Weld's Way Home is a strategic plan, led by United Way of Weld County, to address and prevent homelessness in Weld County. The plan aims to maximize resources already dedicated to serving those who are homeless, involve neighbors in helping each other during hardship and unite community members for lasting change.

“Not all individuals experiencing homelessness stand on the corner with a brown bag in hand and a cup out asking for change,” says Melanie Falvo, director of community impact for UWWC. “In the 2014-15 school year, there were over 1,000 homeless children and youth in school districts across Weld County. Many of our homeless families are working.”

Based on 13 months of planning and researching best practices for addressing homelessness, Weld’s Way Home considers barriers that are preventing people from being re-housed, and works to align resources to help them get back into housing as soon as possible. There are four population types who experience homelessness – veterans, families, individuals and youth.

“Our partners who serve individuals and families experiencing homelessness do phenomenal work—and it’s important to support them.”

- UWWC’s Melanie Falvo

The plan’s eight priority areas address current gaps in services and provide additional support to Weld County’s dedicated service providers already working full time to help the most vulnerable residents. These priority areas include increasing community education about homelessness, adopting a shared intake and assessment process, creating a discharge plan for institutional facilities, beginning a street outreach team, facilitating a yearly cold weather overflow shelter, creating a navigation center for easier access to local resources, expanding case management services and increasing the number of affordable housing units in Weld County tied to case management.

* For more information, see the Weld’s Way Home Insert inside the newsletter.
Q&A with Board Chairman Dan Dennie

Q: Why did you decide to become a United Way of Weld County board member?
DD: When I moved to Greeley in 1998, I had just retired from the Air Force, started a new career at NCIMC, bought my first home and the last of my children had gone off to college. Our CEO at the time thought that it might be good for me to learn more about the community and recommended me to be a Loaned Executive. I was immediately hooked. I had worked on Combined Federal Campaigns in the past, but this was just different. After being a Loaned Exec for a year, I was asked to be a part of the Campaign Cabinet for a couple of years which led to being asked to be a member of the Board of Directors. To say the least, I was honored. Our United Way of Weld County Board membership has been filled with amazing community leaders from all over the county. To be included in that group of leaders was far more than I expected when I moved to Greeley.

Q: Why do you support United Way of Weld County?
DD: I support United Way because over my many years of working with this team I have seen the commitment to making Weld County a better place to live. Some folks only see United Way as a fundraising organization that distributes the dollars it raises. A pass through if you will. That’s like calling Pikes Peak a hill. United Way is so much more. Yes, we raise and distribute funds, but we also hold the organizations we support to very high standards of performance. The days of allocating dollars based on the number of people you saw have been replaced with allocating dollars based on measured outcomes and the success of your programs. United Way is delivering direct services and leading collaborative initiatives to develop long-term solutions.

Q: What excites you the most about UWWC?
DD: United Way makes a difference in people’s lives. One of the greatest aspects of our United Way is the active approach to problem solving. They are not just about seeing the problem, but finding solutions. What I mean by that, is that there are many organizations that see problems in our community and want to help, but sometimes they just don’t know where to start. United Way doesn’t say, “Who is going to be the one to get things started?” Our United Way says, “Let’s get the ball rolling so that we as a community can begin addressing the need.” They bring the different organizations together to become better than each organization can be by themselves.

Q: Why is it important for you to volunteer?
DD: I spent almost 21 years in the United States Air Force. Service is my life. Military families are a community. One thing about military families is that we take care of one another. Now my community is Weld County. I feel very fortunate to be where I am today, and feel like I have a responsibility to help people to feel just as fortunate.

Please see Q&A on page 5.
Drip, Drip, Drip...for United Way of Weld County

"United Way does incredible work in our northern Colorado community. It is our pleasure to support them in any way we can.

- Frank Sherman, owner of The Human Bean

Goldie Augustmoon, left, and Eva Marie Keaton at the 3665 W. 10th St. location in Greeley.

Margie Martinez, left, and Debbie Pilch at the 2610 W. 10th St. location in Greeley.

Tara Hess, left, and Amber Harmon at the 3310 23rd Ave. location in Evans.

United Way of Weld County thanks The Human Bean for donating the proceeds of its drip coffee during National Coffee Day on Sept 29.

Lyn Davis, left, and Marcus Lawniczak at the 100 S. 2nd St. location in La Salle.

TO DONATE GO TO WWW.UNITEDWAY-WELD.ORG
Matthew Lovell wanted to do something out of the ordinary to help raise money for United Way of Weld County.

What he did was extraordinary. Lovell, 31, participated in a beard and sweater challenge at JBS, where Lovell is employed as a labor relations manager.

He definitely piqued the interest of his fellow employees. For 189 days – from January to July 2016 – Lovell wore one of his 21 sweaters for at least eight straight hours and didn’t trim his beard – all in hopes of raising money for UWWC. It worked. A total of $3,665 was raised with 100 percent of the funds going to help children, youth and families in Weld County.

“The last several years is when I started donating in general. What got my attention about United Way was when he had all the floods a few years ago,” Lovell said. “We’ve got a pretty significant employee base in Weld County between our beef plant in Greeley and corporate. The amount of support that United Way gave to our place, it helped highlight the real value, especially in a crisis situation like that. It was one of those deals where we were trying to get other people to donate, so you had to make it fun for people, also. How could we go out of the way to make it ridiculous enough that people are going to continue to enjoy being a part of the process.”

Lovell, who has worked at JBS for nine years, said he was the only employee to take on the challenge. He said he always had a beard, but it was much shorter.

“The whole deal was concocted between (JBS employee) Brad Sievers and me. It was 2015 and I had worn a sweater in October and it turned out to be an exceptionally hot October,” Lovell said. “I got a lot of flack from people saying, ‘Oh, too soon.’ Not one to be influenced by others, I continued to wear that sweater for the month of October. He and I said we could probably turn this into a fundraiser.”

Lovell said when July rolled around, some people took pity on him and said they’d make a couple of bigger donations if he trimmed his beard. “People donated to grow the beard, and we had people donate to trim the beard,” said Lovell, who even got the beard braided at the Colorado Renaissance Festival in Larkspur.

ABOUT JBS
JBS USA, LLC is a community partner of United Way of Weld County. Each year, JBS coordinates an employee campaign with several fun activities organized throughout the campaign. JBS is also a Cornerstone Partner. JBS coordinates several special events for UWWC, such as the golf tournament held at Pelican Lakes in Windsor. UWWC presents to the new hires at Carriers and Beef Plant on a weekly basis.
Eight New Members Added to United Way Board of Directors

Eight new members have been added to the United Way of Weld County board of directors. Those named to the board for a three-year term are: Robby Aguilar (vice president at Wells Fargo in northern Colorado), Ross Blackmer (executive director of Carbon Valley Parks and Recreation District in Frederick), Leah Bornstein (president and CEO at Aims Community College), Nina Duran-Gutierrez (owner of Beso Hair Skin Laser Spa in Greeley and Beso Campus Salon at University of Northern Colorado’s UC Center), Chris Gaddis (head of human resources at JBS USA), Emily Kemme (author, lifestyle blogger and food/lifestyle writer for Greeley Tribune), Deirdre Pilch (superintendent of Greeley-Evans School District 6) and Ken Schultz (president of Northstar Management Group Inc. in Greeley and board executive officer of NCMC Inc.).

Jeannine Truswell, president and CEO of United Way of Weld County, is excited about the new additions to the 24-member board. “We’re pleased that our new and current board members bring outstanding qualities to United Way of Weld County as we face new challenges and opportunities,” Truswell said.

“A strong nonprofit organization demands a strong board of directors with each individual bringing their expertise, talent and skills to the board room.”

- UWWC’s, Jeannine Truswell

**2016-17 Board of Directors**

Chair, Dan Dennie, Banner Health  
Chair Elect, Bryan Guest, Great Western Bank  
Vice Chair, Fred Otis, Otis & Peters, LLC  
Vice Chair, Mike Bond, Guaranty Bank  
Vice Chair, CJ Archibeque, City of Greeley  
Treasurer, Randy Watkins, Anton, Collins & Mitchell, LLP

Robby Aguilar, Wells Fargo Northeast Colorado Market  
Ross Blackmer, Carbon Valley Recreation Center  
Leah Bornstein, Aims Community College  
Nina Duran-Gutierrez, Beso Hair Skin Laser Spa  
Mike Freeman, Weld County Commissioner  
Chris Gaddis, JBS USA  
Judy Green, Community Volunteer  
Tobias Guzman, UNC  
Kathy Hamblin, UNC & Aims Community College  
Emily Kemme, Author  
Rebecca Koppes Conway, Conway Law, LLC  
Deirdre Pilch, Greeley-Evans School District 6  
Ken Poncelow, City of Fort Lupton  
Virginia Rosales, Retired Principal  
Becky Safarik, City of Greeley  
Ken Schultz, NCMC, Inc.  
Sara Seely, First National Bank  
Nancy Teksten, Retired Businesswoman

**TO DONATE GO TO WWW.UNITEDWAY-WELD.ORG**

**Q&A Dennie continued from page 2**

**Q:** What is your philosophy on life?  
**DD:** I try to live my life by a simple quote from John C. Maxwell. “People don’t care how much you know, until they know how much you care.” It’s really true. When I look at our Board of Directors, I’m surrounded by community leaders who are really smart people. They are business leaders and academic leaders and elected officials. They are amazing people. But the best part is, they truly care about helping people be successful. They all have a heart for making Weld County a better place to live. You know, they could have chosen to volunteer anywhere else in the community. And they chose United Way of Weld County.

Dan Dennie is the director of business development for Banner Health, Northern Colorado area.
United Way of Weld County AmeriCorps VISTAs worked up a sweat in the hot sun on Sept. 12 as they volunteered for their annual 9/11 Day of Service project at Northridge High School in Greeley.

The VISTAs cleaned out weeds in green house and hoop house structures, painted and built benches and planting beds as they helped Greeley-Evans School District 6 Food Hub Manager Natalie Leffler throughout the day.

Leffler loved having the assistance of the VISTAs. “These VISTAs have done a lot of work for us,” Leffler said. “This was a huge project.”

VISTA Katrina Deloso, whose VISTA assignment is the Food Hub Project for the nutrition services department at the school district, said the day was a success. “It was amazing how much work was done by 15 people,” Deloso said. “I think it’s been fun for everyone to see the fruits of their labor, and really satisfying for Natalie and I to see how differently everything looks now and to be able to actually envision growing crops in here.”

Former VISTA receives state-wide award in Denver

Grace Fullmer, a former United Way of Weld County AmeriCorps VISTA, received one of the 2016 Governor’s Service Awards at the Colorado State Capitol on Sept. 15 in Denver.

Fullmer, 26, was named the Outstanding AmeriCorps VISTA.

“Every VISTA that serves does such amazing work. I think the beauty of the ceremony was the fact that everyone who spoke and received awards was really thankful and appreciative of everyone who partakes in service,” Fullmer said. “I also want to share it with United Way because without the support that the VISTA office there provides, it would be hard.”

The Governor’s Service Awards are presented in recognition and appreciation to individuals, organizations, community/civic leaders, and AmeriCorps members for their outstanding contribution to volunteerism and service throughout Colorado.

Colorado Lt. Gov. Donna Lynne was at the ceremony honoring Fullmer.

During Fullmer’s VISTA service from July 2015 to July 2016, she was the STEM Outreach Coordinator VISTA at Poudre Learning Center in Greeley.
Shortage of licensed child care providers a big problem in Weld

Due to a severe shortage of licensed child care providers in Weld County, a child care desert exits throughout the community. What does that mean?

“The demand for licensed child care is significantly greater than the number of licensed providers,” said Sheri Hannah-Ruh, director of United Way of Weld County’s Promises for Children/Weld County’s Early Childhood Council.

Hannah-Ruh said that in 2013 in Weld County, there were 12,814 children who had parents in the workforce who needed child care, but there were only 5,956 licensed child care slots.

To address this need, UWWC and Weld County Department of Human Services partnered to help more people become child care providers. Weld County residents have started to respond to the shortage. Sixty-two people signed up for orientation sessions that were recently held in Greeley and Fort Lupton.

“We’ve launched a major campaign in Weld County, designed to recruit candidates to become licensed child care providers,” said John Kruse, assistance payments administrator for the Weld County Department of Human Services. “The county-wide campaign is in both English and Spanish and includes billboards, radio and television commercials, social media, newspaper and other marketing tools.”

Promises for Children at work
Bright by Three visit changes teen’s life

A young woman contacted a United Way of Weld County’s Bright by Three (BB3) employee inquiring about a home visit. She hesitated when asked for her address, and said she’d rather meet outside the clinic after her doctor’s appointment.

As soon as the visit began, the young girl confessed that she was a few weeks pregnant and that her parents did not know about it. She mentioned that she was only 15, and that she did not know the first thing about being a parent. By the end of the visit, she seemed more confident about telling her parents. She was considering putting the baby up for adoption and hoped her parents would understand her decision. After much thought, she is no longer interested in putting the baby up for adoption. She is aware that being a young mother is going to be difficult, but the BB3 visit made her realize that she is not alone and that there are many resources in the community for her and her child.

Reaching families is so important, and BB3 is the program that does just that. Young parents need to know that 85 percent of the brain is formed by age 5, and so having a good foundation is essential for school readiness and success.

BB3 provides home and small group visits that help parents, grandparents and other care providers understand their children’s physical, emotional and intellectual development during the critical first three years of a child’s life.

The importance of quality child care means all the difference in the world when it comes time to prepare children in their early development and for school readiness. Child care providers must be trained in early childhood development, safety, health, nutrition, CPR and more.

Hannah-Ruh said child care providers can be either men or women with the potential of running their own licensed child care operation out of their home.

“We see a lot of parents and grandparents interested in the program,” Hannah-Ruh said. “It often enables them to stay home and watch their own children or grandchildren, and make money caring for other children, as well.”
LEAVE YOUR LEGACY

When you make a gift to United Way of Weld County’s Legacy Endowment Fund, you are truly making a gift with a future! Your endowment gifts guarantee that financial support will remain readily available for the future needs of the community. If you are interested in any of our planned giving options, we will be pleased to work with you and your advisers to develop a planned gift that best suits your particular needs.

For more information or to discuss your needs in confidence, please contact Christi Smith, Vice President of Resource Development, at 970-304-6185 or christi@unitedway-weld.org

CORNERSTONE PARTNERS

Cornerstone Partners donate their resources to help cover administrative and fundraising costs because they believe in United Way of Weld County. This ensures that individual donations go directly to programs and services that benefit our community.