

# 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

### Why United Way?

It is a question that keeps me up at night. Too many people ask it and decide not to support United Way either because they do not know what it does or because they have an idea of what it does based on United Way as it was, not as it is.

Today's United Way, and your United Way here in Weld County, brings our community together to solve its most pressing challenges. Achieving big goals requires big commitment. Multiple organizations – be they nonprofit or government, business, educational institution, faith community, and more – are needed. Stakeholders communicating, identifying shared goals, implementing a common strategy. **The new United Way facilitates and supports this collaborative and coordinated work. It solves problems; it is not content to manage them.**

Shared community effort gets results. The coordinated work addressing homelessness in Northern Colorado that United Way of Weld County facilitates is an example. Positioned within the Weld's Way Home initiative, CAHPS brings together over 40 agencies working to end homelessness. Weld Project Connect is another. On October 15, 500+ of our more vulnerable neighbors benefitted from the efforts of 70 service providers and numerous sponsors in one location to become less vulnerable. Colorado Tutoring Corps teams up United Way, AmeriCorps, and Colorado Youth for a Change to help more children read as they should by the beginning of 4th grade.

I lay awake because I know that in a fast-paced, 6-second, TikTok world it is hard to explain how essential this collaborative and coordinated work is to the health and well-being of our neighbors. No individual or organization can solve complex community problems alone. Real, lasting change requires that people and organizations work together to develop solutions and make a collective impact.

**So why United Way? Because, thanks to our donors, this shared effort is working.** With continued financial and volunteer support, together we can build a better Weld County. Won't you continue to support the much needed, community-wide effort that is United Way?

### Foundation Spotlight

#### Colorado Health Foundation: Investing for Greater Equity in Weld County

Thank you to the Colorado Health Foundation which since the 2020-2021 program year has been the primary funder for the PASO Institute program at United Way of Weld County.

With an endowment of over \$2.5 billion and annual grant-making throughout Colorado of nearly \$100 million, the foundation funds in four focus areas: Maintain Healthy Bodies, Nurture Healthy Minds, Strengthen Community Health, and Champion Health Equity. Its vision is for every Coloradan to be able to say, "We have all we need to live healthy lives."

"Since 2009 United Way of Weld County has been offering the Providers Advancing School Outcomes (PASO) training for child care providers," noted Lorena Ruiz, the PASO Institute coordinator. "Sometimes getting funding to continue the program has been easy. Sometimes it has been a struggle. At present it is easy because of a Colorado Health Foundation three-year commitment that resources nearly all that we do. **The 40 primarily Spanish-speaking providers that receive training each year and the up to 200 children that they help be better prepared for school success are very grateful. And so am I.** The Colorado Health Foundation is such a blessing."

PASO also needs local support to attain remarkable outcomes. Anyone that pays Colorado income taxes can donate to United Way for the PASO Institute and receive a 50% State of Colorado income tax credit through the Colorado Child Care Contribution Credit, which supports efforts that are increasing child care availability and quality. United Way donates resource PASO and show local support which brings more resources, like those of the Colorado Health Foundation, to our community. Thank you to you and to the Colorado Health Foundation for helping Weld County children and families to thrive.



## Cornerstone Partner Spotlight: Flood and Peterson

Thank you to Flood and Peterson for supporting Weld County children, youth, families, and older adults through United Way. Each year, Flood and Peterson encourages employee donations and signs on as a Cornerstone Partner.

“We support a wide variety of community organizations through our leadership, time, and financial support,” offered Royal Lovell, chairman & CEO. “This support is not only provided by Flood and Peterson but by our individual employees who live and work in the communities we serve. The promise we make to our communities are at the core of who we are as an organization and we are proud that our support of United Way is revealed by our employees’ commitment to our shared values.”

Flood and Peterson has served insurance and risk management needs in Northern Colorado for over 80 years. Brianna Hernandez, an accounting specialist with the company and the lead on United Way fundraising, shared that an

ongoing commitment to community involvement is a significant part of Flood and Peterson’s success.

“I was born and raised here and have been involved with United Way for a number of years,” Brianna said. “It is a vital way to connect people to resources during difficult times. United Way is a big umbrella that covers us all and lends assistance while making the best possible use of resources. Flood and Peterson encouraging employees to donate and being a Cornerstone Partner highlights this unique role. It is the best way to support Greeley and to teach my children how to care for others.”

With the COVID-19 vaccine now available, Brianna and co-workers are creating momentum through in-person events like a United Way breakfast and lunch. They ask for donations and encourage volunteerism at events like Weld Project Connect and Day of Caring, for which employees can use paid

time off. Diaper and hygiene product drives are also held regularly. Connecting employees in shared generosity creates a sense of community that leads to greater support of United Way.

When asked what Weld County would be like without United Way, Brian Schiller, Flood and Peterson risk adviser and United Way board member, offered, “Yes, we would still have people coming together to do good, but the accessibility to resources and level of helpfulness wouldn’t be the same. Weld County is so big. People have a place to get connected to help when they don’t know where to get help, and that is United Way. Weld County wouldn’t be as prosperous without it.”



Brian Schiller, Brianna Hernandez, and Royal Lovell

## Local Leadership for Your United Way

### Board Member Spotlight: Evan Hyatt

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

**Evan Hyatt:** I support United Way in order to do my part to fulfill the mission of the organization: to improve lives by mobilizing the caring power of our community. I have lived in Northern Colorado for more than 35 years and have considered it a privilege to serve on the board of directors for a number of organizations – including United Way for the past four years. I have enjoyed all of these opportunities and see each as a way to contribute to the community that has provided so much to me and my family. It is a way to give back.

**UW:** What is your goal as a United Way board member?

**EH:** My goal is to help United Way reach its collective impact objectives by giving both financially and of my time. As a board member, I

feel it is my responsibility to bring my collective experiences and skills and complement the additional skills and talents of my fellow board members to help the staff and organization be successful. If we are doing what we can and should, the community will be a better place and we will be helping those in need.

**UW:** Why do you think United Way is important to Weld County?

**EH:** United Way is a leader in the serious work of ending homelessness, making sure that young children are prepared to learn and be healthy, successfully preparing young adults to contribute to their community, and ensuring older adults have valuable resources to thrive independently. I get excited to contribute in some small way to this work and want to help United Way be successful so that all of Weld County can be successful.



Evan Hyatt and his wife Chris have two children, Abigail (29) and Jacob (26). He is a Colorado native and has lived in Northern Colorado since 1983. Evan is the director of marketing and communications for Care Synergy, a supporting organization for nonprofit, community-based home health, hospice and palliative care providers along the Front Range.

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

# Getting Support from the Community and Giving It Back

## Donor Spotlight: Ann and Bob Ghent

"I started supporting United Way of Weld County in 1985 after I visited an early childhood development center," shared Bob Ghent, the president and CEO of Ghent Motor Company in Greeley.

"Seeing the difference that the teachers and the environment were having on the children and how it was improving their lives left an impact." According to Bob, delivering meals for Meals on Wheels and noting how this was addressing an otherwise overwhelming need for food and human contact for older adults was also formative.

Third generation auto dealers, the Ghent family have been selling and servicing cars and trucks in Northern Colorado for 80 years, including Chevrolet's for 32 years and Cadillacs since 2001. Bob's personal involvement in the business began in 1976, when he worked on the car wash crew. In 1989, he purchased the Greeley dealership.

"We feel fortunate to live and work in such a great community," offered Ann Ghent. "We are thankful that we found such a wonderful place for our family."

For many years, Ghent Chevrolet Cadillac has generously held an annual United Way fundraising campaign and contributed to the car voucher drawing that encourages many other individuals to donate. Plus, they are United Way leadership givers. The Ghents also support Boys & Girls Clubs of Weld County, Humane Society of Weld County, NCMC Foundation, and other local organizations and causes. "We believe in giving back and helping others," added Bob. "Weld County is a wonderful place for us, for me and my family and also for Ghent Motor Company. It is only right to support the community that supports us."

When asked what Weld County would be like if there were no United Way, Bob shared, "United Way provides so many needed services. Without it, Weld County would look much different. United Way of Weld County enhances the lives of so many of our neighbors. The numerous programs that it offers and supports to assist and promote the Weld County community are essential."

Thank you to the Ghent family and to Ghent Motor Company for all of the ways they make Weld County a better place for us all.



Bob and Ann Ghent



*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).*

## Maximize Your Charitable Impact through United Way

### Donating Stock

Donating appreciated stock is an easy way to improve lives in Weld County. When giving equities that have been held for more than a year and have increased in value, you are actually providing 20% more by eliminating the capital gains tax incurred when selling yourself and donating the proceeds. Contact Jason Pugh, VP of finance and administration, at JPugh@UnitedWay-Weld.org or 970-304-6164 for more information on how to donate stock.

### Tax Credits

Did you know that tax credits actually reduce the tax due, not just the amount of taxable income? United Way has three State of Colorado tax credit opportunities that help you and your Weld County neighbors at the same time.

- Colorado Child Care Contribution Credit – With a 50% tax credit, donations support programs that are increasing the availability and quality of child care, which allows parents to work and move their families toward financial stability.
- Colorado Enterprise Zone Contribution Tax Credit – A 25% tax credit, donations create and retain jobs, promote community development projects, and assist homeless shelters that provide employment-related services. A minimum gift of \$100 is required. Contributions to 211 Colorado at UWVC (until 12/31/21) and the Housing Navigation Center qualify for this tax credit.

Donations must be received before midnight on December 31, 2021, to apply to 2021 tax filings.

**For more information on tax credits visit: [www.UnitedWay-Weld.org/BenefitsofGiving](http://www.UnitedWay-Weld.org/BenefitsofGiving).**

## Partners: Connecting Youth with Caring Adults

"Jeremy and I talk twice weekly," noted a Partners mentor. "On Sunday, I ask questions about his thoughts, opinions, and life. He is always forthcoming; the answers often surprise me and make me think. On Wednesday, we often do an activity together. We have done some gardening, made masks, and, of course, continue to talk and get to know none another better through it. A mutual caring and support is evident."

Connecting more youth with adults that they can talk with during difficult times is the primary goal of the Thrive by 25 initiative. Partners is a lead organization. Through its community-based and school-based mentoring programs, youth mentees are matched with adult mentors for a minimum of one year or nine months, respectively. After proper screening and training and with ongoing support from Partners staff, matched mentors and mentees spend one to three hours per week one-to-one or in planned educational, recreational, community service, or life-skill building opportunities. Youth and adults can partner beyond their first year up to when the youth turns 18 years old.

"While the pandemic-related social distancing requirements created some challenges, our resilient youth and mentors found many creative ways to stay connected," shared Heather Vesgaard, Partners executive director. "Though in separate homes, one pair together watched and painted along with Bob Ross of The Joy of Painting on PBS! Overall the 106 youth that we served throughout Weld County during the last program year made great strides. Thank you to United Way donors and to all of our supporters for the opportunity to do this needed work."



## Weld County Child Care Providers Receive an Initial Investment of \$303,651

Each day Sarah has a familiar ritual: dropping off Samuel at child care. Like most parents of toddlers, she hopes that she has made the right decision and that her son is going to have a rich and fulfilling day, supported by a loving and affectionate caregiver. Yes, Sarah knows that Sammy is going to be well-fed, safe and clean, but is he going to be participating in engaging and age-appropriate learning activities?

Getting a good start is critical for future success. Annie E. Casey Foundation research shows that students who cannot read well at the beginning of 4th grade are four times more likely to drop out of high school. Learning begins early and can be supported by responsive care providers. Thanks to your donations, Weld County's Early Childhood Council, a part of United Way, supports high quality and responsive care environments and brings additional resources to Weld County to give children a better start.

United Way is facilitating Colorado's Emerging and Expanding program in Weld County to positively impact children and families. These resources help maintain child care opportunities by investing in existing programs that can expand their capacity and in new programs to increase child care access. United Way staff help child care providers apply for the grants, provide coaching during implementation, and make purchases for the providers. Over the past few months an investment of \$303,651 in eight Weld County child care programs is increasing child care capacity by 154. The approval of 22 more under review applications would bring \$1,626,067 more to Weld County leading to 840 new child care slots.



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

# Weld County Area Agency on Aging: A Resource for Older Adults and Healthy Aging

In a 1972 special address, President Richard Nixon asked congress to better support our older adults. "I am asking that the Older Americans Act be amended to strengthen our planning and delivery systems for services to the elderly. Too often in the past, these 'systems' have really been 'non-systems,' badly fragmented, poorly planned and insufficiently coordinated...We should begin by helping to develop and strengthen the planning capacities of the State agencies on aging and of new area agencies on aging which would be established within each State." The resulting legislation and law established the national Area Agency on Aging network.

Locally, the Weld County Area Agency on Aging (AAA) receives funding from the federal Older Americans Act and the Older Coloradoans Fund to provide services to Weld County residents who are age 60 and older. AAA itself provides services such as linking older adults and individuals with disabilities to services and support, Friendly Fork lunches served at 23 sites throughout Weld County, and Weld Aging Well classes. AAA also contracts with nonprofits like 60+ Ride, Catholic Charities, Colorado Legal Services, Meals on Wheels, and North Range Behavioral Health to offer support, and is a lead partner with United Way for the Aging Well initiative.

A lesser known resource, the AAA long-term care ombudsman protects the human and civil rights of nursing home and assisted living facility residents. The ombudsman acts as advocate, mediator, community resources link, and objective complaint investigator. Residents, friends, and relatives of residents, facility staff members, and the community at large can utilize ombudsman services.

Find out more about Weld County Area Agency on Aging by visiting [www.WeldAAA.org](http://www.WeldAAA.org), emailing [AAAinfo@WeldGov.com](mailto:AAAinfo@WeldGov.com), or calling 970-400-6952.



## Non-Congregate Homeless Shelter Offers More than Just a Night Out of the Cold

Thanks to funding support from City of Greeley, The Weld Trust, federal COVID-19 relief legislation, and donors like you, United Way of Weld County has been providing a shelter for people experiencing homelessness that are especially vulnerable to COVID-19.

Stan, a veteran and Greeley native who has been chronically homeless for many years, was referred to the shelter right after the doors opened in November 2020. Thanks to being connected to other local organizations and community partners and the help of housing navigators, Stan is again living in permanent, stable housing.

To date, 94 individuals have been sheltered. 31 of these have found permanent housing. 28 guests left the program on their own or because they did not meet shelter behavior requirements. Four are now in health care facilities and two passed away. 29 current guests are seeking housing. The shelter has helped guests save money, take care of their health needs, pay down debts, work on sobriety, and obtain career opportunities. Given the expiration of funding, the shelter will close on December 31. Between now and then, United Way staff are working with guests to help as many as possible to enter back into permanent housing and end their experience of homelessness. Listen to a recent CPR news story about the Bonell shelter at [www.UnitedWay-Weld.org/CPR](http://www.UnitedWay-Weld.org/CPR).



## Weld Project Connect... What a Success

Thanks to sponsors Banner Health, City of Greeley, JBS, The Weld Trust, and Weld County Government, 70 service providers, and over 250 volunteers, this year's Weld Project Connect was a success.

550 guests found much needed help with housing instability, job loss, health problems, and other challenges that can interrupt a life. Chaired this year by Weld County Commissioner Scott James and lead staffed by United Way's Margie Martinez, this was the eleventh annual Weld Project Connect.



Justin Watada, Jeannine Truswell, Patty Gates and volunteer navigators from JBS.



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 - Chevron - 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

Give a gift that improves lives for generations to come; leave a legacy gift with United Way of Weld County for your community.

At [www.Freewill.com/UnitedWay](http://www.Freewill.com/UnitedWay) you can create or update your will for free. And tell us when you do (Patty Gates at [PGates@UnitedWay-Weld.org](mailto:PGates@UnitedWay-Weld.org) or 970-304-6185), so that we can thank you.

[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!



United Way of Weld County



Thanks to your donations to United Way in 2020-2021, children, youth, families, and older adults are living better lives in Weld County.



192 elementary school students worked one-on-one with tutors to increase their reading skills. 83.8% are now reading at or above target.

Since 2016, over 500 homeless veterans have found stable housing in Northern Colorado.

Supported 220 licensed Weld County child care providers. 39% of these have taken steps to improve the quality of care provided.



Colorado  
at United Way of Weld County

16,957 referrals were made through 211 Colorado at United Way.

Evans, Garden City and Greeley became members of the AARP Network of Age-Friendly States and Communities.

#### Child Care Provider Improves Quality of Care

Lucia began with United Way's PASO Institute for gaining information that would benefit her grandchildren. Shortly into the 15-week course, Lucia was not very interested and considered dropping out. Convinced by classmates to continue, she gradually changed her feelings about PASO. At graduation, Lucia had one of the highest grades and applied for her Child Development Associate certification. After receiving her CDA credential, Lucia began charging for her child care. She now runs a successful home-based business, caring for her grandchildren and those of neighbors. Because of United Way donors, in years ahead Lucia will invest in the future success of dozens of children.

#### Student Improves Prospects

For Jose, entry into college wasn't easy. After a few weeks of classes, he mentioned to his Greeley Dream Team academic advisor that he was struggling with coursework and doubting the decision to study construction management. Jose changed schools, looking for a better fit. His academic advisor met with him often, asking how the transition was going. While the new school was a better setting, Jose was still unsure of what to study, to the point of considering dropping out. After more advisor time and discussing pros and cons, Jose decided on a new major. He is now excited to continue his learning adventure, and especially with the continuing support of his academic advisor!

117,294 diapers, 1,775 packs of wipes and 14,500 ounces of formula were distributed to families and children.

In 2020-2021, the Thrive by 25 organizations decided to work together to increase county-wide the number of students who have an adult to go to for help with a serious problem. This shared effort will lead to new mentoring relationships that will increase the mental health of many of our most vulnerable youth.

**322** active guests were served at the Housing Navigation Center. **19** households were diverted from homelessness. **71** guests found new housing. Since its April 2019 opening, **81%** of housed guests have maintained their housing for more than a year.

**15** AmeriCorps Members raised **\$2,648,192** and recruited and managed **1,019** volunteers who offered **16,539** hours.

**Aging Well Volunteer Recruitment Initiative**  
Historically the Greeley Active Adult Center has offered free therapeutic massage to its guests. Unfortunately the volunteer that met this need passed away during COVID-19. Likely unable to fill this demanding role with volunteer help and as such not intending to advertise for it, the center director casually mentioned this surprise need during a visit with the Aging Well Volunteer Recruitment Initiative coordinator. Cindy, a volunteer interested in assisting older adults, mentioned to the Aging Well VRI coordinator that she is a licensed massage therapist and would be happy to offer her service for free. The center director is now working with Cindy on the possibility of meeting the need of the center guests.

### **AmeriCorps Members Help People Keep Their Housing**

Shortly before Thanksgiving, Neighbor To Neighbor, a local nonprofit organization that prevents homelessness in Weld and Larimer counties, reached out to United Way of Larimer County for support. They normally have less than 100 rental assistance applications each month; because of COVID-19 this ballooned to 1,000+ in the period before Christmas. NoCO AmeriCorps Project members, deployed by United Way of Weld County and hosted by United Way of Larimer County, stepped up to support the effort. For weeks, they worked with tenants and landlords to get rental assistance checks out the door at a record pace. For the AmeriCorps members, it was a heartwarming feeling to help keep families housed for the holidays.

United Way utilized **403** volunteers who offered **4,077** hours for a value of **\$120,271**.

**94** new volunteers were recruited for older adult serving organizations county-wide.

The Housing Navigation Center housed its **100th** household in the fourth quarter of 2020. And provided **7,229** nights of stay from November 2020 to April 2021 through the cold weather shelter.

### **Older Couple Get Back Into Housing**

Jim, aged 76, has congestive heart failure with a pacemaker; Ella, aged 75, has epilepsy with grand mal seizures. After Jim worked in Weld County for many years as a paramedic and law enforcement officer, the couple was sharing a rental home with their son. The landlord decided to sell. On a limited income, they were unable to find a new affordable place. As a result, Jim and Ella lived year-round in their car for three years. They were referred to the United Way COVID-19 shelter at Bonell in Greeley. Because of a few months of newly found stability and a caring case manager, the couple is now back in permanent housing, again enjoying their retirement years.

