trusted relationships with our funded partners grounded in power-sharing, transparency, mutual accountability, and continuous learning. A mutual commitment to transparent conversations and learning leads to greater impact.
- **Take Risks:** As an innovative funder, bi3 encourages funded partners to take risks, implement new ideas and pilot new solutions to solve for deep-seated community health issues.
- **Apply a racial and health equity lens:** We consider race, ethnicity and social determinants of health in every facet of our work, e.g. while analyzing problems, looking for solutions, and defining success.
- **We view impact through an expansive lens:** In addition to considering outputs and outcomes, we value the identification of barriers and captured learnings.

To learn more about bi3's funding, current work and successful partnerships, visit [bi3.org](https://bi3.org).

**Kiana Trabue**  
 VP of Strategic Partnerships, bi3  
[kiana\\_trabue@bi3.org](mailto:kiana_trabue@bi3.org)  
 (513) 569-9396

