

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

United Way is Needed Year-Round. So Are You!

Last April Jaime and Todd needed to find child care for their two young children so they could go to work. In August Helen needed to find a way to get to her doctor's appointments now that she could no longer drive. Stephanie and David needed help paying their rent in November as David was out of work for several weeks due to an extended illness.

People often ask me, what is your busy season at United Way of Weld County? I vaguely remember a time when we had a busy season which also implies we had

a slow season. Today your United Way is busy year-round, working to bring the community together to solve some of our most pressing challenges.

In the same manner donor engagement and generosity is needed year-round. While many donors maximize their contributions by making sure to donate before year-end for tax advantages, **United Way is campaigning and accepts donations year-round.**

Employee campaigns can be conducted at any time. Sponsorships, corporate and business contributions and Cornerstone Partner commitments are made at times convenient for donors. Direct mail letters and requests are sent periodically

throughout the year. Why? Because our Weld County neighbors need us throughout the year.

If you haven't made a United Way donation recently, would you consider making one today? We can't do this important work without you!

Residents of Weld County are faced with adversity and challenge year-round. Working together to solve problems and to achieve our goals for children, youth, families and older adults is a year-round commitment. Together we can make a difference in reaching our goals for improving lives in Weld County.

Active and Supportive Members of Their Communities

Volunteer Spotlight: **Alternatives Access LLC**

If you have met any of the amazing women who belong to the Butterfly Girls, Group Fun, Lady Einstein's, Rockies Ladies or Wonder Women then you have been lucky to get to know some wonderful United Way volunteers! These groups all belong to Alternatives Access, an organization that ensures community integration and full inclusion for individuals with intellectual and/or developmental disabilities. **An Alternatives Access goal is to make social connections between neighbors, friends and other community members, as well as to help their clients participate in community life through volunteering.**

Since summer 2021, Alternatives Access groups have been volunteering with United Way in many capacities. They have helped at the monthly Housing Navigation Center Good Neighbor Clean-up. They have packaged and labeled diapers, readying them for distribution through the Covering Weld Diaper Bank. They assisted with the inventory and organization of Warm Essentials drive items. Plus, they have helped with many random projects at the United Way main office.

"Our groups are involved in volunteering to give back to their communities, to be active and supportive members of their communities," explained Amy Smith, Alternatives Access staff member. United Way staff understand the value of this and are very appreciative of the time the Butterfly Girls, Group Fun, Lady Einstein's, Rockies Ladies and Wonder Women give to United Way-led efforts.



Find the perfect volunteer opportunity for you and your family and co-workers.
Visit: www.UnitedWay-Weld.org/
volunteer

The Weld Trust:

Cornerstone Partner and Significant United Way Investor

The mission of The Weld Trust is to promote excellence in health and education in Weld County. "Our vision is to make Weld County the healthiest and most educated county in the state of Colorado," said Jeff Carlson, chief executive officer for The Weld Trust.

In 2021, The Weld Trust went through its first-ever strategic planning process to help identify the most urgent needs in the areas of health and education for Weld County. The plan resulted in seven key funding initiatives between health and education. The three health initiatives are Housing Stability, Food Security and Behavioral Health. The three education initiatives are Access to Resources, Childhood Literacy and Workforce Development. There is one initiative which crosses



PASO Institute graduates.

over between health and education: Healthy Habits. In accordance with these initiatives, The Weld Trust emphasizes collaboration among nonprofit organizations to accomplish long-term goals.

Both The Weld Trust and United Way have identified the housing stability area as core to their work. United Way supports those experiencing homelessness with its Housing Navigation Center and cold weather shelter. The Weld Trust has awarded grants to support this effort. "United Way of Weld County has done so much impactful work in the area of Housing Stability," Carlson stated. "We are excited to come alongside them and support their continued efforts."

"The Weld Trust is vitally important to United Way and all of Weld County," Jeannine Truswell, United Way president & CEO, said with emphasis. "As one example, their investment



Cold weather shelter at the Housing Navigation Center.

in homelessness and household stability solutions is turning the tide on this challenge. There will be a day when we have no more long-term homelessness in Weld County. When we get there, we will look back and see that The

Weld Trust's commitment to this effort was a primary cause."

In addition to the support for United Way's Housing Stability activities, The Weld Trust has supported several other United Way programs including early childhood grants to Colorado Reading Corps and PASO Institute, as well as sponsoring Weld Project Connect. The Weld Trust is also a United Way Cornerstone Partner.

Also increasingly important is The Weld Trust's contribution to moving the human services conversation in Weld County towards solving rather than only managing challenges. "I appreciate the thinking partnership that we have with their staff, discussing how to best use resources to change the situation," added Melanie Woolman, United Way VP of community impact. "In The Weld Trust, we have a funding and thought partner for collective impact."



Colorado Reading Corps tutor working with student.

"When organizations come together toward a common goal, we are much more effective," Carlson shared. "We are proud to collaborate with United Way of Weld County toward positive changes for the citizens of Weld County."



Navigator and guest at Weld Project Connect.

To learn more about The Weld Trust, please visit www.WeldTrust.org.

or contact their director of communications, Rhonda Morehead at 970-400-7858. Their strategic plan is included on the website. Thank you to The Weld Trust for their ongoing support to United Way of Weld County.

Find out more about becoming a Cornerstone Partner at www.UnitedWay-Weld.org/Cornerstone.



Local Leadership for Your United Way

Board Member Spotlight: Paul Row

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

Paul Row: I support United Way because it is the broadest in scope and most far-reaching, effective and successful nonprofit organization in the county. Their numerous programs and volunteer groups help so many people, and I want to support those efforts any way I can.

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

PR: I intend to use my individual experiences and skillset to help United Way reach its goals, solve problems and continue to be successful in meeting the needs of the Weld County community.

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

PR: Volunteering allows me to connect with my community and affords me the opportunity to make it a better place. It also allows me to focus on what I can do for others and hopefully make a positive change in their lives.

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

PR: Because of the many services they provide to those in need. United Way is working with those experiencing homelessness and helping them into permanent housing. We as a community are on the verge of eliminating homelessness for veterans in Weld County. In addition, we provide and support food, diapers, education, care and transportation for those in need throughout the county. That's United Way.



Paul Row is from West Texas and lives in Firestone with his wife Elizabeth, four children, two dogs, and a cat named Bob. His family enjoys exploring Colorado and loves a good beach vacation. Paul has worked in the oil and gas industry since 2008 and is the surface land manager at PDC Energy.

Making a 365-day Commitment to Your Home Community

No matter what day it is or time of year, your gift of time, talent and treasure through United Way will touch someone in Weld County who needs help. Thanks to thousands of donors, supporters, volunteers and partners, in 2020-2021 United Way impacted the lives of over 75,000 local children, youth, families and older adults. When you make a 365-day commitment to your community, you make a commitment to yourself. Our continuing dedication and generosity will lead to even more transforming impact in 2022 and beyond. If you haven't made a United Way donation recently, would you do so today? \$5. \$10. \$25. \$50. \$100. \$500 or more. Any amount will bring about a better Weld County. Donate today at www.UnitedWay-Weld.org/donatenow. For more information on making a stock gift or leaving a legacy through planned giving, please contact Jeannine Truswell or Patty Gates at 970-353-4300.



Even if you earn little to no income or make quite a bit, when filing your taxes you could receive up to \$3,600 through the Child Tax Credit (CTC) or up to \$6,700 with the Earned Income Tax Credit (EITC). That extra money can help you pay for groceries, clothes, child care, get ahead on your rent or bills, or start a savings account or a college fund for your kids. Learn more about how tax credits give families and working people a big boost at www.GetAheadColorado.org.

MAY 1, 2022

The sixth annual United Way Steps for Stability 5K/10K will be held at Frontier High School in Greeley on Sunday, May 1, 2022, starting at 8 a.m. Proceeds will support United Way's Weld's Way Home, which helps those experiencing homelessness regain housing and prevents those at-risk of homelessness from losing housing.

Register now at www.UnitedWay-Weld.org/stepsforstability. Early bird registration ends March 15.



Brigit's Bounty Community Resources: Caring and Sharing in the Carbon Valley

Mia arrived at Brigit's Bounty Community Resources in Frederick not knowing what to expect. While the community service requirement was a pain, at least she would be working outside, and in a community garden. Mentored throughout the summer by staff and volunteers, Mia enjoyed the experience so much that she continued volunteering throughout the winter, even though she had completed her required hours. Mia learned work skills and resume-building and even practiced interview questions. Now, a year after stepping onto the Brigit's Bounty property, Mia has a paying job with a Carbon Valley business.

"When we began the garden in 2009 with a small grant from Hidden Valley Ranch, we didn't know what it would become," noted Eileen Bisgard, who was until recently Brigit's Bounty board of director's president. "Now we are a small working one-acre farm that annually donates 2,000+ pounds of food to needful community members, provides education and mentoring opportunities mostly to more vulnerable children and youth, and offers meaningful volunteer opportunities. We even have a greenhouse and bees and chickens! What we have become exceeds expectations."

Your United Way donations small and large support dozens of youth-serving and other organizations through the Collective Impact Fund. Thank you to you and to Brigit's Bounty Community Resources for doing important work in Weld County.

2021 Impact

- 2,292 pounds of food donated
- 748 children given garden education
- 975 volunteers
- 4,275 volunteer hours



Family Support Is Much More Than Just Diapers

Thanks to your donations, United Way's family support volunteers and staff offer much needed help to Weld County parents and families. Parents like Sue benefit.

Sue and her husband were excited to be first-time parents, but realized that once the baby came, she would need to stop working. As such, money was going to be tight. Sue started attending the monthly Covering Weld Diaper Bank distributions, where she received diapers, wipes, rash cream and baby books in preparation for the baby on the way. During the distribution, staff connected Sue with another organization's program that provides case management to those who are pregnant and have new babies. By participating, Sue received a car seat from United Way. At that second visit, because of donor contributions, Sue got a layette and other gently used baby clothing.



Volunteers and UW Staff at Covering Weld Diaper Bank distribution.

Baby Girl has now arrived safe and sound, and the family is doing well. They still receive up to 50 diapers from the diaper bank each month, keeping baby healthy and saving money for bills and groceries. Staff continue to connect Sue with early childhood development best practices and resources like Bright by Text, Vroom and library story times. Each month Sue's baby grows and thrives; United Way volunteers and staff get to see her progress through the car window at the distributions.



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



Meals on Wheels: Connecting Volunteers to Meaningful Service

There is a small, white building with a little, green awning on the north side of Greeley’s 2100 block of Ninth Street. From the outside it is unassuming and quiet. On the inside it bustles with those eagerly preparing and packaging meals for volunteers to deliver to our older adult neighbors. Meals on Wheels provides nutritional, kitchen-prepared meals throughout Weld County to older adults and others who either cannot serve themselves or need a regular nutrition boost. **Organizations who serve older adults are anticipating an increased need for community-based supportive services to help our older adult neighbors live healthy, independent and productive lives.** The Meals on Wheels team will be the first to tell you how true this statement is.



To help meet the need, in 2020, Meals on Wheels, United Way and the Aging Well collective impact workgroup founded the NextFifty Initiative-funded Aging Well Volunteer Recruitment Initiative (VRI). The VRI recruits volunteers for organizations that rely heavily on community participation to meet the needs of their older adults. So far the VRI has developed 441 volunteer leads county-wide. As a result, Meals on Wheels can focus more on needs and opportunities for their clients. Visit www.UnitedWay-Weld.org/agingwellvr to find out more about Meals on Wheels and their north and south Weld County volunteer opportunities.



Helping Families Attain and Maintain Stable Housing

THANKS TO YOU

Since its April 2019 opening, United Way’s Housing Navigation Center and its 16 partners have helped 179 guests return to permanent housing and diverted 60 households from the homelessness services system. Housing Navigators have engaged with 125 of the most vulnerable individuals, and 49 of them have been connected to permanent housing. Over 80% of the people they help find housing maintain their housing for over a year.

Operating for its ninth consecutive season, so far during the 2021-2022 season, 285 individuals have utilized the Housing Navigation Center cold weather shelter.

Between November 2020 and December 2021, 94 individuals were sheltered at United Way’s Non-congregate COVID-19 Shelter at Bonell. The shelter was able to serve people from all walks of life, help them achieve their goals, and get what they need in order to work towards permanent housing. Of the 94 people served:

- 38 found permanent housing
- 3 left the shelter with a housing voucher for permanent housing
- 29 exited on their own or because they did not meet shelter behavior requirements
- 3 went to health care facilities
- 4 passed away due to health conditions
- 17 went to other places when the shelter closed, including staying with friends and family, detox, shelters, and motels



211 Colorado @ UWWC: Growing for Improved Helping

Grandma Marcella is the sole caregiver to her 3-year-old grand baby. At a moment’s notice, they were evicted from their apartment due to mold. Marcella called 211, hoping to find new housing quickly. A 211 navigator connected Marcella with a local Greeley church, which provided a hotel room. With a temporary and safe place to land, she found a family member to stay with. Marcella then re-contacted 211 for figuring out a longer term solution.

With the soaring cost of housing in Weld County and the continuing impacts of the pandemic, stories like Marcella’s are becoming even more common. 211 contacts doubled during the first months of the pandemic and have remained 25% above average since. 211 Colorado at United Way and the statewide 211 network have responded by adding more navigators and offering new connections to services like child care, SNAP benefits, COVID-19 testing and vaccines, the LyftUp essential ride service, direct mental health assistance, and more.

While many of us have family and friends from whom we can get help, sometimes we just need a little assistance to make it to the next step. Thank you to donors and partners, like Weld County Government, for your support of 211 Colorado as it helps people get back to stability.





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

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

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, Tigre FM 102.1 and 1450 AM, Weld County Garage Buick GMC

Upcoming Volunteer Opportunity!

Volunteers are needed for the Northern Colorado Children's Festival
April 9, 2022

Find your spot at www.UnitedWay-Weld.Org/festival

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