



# Invitation to Engage and Invest

**How do you want to invest in older adult and healthy aging efforts in your Weld County community?**



“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





## Helping older adults age well in our community

Older adults are living full and productive lives

### Highlights

- Nationally, almost 10,000 Baby Boomers turn the age of 65 every day.
- People are living longer and healthier lives; while ultimately a fortunate circumstance, this is putting a strain on health care and human services capacity.
- Those aged 50 and older are a growing segment of people experiencing homelessness.
- United Way manages the Aging Well Volunteer Recruitment Initiative, which connects volunteers with older adult serving organizations throughout Weld County.

**John, a Weld Food Bank volunteer, has been delivering food to Jeanette, who is age 87, for the last several years. As she is no longer able to drive and with no family nearby, Jeanette and John often sit and visit. At the height of the pandemic, they talked through the door, as John was her only visitor. Jeanette recently shared, “Weld Food Bank has been a godsend to me. I could not survive without this food. It keeps me well-fed and in my home. I look forward to John’s visits and for the time that we have together.”**

### The Why

For their life success, it is key that older adults have the supports that they need to age well in the community of their choice. Cities and towns that are age friendly bring about a better quality of life for older adults and everyone that lives in them.

**City of Evans, City of Greeley and Garden City are now members of the AARP Network of Age-Friendly Communities; the goal is to lead the community in becoming more age friendly.**



## Challenges

Across the United States, a seismic human services shift is occurring as the Baby Boomer generation—the largest generation in size until Millennials—enters into retirement age. As people live longer, more assistance specifically for older adults is needed, both for those growing older at home, and for those living in long-term care facilities. Colorado’s 65+ population is growing at the third fastest rate in the nation—between 2010 and 2020 this group grew 75% in Weld County.

This situation is difficult for many households and can be costly for our community. Locally, there will be an

increased need for activities such as home delivered meals, transportation, personal care services, case management and helping with chores, to list just a few. A 2018 Weld County survey indicated that 25% of older adults have experienced a problem accessing safe and affordable transportation.

**How do we, as a community, respond in urgency to change this situation? How do we measure if we are succeeding? How do we solve this challenge?**



## Investments

The Aging Well shared effort includes over 20 organizations. Investments are made in a number of programs with county-wide impact that lead to **older adults aging well with the support that they need to do so**. Activities include:

ensuring food security

providing case management and grief recovery assistance

increasing housing, recreation and transportation opportunities

improving older adult physical and mental health outcomes

connecting volunteers with opportunities to serve older adults

assisting those with memory and dementia challenges and their caregivers



Helping older adults age well in our community

Plus, as funded by NextFifty Initiative, United Way hosts the Aging Well Volunteer Recruitment Initiative, which connects volunteers to older adult serving organizations throughout Weld County.



**Your investment in United Way supports these critical Aging Well activities and will help our Weld County neighbors succeed.**





Building the foundation for early childhood success



Connecting youth to caring adults



Preventing and ending homelessness



Helping older adults age well in our community



Linking people to the help that they need

Responding in urgency to community need – be it a natural disaster or a health crisis or an ongoing challenge – is typical for your United Way. Every day we do so in five initiative areas:

- **Reading Great by 8** – Building the foundation for early childhood success.
- **Thrive by 25** – Connecting youth to caring adults.
- **Weld's Way Home** – Preventing and ending homelessness.
- **Aging Well** – Helping older adults age well in our community.
- **Connecting Weld** – Linking people to the help that they need.

**Will you join us in investing in these most important efforts?** You may do so in one or more of several ways:

- Donate one-time or monthly by visiting [www.UnitedWay-Weld.org/donate](http://www.UnitedWay-Weld.org/donate) or by mailing a check to United Way of Weld County, PO Box 1944, Greeley, CO, 80632.
- Contribute every pay period through payroll deduction at your workplace.
- As a Leadership Giver investing \$500 per year or more—visit [www.UnitedWay-Weld.org/leaders](http://www.UnitedWay-Weld.org/leaders) for details, benefits and special incentives.
- Support the effort through an estate, planned, or larger one-time gift.
- Have a workplace campaign at your business or become a corporate partner, so that the donations of your friends and neighbors go further.

Plus there are numerous volunteer opportunities in which you and, if you are a business owner or manager, your employees can get involved. Find out more at [www.UnitedWay-Weld.org/volunteer](http://www.UnitedWay-Weld.org/volunteer).

Contact Patty Gates at 970-304-6185 or [PGates@UnitedWay-Weld.org](mailto:PGates@UnitedWay-Weld.org) with questions and to find out more about how you can partner with your United Way of Weld County. **With your engagement and investment, together we can create a better Weld County for everyone.** We hope that you will join us.

Sara Seely  
Chair,  
Board of Directors  
Business Development, FNBO



Angel Flores  
Chair-Elect,  
Board of Directors  
Pastor, Mosaic Church

