



A Vision for Weld County

How can we help build a better community?

“Why United Way? Easy. What we give to United Way benefits the entire community and makes it better for all of us. Weld County is stronger because of the resources, education and funding United Way provides.”

- Steve and Teresa Baker
The Baker Team @ Sears Real Estate



United Way of Weld County

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 they need.

Dear Weld County Neighbor,

United Way has a unique role among organizations in Weld County. It shares a vision of a better future for everyone, shows how this is being accomplished in measurable ways and mobilizes resources community-wide to bring about a more common good.

Given United Way's well-defined initiative areas, the vision is clear. In Weld County...

- **EVERY** child could be reading proficiently by 4th Grade
- **EVERY** youth could be connected to a caring adult
- **EVERY** family could have stable housing
- **EVERY** older adult could have what is needed for a fulfilling life
- **EVERY** neighbor could be connected with needed resources

We are working out this vision with over 100 partner organizations and several direct service programs that United Way itself runs. While each of these have their own measures of performance, the most important goals are those that no one organization can achieve on its own, such as the percentage of children that are reading proficiently by the beginning of 4th Grade or the number of families experiencing homelessness.

United Way of Weld County asks individuals and businesses for investments that support our own programs and those of other organizations while also raising a substantial amount in grant funding, much of which comes from outside of Weld County. Nearly 90% of the budget for the direct service programs that United Way runs – such as the Covering Weld Diaper Bank or the Housing Navigation Center – are grant funded.

Plus, United Way serves as a fiscal agent for Federal and State of Colorado funds, working to get these resources to partners that otherwise would be unable to access them. During the pandemic years, in this role United Way supported dozens of child care and homeless services providers with over \$4 million for increasing the amount and quality of child care county-wide and housing over 100 individuals and families in Northern Colorado.

Sometimes, something unexpected happens and all of the sudden our neighbors that have never experienced instability are in need of extra help. Other Weld County residents face generational poverty, racism and inequality of opportunity. United Way and our partner organizations know exactly how to assist all of these neighbors. What we need is the community's generosity of time and money to make it happen.

Will you support your neighbors today through United Way of Weld County? Find out more and get involved at UnitedWay-Weld.org/Generosity. Thank you.



Angel Flores
Chair, Board of Directors
Pastor, Mosaic Church



Melanie Woolman
President & CEO
United Way of Weld County



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United Way Invests in 5 Initiative Areas for Community-Wide Results

Find out more at UnitedWay-Weld.org/Initiatives

Reading Great by 8 is increasing the number of children who are reading to learn by the beginning of 4th Grade. It includes 35+ organizations and invests in:

- supporting parents with basic needs like diapers
- helping child care providers develop businesses and improve quality of care provided
- connecting children to Colorado Universal Preschool Program providers
- working with students to catch up in their reading skills
- community-wide service coordination through Weld County's Early Childhood Council



Building the foundation for early childhood success

Thrive by 25 is increasing the number of Weld County youth who have a connection to a caring adult. It includes 20+ organizations and invests in:

- decreasing learning loss and increasing knowledge at after school programs
- mentoring for mental health and life skills
- providing STEM education
- participating in recreation programs



Connecting youth to caring adults

Weld's Way Home is decreasing the number of people that are living unsheltered. It

includes 50+ organizations and invests in:

- offering a seasonal cold weather shelter and supporting other shelters
- providing case management for those hardest to house
- meeting rent and other basic needs for keeping families in their homes
- increasing transportation and homeownership options
- community-wide service coordination through Northern Colorado Continuum of Care



Preventing and ending homelessness

Aging Well is leading Weld County in becoming more age friendly. It includes 20+ organizations and invests in:

- providing recreation and social participation programs
- increasing housing and transportation opportunities
- sharing information about community resources
- connecting older adults to health and community services



Helping older adults age well in our community

Connecting Weld activities support goal achievement in the other United Way initiative areas. It includes:

- 211 Colorado Information and Referral
- disaster preparedness and response
- volunteer engagement
- Weld Project Connect



Linking people to the help that they need



The Sawtek family couldn't pay their rent and were evicted. After staying at a local emergency shelter for one night, they were referred to the Housing Navigation Center. Staff learned that the family had a friend in the Denver area who had offered them a place to stay and also had a job available for the husband. After being provided with two \$25 gift cards to purchase enough gas for the trip, the Sawtek's drove to Aurora, avoided the homelessness services system, and began the next phase of their journey.

United Way invests in nearly 100 programs offered in Weld County by United Way staff and other organizations. Working with dozens of nonprofits, government agencies, faith communities, and their programs, together we are building a better Weld County for us all.

Will you make an investment in this United Way-led effort?

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

- One-time or monthly by visiting UnitedWay-Weld.org/Invest or by mailing a check to United Way of Weld County, PO Box 1944, Greeley, CO, 80632.
- Every pay period through payroll deduction at your workplace.
- As a Leadership Giver investing \$500 per year or more – visit UnitedWay-Weld.org/Leaders for details, benefits and special incentives.
- Through an estate, planned or large 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 participate. Find out more at UnitedWay-Weld.org/Volunteer. Contact Travis Hitt, VP of Philanthropy, at 970-304-6185 or 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 time and investment, together we can create a better Weld County for everyone, and especially for our neighbors who are in the most challenging of circumstances.**

CORNERSTONE PARTNERS

\$50,000 +



\$25,000 – \$49,999



\$15,000 – \$24,999



\$10,000 – \$14,999

Banner Health, BizWest Media, Chevron, Front Range Roofing Systems, Ghent Chevrolet Cadillac, Honda of Greeley, Kaiser Permanente, KFKA 1310AM & 103.1FM, McDonald Toyota, Townsquare Media, Yoder Family of Companies

\$5,000 – \$9,999

365 REAL Property Management, ENT Credit Union, FNBO, Mountain Valley Bank, Pepsi Beverages Company, PFC USA, Property Technica, Scheels, Tigre 102.1FM & 1450AM

MAJOR FUNDERS

For a full list of the most recent year Major Funders, visit UnitedWay-Weld.org/Major-Funders.

\$50,000 Plus

- Buell Foundation
- City of Greeley
- Colorado Department of Early Childhood
- Colorado Department of Human Services
- Colorado Department of Local Affairs
- Colorado Health Foundation
- Comcast Cable
- Community Solutions
- El Pomar Foundation
- Hensel Phelps
- JBS USA LLC
- Monfort Family Foundation
- PDC Energy
- The Weld Trust
- US Department of Housing and Urban Development
- Weld County Department of Human Services
- Weld County Government
- Xcel Energy