



Invitation to Engage and Invest

**How do you want to invest in access
to services efforts in your
Weld County community?**

“As someone who loves the Weld County community and has supported different organizations, there is no better steward of my investment than United Way. I trust them as they put community first.”

- Dick Monfort
Owner/Chairman & CEO
Colorado Rockies





Human services are increasing in visibility, accessibility and capacity.

Connecting Weld is one of five initiative areas in which United Way of Weld County invests in order to address our community's greatest ongoing challenges. Did you know that, while a place of much wealth and opportunity, Weld County has poverty pockets where it is difficult to thrive? When assistance is needed, the network of human services resources can be overwhelming, and too often assisting organizations do not have what they need to help.

- the average 2-bedroom rent in Weld County is \$1,184, a 13% increase in price from 2020
- 39% of adults can't cover a \$400 emergency expense with cash, savings or low-cost credit
- changing residences often is associated with significant deficits in childhood educational achievement
- perpetual reliance on livelihood emergency services costs communities more than assisting households to reach greater stability
- less than 25% of nonprofit organizations have six months of cash reserves

Opportunities

Flor is a single mother of three children who was laid off for several months due to COVID-19 and fell behind on her water payments. While Flor was able to return to her previous job where she had worked for five years before the pandemic, she was not able to put together the amount needed to pay the total past-due amount on her bill. Flor reached out to 211 Colorado at United Way of Weld County; the resource navigator was able to help Flor apply for unemployment and Temporary Assistance for Needy Families (TANF) while also connecting her with a financial adviser to help her with budgeting moving forward. In addition, 211 was able to help Flor apply for the financial assistance she needed to pay her water bill.

Challenges

324,492 people live in Weld County. 8% of residents live below the poverty line, and in Greeley, that rate jumps to 21%. 51% of the county's children qualify for free or reduced lunches, and just 39% of fourth grade students are proficient readers. The housing vacancy rate continues to hover around its all-time low, and the median rent continues to increase. 66% of Weld County adults are overweight or obese, and only 22% of students get 60+ minutes of physical activity every day. 21% of older adults consider themselves to have poor mental health.

Would you invest in Connecting Weld efforts, that we might create a Weld County where people and nonprofit organizations have access to the resources they need?

“The AmeriCorps program through United Way of Weld County has moved our little nonprofit giving garden from a volunteer-run agency that worked with our local school, to a garden with year-round staff that gives away over a ton of food each year.”

- Eileen Bisgard, board president, Brigit’s Bounty Community Resources

We all face life challenges or have loved ones who can use a helping hand. When a person needs assistance with a livelihood emergency and doesn’t know where to begin, the network of human services can be overwhelming. Plus, the nonprofits that can offer assistance are too often struggling to maintain themselves; a recent survey found that less than 25% of nonprofits have six months of operating funds in reserve.

How do we, as a community, respond in urgency to change this situation? How do we measure if we are succeeding?

Investments

With Connecting Weld, United Way of Weld County invests in a number of programs with impact county-wide that lead to human services increasing in visibility, accessibility and capacity. Activities include:

- 211 Colorado Information and Referral
- disaster preparedness and response
- NoCO AmeriCorps Project
- volunteer engagement
- Weld Project Connect
- Weld Together
- and more

The Connecting Weld shared effort includes numerous local, state, and national partners. **Your investment in United Way supports these critical activities and will help our Weld County neighbors succeed.**

Community-Wide Measurable Goals	Current Value	2025 Target Value
% of households that know about 211 Colorado	TBD	TBD
% of households with a disaster preparedness kit	TBD	TBD
% of nonprofits included in 211 Colorado database	TBD	TBD
% of nonprofits BBB Wise Giving Alliance accredited	TBD	TBD



Human services are increasing in visibility, accessibility and capacity.





Children are entering kindergarten ready and reading at grade level by the start of fourth grade.



Youth are graduating high school and transitioning to a successful adulthood by age 25.



Households are attaining and maintaining stable housing.



Older adults are aging well in community.



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Dear Weld County Neighbor,

On the tail-end of the global pandemic that has negatively impacted so many of our neighbors, and with a time of recovery ahead, **we feel a great sense of urgency.**

Responding in urgency to community need – be it a natural disaster or a health crisis or an ongoing challenge – is typical for your United Way. Every day we do so in five initiative areas:

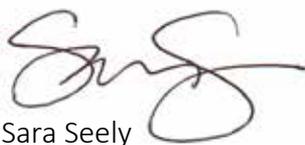
- **Reading Great by 8** – Helping children for entering kindergarten ready and reading at grade level by the start of 4th grade.
- **Thrive by 25** – Encouraging youth for graduating high school and transitioning to a successful adulthood by age 25.
- **Weld's Way Home** – Resourcing households for attaining and maintaining stable housing.
- **Aging Well** – Supporting older adults for aging well in community.
- **Connecting Weld** – Ensuring human services are increasing in visibility, accessibility, and capacity.

Will you join us in investing in these most important efforts? You may do so in one or more of several ways:

- Donate one-time or monthly by visiting www.UnitedWay-Weld.org/donate or by mailing a check to United Way of Weld County, PO Box 1944, Greeley, CO, 80632.
- Contribute every pay period through payroll deduction at your workplace.
- As a Leadership Giver, provide \$500 per year or more (visit www.UnitedWay-Weld.org/leaders for details, benefits, and special incentives).
- Support the effort through an estate, planned, or larger one-time gift.
- Have a workplace campaign at your business or become a corporate partner, so that the donations of your friends and neighbors go further.

Plus there are numerous volunteer opportunities in which you and, if you are a business owner or manager, your employees can get involved. Find out more at www.UnitedWay-Weld.org/volunteer.

Contact Patty Gates at 970-304-6185 or PGates@UnitedWay-Weld.org with questions and to find out more about how you can partner with your United Way of Weld County. **With your engagement and investment, together we can create a better Weld County for everyone.** We hope that you will join us.



Sara Seely
Chair, Board of Directors




Jeannine Truswell
President & CEO

