



Invitation to Engage and Invest

How do you want to invest in access to services 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





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

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 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 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.

Contact Travis Hitt at 970-304-6185 or THitt@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



Melanie Woolman
President & CEO
United Way of Weld County

