

Corporate Engagement



United Way has a unique role 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 initiative areas, the vision is clear. In Weld County...

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

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.

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](https://www.unitedway-weld.org/generosity). Thank you.



Angel Flores
Chair, Board of Directors
Pastor, Mosaic Church



Melanie Woolman
President & CEO
United Way of Weld County



Initiatives and Goals - As part of ongoing, collective impact processes, United Way **provides, partners and collaborates** with agencies and services throughout Weld County that are working together to reach community-wide goals in five areas.

Initiatives



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

Goals

“We are very proud of our partnership with United Way of Weld County because of the diverse and impactful ways the organization supports those who need it most within our community. At JBS, we believe in being a good neighbor, and the generosity of our team members combined with United Way’s expertise provides us the opportunity to make a meaningful difference.”

Juriana Sperandio
Global Chief HR Officer, JBS

**1 in 7 residents in
Weld County utilize
United Way funded
programs and
services every year**



Isaiah was a second grader who has always struggled to read – with both his parents working to support their family, he didn’t get to practice at home very much. Thanks to one-on-one sessions with a tutor at his school, he is now reading at grade level. Isaiah has worked so hard on his reading. He has been a great support to his younger brother Adrian and pushes him to do better in reading every day. Isaiah is a great example of the ripple effect reading can have on siblings and families.



Cornerstone Partners

Cornerstone Partners direct their gifts to cover administration and fundraising expenses, allowing other investors to **directly impact the community needs** of their choice.

- 100% of personal investments can be given directly to the community solution
- Partners showcased in an annual integrated marketing campaign



Workplace Advocacy

Introduce your team to United Way with year-round opportunities that align individual values with your **corporate social responsibility goals**.

- Employee campaigns
- Matching investment opportunities
- Give back events
- Donation drives



Volunteering

Engage your teams through volunteering and team building with United Way to bring benefits to your community.

- Weld Project Connect
- HNC Neighborhood Clean-ups
- HNC Cold Weather Shelter
- Covering Weld Diaper Bank



Event Sponsorship

Connect with your **priority target audiences** within United Way events that support the five community-wide initiative areas, advocating for long-term solutions.

- Sponsorships start at \$1,000
- Priority recognition
- Volunteer opportunities

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? **Through your investments of resources, we can do this! Will you join United Way?**

“As a family company, native to Weld County for over 40 years, we share the passion with United Way to serve and support our community. United Way multiplies the investment that Connecting Point makes to have the greatest impact in the most critical areas for Weld County. United Way is truly a partner who helps us give back to the community that has given us so much. ”

Andy Warner
CFO, Connecting Point

| Cornerstone Partner Benefits | \$5,000 - \$9,999 | \$10,000 - \$14,999 | \$15,000 - \$24,999 | \$25,000 - \$49,999 | \$50,000 + |
|---|--------------------------|----------------------------|----------------------------|----------------------------|-------------------|
| Reserved position on United Way Board of Directors | | | | | X |
| Reserved position on United Way Collective Impact Council(s) | | | | X | X |
| Recognition with link on website home page | | | | Logo | Logo |
| Complimentary seats at annual Community Leaders event | | 2 | 4 | 8 | 8 |
| Recognition in annual campaign materials and annual report | Name | Name | Logo | Logo | Logo |
| Recognition in print newsletters | Name | Name | Logo | Logo | Logo |
| Recognition in electronic newsletters | Name | Name | Logo | Logo | Logo |
| Recognition on United Way Greeley building front window | Name | Name | Logo | Logo | Logo |
| Recognition with link on website Cornerstone Partner page | Name | Name | Logo | Logo | Logo |
| Recognition on banners | Name | Name | Logo | Logo | Logo |
| Recognition at events | X | X | X | X | X |
| Cornerstone Partner Award to display at your organization | X | X | X | X | X |
| Planning committee invite (Community Leaders, Weld Project Connect, etc.) | X | X | X | X | X |

2023-2024 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

Find out more and get involved!



Travis Hitt
VP of Philanthropy
(970) 304-6185
THitt@UnitedWay-Weld.org



UnitedWay-Weld.org/get-involved



814 9th Street, Greeley, CO 80631
PO Box 1944, Greeley, CO 80632
970-353-4300
UWWC@UnitedWay-Weld.org
UnitedWay-Weld.org

