

# Together we are building a better Weld County.



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.

## United Way: Myth Buster 101



Jeannine Truswell  
President & CEO

I occasionally discover that people have misperceptions about United Way. I'm not surprised; getting to right understanding is difficult. Here are a few United Way myths that I'd like to bust.

**Myth #1:** My donation doesn't stay local.

**Myth #1 Busted:** In priorities, governance, fundraising and programs, **United Way is all local. Each United Way is a separate legal entity, connected by a mission to improve**

**conditions for people in local areas and performance standards.**

A small annual fee for shared services is paid to United Way Worldwide, and is covered by Cornerstone Partners (see list on back page of newsletter). Unless a donor requests otherwise, all United Way donations help Weld County residents.

**Myth #2:** United Way has so many donors that it doesn't need my money to make an impact.

**Myth #2 Busted:** No matter the size, your contribution makes a

big difference. It is combined with those of others to resource a shared community-wide effort that is solving some of Weld County's greatest challenges. Every dollar helps reach people. All children can read to learn by fourth grade. All youth can be connected to a caring adult. All families can have a stable home. All older adults can get needed resources. Your donation supports a network of organizations that is bringing this about.

**Myth #3:** United Way coerces people to give.

**Myth #3 Busted:** United Way does not condone coercion. We have a non-coercion and donor privacy policy. Whether part of a workplace campaign, peer to peer fundraising, direct mail, social media or anything else, contributions are a personal matter. United Way offers the opportunity for individuals, businesses, corporations, organizations and foundations to invest in coordinated human services working collaboratively to achieve results in improving the lives of people in Weld County.

You can contact me at [Jeannine@UnitedWay-Weld.org](mailto:Jeannine@UnitedWay-Weld.org) or 970-353-4300 to further discuss these and other United Way myths.

## Local Leadership for Your United Way Board Member Spotlight: Julie Cozad

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

**Julie Cozad:** United Way helped me as a University of Northern Colorado student back in the early 1990s. I was a single mom and decided to go back to school, working towards my bachelor's degree. The day care assistance that I received helped me succeed. Since then, I have supported United Way so that others can get a hand up if they need it, which also makes it more likely that they are able to give back to our community in the future. I love that United Way is there for people every day, whether there is a family that is looking for quality child care, a

youth that can use educational support, a housing need or an older adult looking for assistance.

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

**JC:** I want to continue the great work with our five initiative areas. It will be important over the next 3-5 years to ensure sustainability in an ever-changing Weld County. Plus, we will see considerable growth in the next twenty years. I would like to be a part of being ready, flexible and mobile to adapt to the changes that will impact this area.

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

**JC:** It's important because of the

partnership that has been there for many, many years, addressing challenges that impact people. United Way works closely with Weld County Department of Human Services to ensure fiscal responsibility while supporting those who may need help during a difficult time. **For me, United Way is important because it contributes to less government and more community support.** People in our county are generous with their time and money; they don't hesitate to come together when situations require us to put aside differences and roll up our sleeves and get things done! I love that about Weld County and I love that about United Way!



Julie Cozad recently retired as the development review and civil inspections manager with the City of Greeley. Julie and her husband Larry live in Milliken. She enjoys riding motorcycles, gardening, hiking, camping, listening to great music and spending time with her family.

# Investing in the Larger Community

## Cornerstone Partner Spotlight: **Front Range Roofing Systems, LLC**

Established in 1987 in Greeley, for most of a decade Front Range Roofing Systems has been a United Way Cornerstone Partner. With over 4,500 projects encompassing 50 million square feet of coverage, recent projects include Scheels sporting goods in Johnstown and the new Greeley West High School. Front Range has directly served clients in and outside of Weld County, such as Weld County Government and Poudre School District, while being part of projects overseen by general contractors like Adolfson & Peterson, Hensel Phelps and GH Phipps.

“Front Range Roofing Systems is just the sort of company that we hope for as a Cornerstone Partner,” shared Jeannine Truswell, United Way president and CEO. “They are deeply invested in Weld County and exude excellence, passion, integrity and gratitude. Front Range is community-minded, including the parts of Weld County that need assistance. And they are generous in vision, time and money. The ongoing partnership

with Front Range Roofing Systems is so important to United Way efforts.”

At the heart of the connection between Front Range and United Way is Michael Trotter, who owns Front Range Roofing Systems. A one-time United Way board member, Mike has long-standing ties to Weld County, moving to Greeley in the 1980s to attend the University of Northern Colorado. **“Investing in the larger community is part of my personal commitment and the Front Range culture,”** Mike noted. “This includes the support of United Way, employing men that were once gang-affiliated and are now connected to Jobs of Hope, and investing our time and money in other local needs, such as economic and workforce development and addressing homelessness.”

In addition to being a Cornerstone Partner, Front Range staff regularly volunteers at Weld Project Connect and it provides employees an opportunity to invest in the community through

United Way, with over half of its 130 staff members deciding to contribute this past year. Tied to the annual holiday celebration, their fundraising effort includes a United Way presentation, food, giveaways and fun. The team at Front Range Roofing’s commitment to their company, their employees and Weld County shines through. “Building Front Range Roofing Systems means investing in our employees; they are an important part of our lives, and we are an important part of theirs. We start with our own people and look outward as well. Both are essential,” noted Trotter.

Thank you to Front Range Roofing Systems for your community commitment and Cornerstone Partnership.

*Find out about becoming a Cornerstone Partner at [www.UnitedWay-Weld.org/Cornerstone](http://www.UnitedWay-Weld.org/Cornerstone).*



## You Can Create Opportunities for Weld County

From a child turning the pages of her first book, to a youth connecting with a caring adult, to a family finding the resources they need to stay in their home, to an older adult being supported to live independently – when you give to United Way, you touch the lives of real people. Your support is an investment in efforts addressing our community’s most persistent challenges with innovative strategies and an ambitious vision of our shared future.

A \$100 donation equals a month of diapers for a child experiencing diaper need, allowing parents to focus on their child’s growth and development. A \$50 gift provides a scholarship for a youth to participate in recreation activities this summer, connecting them with caring adults that will help bring life success. Likewise any contributed amount enhances United Way efforts for housing stability, older adults leading healthier lives and connecting people to resources.

**Won’t you create opportunities for your Weld County neighbors to thrive with a gift today?**



**Create opportunities with a gift through United Way. Give today!**

## Foundation Spotlight: Thank You to 2021-2022 Foundation Funders

Given the significant amount of direct services and community capacity building that United Way of Way County provides, each year foundations and other corporate grant and governmental supporters account for approximately half of the budget. Below-listed are 2021-2022 funders. In addition, significant support for United Way activities generally is provided by Monfort Family Foundation. Thank you to each for all of the ways that they make life better in Weld County for us all.

### 211 Colorado @ UWWC

Weld County Department of Human Services  
Weld County Government

### Aging Well Volunteer Recruitment Initiative

NextFifty Initiative

### Child Care Provider Recruitment

Colorado Department of Early Childhood  
Weld County Department of Human Services

### Child Care Provider Support

Buell Foundation  
Colorado Department of Early Childhood  
Colorado Health Foundation  
The Weld Trust  
Women's Fund of Weld County

### Covering Weld Diaper Bank

Colorado Department of Human Services  
Costco  
PDC Energy  
United Power  
Weld Community Foundation Littler Youth Fund  
Weld County Department of Human Services

### Family Resource Center

Weld Community Foundation  
Boettcher Fund

### Family Support

Buell Foundation  
PDC Energy

### Housing Navigation Center with Cold Weather Shelter

Christ Community Church  
City of Greeley  
Colorado Association of Realtors Foundation  
Colorado Department of Corrections  
Colorado Department of Local Affairs  
Division of Housing

Credit Union of Colorado Foundation  
Daniels Fund  
El Pomar Foundation  
Greeley Interfaith Association  
Independent Financial  
Kaiser Permanente  
OtterCares  
The Weld Trust  
Union Pacific Foundation  
US Department of Homeland Security  
Weld County Department of Human Services  
Weld County Department of Public Health and Environment  
Wells Fargo

### NoCO AmeriCorps VISTA Project

AmeriCorps

### Northern Colorado Continuum of Care

Bohemian Foundation  
City of Fort Collins  
City of Loveland  
Colorado Department of Local Affairs  
Division of Housing  
Community Solutions  
Housing Catalyst  
Kaiser Permanente  
The Group Real Estate  
US Department of Housing and Urban Development  
Weld County Government

### Reading Corps

The Weld Trust  
Weld Community Foundation WD Farr Fund

### Weld County's Early Childhood Council

Buell Foundation  
Colorado Department of Early Childhood  
Weld County Government

### Weld Project Connect

Banner Health  
JBS USA  
The Weld Trust



PDC Energy Diaper Drive



AmeriCorps Members



Reading Corps Tutor and Student



Navigator and Guest at Weld Project Connect

# A Giant Amongst Giants

## Donor Spotlight: **Bob Tointon**

There are humble giants who have stepped forward time and again to make Weld County a better place for us all. Robert Tointon is a giant amongst these giants.

Bob's commitment to downtown Greeley development, to Greeley-Evans School District 6, to Boy Scouts and to the arts is well-known. Plus, United Way of Weld County and many other nonprofit organizations have benefited from Bob's leadership and generosity. For this, he is quick to recognize his beloved wife Betty, who passed in 2020. In fact, during a recent breakfast conversation, Bob mentioned that Betty was responsible for him getting involved in many community and philanthropic projects.

When asked when he first started contributing to United Way, Bob shared that it was soon after moving to Greeley in 1959. He has been a loyal and generous donor ever since, giving every year.

Bob noted that **United Way has changed significantly over time, responding to the needs of our more vulnerable neighbors** and to shifts in philanthropic giving and investments. Bob thinks that our community is doing a lot well and is on the right path. When asked what concerns him most for Weld County's future, he offered, "I think whether or not our more influential neighbors will be engaged and generous, take a leadership role, and step up to meet future challenges and opportunities. More young people need to get involved in community leadership. United Way of Weld County and how it is so focused on meeting needs is an important way to be engaged and to show community commitment."



Bob Tointon and Jeannine Truswell

## Would You Become a United Way Leadership Giver?

Leadership Giver status is for individuals and households committed to building a better Weld County for us all. Dollar ranges are amount of annual investment made with United Way. Recognitions are cumulative; higher levels include the benefits offered at lower investment amounts.

### **\$500-\$2,499**

- public acknowledgment in United Way annual report
- quarterly printed investments update
- invitation to all annual Leadership Giver events
- entered into a drawing for a special Leadership Giver incentive

### **\$2,500-\$4,999**

*all of the above benefits plus*

- annual engagement with United Way staff or board of directors member
- invitation to quarterly investor socials

### **\$5,000-\$7,499**

*all of the above benefits plus*

- annual investment impact update

### **\$7,500-\$9,999**

*all of the above benefits plus*

- annual invitation to personal breakfast or lunch with United Way donor engagement staff member
- premium reserved seating at annual Community Leaders Luncheon

### **\$10,000+**

#### **Kenneth W. Monfort Society**

*all of the above benefits plus*

- twice annual engagement with United Way President & CEO

**The future of our community depends on people who care and people who lead. Leadership is all about stepping forward and sharing the time, attention and resources that you have with others.**

"As someone who loves the Weld County community and has supported different organizations, there is no better steward of my investment than United Way. I trust them as they put community first."

- Dick Monfort  
Owner/Chairman & CEO  
Colorado Rockies

## Snapshots: United Way of Weld County in 2022



*The Building Blocks Professional Development training, held in February 2022, was attended by 130 child care providers. This training allows providers to get almost half of their yearly required training hours for little or no cost.*



*In March 2022, as part of a week-long conference of JBS Pork Division top sales managers, a team building activity resulted in 14 bicycles and helmets assembled and donated to children through United Way of Weld County.*



*AmeriCorps Members at the Weld Food Bank during AmeriCorps Week in March 2022.*



*The Northern Colorado Children's Festival held in April 2022 was attended by over 1,000 children and their families. The event provides opportunities for parents to connect with community resources for their children's growth.*



*The Steps 4 Stability 5K-10K held on May 1, 2022, raised over \$6,000 to support Weld's Way Home so families will receive the help that they need to prevent and end their homelessness in Northern Colorado.*



*A monthly Covering Weld Diaper Bank distribution held in Frederick on May 19, 2022. Families can receive 50 diapers a month for their child, which helps lessen their stress of not being able to afford diapers and focus on their child's well being.*

# Supporting Child Care Providers to Increase the Number of Children They Serve

A primary Reading Great by 8 role is helping Weld County child care providers start and expand their businesses. When they do, more parents can be in the workforce. For instance, since it was founded in 2016, the Weld Child Care partnership with Weld County Department of Human Services has led to 59 new licensed home-based child care businesses with 472 new child care slots.

The more recent State of Colorado Emerging and Expanding Child Care Grant program, as managed by United Way staff, has invested \$1.1 million in child care providers in 13 Weld County municipalities. This has benefited 59 providers and nearly 2,500 children, through creating more child care opportunities and increasing quality.

While already doing quite well, John Jaquish of Tiny Tykes in Firestone saw this new funding as an opportunity to expand his business and better serve the Carbon Valley community. **Through United Way coaching and investments, Tiny Tykes recently went from being licensed as a large family child care home to a full-fledged center, from serving 12 children to 20,** including those aged 30 months and above. To bring this about, Tiny Tykes received \$50,000 to assist in paying for a fire hydrant, a paved driveway and a fire wall, all of which were required by the local fire department. In turn, Jaquish put in over \$100,000 of his own money to complete the expansion of the business.

Tiny Tykes and United Way thank you for your investments in children throughout Weld County.



**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**

## Raising the Level of Support For Those in Need

While visiting with his resource navigator at the Housing Navigation Center (HNC), Marcus mentioned that he needed to get his driver's license renewed. Currently without a car, it was hard for him to get across town to the Department of Motor Vehicles during work hours. Utilizing a new



program called DMV2GO, the HNC staff connected with the Weld County DMV to host on-site services at the navigation center in March. Marcus along with 13 other guests utilized DMV2GO and now have valid licenses and ID cards, which is critical for their efforts to get back into housing. The program was such a success that DMV2GO will now be at the HNC every third Thursday of the month.

The Housing Navigation Center is now located at 870 28th Street in Greeley, a newly renovated space where clients will be able to continue receiving services like DMV2GO. While construction to the front of house is complete, it is ongoing in the back area, which will include new shower and laundry facilities as

well as host the cold weather shelter during winter months. **“Having these much needed services raises the level of support we can give to our guests and will increase re-housing outcomes.** We are very excited over what the new space is allowing us to offer,” noted Izzy Pike, the HNC managing director.

Thank you to FSY Partnership for the lease of the new space, to Horizon View Homes for overseeing and contributing to renovations and to donors like you that are helping our most vulnerable Weld County neighbors regain housing.





## Boy Scouts:

# Offering a Variety of Experiences for At-Risk Youth

It's a true Colorado treat to experience camping in the Rocky Mountains. Pitching tents, building a campfire, roasting hotdogs on a stick and winding down a summer evening with a toasty s'more. That's Colorado. There's a local organization making this experience a reality for youth who may not otherwise have been able to have this adventure.

The Adventure West Council of Boy Scouts of America's Scout Reach program involves at-risk youth in a variety of experiences. By covering participation fees, Scout Reach makes scouting available to youth through the Rodarte Center and Jefferson High School in

Greeley. One of the many offerings of the program is an overnight camping trip at the Ben Delatour Scout Camp.

Funding for Scout Reach comes from Boy Scouts' involvement in the Thrive by 25 collective impact workgroup. The big goal of Thrive by 25 is to connect more youth to caring adults, an outcome that will make it more likely they graduate high school and transition into a successful adulthood.

*"The common goal of the Thrive by 25 workgroup is the vision of impacting youth in a positive way, especially those that are at higher risk,"* explained Adam

Gardner, the Golden Plains District executive of the Adventure West Council.

United Way is very grateful for the contributions the Adventure West Council has made to Thrive by 25, as well as the inclusive and accessible programs that they offer to youth in Weld County and beyond. And thank you to United Way donors for making this support of Boy Scouts possible.



## Addressing Challenges Facing Older Adults in Weld County

As part of AARP Network of Age-Friendly Communities membership, from August through early November 2021, the Aging Well collective impact workgroup completed a county-wide survey and held listening sessions to assess Evans, Garden City, Greeley and Weld County on their age-friendliness.

Led by a diverse group of experts, community volunteers and advocates, the Aging Well workgroup will use the assessment findings to construct work plans for addressing challenges facing older adults, such as maintaining independence, accessing affordable health care, inclusion and opportunity. By the end of 2022, the community will be acting on these plans and making Weld County a more livable place for residents of all ages.

"I am very excited about how the future work we are doing with Aging Well is now informed directly by the community," shared Simon Jones, United Way Collective Impact VISTA. "Using this community assessment will help us move forward with plans based on evidence, rather than acting on ideas that are merely thought up by a handful of people who may not have a full picture of what the community needs."

"This community response is key. We are pulling in the thoughts and opinions of the people we are striving to help, which I believe is an essential part of doing this kind of impact work," added Jazz Garrison, Aging Well VRI coordinator with United Way.

You can view the results at [www.UnitedWay-Weld.org/AWfindings](http://www.UnitedWay-Weld.org/AWfindings).



## HB22-1315 Will Fund the 211 Colorado Statewide Budget

For the first time in its 20-year history, the 211 Colorado statewide information and referral service will soon be funded by the State of Colorado general fund. Beginning during the 2022-2023 budget year, HB22-1315 provides \$1 million to 211 Colorado's four regional contact centers and seven collaborative partners to continue providing the resource throughout the state.

"While the State of Colorado and 211 have had a productive and sometimes active, programmatic relationship, the needs of our neighbors and how 211 Colorado responded to COVID-19, as requested by Governor Polis, brought 211 more so to the attention of our legislators," offered Margie Martinez, United Way's 211 community outreach coordinator. *"211's involvement in disaster response—be it the pandemic or the recent Marshall Fire in Boulder County or the 2013 Northern Colorado floods—is essential for taking the burden off of the 911 system and more quickly connecting those impacted to resources."*

While the \$1 million doesn't cover all of the approximately \$4 million budget system-wide, it is a significant investment in maintaining and expanding 211 Colorado's statewide efforts. Thank you to the State of Colorado legislature and to the governor's office and to you for your investment in 211 Colorado.





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

*Quarterly news and an opportunity to support your Weld County neighbors enclosed. Together we are building a better 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

## SAVE THE DATE

### Day of Caring

Saturday,  
September 10

### Community Leaders Luncheon

Wednesday,  
September 28

### Weld Project Connect

Thursday,  
October 20

## 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

Connect with us!



United Way of Weld County