



# Invitation to Engage and Invest

**How do you want to invest in ending and preventing homelessness 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





## 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**):

**servicing 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.





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 Travis Hitt at 970-304-6185 or [THitt@UnitedWay-Weld.org](mailto: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

