



United Way of Weld County

Strategy Report Executive Summary August 2024

United Way of Weld County builds powerful partnerships to bring about lasting community-wide change.

United Way of Weld County engaged in a comprehensive year-long strategic planning process aimed at redefining its role and maximizing its impact within the community.

Stakeholder feedback revealed significant challenges facing United Way, including a lack of clear focus, declining community contributions, and perceived competition with community partners due to involvement in direct services. It also became apparent that United Way's core strengths in community leadership and convening were not fully utilized within its current operational model, which predominantly focused on direct services.

Strategic Priorities

Priority 1: Shift from a direct service and gap-filling organization to a Collective Impact organization

Priority 2: Support capacity building for child care providers, 211 Colorado and disaster preparedness & response

What is Collective Impact? A Collective Impact framework is based upon the understanding that no single organization can tackle or solve our community's biggest challenges alone. **Moving beyond a partnership or collaboration, Collective Impact calls for a longstanding commitment and deep investment in multiple stakeholders all working toward a common goal.** By doing so, we bring about lasting community-wide change.



"At United Way, our greatest strengths are connecting nonprofits to resources, volunteers to causes they care about, and donors to meaningful investments. I am excited to position United Way in a clear and more impactful direction for the community."

— *Melanie Woolman, President & CEO of United Way of Weld County*

Stakeholder Conversation Findings

Transitioning towards a more Collective Impact-focused organization will enable United Way to better serve Weld County by leveraging partnerships, resources and expertise for greater community impact.

Facilitating
Collaboration






Maximizing
Resources

Empowering
Partners

This strategic shift...

- Provides strategic direction that aligns with the needs of the community and the strengths of United Way.
- Puts an emphasis on the importance of United Way convening and facilitating communications between partners to prevent duplication of efforts and to identify gaps.
- Allows United Way to be more focused and efficient in its work.

What's in it for the community? By United Way taking a Collective Impact approach we...

-  Solve tough problems together
-  Focus efforts, avoid overlap
-  Track progress, stay responsible
-  Plan for the future
-  Use resources better

What makes United Way different?

- United Way uses its investments to leverage other funds
- United Way uses data to inform investments; programs with strong outcomes receive larger investments
- United Way makes multi-year investments knowing that this provides financial stability for programs, and allows partners to focus on impact instead of fundraising
- United Way has the leadership and capacity to convene partners which helps to make informed decisions to invest in what works

Mission

United Way of Weld County builds powerful partnerships to bring about lasting community-wide change.

Vision

United Way of Weld County's vision is a community where every household has the opportunity to succeed.

We envision a community where people are cared for. Where people have what they need to live happy, fulfilling, and meaningful lives. A community where support networks are in place and, when they're not, one where people can turn to a strong nonprofit network when they need help getting through an unexpected challenge. We want a community that has engaged citizens and businesses. One where people can confidently give back – whether through volunteering or donating – and know that their time and money will go towards doing the most good.

Now is the time to invest in what works for helping our most vulnerable Weld County neighbors...

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: You can invest your time in many different volunteer opportunities. Find out more at UnitedWay-Weld.org/Volunteer.

Leadership Giver: Become a Leadership Giver by personally investing \$500 or more, each year. Visit UnitedWay-Weld.org/Leaders for details and the benefits of joining.

Planned Giving: Leave a legacy through an estate or planned gift. Contact the Philanthropy staff at 970-353-4300 or Philanthropy@UnitedWay-Weld.org to discuss possibilities.



"Collective Impact is a mosaic approach to solving community challenges. Each organization brings their piece of expertise to the table and working together, a picture of the future forms. The image that emerges is hopeful because these community challenges aren't just being managed, they're being solved."

— Angel Flores, United Way Board Chair and Lead Pastor of Mosaic Church

