

United Way of Weld County

Corporate Engagement

Invest in
What Works



Respond

After a yearlong strategic planning process, we are excited to share with you our vision for the future. The new direction considers United Way's competitive advantage and positions us as a community convener, bringing necessary stakeholders – not just nonprofits – to the table to discuss our community's most pressing challenges.

The United Way of the future will build powerful partnerships to bring about lasting community-wide change. We will continue to establish a strong foundation for children and youth, promote household stability, and support older adults in maintaining independence.

What does it mean for United Way to take on this role? United Way will shift priorities from providing direct services to focusing on building connections and bringing partners together to get work done. You'll see us doing things like guiding community vision and strategy, building public will, investing in evidenced based programming and mobilizing funding.

How will this shift benefit your partnership with United Way? This shift allows United Way to better align with your corporate social responsibility (CSR) goals by fostering deeper collaboration across sectors and ensuring that corporate contributions are part of a broader, strategic effort to address community challenges. This approach enhances the impact of CSR initiatives, allowing corporations to see more measurable and sustainable outcomes from their engagement with United Way.

As we embark on this transformative journey, we invite you to join us in making a lasting impact in Weld County. Your investment in United Way isn't just a donation; it's an investment in building a stronger, more resilient community where everyone can succeed. Join us today in shaping a brighter future.



Angel Flores
Chair, Board of Directors
Pastor, Mosaic Church



Melanie Woolman
President & CEO
United Way of Weld County



Get involved today. UnitedWay-Weld.org



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Partnering with United Way of Weld County allows me and my team members to know we're making a difference in our community and in the lives of individuals. United Way is responsive to the needs of our community, and this is the big reason we choose to come alongside them.

Warren Yoder
Yoder Family of Companies

1 in 6
residents in Weld
County utilize
United Way
funded programs
and services
every year



Engage & Invest

Become a Cornerstone Partner

With cash and in-kind donations, Cornerstone Partners generously provide **foundational support** for United Way's work.

- Allows other investors to directly impact community needs
- Align with your Corporate Social Responsibility goals



UnitedWay-Weld.org/cornerstone-partners/

Engage Your Employees

Introduce your team to United Way with **opportunities and resources** that allow them to **impact the community**.

- Employee campaigns and collection drives
- Opportunity to match investments
- Corporate Social Responsibility
- Share resources



UnitedWay-Weld.org/run-a-workplace-campaign/

Sponsor an Event

Connect with your **target audiences** through United Way events that support community need.

- Sponsorships start at \$1,000
- Recognition at sponsored event
- Social media promotion



UnitedWay-Weld.org/sponsorship-and-engagement-opportunities/

Support Volunteerism

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

- Weld Project Connect
- Covering Weld Diaper Bank
- Housing Navigation Center Shelter Meal Service
- Housing Navigation Center Neighborhood Clean-ups



UnitedWay-Weld.org/corporate-volunteer-engagement/





Chevron is a proud Cornerstone Partner with United Way of Weld County because we believe in empowering communities and our partners. This alliance ensures that support and services are channeled directly to assist Weld County’s most vulnerable members, fostering a stronger, more resilient community.

Katie Tate, Chevron

Cornerstone

Being a Cornerstone Partner gives your organization a chance to let your employees and customers know that your company cares about building a stronger community.

Cornerstone Partner Benefits	\$5,000 - \$9,999	\$10,000 - \$14,999	\$15,000 - \$24,999	\$25,000 - \$49,999	\$50,000 +
Award to display in your business	X	X	X	X	X
Website Recognition	Name	Name	Logo	Logo	Logo
Recognition in United Way Materials	Name	Name	Logo	Logo	Logo
Recognition at United Way events	Name	Name	Logo	Logo	Logo
Recognition in quarterly newsletter	Name	Name	Logo	Logo	Logo
Complimentary seats at annual leadership luncheon	2	4	6	Table	Table
Recognition on Social Media		Group	Group	Dedicated	Dedicated
Invitation to annual K.W. Monfort Society Event		X	X	X	X
Thank you ad in local magazine publication (Bizwest)		X	X	X	X
Invitation to showcase partnership on local radio station (KFKA)			X	X	X
Business logo displayed on the front of the United Way building			X	X	X
Radio ad highlighting business and United Way partnership				X	X
Invitation to participate in video promotion with United Way				X	X
Invitation to speak at United Way event					X
Newsletter article highlighting your partnership with United Way					X

Partner

For more than 80 years, United Way of Weld County has partnered with the community to co-create solutions to people's most pressing challenges. We take a comprehensive approach, listening and responding to local needs. Every day, our community shows that when people unite to take action, change is possible. Together, we're creating a future where everyone, everywhere can reach their full potential.

View the full list of our partners at UnitedWay-Weld.org/UWPartners



Find out more and get involved!

Contact us today!

Philanthropy@UnitedWay-Weld.org



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ALLO Fiber continues to emphasize how important local impact is to our company with a partnership with United Way of Weld County. We have enjoyed immensely our sponsorship of a variety of events, including the Children's Festival, UNC Tailgate, diaper bank drives, as well as the annual giving campaign. ALLO encourages other individuals, service clubs, and local businesses to get involved and support the important work that United Way of Weld County does.

Ryan Roth
Allo Fiber



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