



# United Way Business Sponsorship and Engagement Opportunities

“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



## How would United Way work differently if it were solving rather than only managing community challenges? United Way would...

- ...set measurable and attainable community-wide goals that are easy for donors, board members, employees, partners and everyone to understand. For instance, one current goal is to end homelessness. This is measurable and other communities have achieved it.
- ...assemble partners to work together toward the goals, including a strategic plan that they all develop and implement together. All United Way initiatives are on their way to finalizing such plans.
- ...identify every person that requires support in these areas and connect them to needed resources. For example, as early as age three, it's known which children are likely not to read at grade level by the beginning of 4th Grade. In Weld County there aren't enough presently committed resources, however, to fully involve each child in a catch-up plan.
- ...make the case for these shared efforts, asking the community for sufficient resources to work the plan for every person and family that needs it and keeping everyone focused on the big goals.
- ...invest community resources in United Way's own activities and those of partner organizations so that the strategic plans can be achieved.

Can we imagine a day when all children are reading at grade level by the beginning of 4th Grade? When each vulnerable youth is connected with a caring adult? A time when all families have stable housing? And all older adults have the resources that they need to live a meaningful life?

**Let's imagine this kind of community and then, through United Way, stop managing challenges and solve them together.** Through your investments of money and time to United Way, will you join us?

Sara Seely  
Chair, Board of Directors  
Business Development, FNBO



Melanie Woolman  
President & CEO  
United Way of Weld County





# How will your business engage with and invest in the well-being of your Weld County community? Become a sponsor of United Way activities and initiatives.

## Cornerstone Partner

Cornerstone Partners understand the importance of United Way’s role of bringing organizations together to address our greatest challenges. These companies and organizations make large directed gifts of from \$5,000 to \$50,000 or more so that donations from individuals and small businesses go directly to programs and services that help our more vulnerable Weld County neighbors.

Given their unrestricted support of United Way of Weld County, Cornerstone Partners are featured in numerous publications—print and electronic newsletters, the annual report, on social media and more—throughout each year. No organizations get more recognition than Cornerstone Partners.

## Leadership Givers

Each year United Way has 350+ committed, connected and resourced donors that contribute \$500, \$5,000, \$10,000 or more to help fuel community changing efforts. This sponsorship opportunity allows your business or organization to be mentioned to United Way’s most influential supporters.

Leadership Givers are recognized at a number of events each year, presently including a UNC Football Tailgate (October), a Leaders in Giving Reception (December) and multiple smaller gatherings. They also receive their own monthly e-newsletter. Sponsors of the Leadership Giver program are featured at each event.

## Initiative Areas

United Way of Weld County has five initiative areas: Reading Great by 8, Thrive by 25, Weld’s Way Home, Aging Well and Connecting Weld. You can engage through a donation or volunteer time in one of these areas and be identified with the efforts/organizations that matter most to you.

- **Reading Great by 8**

The first five years of life are the most important period of a person’s development. Reading Great by 8 is **building the foundation for early childhood success for every child in Weld County**. Your support will lead to more children entering Kindergarten ready and reading at grade level by the start of 4th Grade.

- **Thrive by 25**

If a student fails at reading or math in the middle grades, they are more likely to drop out of high school, which will have lifelong consequences. Thrive by 25 is **connecting youth to caring adults so that they can succeed in school and life**. Your investment helps youth graduate from high school and transition to a successful adulthood by age 25.



- **Weld's Way Home**

Weld County was recently ranked as the U.S. region most likely to be on the verge of a housing crisis and the fourth most unaffordable housing market in the nation. Weld's Way Home is preventing and ending homelessness. Your commitment will **lead to households attaining and maintaining stable housing**.

- **Aging Well**

People are living longer and healthier lives; while ultimately a fortunate circumstance, this is putting a strain on health care and human services capacity. Aging Well is **helping older adults age well in our community**. Your engagement will ensure more older adults are living full and productive lives.

- **Connecting Weld**

While a place of much wealth and opportunity, Weld County has poverty pockets where it is difficult to thrive. Connecting Weld is **linking people to the help that they need**. Your partnership will help human services increase in visibility, accessibility and capacity.

### **Individual Program**

Within each of the five initiative areas there are programs that United Way provides. For instance, Reading Great by 8 has the **Covering Weld Diaper Bank** and **Reading Corps**, Thrive by 25 supports **Weld County Recreation Scholarships** and Connecting Weld features **211 Colorado**. Make a contribution to one of these programs to be even closer to the United Way led action.

### **Event Sponsorship**

Each year, United Way has a number of events that support work in the five initiative areas; the **Northern Colorado Children's Festival** in early April, **Day of Caring** and the **Community Leaders Luncheon** in September and **Weld Project Connect** in October are the biggest. Volunteer as a group or provide monetary support to be recognized for your support.

Contact Travis Hitt, VP of philanthropy at 970-304-6185 or [THitt@UnitedWay-Weld.org](mailto:THitt@UnitedWay-Weld.org) to discuss sponsorship and engagement opportunities.

For all but Cornerstone Partners, recognition varies by type of commitment.



# Cornerstone Partner Program

Cornerstone Partners understand the importance of United Way’s role of bringing organizations together to achieve greater results. These companies make large directed gifts so that donations from individuals and small businesses go directly to programs and services that help our more vulnerable Weld County neighbors. In return, Cornerstone Partners are promoted as being strong supporters of United Way’s vital work. Contact Travis Hitt, VP of philanthropy at 970-304-6185 or [THitt@UnitedWay-Weld.org](mailto:THitt@UnitedWay-Weld.org) to discuss becoming a Cornerstone Partner and for more details about recognition levels.

	\$50,000 +	\$25,000 - \$49,999	\$15,000 - \$24,999	\$10,000 - \$14,999	\$5,000 - \$9,999
Reserved position on United Way Board of Directors	Yes	No	No	No	No
Logo in annual campaign materials and annual report	Yes	Yes	No	No	No
Logo/link on website home page	Yes	Yes	No	No	No
Logo in Cornerstone Partner literature	Yes	Yes	No	No	No
Complimentary table (seating for 8) at annual Community Leaders event	Yes	Yes	No	No	No
Reserved position on United Way Collective Impact Council(s)	Yes	Yes	Yes	No	No
Logo in newsletters	Yes	Yes	Yes	No	No
Logo on banners	Yes	Yes	Yes	No	No
Listing/link on website	Yes	Yes	Yes	Yes	No
Complimentary seating for two (2) at the annual Community Leaders event	Yes	Yes	Yes	Yes	No
Recognition at events	Yes	Yes	Yes	Yes	Yes
Listing in newsletters and website	Yes	Yes	Yes	Yes	Yes
Listing on banners	Yes	Yes	Yes	Yes	Yes
Listing in annual campaign materials and annual report	Yes	Yes	Yes	Yes	Yes
Recognition on United Way building front window	Yes	Yes	Yes	Yes	Yes
Cornerstone Partner rock to display at your company	Yes	Yes	Yes	Yes	Yes

## About Weld County & United Way of Weld County

At 4,017 square miles, an area half the size of the State of New Jersey, Weld County is the third largest county in Colorado. Our home is consistently ranked as one of the top 10 agricultural and energy producing counties in the United States. There is great wealth and opportunity in Weld County. We are thankful for it.

Nevertheless, there are persistent challenges indicating some of our neighbors lack the opportunity to thrive. The United Way of Weld County board of directors has identified and is resourcing five initiative areas that, with your support, can solve Weld County's long-term challenges. Find out more at [www.UnitedWay-Weld.org/initiatives](http://www.UnitedWay-Weld.org/initiatives).

- **Reading Great by 8: Building the foundation for early childhood success.** Currently 39% of Weld County children are reading to learn by the beginning of 4th Grade; a goal is to increase this to at least 43% by 2024.
- **Thrive by 25: Connecting youth to caring adults.** Currently more than 1 in 4 Weld County youth do not have a connection to a caring adult; a goal is that by 2024 a solid 75% will have this connection.
- **Weld's Way Home: Preventing and ending homelessness.** Currently there are about 236 individuals and families living outside or in a car in Weld County; a goal is to decrease this to less than 100 by 2024.
- **Ageing Well: Helping older adults age well in our community.** City of Evans, City of Greeley and Garden City are now members of the AARP Network of Age-Friendly Communities; a goal is to lead the community in becoming more age friendly.
- **Connecting Weld: Linking people to the help that they need.** While Connecting Weld does not have community-wide goals, its activities support the other four United Way initiative areas in achieving theirs.



“Simply put, United Way of Weld County brings our community together. We are proud to be a part of United Way’s efforts to build a stronger Weld County, to find solutions to problems, to fill gaps, to connect people with the resources they need and to help people when they need it the most.”

- **Marilyn Schock**

president, UCHealth Greeley Hospital

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

- **Jeff Carlson**

chief executive officer, The Weld Trust

“One of our core values involves giving back to our community. United Way of Weld County does an incredible job of meeting the needs of so many families and agencies and always with compassion and integrity.”

- **Scott Warner**

president, Connecting Point