

# WE ARE ALL IN THIS TOGETHER

## LIVING UNITED



Together we are building a better Weld County, one where children are reading to learn by the start of fourth grade, youth are working at good jobs by age 25, families have stable housing, older adults are aging well and people are connecting to the help they need.



Jeannine Truswell  
President & CEO

“Challenges” and “blessings” are two words that I use to describe the last year for United Way of Weld County (UWWC). Like all businesses and organizations, your United Way has faced hundreds of challenges navigating the pandemic environment. Yet each day I witness and experience blessings of working alongside dedicated staff and volunteers, receiving donations and

grants designated to respond to the basic needs of our most vulnerable residents, and working with community partners to develop solutions over many virtual meetings. I can sincerely say I have never been prouder of our organization and community partners for their response.

Now we face another challenge, and there is a sense of urgency to address. In the pandemic environment, we have not been able to connect with thousands of employees who contribute each year, to hold special events, or to meet in person with loyal and potential donors. This has impacted our 2020-21 community-wide fundraising campaign that supports ongoing programs and services.

**Every dollar donated makes a difference in the lives of children, youth, individuals, families and older adults. Last year, one out of every six people in Weld County were helped by UWWC funded services. Thanks to Cornerstone Partners who support our fundraising and administration costs, individual and small business donations to UWWC are directed to programs and services.**

We cannot do this work without your generosity. Please consider donating to UWWC today. Go to our website ([www.UnitedWay-Weld.org](http://www.UnitedWay-Weld.org)) to learn more about how your contribution will help our most vulnerable friends and family members. Read about the amazing results achieved thanks to your donations. We are all in this together, and with your help, your United Way will overcome challenges, and continue to provide a network of coordinated, effective services that improve lives and strengthen Weld County.

A blue ink signature of Jeannine Truswell.

## Cornerstone Partner Spotlight



UCHealth’s generous investment in UWWC as a Cornerstone Partner positively impacts and strengthens the lives of children, youth, adults, and families in Weld County. UWWC’s work helps Weld County residents live healthier lives; we could not do this without the support of UCHealth, one of UWWC’s Top 10 companies. “At UCHealth, our mission is to improve lives in big ways and small ways. So **our partnership with United Way of Weld County is a perfect fit,**” says UCHealth Greeley Hospital president Marilyn Schock. “We know that good health doesn’t just depend on what happens at the doctor’s office. It starts in our homes, at our schools and in our workplaces. By supporting individuals and families in our community with programs that foster academic success, economic stability, healthier lifestyles, community engagement and access to a wealth of valuable resources, we are building a stronger and healthier community together.”

President and CEO Jeannine Truswell says UCHealth’s goals for Weld County align closely with UWWC initiatives. “Their support of our core cost leads to a healthier and stronger Weld County,” says Truswell...read more at [www.UnitedWay-Weld.org/uhealth](http://www.UnitedWay-Weld.org/uhealth).

For more about the Cornerstone Partner program, please visit [www.UnitedWay-Weld.org/cornerstone](http://www.UnitedWay-Weld.org/cornerstone).



# A Valued Resource for UWWC and Essential to Our Work

## Volunteer Spotlight: **Bill and Jan Eastin**

Bill and Jan Eastin are helping Weld County during the COVID-19 pandemic through their mask-making skills, including providing 1,200 masks to UWWC for distribution. The Greeley couple started making masks about the time the “Stay At Home” order for Colorado came on March 26, 2020.

The Eastins said that after reading “The Flu: A Brief History ..” by A A Moaritz, it was clear that masks were going to be very useful and probably life saving during the pandemic.

The first set of masks went to North Range Behavioral Health on April 3, because they advertised their need for homemade masks in the Greeley Tribune and provided an online pattern as well as elastic. “The pattern provided a space for a filter which very few of our friends

used,” the Eastins said. “Over the next two months, we changed to a double-layer, gathered mask which was faster to make and managed to get slightly more than 3,300 masks, for no charge, distributed in the Greeley area.”

No retail stores were open because of the “Stay at Home” order, and the sudden need to have a facemask made finding PPE almost impossible.

The Eastins said that with a small group of seamstresses – Michelle Sanchez, Bev Westerkamp, Barb Gilliam – and the help of several quilters and friends who knew someone with unused material, they found fabric, T-shirts (to make ties) and thread. “Our small group decided to make masks for the highest risk groups in our community – the assisted living and nursing home facilities,” the Eastins said.



*Janet and Bill Eastin*

“Also at that time, there were not enough PPE for many of the employees at the hospital. We then made them a priority as well. Every time we thought we would run out of something, someone would come through with whatever was needed.”...read more at [www.UnitedWay-Weld.org/eastin](http://www.UnitedWay-Weld.org/eastin).



## Foundation Spotlight

### Partnering for Greater Impact



Ending and preventing homelessness. Our community-wide Weld’s Way Home effort is succeeding. **Our hope is that sometime in 2021, no more veterans in Weld County will be experiencing homelessness.**

Kaiser Permanente of Colorado is a primary partner in this effort, locally and nationally. Nationally, Kaiser Permanente has committed \$200 million to develop affordable housing, recognizing that stable, healthful housing is health care. Locally, Kaiser Permanente is resourcing two UWWC-connected regional initiatives.

“Like many human services challenges, homelessness pays no attention to jurisdictional lines, be they states, counties, or cities and towns. Because

of this regional effort, the person experiencing homelessness is the focus. Likewise, Kaiser Permanente delivers integrated health care with the patient at the center. This like-mindedness makes it easy to support this regional work,” said Dawn Paepke, senior specialist with the Kaiser Permanente Colorado community health and engagement team.

Built for Zero is a nation-wide process improvement effort led by Community Solutions to help local areas accelerate the ending of homelessness. With participation paid for by Kaiser Permanente, UWWC and a local team are participating, so as to improve our regional Coordinated Assessment and Housing Placement System (CAHPS).

“Through Built for Zero we are improving

our data, learning to better facilitate efforts between our 40-plus CAHPS partners, increasing our outreach, and more. Kaiser Permanente’s generosity means fewer people will suffer homelessness, and for those that do it will be for a shorter period of time,” noted Summer Garcia, the CAHPS coordinator who is employed by UWWC.

Recently, Kaiser Permanente also made available a national COVID-19 response fund focusing on homelessness response...read more at [www.UnitedWay-Weld.org/kaiser](http://www.UnitedWay-Weld.org/kaiser).



# Local Leadership for Your United Way

## Board Member Spotlight: Jim Becklenberg

**UWWC:** Why do you support United Way of Weld County?

**Jim Becklenberg:** UWWC plays such an integral role as the “glue” for social services in the area. There are roles for various government organizations and other nonprofits that simply cannot be customized and integrated well enough to serve those in the most need. UWWC thoroughly understands community needs along with the strengths, stretches of other agencies, and leads them all collaboratively in finding long-term solutions.

**UWWC:** Why is it important for you to volunteer your time?

**JB:** Spending some of my time and effort to connect with the communities served and the challenging issues we all face helps keep me focused on what is most important which

is service to others. I am fortunate to be able to do that in my regular job, to an extent, but UWWC reminds me of the breadth of needs out there and the importance of investing time to help address them.

**UWWC:** What is your goal as a UWWC board member?

**JB:** I want to contribute in at least a small way to the collaboration that occurs among the dynamic group of community leaders who comprise the board of directors and staff of UWWC. If I can bring just a little of my own experience and knowledge to the collaborative efforts under way, I will be very satisfied. As my knowledge of UWWC and community-wide human services support systems increases, I also enjoy helping others to plug in and contribute their efforts as well!



*Jim Becklenberg is a member of the UWWC board of directors and has been the city manager for Evans since February 2017.*



Join United Way of Weld County for a week of fun to support children, youth, families and older adults in Weld County

**GAB**

to give shelter



Thursday, April 22  
6 a.m. - 6 p.m.

Listen to KFKA 1310 radio with United Way and DONATE!

**BID**

to end homelessness



Online Auction  
April 24 - May 1

Auction closes at 8 p.m. on Saturday, May 1

More information at:  
[www.unitedway-weld.org/auction](http://www.unitedway-weld.org/auction)



**RUN**

to provide stability



Saturday, May 1 @ 9 a.m.

In Person: Twin Rivers Park, Greeley  
Virtual: Anytown, USA

More information at:  
[www.unitedway-weld.org/5k](http://www.unitedway-weld.org/5k)



All proceeds benefit United Way of Weld County's Weld's Way Home to ensure families have stable housing.

To become a Spring Into May sponsoring business or organization, contact Patty Gates at 970-304-6185 or [pgates@UnitedWay-Weld.org](mailto:pgates@UnitedWay-Weld.org) for details.

Volunteer opportunities are also available, visit [www.UnitedWay-Weld.org/volunteer](http://www.UnitedWay-Weld.org/volunteer) for details.



# Covering Weld Diaper Bank

## Supporting Weld County's Healthy Bottom Line

Did you know that babies require up to 12 diapers a day (a cost of \$70 - \$80 a month)? **In Weld County, one in three families struggle with diaper need, defined as the lack of a sufficient amount of diapers to keep a baby clean, dry and healthy.** Without a supply of clean diapers, children cannot go to child care or preschool, which means parents cannot go to work.

UWWC's Family Support program has partnered with the National Diaper Bank Network to found the Covering Weld Diaper Bank. A diaper bank functions much like a food bank, and distributes diapers to agencies and their programs, so that they can distribute the diapers to their clients in need. Diaper need in Weld County is significant. Establishing and supporting a diaper bank fits right in with UWWC priorities, as it contributes to helping children be healthy and thrive; mobilizes the community to improve lives; and helps parents move toward financial stability.



For more information on how you can host a diaper drive, visit [www.UnitedWay-Weld.org/collectiondrive](http://www.UnitedWay-Weld.org/collectiondrive).

## 100 Households Housed through the HNC

Thanks to the generous donors and supporters of UWWC, **the Housing Navigation Center (HNC) housed its 100th household in the fourth quarter of 2020**, accounting for 14 percent of active households that UWWC staff have worked with. "This is quite an accomplishment by itself, and even more impressive considering the COVID situation we have lived in for almost a year now," said Shawn Walcott, assistant director of household stability for UWWC. Walcott credits every area of UWWC for this effort:

- The household stability team works each day with guests and partner organizations to find housing.
- The early childhood team refers those who need housing assistance.
- The finance team manages grants and is ready to cut checks for rent.
- The front desk and volunteer engagement help with capacity building and donation collection.
- The donor engagement team raises funds for operations.

As of Feb. 15, the number of households housed jumped to 118. Men and women from 25 to 55 years of age make up 73 percent of HNC guests. There are currently 17 agencies that offer hours at the HNC. The HNC's cold weather shelter has provided 4,286 nights of stay from Nov. 7, 2020, to Feb. 15, 2021.



For more information on the HNC, please visit [www.UnitedWay-Weld.org/household-stability](http://www.UnitedWay-Weld.org/household-stability).

Thanks to our donors, United Way of Weld County mobilizes the caring power of our community in five initiative areas, seeking permanent solutions to our most pressing human services challenges.



Early Childhood Development



Youth Success



Ending & Preventing Homelessness



Older Adults and Healthy Aging



Access to Services



## Soccer and Youth Development Soccer Without Borders Greeley

UWWC partners with Soccer Without Borders Greeley (SWB), which helped 129 youth in 2019-20 as a partner in our Thrive by 25 initiative for increasing high school graduation rates and workforce connectedness. SWB works with middle and high school students during the school year and elementary, middle, and high school students in the summer months. The after-school SWB programming integrates soccer, English Language Development, civic engagement, educational support, cultural exchange and team building to meet the needs of refugee and immigrant youth.

SWB received \$16,000 in Collective Impact Fund funding from UWWC and \$3,000 from the Weld Recovers Fund: COVID-19 Relief for a one-time grant in response to the COVID-19 crisis (academic supplies, craft materials, winter gear and food).



For more information on SWB, go to [www.soccerwithoutborders.org/colorado](http://www.soccerwithoutborders.org/colorado) or call (720) 577-5594.

## Aging Well Partners Adapt to Pandemic

UWWC's Aging Well initiative helps older adults age well in community by connecting them with the resources and caring relationships they need. Mary, an Evans resident, was in dire need of food assistance; as the COVID-19 pandemic began, her normal support system broke down and she had to access resources in a new way.

60+ Ride, a UWWC partner organization, received a phone call from Mary: she was running out of groceries, would be out of food in two days, and still had a week to go until her Social Security check came in. Plus, she couldn't leave the house to buy any food. 60+ Ride used funding received through the Weld Recovers Fund: COVID-19 Relief, offered by UWWC and the Weld Community Foundation, and a working relationship with Weld Food Bank to get Mary an emergency food box to hold her over. Shortly thereafter, 60+ Ride helped Mary place an order for groceries. Thanks to donors and the Aging Well collaborative effort, Mary received the help she needed.



## COVID-19 Vaccine Information and Testing Locations

Because COVID-19 vaccine supplies are limited, not all current recipients will have access to the vaccine at the same time. This makes it all the more important that you find out when and how you can receive the vaccine. To do so:

Call: 1-877 CO VAX CO (1-877-268-2926)  
Visit: [www.UnitedWay-Weld.org/vaccinefinder](http://www.UnitedWay-Weld.org/vaccinefinder)

Until you get the vaccine, it's still important to keep in mind the need for testing if you are exposed. To find out the current testing sites, call 211 or visit the 211 Colorado website: [www.211colorado.org/COVID-19](http://www.211colorado.org/COVID-19)



## Share with United Way Your Communication Preferences

**Would you share with UWWC your preferences for receiving information and online entertainment, so that we can better know how and when to communicate with you in the future? The survey will take 5-7 minutes to complete. If you enter your email address, you will be entered into a drawing for one of three \$50 gift cards to spend at a Weld County restaurant of your choice. Please complete the survey by April 15. Thank you!**

[www.UnitedWay-Weld.org/marchsurvey](http://www.UnitedWay-Weld.org/marchsurvey)

**We can't do this important work without you. Give today!**

See enclosed envelope or donate online at [www.UnitedWay-Weld.org/donatenow](http://www.UnitedWay-Weld.org/donatenow)



United Way of Weld County  
PO Box 1944 - Greeley, CO 80632

Quarterly news and an opportunity to support your Weld County neighbors enclosed. We are all in this together.

# 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 6 people in Weld County who need help.

[www.UnitedWay-Weld.org/donatenow](http://www.UnitedWay-Weld.org/donatenow)

## 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](http://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 are gone.

Contact us at 970-353-4300

## CORNERSTONE PARTNERS

### ENSURING YOUR DONATION IS GOING DIRECTLY TO THOSE WHO NEED IT

These companies and organizations donate all or a portion of their annual contribution to help cover our administrative and fundraising costs allowing our community's generous donations to support programs and services helping those in need.



Advanced Direct Marketing- Chick-fil-A Greeley- Connecting Point- Farmers Bank- Flood and Peterson Front Range Roofing Systems- Phelps-Tointon- Townsquare Media- Vestas Blades America

1310 KFKA, 365 REAL Property Management, Atmos Energy, Berry Blendz, Ehrlich Toyota, FNBO, Ghent Chevrolet Cadillac, Great Western Bank, Hensel Phelps, Honda of Greeley, Kaiser Permanente, Mirage Productions, Pepsi Beverages Company, Professional Finance Company, Property Technica, Spradley Barr Ford Greeley, Tigre FM 102.1 and 1450 AM, Weld County Garage Buick GMC

If you or someone you know is in need of assistance contact 211 Colorado at United Way of Weld County.



DIAL



SEARCH/CHAT



TEXT

211

[UnitedWay-Weld.org/211](http://UnitedWay-Weld.org/211)

Your zip code to 898-211



[www.UnitedWay-Weld.org](http://www.UnitedWay-Weld.org) | 970-353-4300

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Connect with us!



United Way of Weld County