



WE ARE ALL IN THIS TOGETHER

LIVING UNITED

COLLABORATES

Aging Well Volunteer Recruitment Initiative

OPPORTUNITIES

Margaret’s home had several needed repairs including a leaky roof and a sagging floor. At 89 years old and on a fixed income, Margaret couldn’t afford the repairs but didn’t want to leave her long-time home. By combining the expertise of Habitat for Humanity of the St. Vrain Valley with volunteers eager to help, all the problems were fixed before the winter set in. Each time volunteers showed up, Margaret met them with homemade tamales and burritos; she is so grateful to be able to continue living in her home.

ABOUT UNITED WAY OF WELD COUNTY

United Way has the vision, experience, relationships, and ability to take on and solve some of Weld County’s biggest challenges. Through United Way, 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. **Will you join us?**

Aging Well programs help older adults age well in community.



CHALLENGES

As Americans live longer and healthier lives, Colorado’s 65-and-over population is growing – between 2010 and 2015 this group grew 29% (the third fastest rate in the nation). Much of this population growth is and will continue to be along Colorado’s Front Range, with a large concentration in Weld County due to its comparatively affordable housing. According to the Colorado State Demographer, between 2017 and 2030, Weld County will see a 35% growth in the number of 75-84 year olds and a 21% growth in the 85+ year old group.

Nationally and locally, the network of organizations serving older adults is anticipating an increased need for community-based supportive services to help our neighbors live healthy, independent, and productive lives. There will be an increased need for activities such as home-delivered meals, transportation, homemaker and personal care services, case management, and chore assistance, to list a few. According to professionals working in Weld County, transportation and affordable housing are overwhelmingly the largest challenges older adults face today. They also state that there is a gap in services for homemaker and personal care in the rural areas of the county.

A 2018 Community Assessment Survey for Older Adults of Weld County residents found

that only **2 in 10** older adults feel that Weld County is a place where **quality and affordable housing** is readily available.

25% experienced problems with **having housing suited to their needs.**





“The work which many older adult-serving organizations do is virtually impossible – and in our case impossible – without extensive volunteer involvement and support. The degree to which the Aging Well VRI has alleviated staff member stress by allowing a shift in focus to onboarding volunteers and directly serving clients is immeasurable.”

– Janet Bedingfield, Executive Director, 60+ Ride

INVESTMENTS

The Volunteer Recruitment Initiative (VRI) recognizes the invaluable role that volunteers play in ensuring that organizations serving older adults are able to provide their services to the community. Whether an organization needs administrative or direct service assistance, the work does not get done without committed volunteers. The VRI uses a combination of social media and in-person marketing techniques to reach potential volunteers. The VRI then screens them for their specific interests and skills, and refers the potential volunteers to the best fit organizations. The information on the participating organizations, links to sign-up forms and volunteer opportunities, and statistics on older adults in Weld County is all available at www.UnitedWay-Weld.org/agingwellvr.

In addition to recruiting volunteers, the VRI is also open to new participating organizations. Any older adult serving organization that provides service in Weld County is welcome to explore if the VRI is a useful resource to their ongoing work. As more organizations join the VRI, there is a larger pool of opportunities for interested volunteers, helping to increase the likelihood of finding a good fit for community members.

The VRI launched in August of 2020 and since that time, 10 organizations have joined the initiative, requesting recruitment for 30 volunteer opportunities. The initiative has generated over 400 potential volunteers.

GIVE

Consider making a donation to United Way of Weld County to support the Aging Well VRI today!

ADVOCATE

Visit www.aarp.org/livable-communities/network-age-friendly-communities to learn more about how communities, including Evans, Garden City, and Greeley are working to make themselves more age-friendly.

VOLUNTEER

Many volunteers are needed throughout the county in a wide variety of roles. Visit www.UnitedWay-Weld.org/agingwellvr to learn

Please contact the UWWC Community Impact team at Impact@UnitedWay-Weld.org or 970-353-4300 for more information or to get involved.