



Invitation to Engage & Invest

How can we build a better Weld County?

“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



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 supporters of United Way's vital work.

\$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 Dept of Early Childhood
Colorado Dept of Human Services
Colorado Dept 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 Dept of Housing
and Urban Development
Weld County Dept
of Human Services
Weld County Government
Xcel Energy

\$25,000 - \$49,999

Banner Health
Delia and John W Haefeli Foundation
Flood and Peterson

FNBO
Gates Family Foundation
Loustalet Family Fund
Northeast Health Partners

Robert Wood Johnson Foundation
Union Pacific Foundation
Wells Fargo Bank

\$15,000 - \$24,999

Bohemian Foundation
Church of Jesus Christ
of Latter Day Saints
City of Fort Collins
City of Loveland

Colorado Combined Campaign
Colorado Housing
and Finance Authority
Evans Management Group LLLP
Farmers Bank-Ault

Front Range Roofing Systems
Greeley-Evans School District 6
PFC USA
QuikTrip Corporation
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.

A large, stylized graphic of a hand with fingers spread, rendered in a light blue color, positioned behind the contact information and logos at the bottom of the page.A blue ink signature of Angel Flores.

Angel Flores
Chair, Board of Directors
Pastor, Mosaic Church

A blue ink signature of Melanie Woolman.

Melanie Woolman
President & CEO
United Way of Weld County



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



United Way of Weld County



Building the foundation for early childhood success

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

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.

Why This Matters

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.

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

6 in 10 Weld County children aren't reading to learn by age 8.

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.

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 red):

Supporting parents and caregivers with basic needs like diapers.

Identifying and addressing early childhood developmental delays.

Recruiting new child care providers and coaching them in opening their businesses.

Protecting children that have been physically or sexually abused.

Helping child care providers improve the quality of the child care that they provide.

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

Assisting parents and child care providers in accessing Colorado Universal Preschool.

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

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.

Why This Matters

The rational, decision-making part of the brain isn't fully developed until around age 25; as such, it is important to support youth well into young adulthood, and especially those that are more vulnerable.

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 75%.**





Challenges

If a student fails a reading or math course in the middle grades, they are more likely to drop out of high school.

In the United States, earning a high school diploma or the equivalent 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. Those without a high school degree 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.



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 programs.

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

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 homelessness 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.

Why This Matters

According to the researchers at Home Base, cities with above-average home values have homeless rates about 2.5 times higher than cities with lower-than-average values. The national average value for a home is \$301,466. As of June 2023, the average Weld County home value was \$492,551. This situation is putting many of our Weld County neighbors at risk of losing their housing.

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

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.

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 \$13.65 per hour would need to work 61 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.

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 **blue**):

Serving urgent needs of people experiencing homelessness and household instability.
Increasing food security.
Offering a seasonal cold weather shelter and supporting other shelters.
Training for workforce readiness.
Providing focused case management for those who are hardest to house.
Meeting rent and other household expense assistance.
Increasing transportation options and homeownership opportunities.

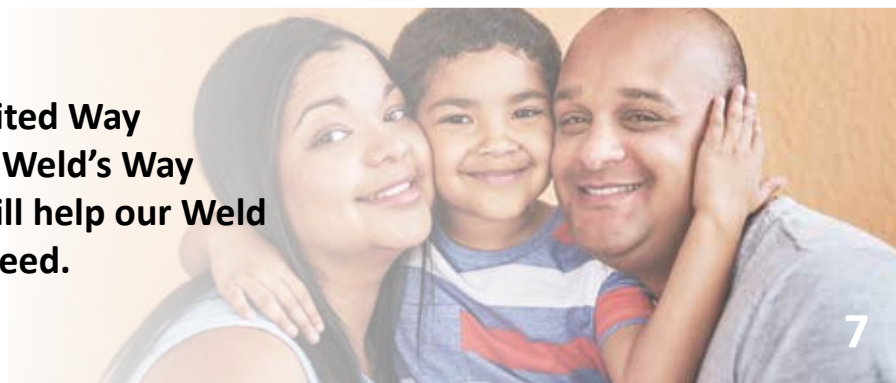
Plus, United Way manages the Northern Colorado Continuum of Care, which is the primary place for collaboration in order to make homelessness rare, short-lived and non-recurring in Weld and Larimer counties.



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

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.”

Why This Matters

Nationally, almost 10,000 Baby Boomers turn the age of 65 every day.

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

People are living longer and healthier lives; while ultimately a fortunate circumstance, this is putting a strain on health care and human services capacity.

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 independent, assisted and long-term care communities. 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 2022 Weld County survey indicated that 25% of older adults have experienced a problem accessing safe and affordable transportation.



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



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

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.

Why This Matters

The network of human services resources can be overwhelming, and especially when a person is most in need.

For their life success, it is urgent that people facing a difficult experience get supportive resources as quickly as possible. The faster that we connect families 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

Too often vulnerable households don't know of helping resources and nonprofit organizations don't have capacity sufficient to be discovered by those they can assist.

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.

350,176 (2022) 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.

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**. All of these services are provided by United Way staff and include:

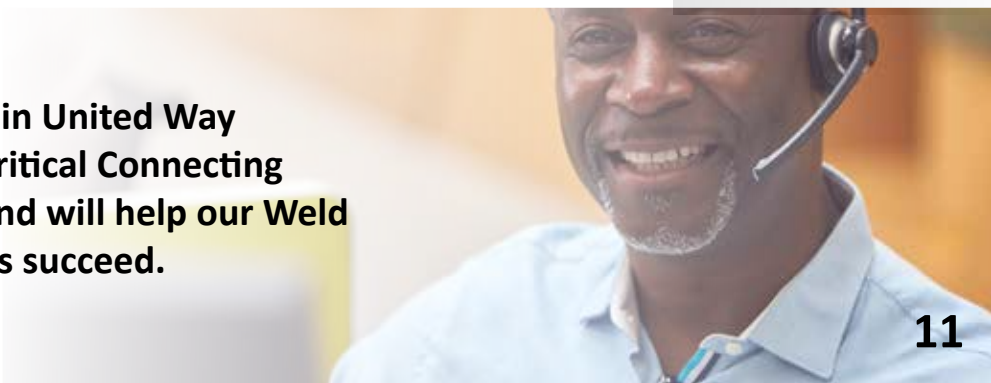
211 Colorado Information and Referral
Disaster Preparedness and Response
Volunteer Engagement
Weld Project Connect



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.



With Angel Flores and Melanie Woolman, I also believe that the community-driven initiatives United Way has adopted are each of equal importance, and that no one entity can do it alone. Only by working in tandem, step-by-step, can we truly move the needle on the struggles that matter to our neighbors.

The only way our neighborhoods can continue to improve is when the community as a whole is generous. Generous with time, resources and energy...luckily Weld County has this in abundance. Each and every one of us can make an impact. Many of us already have. For this, United Way, our partner organizations and, most importantly, those that are in need of help are so very **GRATEFUL** for what you've done.

The work that each of us does to improve Weld County almost feels never-ending. The struggles that our friends and neighbors are having are the result of so many issues that it's going to take time to address them and make a difference. And we feel like we've had a phenomenal start.

Will you join us in making an impact?

It's United Way's job to be a connector, and sometimes a direct resource, for anyone who needs it.

- If there's a struggling parent who is unsure how to **SET THEIR CHILD UP FOR SUCCESS**: diapers, life skills classes, reading...there's a place they can go.
- Maybe a high school student is scared of what's next. The world seems so much harder and darker than it ever has been before. They don't want to mess up but **DON'T KNOW WHERE TO START**. Let us help them find a mentor as a guide.
- People are not only finding housing, but they're able to now take action **BEFORE** they lose their home. We are helping to lay the groundwork to **PREVENT** homelessness, not just react to the struggles at hand.
- Our older population is getting **THE HELP THEY DESERVE**, living in the places they want to, continuing their lives with people they know and love, not strangers.

How can you help?

By being a generous community partner, you can be a part of this change. Time, resources and energy are all it takes to improve the lives of so many of our neighbors. Invest in this **THRIVING COMMUNITY**. Volunteer with United Way or one of our numerous partners. Invest your money or in-kind items to improve community capacity to make a difference. Share your expertise or passions for any of these community-wide initiatives. Your options are numerous!

Contact me at 970-304-6185 or THitt@UnitedWay-Weld.org to discuss your philanthropic goals, and how together we can create a better Weld County for everyone!



Travis Hitt
VP of Philanthropy
United Way of Weld County



WAYS TO ENGAGE AND INVEST

INDIVIDUAL WAYS TO ENGAGE AND INVEST

Donate

Invest one-time or monthly by visiting UnitedWay-Weld.org/Invest or mailing a check to United Way of Weld County, PO Box 1944, Greeley, CO, 80632.

Volunteer

There are many volunteer opportunities through which you can invest your time. Find out more at UnitedWay-Weld.org/Volunteer.

Leadership Giver

Join our Leadership Givers society by personally investing \$500 or more, each year. Visit UnitedWay-Weld.org/Leaders for details and benefits for joining.

Planned Giving

Leave a legacy through an estate or planned gift. Contact Travis Hitt at 970-304-6185 or THitt@UnitedWay-Weld.org to discuss possibilities.

CORPORATE WAYS TO ENGAGE AND INVEST

Workplace Fundraising

Introduce your team to United Way with the ability to give according to their individual values as well as your corporate social responsibility goals, including the possibility of employee payroll deduction.

Cornerstone Partner

Cornerstone Partners make significant investments directed towards administrative and fundraising costs. They do this so that donations from individuals and other entities are able to go directly to programs and services that help our more vulnerable Weld County neighbors. Find out more at UnitedWay-Weld.org/Cornerstone-Partners.

Event Sponsorship

Connect with your priority target audiences within United Way events. Contact Travis Hitt at 970-304-6185 or THitt@UnitedWay-Weld.org to discuss possibilities.

Find out more at UnitedWay-Weld.org/Get-Involved!





“United Way is the backbone of Weld County! The organization’s focus on reaching out across our communities with compassion sets United Way apart. United Way volunteers and partners, sharing their treasures makes an impact and helps make the county special!”

John W. Haefeli

Community Leader



“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



“In a world where so many things try to divide us, United Way of Weld County provides connections to community that unite us. Whether we give financially, volunteer our time and talents, or find ourselves in need of services, United Way brings people together in ways that are meaningful and life-affirming.”

Kaye Holman

Weld Project Connect Committee Volunteer



“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



814 9th Street, Greeley, CO 80631
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