United Way of Weld County fights for the health, education and financial stability of every person in our community. We are more than fund-raisers. We are hand-raisers. We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

We win when we Live United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community’s most daunting social crises.

Why We Fight

76,222 children under the age of 18 live in Weld County; of those, 20,398 are under 5 years old. 60% of children under 6 have both parents working, and 14% of families read to their children less than three times per week. Almost two thirds of fourth-graders don’t read proficiently. Plenty of studies have shown links between quality parent time—such as reading to a child, sharing meals, talking with them or otherwise engaging with them one-on-one—and positive outcomes for kids. Research has found that relationships between parents and caregivers and youth that:

- are warm, open, and communicative,
- include appropriate limits, and
- provide reasoning for rules for behavior,

are associated with higher self-esteem, better performance in school, and fewer negative outcomes such as depression or drug use in children and teenagers.

Play allows children to use their creativity while developing their imagination, dexterity, and physical, cognitive and emotional strength.
RAISE YOUR HAND. BE A GAME CHANGER.

HOW WE FIGHT
The Northern Colorado Children’s Festival focuses public attention on the needs of Weld County’s young children and their families, and recognizes the early childhood programs and services available in the community. With the help of many other agencies, this event highlights children as the building blocks for our community’s future.

The festival offers many forms of quality play experiences for children ages 0-8. It provides children the chance to spend quality time with their parents and remain active and engaged while they all learn fun, educational activities that they can replicate at home.

Families attend for free. Upon arrival, each family is given a bag that includes parenting resources. At the 90+ booths, families engage in hands-on activities such as: developing fine motor skills; science and the human body; healthy eating and childhood obesity prevention; how to make homemade play dough; and fashioning crepe paper flowers. There are also booths that perform early childhood health screenings and give out new, age appropriate books. Onstage children’s entertainment is provided, including singers and dancers.

“We came to the Children’s Fest on a whim a few years ago, and now we make sure to come back every year—it’s a great way to spend time with the family and I get great ideas for those days when I hear ‘I’m bored!’”
— Joanne, festival attendee

In 2017, the Northern Colorado Children’s Festival hosted 4,291 children and parents.

In 2017, 94% of participants found out about a helpful community resource.

JOIN THE FIGHT

■ Give
Make a donation to United Way of Weld County to support the Northern Colorado Children’s Festival or be an event sponsor.

■ Advocate
Booths and booth representatives that can provide take-home learning opportunities for children and parents/caregivers are always needed.

■ Volunteer
The festival requires the help of many volunteers for tasks like setting up, helping with the book giveaway, providing support to the booths, and greeting families as they come in.

Please contact the UWWC Promises for Children team at Impact@UnitedWay-Weld.org or 970-353-4300 for more information or to get involved.

Become a hand-raiser, a game-changer. Because United we fight, United we win. We have one life. To live better, we must Live United.