



# Invitation to Engage and Invest

**Where do you want to partner and invest in the well-being of 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



## Cornerstone Partners

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 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.

**\$50,000 +**



**\$25,000 – \$49,999**



**\$15,000 – \$24,999**

Chick-fil-A Greeley - Flood and Peterson

**\$10,000 – \$14,999**

1310 KFKA - Banner Health - Chevron - Front Range Roofing Systems - Ghent Chevrolet Cadillac - Honda of Greeley Kaiser Permanente - McDonald Toyota - Phelps-Tointon - Townsquare Media - Vestas Blades America - Yoder Family of Companies

**\$5,000 – \$9,999**

365 REAL Property Management - First Interstate Bank - FNBO - Hensel Phelps - Pepsi Beverages Company  
PFC USA - Property Technica - Tigre FM 102.1 and 1450 AM

## Leadership Givers

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

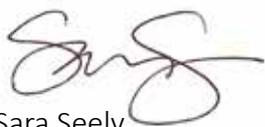
Contact Travis Hitt at 970-304-6185 or [THitt@UnitedWay-Weld.org](mailto:THitt@UnitedWay-Weld.org) to discuss becoming a Cornerstone Partner or Leadership Giver.

## 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 households are stable? 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



### United Way of Weld County Vision

Together we are building a better Weld County, one where children are reading to learn by the start of 4th 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 that they need.



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



## Building the foundation for early childhood success

Children are entering Kindergarten ready and reading at grade level by the start of 4th Grade

### Highlights

- Early childhood is the most important period of a person's development.
- Until the end of 3rd Grade students learn to read—after this, they read to learn.
- Only 39% of Weld County children are reading at grade level by the beginning of 4th Grade; in other words, 6 in 10 aren't reading to learn by age 8.
- United Way manages Weld County's Early Childhood Council, the community collaboration where early childhood challenges are solved.

**Jonah, a Weld County child care provider, saw the State of Colorado Emerging and Expanding Child Care Grant program as an opportunity to expand his business and better serve his community. With help from United Way staff for coaching and in applying for funding, Jonah moved his business from being a family child care home serving 12 children to a full-fledged center with 20 tiny tykes. Each of these children will now be better prepared for school and life success.**

### The Why

For their life success, it is vital that children are reading well by the beginning of 4th Grade. This will more likely occur when children's basic needs are met, when their child care providers know how to deliver high quality care and when, if present, a child's special needs are addressed quickly and successfully. Parents that have sufficient resources and support are better able to remain in the workforce.

**By 2024, the Reading Great by 8 community-wide goal is to increase the percentage of Weld County children reading to learn by the beginning of 4th Grade from 39% to 43%.**



## Challenges

In Weld County, during the 2019-2020 school year only 39% of 4th Grade students were meeting expectations in English Language Arts. Since students are learning to read until the end of 3rd Grade and then reading to learn after that, this means that nearly 2 in 3 Weld County children weren't reading well enough to take full advantage of the rest of their formal education.

This situation is difficult for each student and is costly for our community. As evidence, 70% of all incarcerated adults cannot read at a 4th Grade level, meaning they lack the

reading skills to navigate many everyday tasks or hold down anything but lower paying jobs. This lack of reading ability keeps people at-risk all of their lives. It also costs the larger community money to have our neighbors relying on social services.

**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 Reading Great by 8 shared effort includes over 35 organizations. Investments are made in a number of programs with county-wide impact that lead to **more students reading at grade level by the beginning of 4th Grade**. Activities include (with those offered by United Way staff in **bold**):

**supporting parents and caregivers through instruction and basic needs like diapers**

**recruiting new child care providers and coaching them in opening their businesses**

**helping child care providers improve the quality of the child care that they provide**

identifying and addressing early childhood developmental delays

protecting children that have been physically or sexually abused

working with students in grades 1-3 to catch up in their reading skills

Plus, United Way manages Weld County's Early Childhood Council, which is the primary place for collaboration in order to increase early childhood outcomes in Weld County.



Building the foundation for early childhood success



Your investment in United Way supports these critical Reading Great by 8 activities and will help our Weld County neighbors succeed.





## Connecting youth to caring adults

Youth are graduating high school and transitioning to a successful adulthood by age 25

### Highlights

- If a student fails a reading or math course in the middle grades, they are more likely to drop out of high school.
- The rational, decision-making part of the brain isn't fully developed until around age 25; as such, it is important to support students well into young adulthood, and especially more vulnerable youth.
- Over 1 in 4 Weld County youth do not have a connection to a caring adult.

**Mia arrived at a local youth serving community garden to complete a mandatory service requirement not knowing what to expect. Mentored throughout the summer by staff and volunteers, Mia enjoyed the experience so much that she continued volunteering throughout the winter, well beyond her required hours. Mia learned work skills and resume building, even practicing interview questions. Now, a year after stepping onto the garden property, Mia has a paying job with a local business that she found out about from garden staff.**

### The Why

For their life success, it is critical that youth have an adult to go to for support when they are facing a significant challenge. This caring connection increases mental health and makes it more likely that each youth graduates high school and has a good job by age 25.

**By 2024, the Thrive by 25 community-wide goal is to increase the percentage of Weld County youth who have a connection to a caring adult to a solid 75%.**





## Challenges

In the United States, earning a high school diploma is perhaps the most important determinant of a person’s future. The median annual income of a high school dropout in 2020 was \$32,188, compared with \$40,612 for a high school graduate. In Weld County, more than 1 in 4 youth do not have a trusted adult that they can get assistance from when facing a challenge that they cannot handle on their own, putting their mental and even physical health at risk.

This situation is difficult for each student and is costly for our community. High

school dropouts are more likely than those who graduate to be arrested or have a child while still a teenager, both of which incur additional financial and social costs. The current pool of qualified high school graduates is neither large enough nor skilled enough to supply our nation’s workforce.

**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?**



Connecting youth to caring adults

## Investments

The Thrive by 25 shared effort includes over 20 organizations. Investments are made in a number of programs with county-wide impact that lead to **more young adults succeeding in life by age 25**. Activities include:

decreasing learning loss and increasing knowledge at after school and summer experiences

building relationships for integrating refugee and immigrant youth

mentoring for mental health and building life skills

providing STEM education

supporting students in their higher education pursuits

participating in recreation programs



Your investment in United Way supports these critical Thrive by 25 activities and will help our Weld County neighbors succeed.





## Preventing and ending homelessness

Households are attaining and maintaining stable housing

### Highlights

- Weld County was recently ranked as the U.S. region most likely to be on the verge of a housing crisis and the tenth most unaffordable housing market in the nation.
- Over half of Weld County renter households pay more than 30% of their income on housing costs, putting them in a precarious financial position, unable to meet expenses and to save for the future.
- The solution to homelessness is housing, not more services or being sure that someone is “housing ready” before they move into a new home.
- United Way manages the Northern Colorado Continuum of Care, the community collaboration that can end homelessness in Weld and Larimer counties.

**When Barry was being asked to leave his apartment, he knew he could secure another affordable place if he could get \$150 for a deposit. After some conversation, United Way’s Housing Navigation Center staff found him eligible for the diversion fund. Staff worked with partner organization Frontier House to ensure that Barry had ongoing support to help him stay in housing. After moving in, Barry paid the rest of the deposit when his social security check arrived, avoiding homelessness.**

### The Why

For their life success, it is fundamental that each individual or family has stable housing. A permanent address leads to better physical health, mental health, employment, addiction recovery and other outcomes and costs the community less in services than managing people in homelessness rather than ending it.

**By 2024, the Weld’s Way Home community-wide goal is to decrease the number of people that are living out-of-doors or in a car in Greeley/Evans from approximately 236 to fewer than 100.**



## Challenges

As with many larger metropolitan areas, and especially in places increasing in population like Northern Colorado, Weld County is being challenged with homelessness and housing instability. The ever-increasing cost of housing combined with a job base that too often does not pay a living wage is making more and more households unstable and at-risk of homelessness. For example, a single parent making Colorado's minimum wage of \$12.56 per hour would need to work 67 hours per week to afford a one bedroom apartment in Weld County.

This situation is difficult for each household and is costly for our community. Individuals

experiencing homelessness over-utilize first responder and health care resources. Households experiencing homelessness depend on government assistance, rather than productively participating in the community. Children without stable housing drastically under-perform their stably housed peers, leading to poorer lifelong outcomes.

**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 Weld's Way Home shared effort includes over 50 organizations. Investments are made in a number of programs with county-wide impact that lead to **people ending their experience of homelessness and maintaining housing**. Activities include (with those offered by United Way staff in **bold**):

**serving the immediate needs of people experiencing homelessness and extreme household instability**

**offering a seasonal cold weather shelter and year-round emergency shelters**

**providing focused case management for those who are hardest to house**

increasing food security

**meeting rent and other household expense assistance**

training for workforce readiness

**increasing transportation options and homeownership opportunities**

Plus, United Way manages the Northern Colorado Continuum of Care, which is the primary place for collaboration in order to make homelessness rare, short-lived, and non-recurring in Weld and Larimer counties.



Preventing and ending homelessness



Your investment in United Way supports these critical Weld's Way Home activities and will help our Weld County neighbors succeed.





## 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.**





## Linking people to the help that they need

Human services are increasing in visibility, accessibility and capacity

### Highlights

- While a place of much wealth and opportunity, Weld County has poverty pockets where it is difficult to thrive.
- The network of human services resources can be overwhelming, and especially when a person is most in need.
- Too often nonprofit organizations don't have the resources and connections required to best serve their program participants.
- United Way offers a number of direct service programs and resourcing opportunities, including 211 Colorado Information and Referral and the NoCO AmeriCorps Project, that help individuals and nonprofit organizations connect to the support they need.

**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 Colorado hoping to find new housing quickly. A 211 navigator connected her with a local Greeley church, which provided a hotel room as immediate shelter. She soon found a family member to stay with temporarily, then reconnected to 211 for an ongoing solution. The navigator remembered Marcella and helped figure out next steps.**

### The Why

For their life success, it is urgent that people facing a life-changing experience connect with supportive resources as quickly as possible. The faster that we connect families facing a difficult experience to those that can help, the more likely each family will maintain housing, employment, enrollment in school, health and more.

**Connecting Weld activities support goal achievement in the other United Way initiative areas.**



## Challenges

We all face life challenges or have loved ones who can use a helping hand. When a person needs assistance with a livelihood emergency and doesn't know where to begin, the network of human services can be overwhelming. Plus, the nonprofits that can offer assistance are too often struggling to stay in business.

328,981 people live in Weld County. 8% of residents live below the poverty line, and in Greeley, that rate jumps to 21%. 51% of the county's children qualify for free or reduced lunches, and just 39% of 4th Grade students are proficient readers. The housing vacancy rate continues to hover around its

all-time low, and the median rent continues to increase. 21% of older adults consider themselves to have poor mental health.

**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 Connecting Weld shared effort includes numerous local, state and national partners. Investments are made in a number of programs with county-wide impact that lead to **human services increasing in visibility, accessibility and capacity**. Activities include (with those offered by United Way staff in **bold**):

**211 Colorado  
Information and Referral**

**Weld Project Connect**

**Disaster Preparedness  
and Response**

**Volunteer Engagement**

**Weld Together**

**NoCO AmeriCorps Project**



Linking people to the help that they need



Your investment in United Way supports these critical Connecting Weld 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

With Sara Seely and Melanie Woolman, I also have a sense of urgency for the efforts of United Way of Weld County. While we are all serving people, I am primarily concerned with keeping the organization financially strong so that United Way can lead in our community-wide efforts.

**Will you join me in making an impact?**

United Way invests in nearly 100 programs offered in Weld County by United Way staff and other organizations in the five initiative areas: Reading Great by 8, Thrive by 25, Weld's Way Home, Aging Well and Connecting Weld. Working with dozens of nonprofits, government agencies, faith communities, and their programs, together we are building a better Weld County for everyone.

**Will you join me in making an investment in your United Way?**

I want to be your guide. I get to help you make the most of the money that you'd like to invest in the lives of our more vulnerable Weld County neighbors. Nearly all of the adults among 72,705 people helped by United Way of Weld County in the 2020-2021 program year were employed; they or their loved ones simply needed a hand up.

There are a number of ways to make your donation and get involved:

- 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, 80632-1944.
- 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.
- Through an estate, planned or larger one-time gift.
- Have a workplace campaign at your business or become a corporate sponsor, so that the donations of your friends and neighbors go further.

Plus there are numerous volunteer opportunities in which you can get involved. Find out more at [www.UnitedWay-Weld.org/volunteer](http://www.UnitedWay-Weld.org/volunteer).

Contact me at 970-304-6185 or [THitt@UnitedWay-Weld.org](mailto:THitt@UnitedWay-Weld.org) with questions, to find out more about the United Way of Weld County work and to discuss your giving goals.

**With your engagement and investment, together we can create a better Weld County for everyone.** I hope to talk with you soon.

Travis Hitt  
Vice President of Philanthropy



## 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.”

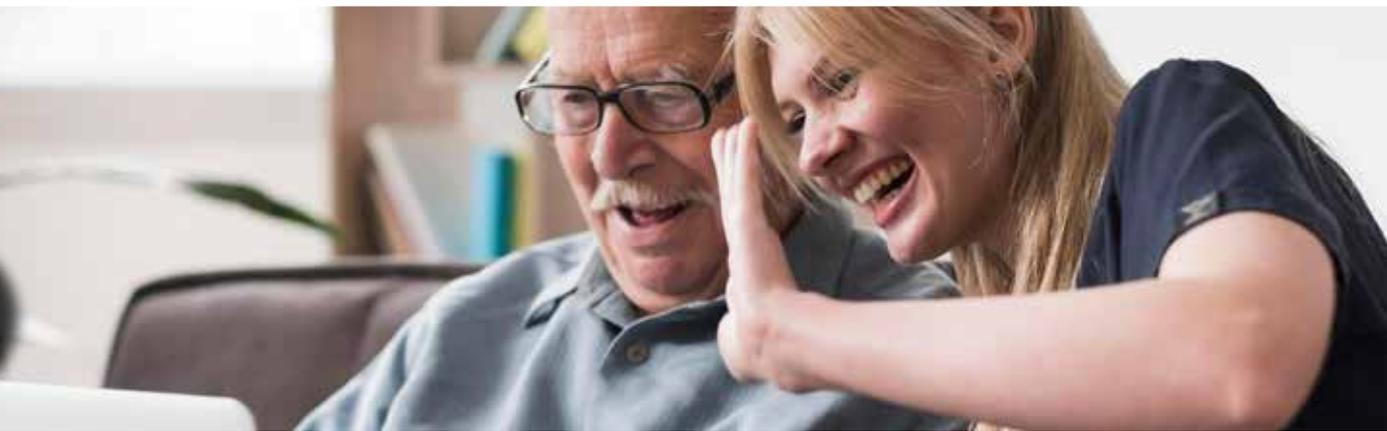
- **Jeff Carlson**  
chief executive officer, The Weld Trust

“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

“We have a number of children who still need an awful lot of help with their reading skills. And we, as the adults, have the obligation to figure that out. You can make an investment through United Way that will make a difference in the lives of our most vulnerable children.”

- **Deirdre Pilch**  
superintendent, Greeley-Evans School District 6



970-353-4300 - [www.UnitedWay-Weld.org](http://www.UnitedWay-Weld.org)  
PO Box 1944 - Greeley, CO 80632  
814 9th Street - Greeley, CO 80631

