

# 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

## You are the Star, Weld County!

On September 21 at United Way's Community Leaders Luncheon we will celebrate the stars of Weld County. Who are our stars? Who are our community leaders? They are: individuals, companies, businesses, foundations, faith-based communities, and government and

nonprofit organizations who have made financial commitments to United Way. Whether a \$100 gift from an individual, a \$10,000 sponsorship from a company, or a \$100,000 grant from a foundation or government entity, it is their generosity and investment that has enabled us to respond to the needs of our Weld County neighbors. Children are ready for school and improving their reading skills, youth are connecting to programs and adults that support them for achieving success, adults are moving from homelessness to household stability, older adults are receiving services that enable them to be independent, and families facing adversity are supported during times of crisis... **all because of you, our donors. You are the stars!** You are the leaders who understand that a community is only strong when our most vulnerable are lifted and on a positive path.

In the last year, all of us were called to rise as COVID-19 presented challenges like most of us have never experienced. Our community rallied to provide: critical health care services, PPE, and vaccines; answers to questions and concerns; homeless shelter; rental assistance for those impacted; food for those hungering; diapers and formula for babies; and more. Our community rallied with generous donations to help nonprofits who needed supplies and to offer new service delivery methods.

While our work is not done, hundreds of community leaders and stars in Weld County deserve to be celebrated. September 21 will be an opportunity to honor many of our stars, hear about the work of your United Way, network with your peers, and get excited about what is to come. We hope to see you on September 21, and if not, please accept a heartfelt thank you. **You are a Star of Weld County!** Find out more and register at [www.UnitedWay-Weld.org/events/communityleaders](http://www.UnitedWay-Weld.org/events/communityleaders).

## Foundation Spotlight

### Buell Foundation: Supporting Weld County's Most Vulnerable Children and Families

Thank you to the Buell Foundation, which, since 2003, has provided United Way with substantial resources to work with more vulnerable children and families in Weld County.

Founded in 1962, the Buell Foundation concentrates its grantmaking on early childhood education and development and teen pregnancy prevention programs in Colorado, partnering with local efforts to ensure the quality of the early childhood system and to create an environment where all children are valued, healthy, and thriving. In 2012, Buell made a new commitment to funding early childhood education, including the support of early childhood councils throughout the state. The work of Weld County's Early Childhood Council, led by United Way, benefits from this focus.

"Every year the Buell Foundation makes a significant investment in the well-being of children and families in Weld County. We cannot do what we do without them," noted Melanie Woolman, vice president of community impact at United Way. "The foundation resources can be used flexibly. Licensed child care provider quality improvement. Training for unlicensed, home-based providers. Helping parents improve their skills. We have used Buell Foundation funds for all of these. Plus their staff are creative and help us improve our own quality of service delivery. We love working with the Buell Foundation."

In a typical year, the foundation grants around \$12 million to Colorado nonprofits, with a focus on rural and isolated areas. During COVID-19, it provided almost \$22 million to 360+ Colorado partners, with 65% of these doing rural or statewide work. Since 1996, the Foundation has given more than \$130 million to support quality early childhood and teen pregnancy prevention programming throughout Colorado. Thank you to the Buell Foundation for helping Weld County children and families to thrive.



# Cornerstone Partner Spotlight

## Vestas Blades America, Inc. – Windsor Factory

Vestas Blades America, Inc. – Windsor Factory has been a United Way Cornerstone Partner since it opened its plant in 2008. Vestas' partnership and generosity positively impacts and strengthens the lives of children, youth, families, and older adults throughout Weld County. United Way is thankful for this partnership and could not do its work without the support of companies like Vestas.

Hans Jespersen, Vestas vice president/general manager, shared that the partnership with United Way is a special one. "At Vestas, we know how important United Way's work is to the community, and we're proud to partner with them," Jespersen said.

Vestas conducts an employee campaign each year, with a campaign committee assigned to each shift, supporting United Way donor engagement staff to

encourage employees to pledge and participate in other activities. "Vestas has 24/7 production. In order to reach their employees, we are invited to be on site three days straight to cover all shifts," Eva Keaton, donor engagement manager, said. "We have a table with information about United Way, we invite Vestas employees to participate in the annual fundraising effort and to volunteer, and more."

Other ways that Vestas partners with United Way include:

- Conducting internal drawings for employee prizes.
- Having a barbecue for the factory employees during United Way engagement week.
- Volunteering at Day of Caring and Weld Project Connect.
- Raising additional funds through used car drawings, car shows, garage sales, and give-a-ways.

"We have always had a good cooperation with United Way," Jespersen said. "We are proud our employees at Vestas are engaged and involved with helping our community through United Way."

# Vestas®



*The Vestas Blades America, Inc. - Windsor factory started production in Windsor in March 2008. The factory includes 700,000 square feet of building space on 161 acres of land. Vestas employs approximately 1,000 employees in Windsor, producing blades for the 2MW (V110 and V120) wind turbines.*

*See back page of this newsletter for a full list of Cornerstone Partners.*

## Local Leadership for Your United Way Board Member Spotlight: Sara Seely

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

**Sara Seely:** I have been a volunteer and donor for more than 15 years because United Way is a leader in community collaboration. It serves as a backbone organization for so many important community-wide initiatives that improve lives, making Weld County a great place for all.

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

**Sara:** Serving my community is a trait that has been instilled in me since I was little. Volunteering is a part of who I am; I truly enjoy giving my time and resources to those in need. As a result, I have met some of the hardest working, unselfish and passionate people I know through my volunteer experiences. These interactions have given me a true appreciation and understanding of how far collaboration can go. To make a positive impact, we must come together, share what we know, and listen and learn from each other so that long-term solutions to our communities' greatest challenges can be achieved. Without this approach, we will never make true progress in supporting and strengthening those who need it so that we all have sufficient opportunities and resources to be great neighbors.

**UW:** What are your goals as the new chair of the United Way board of directors?

**Sara:** First off, I want us to serve as a voice and representative of the community, connecting and collaborating with other community-minded people. Second, to ensure the board has a comprehensive understanding of the opportunities and complex challenges facing Weld County. We need to continue to innovate and leverage our resources to remain relevant and draw even more resources into the county so that we can get ahead of the challenges. And lastly, we can catalyze a comprehensive, all-organizations-involved shift to collective impact, which includes eliminating programmatic redundancies, making better use of resources, and supporting community-wide measurable outcomes to strengthen all of Weld County.



*Sara Seely is the new chair of the United Way of Weld County board of directors and a business development associate at FNBO (First National Bank of Omaha)*

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

# Donation in College Leads to Lifelong Support for United Way

## Donor Spotlight: Steve and Teresa Baker

Steve Baker didn't know that a donation as a college student would lead to supporting United Way for decades. "I first got involved with United Way during college. I was working at Montgomery Ward (that probably ages me!) and they insisted the employees go to a United Way presentation," says Steve, who was a student at the University of Northern Colorado at the time. "Well, I went, and as I remember my donation was to the original Envision organization. I thought United Way was a great organization that supported many in Weld County."

From the days of his first donation to now being United Way leadership givers, the Bakers contribute to help the community through United Way's five initiative areas. "I'm sure I wasn't donating a lot, but I remember that I did a payroll deduction to do so," Steve recalls. "I think it was my first taste of giving support in the community, and it felt pretty good!"

Steve, who is an employing broker and

shareholder at Sears Real Estate, and Teresa, a home decorator and mother extraordinaire, believe in United Way's mission of improving lives by mobilizing the caring power of our community.

"We believe that United Way is a vital organization in Weld County," the Bakers shared. "They do so much, for so many! We are fortunate that our United Way organization is so well supported as there are so many needs that they address."

The Bakers say that it is important to give back to a community that has given them so much. "The organizations and the people that United Way supports do so much with the support, and they are all critical to our area." Plus, for Teresa and Steve, being engaged with the Weld County nonprofit infrastructure brings meaning. "We are blessed to be able to give our support, and so thankful for great organizations like United Way that give support to so many."

What drives and motivates the Bakers to donate to United Way and to give

back to their community? "Gratitude. We're grateful for all that we have, and blessed to be able to support wonderful organizations like United Way. Whatever we give, we get back tenfold from this great community."



Teresa and Steve Baker

Become a United Way leadership giver with an annual donation of \$500 or more.

Find out more at [www.UnitedWay-Weld.org/leaders](http://www.UnitedWay-Weld.org/leaders).

## Become a United Way Corporate Sponsor

Is your business a community leader? Do you want to become one? How do we become community leaders? Provide a quality product or service. Employ people. Encourage them to volunteer. In many ways. An expedient and impactful opportunity is to invest in the well-being of our Weld County neighborhood and neighbors through United Way. Businesses throughout the world engage their community via United Ways in nearly 2,000 local areas. Would you invest in ours?

One community leader investment avenue is to be a Corporate Sponsor. The opportunities are many, and throughout the year: Cornerstone Partner, Leadership Giver Recognition Events, Northern Colorado Children's Festival, Weld Project Connect, and others. Investment amounts range from \$1,500 to \$10,000 or more. Visit [www.UnitedWay-Weld.org/sponsor](http://www.UnitedWay-Weld.org/sponsor) to find out more or contact Patty Gates at 970-304-6185 or [PGates@UnitedWay-Weld.org](mailto:PGates@UnitedWay-Weld.org) to discuss which opportunity is best for you. We hope that you will join United Way as a Corporate Sponsor!

## Attend the September 21 Community Leaders Luncheon

In our shared response to COVID-19, we showed that our whole Weld County community can take on any challenge. Join your community leader peers as well as United Way board of directors and staff as we reflect on lessons learned from our recent success and how, moving forward, we can solve our community-wide challenges together in the areas of early childhood development, youth success, household stability, and older adults and healthy aging.

Please join us at the 2021 Community Leaders Luncheon, Tuesday, September 21, 11:30 a.m.-1 p.m. at the DoubleTree by Hilton Greeley at Lincoln Park. Tickets are \$30. Seats are limited so make your reservation today. You can do so through the below-listed web page or by calling 970-353-4300. Please register by September 14. We hope to see you there!

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



## The Greeley Dream Team: 100% Graduation Rate (3 Years Running)!

Your donations contribute to the success of The Greeley Dream Team, which works collaboratively with Greeley-Evans School District 6 to help over 1,350 students achieve academic success. Using federal, state, and local grants and donations, most participating students are from limited-income households (77%) and will be the first in their families to attend college (95%).

As with many Thrive by 25 participating organizations, The Greeley Dream Team realizes success when a student graduates high school. **And in 2021, 100% of program participants, or 72 students, graduated! This is the third year in a row that all participating seniors have received a diploma.**

Reflecting on the difficulties of the 2020-2021 school year, executive director Elizabeth Barber wrote, "This year we met with students in person, over Zoom, and in small groups. We supported them academically by providing virtual tutoring; workshops on life skills, career exploration, and college readiness; and so much more. We supported them emotionally as they had to walk a very difficult path. We mentored, empowered, and assisted them in making positive decisions and reaching their goals." For more about The Greeley Dream Team, visit their website at [www.thegreeleydreamteam.org](http://www.thegreeleydreamteam.org) or contact Elizabeth Barber at (970) 348-6380 or [ebarber@greeleyschools.org](mailto:ebarber@greeleyschools.org).



## Aging Well Volunteer Recruitment Initiative: Helping Older Adults

Through our Aging Well Volunteer Recruitment Initiative (VRI), made possible by a generous grant from Next Fifty Initiative, United Way is partnering with a number of organizations to support older adults in Weld County. The Aging Well VRI recognizes that creating the ability to age well requires the work of older adult serving organizations, and that volunteers play an invaluable role in ensuring that services are available. Whether an organization needs administrative or direct service assistance, the work does not get done without committed volunteers.



Nationally and locally, the network of organizations serving older adults is anticipating an increased need for community-based supportive services such as home-delivered meals, transportation, homemaker and personal care services, case management, and chore assistance to help our neighbors live healthy, independent, and productive lives. According to Weld County professionals, **transportation and affordable housing are overwhelmingly the largest challenges older adults face today.**

By volunteering, you can make a big difference for older adults in Weld County! Especially for those that have limited finances, who can use even more assistance from our community organizations and volunteers. **To date over 100 referrals have been made through the VRI to local programs**, but more volunteers are always needed. With flexible hours and rewarding volunteer experience options, there are so many ways you can help! Visit [UnitedWay-Weld.org/agingwellvr](http://UnitedWay-Weld.org/agingwellvr) to learn more.



Thanks to our donors, United Way 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



## Connecting Weld 2020-2021 Measurable Achievements

Connecting Weld at United Way 1) connects our more vulnerable neighbors to resources that they need and 2) connects organizations to resources that help them to grow in their ability to serve. While the 2020-2021 program year brought many challenges, it also brought results. (The numbers in parenthesis are the percent change from 2019-2020.) Thank you United Way donors and partners for your investments in our Weld County neighbors!

### 211 Colorado @ UWWC

# of NE Colorado Referrals Made – 16,957 (+ 33%)  
Top 3 Needs – Rent Assistance, Utility Assistance, Housing  
% of Callers/Contacts Following up on Referrals – 84%  
% of Callers/Contacts Recommending 211 to Others – 94%

### NoCO AmeriCorps Project

# of AmeriCorps Members Deployed – 15  
\$ Amount Raised by Members – \$2,648,192 (+ 417%)  
# of Volunteers Recruited/Managed – 1,019 (- 90%)  
# of Volunteer Hours Recruited/Managed – 16,539 (- 83%)



## A Return on Early Donor Investment: Colorado Tutoring Corps to Expand in Weld County

Because of your donations that founded this effort, Colorado Tutoring Corps will soon impact more students in Weld County. A collaboration between United Way, Colorado Youth for a Change (CYC), and AmeriCorps, Tutoring Corps works with lagging students to help them catch up in reading and math. Currently Tutoring Corps is working with Weld RE-5J (Johnstown/Milliken), Greeley-Evans School District 6, and Weld RE-8 (Fort Lupton). With an investment from Serve Colorado, the Governor's Commission on Community Service, **CYC will partner with more Weld County school districts to offer Reading Corps for pre-K and grades kindergarten to 3, Math Corps for middle school students, and Corps for a Change in high school.**

With an increase in students to be served by CYC programs comes the need for more adults of any age, from in-town or out-of-town, who get paid to do the work! Tutors are AmeriCorps members trained in reading and math instruction. They receive a living allowance and earn an education award for college tuition or to pay back college loans. And they get to hang out with students like Noah. With his mom working two jobs to support their family, Noah doesn't get to practice his reading at home very much. While his teachers do their best to help, they have limited class time. Diane, a Reading Corps tutor, and Noah practice reading each day so that by fourth grade, Noah will be reading on target. Contact Sheri Hannah-Ruh (Sheri@UnitedWay-Weld.org or 970-353-4300) to find out more about Colorado Tutoring Corps.



## The End is Near: Soon Veteran Homelessness in NoCO Will be History

Since its February 2016 founding, the Northern Colorado Continuum of Care Coordinated Assessment and Housing Placement System (CAHPS), staffed by United Way along with 40+ partner organizations, **has assessed 577 veteran experiencing homelessness households and housed nearly 500.** Soon, the shared, two-county CAHPS effort, along with its national partner Community Solutions, will declare an end to veteran homelessness in Weld and Larimer counties.

"We currently have 46 veterans known to be experiencing homelessness. Of these, 34 have been connected to a housing opportunity and are now working with someone to find and keep permanent housing," said Summer Garcia, United Way's CAHPS coordinator. "This means that only 12 veterans don't have rental assistance or a voucher that they can use to get back into housing. With the end in sight, we have set a goal to end veteran homelessness by the end of 2021. By this we mean that our community will have reached the milestone of measurably ending veteran homelessness and that we are sustaining it through helping veterans keep their homes and creating new housing opportunities for those that need them."

Summer said that ending veteran homelessness in Northern Colorado will show the community that this is a solvable problem and that we can end all homelessness. "We have a process that can make homelessness rare, short-lived, and non-reoccurring for anyone who does experience it," she continued. "We want more belief and buy-in from elected officials, donors, business leaders, and us all that when we work collaboratively we can make significant and lasting change for those who are living out-of-doors or in a car," Garcia said. Once veteran homelessness is history, the next goal is to end homelessness for every individual and family in Evans, Fort Collins, Greeley, Loveland and all areas of both counties. "I truly believe that we can and that we will end homelessness in all of Northern Colorado."





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

Cornerstone Partners understand the importance of United Way's role of bringing organizations together to achieve greater results. These companies and organizations make large directed gifts so that donations from individuals and small businesses—including any donation that you make—go directly to programs and services that help our more vulnerable Weld County neighbors.



Berry Blendz - Chick-fil-A Greeley - Connecting Point - Flood and Peterson  
Front Range Roofing Systems - Phelps-Tointon - Townsquare Media - Vestas Blades America  
1310 KFKA, 365 REAL Property Management, Atmos Energy, FNBO, Ghent Chevrolet Cadillac  
Great Western Bank, Hensel Phelps, Honda of Greeley, Kaiser Permanente, McDonald Toyota, 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



## Volunteers Needed

### Weld Project Connect

Friday, October 15

Noon - 4:30 p.m.

Navigators needed: 11 - 5 p.m.

Find out more and sign up at:

[www.UnitedWay-Weld.org/weld-project-connect](http://www.UnitedWay-Weld.org/weld-project-connect)

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

PO Box 1944 - Greeley, CO 80632

814 9th Street - Greeley | 330 Park Avenue - Fort Lupton

Connect with us!

