

Changing lives in Weld County,

TOGETHER!

REPORT TO THE COMMUNITY

2018-19



7 great things you helped us accomplish in 2018

In 2018, your support of United Way of Weld County helped us deliver real results, transform lives and create positive change for our neighbors in Weld County.



Bryan Guest
United Way of Weld County
2018 Board Chair

Jeannine Truswell,
President and CEO
United Way of Weld County

Your investment continues to enable us to meet the ever-changing challenges in our growing community. Recent data indicates that by 2050, Weld County will have the fastest-growing child population in the state, more than double what it is today. We are aware of the staggering numbers. We are being proactive in developing programs that best improve the lives of you and your neighbors in Weld County in the focus areas of Early Childhood Development, Youth Success, Household Stability, Older Adults/Healthy Aging and Access to Services.

As president/CEO and board chairman, we have had the privilege of viewing how many United Ways worked. While they all do great work for their communities, your United Way stands out. The staff is innovative and responsive to the needs of Weld County residents. Our generous donors are passionate about what we do in the community. The nearly 1,400 volunteers truly make a difference at events such as Day of Action, Weld Project Connect, book drives, putting together hygiene kits, sock drives and other special things during the year.

So many exciting things happened at UWWC in 2018-19. We facilitated regular collective impact meetings with community partners in four of the aforementioned focus areas, which was a shift from traditional grant making to collective impact that will lead to improved outcomes throughout Weld County. UWWC invested \$3.9 million in the community last year through donations and grants. More than 100 programs and services were funded by UWWC, which directly impacted at least one in 10 people in Weld County.

This annual report shares seven of our favorite highlights from 2018-19. We thank you for making these results possible over the year. We appreciate your support and look forward to what we can accomplish together in 2019-20. UWWC cannot survive without our donors and volunteers. We thank you for helping us make Weld County a better place to live.



1 Promises for Children

- UWWC, Youth for a Change, Greeley-Evans School District 6 and AmeriCorps launched Colorado Reading Corps in the 2018-19 school year. Five full-year and two half-year tutors worked with 160 k-3 students. As a result, 72 percent of students in the program are at or above target growth in reading levels.
- Continued to partner with the Weld County Department of Human Services (WCDHS) and the Colorado Department of Early Childhood to address the availability of quality child care opportunities for working parents. This has become a critical issue for families. Recruitment, retention and quality improvement of opportunities have been our shared goals:
 - \$163,885 in capital improvement, quality improvement materials and quality improvement coaching was awarded to 23 child care providers in Weld County through the Colorado Shines Quality Improvement Program and over 230 hours of child care professional development clock hours were offered.
 - 21 early childhood education students at Aims Community College were awarded a total of \$17,923 in scholarship funding for the 2018-2019 academic school year.
 - 66 individuals completed the Expanding Quality in Infant and Toddler 16-week course offered in English & Spanish.
 - 879 early childhood professionals have been credentialed in Weld County.
 - 25 providers opened their doors for business as a licensed child care provider, an increase of 9 percent from the previous year.
- 679 children who utilize Colorado Child Care Assistance Program (CCCAP) are currently receiving child care in a high quality program (level 3-5). This is up from 440 at this time last year (a 54 percent increase).
- 31 providers signed CCCAP contracts with the WCDHS.
- UWWC's PASO Institute is a 15-week program providing training to Spanish speaking exempt child care providers caring for some of the most vulnerable children under 6 years of age. The program goals are to help ensure all children are ready for school. 40 women graduated from PASO impacting 205 children. 100 percent of the child care environments provided demonstrated significant quality improvements for the children.
- Over 600 parents were given support on a wide spectrum of skills necessary for raising a well-developed child through the Bright by Three program, a free annual in-person visit to parents and caregivers to learn more about their child's health, safety, early learning, development and other resources.
- 46 parents/caregivers and 65 children participated in the Best Start for Babies and Toddlers programs, a free 10-session class that helps new parents navigate important and exciting years, and connects parents with a network of other new parents.



2 Weld's Way Home

- The Coordinated Assessment and Housing Placement System (CAHPS), which is facilitated and supported by United Way of Weld County (UWWC) and its staff, includes 39 agencies in a coordinated and collective impact approach to ending homelessness. Launched in February 2016, as of June 30, 2019, 321 homeless veterans, 130 chronically homeless adults, 135 families and 4 youth have found housing and support through CAHPS.
- The UWWC Housing Navigation Center opened April 1, 2019, for year-round access to those adults and families experiencing homelessness and housing instability. As of June 30, 2019, 479 people have accessed mail services, lockers, phones, computers and connected to community agencies on-site and through referrals.
- The UWWC Housing Navigation Center's 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. 524 men and women had a place to stay out of the cold from November 2018 to April 2019. 32 were veterans, 203 have lived in Weld County for over 5 years, 92 were over 55 and 51 were under 24 years of age.
- UWWC in partnership with the North Colorado Health Alliance received a grant from NCMC Inc. to hire two community health specialists dedicated to serving those who are living out-of-doors or are at severe risk of experiencing homelessness. These specialists will take a lead role in assisting people who have experienced homelessness long-term to get back into housing.
- The High Plains Housing Development Corporation has been re-established. A goal of the Weld's Way Home strategic plan, High Plains will catalyze the acquisition and development of a variety of affordable housing opportunities throughout the county. Jodi Hartmann, formerly of the Greeley Transitional House, was recently hired as the Executive Director.

3 Collective Impact



United Way of Weld County prides itself on providing direct services, funding and supporting a robust partner agency network, and collaborating with nonprofit organizations, government entities, businesses, and the community to bring about county-wide solutions.

We are committed to a Collective Impact model in which a community-wide plan guides work in four focus areas (Early Childhood Development, Youth Success, Household Stability and Older Adults/Healthy Aging). Access to Services is a fifth focus area. Each area's plan includes shared measurable goals, messaging, and strategy maps written and agreed to by all participating agencies. UWWC facilitated regular collective impact meetings with community partners in the focus areas in 2018-19 with the aspirations of:

Early Childhood Development

Aspiration - Helping assure children read at grade level by the beginning of fourth grade

Youth Success

Aspiration - Preparing youth to graduate from high school and earn a living wage by age 25

Household Stability

Aspiration - Helping households attain and maintain stable housing

Older Adults and Healthy Aging

Aspiration - Providing support for older adults to age in place and remain healthy

Access to Services

Aspiration - Increasing the visibility, accessibility and capacity of human services resources

In each investment strategy, community volunteers determine award amounts for specific programs, and recommend these awards to the United Way of Weld County Board of Directors.

We have always funded great programs and many people throughout Weld County have been helped. We know it takes more than one agency program to reach our long-term goals. As an example, we need to continue to help children, families, adults and the elderly who are hungry or homeless. In addition, the priority is to make sure they are not in the same situation five years from now. To achieve that, we must work together.

We encourage people to get involved in one of the Collective Impact initiatives, as well as give, designate or volunteer to one of the focus areas.

Early Childhood Development

Aspiration - Children are entering kindergarten ready and reading at grade level by the start of 4th grade.

90% of the human brain is developed by the time a child is five years old; the early childhood period is the most opportune time to influence learning paths and to ensure the very best outcomes for all children. As such, it's critical that young children grow up and are cared for in supportive, high quality environments. For example, a five-year study of more than 1,850 children and their mothers found that children whose learning environments were of consistently low quality were much more likely to have language and literacy delays before kindergarten, while supportive home learning experiences could help close the school readiness gap.

When students enter kindergarten unprepared, they typically don't catch up. If children aren't reading at grade level by fourth grade, their chances of graduating on time are significantly reduced (in Weld County, only 38% of 4th grade students are meeting expectations in English language arts). This is a community-wide problem, as every student who does not complete high school costs our society an estimated \$260,000 in lost earnings, taxes, and productivity.

Knowing that the first five years of a child's life are the most critical for development, United Way of Weld County and the Early Childhood Development collective impact group have set four community-wide measures to ensure that all Weld County children are valued, healthy, and thriving:

- % of families evidencing self-sufficiency
- % of families insured and accessing care
- % of children ready for kindergarten
- % of children reading at grade level by 4th grade

Youth Success

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

Up until the end of third grade, most children are learning to read; beginning in fourth grade they are reading to learn. Children who do not read proficiently by fourth grade are four times more likely to leave school without a diploma than proficient readers. Earning a high school diploma is perhaps the most important determinant of a person's future in the United States (Weld County's graduation rate is 82% for all students, but it drops for Hispanic students). The median annual income of a high school dropout is \$25,400, compared with \$54,800 for someone who obtained a bachelor's or higher degree. High school dropouts also are more likely than those who graduate to be arrested or have a child while still a teenager, both of which incur additional financial and social costs. The current pool of qualified high school graduates is neither large enough nor skilled sufficiently to supply our nation's workforce, education, and national security needs.

Additional risk factors include homelessness (during the 2017-2018 school year, more than 800 homeless students attended Weld County schools), poverty (one in three persons under 18 in east Greeley and east Evans live in poverty), and criminal activity (approximately 475 young people per year become involved with the county's criminal justice system, and it's estimated that there are 1,200+ members in 10 gangs in the Greeley area).

In order to solve these community-wide challenges that no one agency or organization can resolve on its own, United Way of Weld County is facilitating a multi-year Youth Success collective impact strategic planning process to better align county-wide efforts so that it will be easier for every youth in Weld County to succeed. Community-wide measures include:

- % of youth scoring at grade level in middle-grade math
- % of youth graduating high school
- % of youth showing personal resilience
- % of youth achieving post-secondary enrollment or connection to workforce
- % of youth getting post-secondary degree

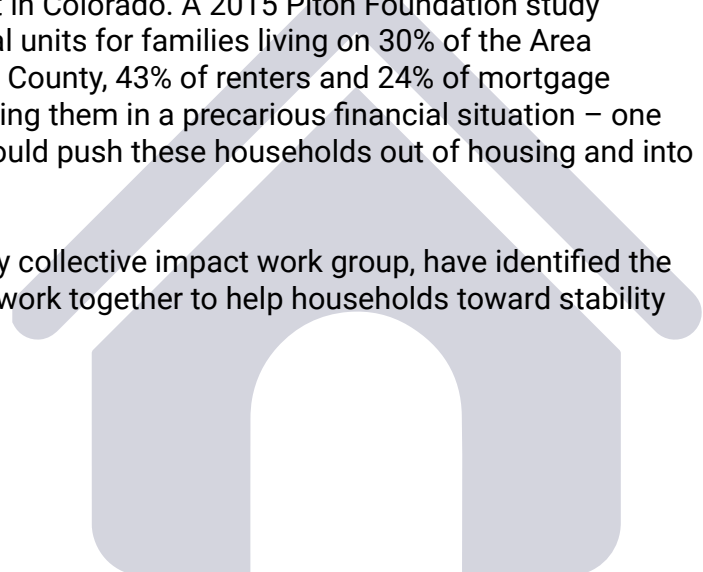
Household Stability

Aspiration - Households are attaining and maintaining stable housing.

Weld County was recently ranked as the U.S. region most likely to be on the verge of a housing crisis; a separate study showed that seven of the 12 most unaffordable places to live in the United States are along the Colorado Front Range (Weld County is number four). Unaffordable housing combined with stagnant wages have made many households unstable and at-risk of becoming homeless. For example, an individual has to work 80 hours a week at minimum wage to afford a one bedroom apartment in Colorado. A 2015 Piton Foundation study found that Weld County had a deficit of 3,866 affordable rental units for families living on 30% of the Area Median Family Income (at the time \$19,890 per year). In Weld County, 43% of renters and 24% of mortgage payers spend more than 35% of their income on housing, putting them in a precarious financial situation – one unexpected expense (a car repair, replacing a furnace, etc.) could push these households out of housing and into homelessness.

United Way of Weld County, along with the Household Stability collective impact work group, have identified the following community-wide measures of effectiveness, as we work together to help households toward stability and self-sufficiency:

- % of adults with a banking relationship
- % of families with \$1,000 in savings
- % of adults with a bankable credit score
- # of evictions per year
- # of families living temporarily doubled-up
- % of owner-occupied housing



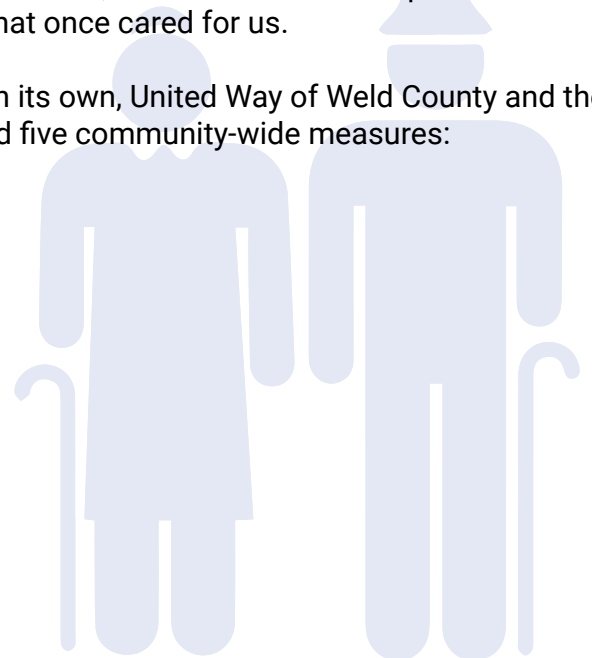
Older Adults and Healthy Aging

Aspiration - Older adults are aging well in community.

Across the United States, a seismic human services shift is occurring as the Baby Boomer generation – the largest generation in size until Millennials – enters into retirement age. As people live longer, more assistance specifically for seniors will be needed, both for those aging in place at home, and for those living in long-term care facilities. Colorado's aged 65+ population is growing at the third fastest rate in the nation – from 2010-2015 this group grew 29%. Additionally, many older adults are moving to Colorado. Much of this population growth will be along the Front Range, with a large concentration in Weld County due to its comparatively affordable housing. According to the Colorado State Demographer, between 2015 and 2020, Weld County will be seeing a 30% growth in 75-84 year old individuals and a 21% growth in the 85-90+ year old group. By 2030, nearly one out of every five Coloradoans will be aged 65 years or older. As this shift continues to occur, we will need to be responsive with resources and assistance, so that we may care for the generation that once cared for us.

Recognizing that no one agency or organization can address this on its own, United Way of Weld County and the Older Adults & Healthy Aging collective impact group have identified five community-wide measures:

- % increase in community information
- % increase in productive activities
- % increase in community & belonging
- % increase in health & wellness
- % increase in community design & land use





4 Partnerships

- Partnered with and funded 100 plus programs and services to impact one in 10 people in Weld County.
- Partnered with Weld County, the City of Greeley, NCMC Inc., Banner Health, other key organizations and over 500 community volunteers to provide Weld Project Connect. 850 guests received over 73 essential direct services from health screenings to legal assistance, counseling to personal care, household benefits to transportation assistance, etc. 99 percent of guests reported the event was helpful in getting them services.
- Coordinated the Northern Colorado Children’s Festival with over 80 different community resources providing activities for children. Parents were able to connect to these resources to benefit their children year round. More than 4,000 children, parents and grandparents attended this year’s event.

Cornerstone Partners are companies and organizations that donate all or a portion of their donation to help cover 100 percent of administrative and fundraising costs for the resources under our management. This ensures that your donation goes directly to programs and services that benefit our community through United Way.

2019-20 Cornerstone Partners



NCMC, Inc.

TheTribune



Advanced Direct Marketing, Inc
Banner Health
Caldera Event Group, LLC
Connecting Point
Farmers Bank – Ault
Flood and Peterson
Front Range Roofing Systems, LLC
Kaiser Permanente
Phelps-Tointon, Inc
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PDC Energy
Pepsi Beverages Company
Professional Finance Co, Inc
Property Technica Inc
State Farm Insurance Companies
Tigre FM 102.1 and 1450 AM
Weld County Garage Buick GMC

5

Access to Services

- Partnered with Mile High United Way to provide more efficient and effective delivery of 2-1-1 information & referral services to our region. The top needs were: clothing/household; utility assistance; rent payment assistance and financial assistance and housing. 92% of those seeking help from 2-1-1 report they would recommend the service to a family member or friend.
- Launched www.UnitedWay-Weld.org/Roadmap4Kids, an online resource guide for parents, caregivers and early childhood professionals to connect to important resources and information for children.

6

AmeriCorps VISTA

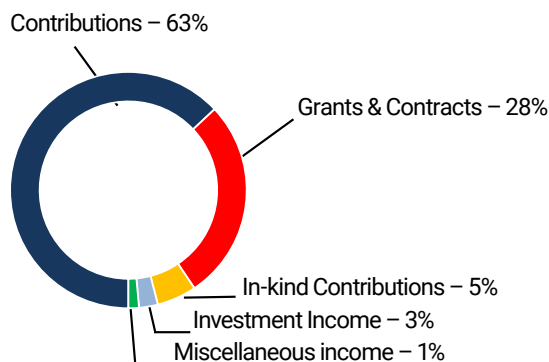
- Continued to coordinate and directly manage the UWWC AmeriCorps VISTA program. 19 year-long VISTAs and 12 summer associates were assigned to nonprofit agencies and schools. VISTA members helped leverage \$694,581 in cash resources, \$212,196 in in-kind donations and 6,845 volunteers. Summer associates recruited and managed 440 volunteers and helped raise \$25,000.

7

Resource Development

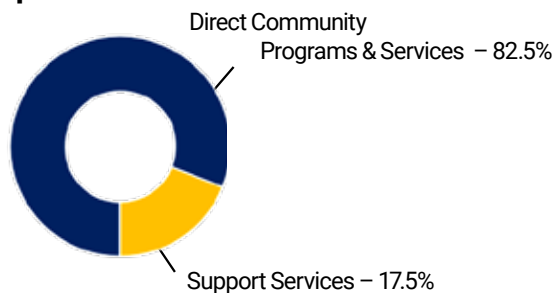
- Raised \$3,896,667 in grants and contributions to fund programs impacting the lives of children, youth, families and older adults in Weld County.
- 42 companies and organizations directed either all or part of their contribution to be a Cornerstone Partner covering UWWC fundraising and administrative costs.
- 4,563 donors gave an average yearly gift of \$233.
- 507 Leaders in Giving contributed over \$1 million to helping others in our community.
- 206 volunteers completed 25 projects for our partnering agencies across Weld County.
- UWWC mobilized 1,321 volunteers with a value of \$234,185. These volunteers served on various committees, visited parents with children, served as event volunteers, office work, and more.
- Launched new website pages and volunteer engagement database that helps match volunteers to community agency and school-based opportunities.

Revenue



- Contributions are donations raised in the annual community campaign, subtracting uncollectible pledges.
- Grants & Contracts are funds leveraged and managed by United Way of Weld County to fill a need in our community for direct programs and services.
- Investment Income is interest received from our endowment fund held at The Weld Community Foundation, Board designated funds, invested operating reserves and checking accounts.

Expenses



- Direct Community Programs & Services include funded agency programs in the community as well as programs and services offered directly by United Way of Weld County and designations directed to specific agencies or agency programs as chosen by the donor.
- Support services are primarily covered thanks to our Cornerstone Partners contributions. Support Services include general administrative expenses including utilities, rent, non-program salaries, etc. Also included are funds needed to maintain significant resource development and grant writing to raise the funds needed to do our work.

* Community Impact Awards liability was reduced in above FY18-19 (6-30-19) numbers due to timing of year-end liabilities as we moved to Collective Impact funding. Liability moved from 6-30-18 in FY17-18 to 10-31-2019 in FY18-19.

Statement of Financial Position

Assets	2017-18	2018-19
Cash and Cash Equivalents	1,109,688	857,031
Certificates of Deposit		
Receivables		
Campaign Pledges	490,779	625,677
Grants	198,669	212,629
Other	49,785	27,488
Prepaid Expenses	36,964	42,775
Land, Building, Equipment (net)	472,797	480,586
Investments	1,392,324	1,442,951
Investments (quasi endowment)		
Interest (Legacy Endowment)	372,314	376,644
Total Assets	4,123,320	4,065,781
Liabilities		
Accounts Payable	133,053	75,984
Accrued Awards Liability	566,071	0
Donor Designations Payable	90,911	82,005
Accrued Compensated Absences	96,868	100,259
Deferred Revenue	53,461	191,235
Total liabilities	940,364	* 449,483
Net Assets		
Unrestricted		
Land, Building, and Equipment	472,797	480,586
Board Designated		
Legacy Endowment	74,897	69,228
Quasi-Endowment	70,000	39,819
Community Awards		* 560,000
Specific programs Reserve	244,592	62,791
Operating Reserve	1,695,375	1,751,715
Undesignated	152,050	0
Temporarily Restricted	175,829	344,743
Permanently Restricted	297,416	307,416
Total Net Assets	3,182,956	3,616,298
Total Liabilities and Net Assets	4,123,320	4,065,781

Statement of Activities

Revenue	2017-18	2018-19
Campaign	2,964,068	2,824,888
Less Uncollectible Pledges (estimated/actual)	(114,820)	(180,490)
In-Kind Contributions	244,033	253,936
Contribution of Facility	405,595	0
Grants & Contracts	1,066,337	1,241,424
Investment Income	133,925	115,527
Miscellaneous Income	65,068	64,605
Total Revenue	4,752,736	4,319,890
Donor Designations	(302,476)	(301,445)
Net Revenue	4,450,260	4,018,445
Expenses		
Program Expenses		
Agency Support and Planning	168,569	148,383
Community Impact	499,413	* 355,596
VISTA Program	174,669	173,434
Weld's Way Home	327,082	416,982
Promises for Children	1,015,232	1,368,297
2-1-1 Information & Referral	224,341	227,118
Volunteer/Gift In-Kind	72,245	99,657
Total Program Expenses	3,118,491	2,789,467
Support Services		
General and Administrative	146,580	110,155
Fundraising	699,596	685,481
Total Support Services	846,176	795,636
Total Expenses	3,964,667	3,585,103
Change in Net Assets	504,063	433,342
Net Assets Beginning of the Year	2,678,893	3,182,956
Net Assets End of the Year	3,182,956	* 3,616,298

CENTENNIAL CIRCLE COMPANIES

United Way's highest honor to organizations for their outstanding participation and generosity.

Ameriprise Financial
Anderson & Whitney
Banner Health/NCMC
Bartels & Company
Connecting Point
Flood and Peterson

Hensel Phelps
NCMC Inc.
North Colorado Health Alliance
Professional Finance Company
Sears Real Estate
The Tribune

MAJOR CONTRIBUTORS AND INVESTORS

The following companies and their employees, organizations, private foundations, public agencies and individuals have invested generously to help create the opportunities for a good life for all.

Monfort Family Foundation
Corp for National and Community Service
Colorado Department of Human Services
JBS USA LLC
Weld County Department of Human Services
NCMC Inc
City of Greeley
The Buell Foundation
Banner Health/NCMC
Anadarko Petroleum
Extraction Oil & Gas LLC
Hensel Phelps
Greeley Tribune
Weld County Government
Xcel Energy
Greeley - Evans School District 6
Professional Finance Company Inc
Farmers Bank-Ault
Wells Fargo Bank
Vestas Blades America Inc
Connecting Point
Flood and Peterson
UCHealth
DoubleTree by Hilton Greeley at Lincoln Park
United Parcel Service
Great Western Bank
Front Range Roofing Systems
Kaiser Permanente
Phelps-Tointon Inc
Employees of United Way of Weld County
Advanced Direct Marketing Inc
Caldera Event Group, LLC
Joe and Amy Malara
Shoop Family Foundation

Smith Family Fund
Christ Community Church
First National Bank
Sears Real Estate
Colorado Combined Campaign
Atmos Energy
North Range Behavioral Health
City of Fort Collins
Independent Bank
Jamie and Sarah Baessler
Don and Lynn Janklow
Mike and Lori Shoop
Chick-Fil-A Greeley
Ghent Chevrolet Cadillac
Ted and Sue Warner
Anderson & Whitney PC
State Farm Insurance Companies
Carestream Health Inc
Regency Center
Weld County Garage
Aims Community College
Donna Lakin
365 Real Property Management, LLC
Dale and Susie Hall
Jean and Pete Morrell
Ehrlich Toyota
Union Pacific Foundation
Weld Community Foundation Littler Fund
Colorado Health Foundation
Bill and Sharon Farr Fund at Weld Community Foundation
Evans Management Group LLLP
Harold and Carol Evans
John Elway Chrysler Jeep Dodge Ram
Wenaas Family Foundation

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TILLERS CLUB MEMBERS

Kenneth W.

Monfort Society

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\$10,000 plus*

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Dick and Reva Bond
Al and Dawn Byers
Carrico Family Foundation
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Bill and Sharon Farr Fund
at Weld Community Foundation
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Sally and Tim Warde
Warren and Julie Yoder

*Additionally, two donors wishes to remain
anonymous.*

Cultivator

*Donors who have invested
\$2,000 - \$4,999*

Curtis and Diane Alexander
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Dan Wheeler
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Beth and Steve Williams
Karen and Larry Wood
Mary and Dave Young

Planter Level

Donors who have invested \$1,000 - \$1,999

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Dr and Mrs Douglas W Armbrust
Larry and Mary Atchison
Alan and Tracy Axton
David and Michaelen Bagley
John and Aileen Barry
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MISSION STATEMENT

To improve lives by mobilizing the caring power of our community.



VISION

A community where children, youth, individuals and families are healthy, safe, thriving and reaching their maximum potential.

A community with services available to help individuals and families, who are struggling, are vulnerable, facing adversity and needing assistance through crisis.

A community that helps move people away from dependence toward financial and household stability, self-reliance and self-sufficiency.

A community with coordinated, accountable, effective health and human services working together to collaborate, maximize the use of resources, responding to the emerging needs of people and achieving positive outcomes and results.

A community that works together, respecting the uniqueness and perspective that each brings to help solve our community's most pressing problems and concerns.



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