Turning everyday moments into fun learning opportunities

Partnering with the City of Greeley to prepare children for school and success in life. See page 3.
A Van Jammed Full for Students

Thank you to Tina Martinez and iHeartMedia Rocky Mountain Region/Northern Colorado for running the 2019 Jam the Van 96.1 KISS FM campaign and partnering with United Way of Weld County (UWWC) for the third straight year.

“We are excited to partner with United Way of Weld County again on our Jam the Van campaign. Thanks to our amazing listeners and community partners, we were able to collect hundreds of school supplies for families in need right here in northern Colorado,” said Martinez, an advertising director at iHeartMedia in Loveland. “All donations will be given to United Way of Weld County. Weld County alone has more than 45,000 students many of whom will go without new school supplies. Big cheers go out to partners Ehrlich Toyota, Ozzie’s Body Shop and The Promenade Shops at Centerr... along with the Greeley Stampede, Colorado Eagles and Walmart for helping make this year’s event a huge success. We believe in helping this community and look forward to this campaign every year.”

Tom Fasano, director of marketing and communications at UWWC, said the school supplies will be distributed to schools throughout Weld County. “Tina has such a passion for helping United Way of Weld County and others throughout the community,” Fasano said. “We’re so appreciative of Tina and iHeartMedia’s 96.1 KISS FM for partnering with us again this year to bring these backpacks and school supplies to school children in Weld County.”

Thanks to iHeartMedia for 2019 Jam the Van to help Weld County students

2-1-1 is always here to help the community

2-1-1 Colorado at United Way of Weld County has been in existence since 2003 and is always here for you to make connections that are critical and essential for safety and well-being in areas such as rental and utility assistance, clothing, personal, household and transportation, income support and legal, child care, after school programs, services for seniors, consumer and public safety.

Dial 2-1-1, Text 898-211 and search our database or chat with us at www.UnitedWay-Weld.org/211
United Way of Weld County (UWWC) and the City of Greeley have developed a partnership in several programs that help residents in our community.

From the Born Learning Trail, bus pass program, Housing Navigation Center and cold weather shelter, recreation scholarships and supporting the AmeriCorps VISTAs at recreational and cultural facilities, UWWC is thankful for the partnership with the City of Greeley.

“One of the City’s priorities is infrastructure and growth. We look at infrastructure a little more broadly than just roads, pipes, buildings, etc.,” said Roy Otto, Greeley city manager. “We think that our civic infrastructure – the quality of the relationships in our community – is of critical importance to our success. The United Way shares this philosophy and as a result is a natural partner for the City as we strive to take steps of excellence.”

One of those partnerships is the Born Learning Trail in Bittersweet, Allen and Peakview parks in Greeley. The Born Learning Trail is a series of 10 interactive signs that offer fun, active learning activities for young children and their families. It helps parents, caregivers and communities create quality engagement opportunities when out walking at one of the three parks.

“Getting children ready for success together”

“United Way and City of Greeley a natural fit”

The Born Learning Trail, with interactive signs that include logos from UWWC, City of Greeley and Weld County, were refurbished and painted at the UWWC Day of Action event this past June.

“The United Way shares this philosophy and as a result is a natural partner for the City as we strive to take steps of excellence.”

Roy Otto, Greeley City Manager

Jeannine Truswell, UWWC president and CEO said, the organization is proud to partner with the City of Greeley.

“Our goals intersect and complement each other. We want to see children, youth, adults and families thriving,” Truswell said. “We want them to be safe and reaching their potential. We both want our residents to engage, to provide leadership and we want to hear their voices. We care about the most vulnerable. We want education, financial and household stability and health for all.”

“What was cool was how organized United Way was of getting the volunteers and how excited all the volunteers were to get out there and help do something great for the community and for the city parks,” said Steve Frederick, parks manager for the City of Greeley Parks Division. “They did a great job. They were very creative in the way they went about doing their portion. Each volunteer was creative and put their own stamp on things. United Way staff was wonderful.”

(See Born Learning Trail on page 7)
The UWWC Coordinated Assessment and Housing Placement System (CAHPS) is a collective example of 39 organizations working together in northern Colorado to end homelessness. Look what we can achieve.

To date, 321 homeless veterans (since 2016), 130 chronically homeless adults (since 2017), 135 families (since 2019) and four youth (since 2019) have found housing and support through CAHPS.

**Your donation could be life changing for more than just Weld County**

Thank you to Ehrlich Toyota, Ghent Chevrolet Cadillac, Honda of Greeley, John Elway Chrysler Jeep Dodge Ram and Weld County Garage Buick GMC for sponsoring the 2019 Car Voucher Giveaway.

The winner of the car voucher will receive $20,000 toward the vehicle of their choice from one of the auto dealers. One-hundred-twenty-five semifinalists will be drawn throughout the 2019 UWWC annual campaign and will gather for the grand prize drawing on Dec. 19, 2019, at the DoubleTree by Hilton Greeley at Lincoln Park in downtown Greeley. The last opportunity to qualify is 11 a.m. on Dec. 3, 2019.

A pledge of $156 or more ($3 per week) is good for one entry in each drawing, $365 ($1 a day) or more gives you two entries and $520 ($10 per week) or more is good for three entries.

Please visit www.UnitedWay-Weld.org/benefitsforgiving or call (970) 353-4300 for more information.

Mike Bond, UWWC board member, 2018 Incentive winner, Marla DeJohn and Jeannine Truswell, UWWC President & CEO
Meet the UWWC Board of Directors by visiting, www.UnitedWay-Weld.org/Board

Q: How did you become involved with UWWC?
Patty: I started out as a loaned executive over 30 years ago. I have been a donor and supporter since then.

Q: Why do you think UWWC is important to Weld County?
Patty: United Way has been a conduit for donors to truly feel like their dollars made a difference in the community by reaching many agencies. The new collective impact model will provide for focused, collaborative delivery of services to the population segments that are the most vulnerable.

Q: Why do you feel that it is important to volunteer your time?
Patty: I have always believed that you need to give where you live. I have been blessed over my lifetime and it’s important to me to try to return what I can and when I can.

Q: What are your goals as a board member?
Patty: My main goal is to be a “cheerleader” for United Way and the truly critical work that we do. The more people understand the impact we can have, the easier it is for them to donate their time and/or dollars.

Q: What are you passionate about outside of work?
Patty: My amazing family and this wonderful city that we are truly lucky to live in!

More about Patty:

Patty was born and raised in Greeley. She is married to John Gates and has two married sons and six grandchildren. Patty has been in banking for over 30 years; currently the Branch President and Chief Operations Officer of FMS Bank. Patty has been very active in the community, volunteering for many nonprofit organizations over the years. She is currently a member of the United Way Board of Directors, the chair of the UC Health Greeley Hospital Board, member of the Local Government Business Affairs Committee and member of the Business Advisory Council for Greeley-Evans School District 6. Patty is the past chair and member of the Greeley Chamber of Commerce Board, past president and member of the Board of Women2Women, past general chairwoman and hospitality chairwoman of the Greeley Stampede Committee and member emeritus of the Northeastern Colorado American Cancer Society Leadership Council.

With your help, there will be a warm, safe place out of the cold this winter

UWWC’s Housing Navigation Center cold weather shelter is a partnership with Catholic Charities, Sunrise Community Health, City of Greeley, City of Evans and several organizations providing funds, in-kind donations and volunteers.

Nearly 17,500 meals were served to 524 men and women who had a place to stay out of the cold from November 2018 to April 2019. Thirty-two were veterans, 203 have lived in Weld County for over five years, 92 were over 55 and 51 were under 24 years of age.

Your generosity or volunteer help will help provide a hot meal and a warm, safe place to sleep at night from November until mid-April.

For more information, visit www.UnitedWay-Weld.org.
To make a donation, call (970) 353-4300 or text UWWCGIVE to 41444.
Last year UWWC teamed up with the Greeley-Evans School District 6, AmeriCorps and Colorado Youth for a Change to offer Colorado Reading Corps, a national program that helps students build literacy skills and increase reading proficiency.

A total of 160 children from kindergarten through third grade participated in Reading Corps, and 62 percent of them exceeded their target growth. We’re so excited to offer this program again this year with additional tutors helping more children.

We still need tutors to fill the spots in District 6. Being a tutor helps build skills needed to become successful reader. Tutors work one-on-one with students in grades kindergarten through third.

Perks as a tutor include getting paid twice a month, up to $10,000 total. Earn an education award to pay tuition or students loans. Tutors 55 and older may gift the award to their child or grandchild.

To learn more, visit youthforachange.org or call (720) 840-1897.

Check out our latest video for more on Colorado Reading Corps. www.UnitedWay-Weld.org/colorado-reading-corps

What Matters to You? Tell us your thoughts and you could win.

What is UWWC focusing on that matters the most to you?

- Early Childhood Development
- Youth Success
- Household Stability
- Older Adults and Health Aging
- Access to Services

Tell us your answer at www.UnitedWay-Weld.org/matters by Oct. 15 and you will be entered to win a $10 Chick-fil-A Greeley gift card.
It’s a really great partnership. I know the City appreciates it and hopefully the community gets out and enjoys it as much as we love having it in our parks.”

The partnerships between UWWC and the City of Greeley on learning opportunities like the Born Learning Trail is a benefit to children and their families who take advantage of using the parks.

“It’s an amazing opportunity for kids to get out and be active in our parks which we greatly appreciate at the City.” Frederick said. “It’s been great for our parks.”

Sheri Hannah-Ruh, director of UWWC Promises for Children, said that everyday life is a learning experience for children. “The Born Learning Trail is just one example of our partnership with the City of Greeley. It helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities in three parks throughout Greeley,” Hannah-Ruh said. “We are most grateful to our friends at the City of Greeley.”

Volunteers Needed
Do you want to make a difference for a day?

Volunteer navigators are needed to guide guests through the services at Weld Project Connect from noon-4:30 p.m. on Oct. 18 at Island Grove Regional Parks Events Center in Greeley. Weld Project Connect delivers free health and human services to Weld County residents in need. Anywhere from 900 to 1,200 guests have attended Weld Project Connect in previous years.

Navigators are paired one-on-one with a guest who searches for desired services. Navigators will receive required training prior to the event. If a volunteer participated as a navigator in 2017 and 2018, training will not be required.

For more information, go to www.UnitedWay-Weld.org/projectconnect.

“It was one of the most meaningful days of my life.”

Janice, 2018 Navigator
Save the Date!

Live United Celebration
March 28, 2020

Mark your calendar to join us at our annual celebration where we thank our key donors, bring awareness to the many volunteers who serve our community, recognize excellence and raise additional funds, while socializing with our friends and neighbors.

This event features a delicious dinner, online auction, fun activities and a program that recognizes outstanding individuals, companies and organizations.

Watch for more details soon!

Join Us! No matter the size of your gift it makes a difference for someone in Weld County!

Give
Your gift funds the programs and initiatives that make life better for 1 in 5 people in Weld County who need help. Help your neighbor. Change our community.

www.UnitedWay-Weld.org
Text UWWCGIVE to 41444

Volunteer
You can help people in your own community. Tell us what you love, and we’ll pair you with the perfect volunteer opportunity.

www.UnitedWay-Weld.org/volunteer

Leave a Legacy
Your legacy gift ensures that the issues and community you care about most will enjoy continued support after you’re gone.

Make a gift to the UWWC Legacy Endowment Fund
Contact Jeannine Truswell at 970-304-6161

YOUR DONATIONS GO FAR, BUT NOT FAR AWAY.

Connect with us!

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United Way of Weld County