



Make A Difference In Our Community

LIVE UNITED

**United Way
of Mesa County**

**United
Way**



THE MISSION

We believe the caring power of the community can provide everyone the opportunity to reach their full potential.



Founded in 1959 right here in Grand Junction, Colorado, United Way of Mesa County (UWMC) is a nonprofit 501(c)(3) organization that raises money from the community to fund local programs that address community concerns. UWMC is one of more than 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. All the money raised here, stays here.

United Way of Mesa County fights for the Health, Education and Self-Reliance of every person in our community. Our work is focused on these building blocks for a good life:

- **Health:** People are connected to regular, quality physical and mental health services.
- **Education:** Parents are supported throughout early childhood development, all children enter kindergarten ready to learn, and more students are reading at grade level by 4th grade.
- **Self-Reliance:** Residents have access to basic needs in times of crisis.

Financial Stewardship

UWMC is committed to the highest ethical standards, upholding the unique trust placed in us to serve the public good. Staff and volunteers of UWMC annually review the organizations Code of Ethics to ensure they adhere to its spirit when carrying out their varied responsibilities. We pride ourselves on being responsible stewards of community resources and trust.



United Way of Mesa County

HOW WE FUNDRAISE

Our primary method of fundraising (about 70%) is through workplace campaigns. This is where companies, like yours, host campaigns where their employees will donate through payroll deductions, or directly. We rely on our community partners to assist us in ensuring everyone in Mesa County has equal opportunity to succeed.

We also hold several events throughout the year. We ask for sponsorships for these events and promise to recognize your business as agreed upon. Sponsorship is a great way to gain visibility as a philanthropy-oriented company in the area.



UNITED WE MAKE CHANGE



United Way of Mesa County currently funds 43 programs hosted by 27 different *local* nonprofit organizations that address the problems surrounding health, education and self-reliance.

We have a Community Investment Process, or "Deciding Where the Money Goes"-- we feel the people who donate the money should be involved in giving it away! Between 60-80 volunteers, people like you, serve on our investment panels each grant cycle. These panels review grant applications from agencies and make on-site visits to help determine which programs are most effective and efficient at delivering the services our community needs.



GET INVOLVED

We have many avenues for businesses and individuals alike to get involved and support us! Regardless of age, ability, or interest, we have an opportunity for all.

Host a Workplace Campaign

- The vast bulk of the nearly one-million dollars raised every year comes from workplace campaigns. United Way of Mesa County's workplace campaigns bring people in local businesses together to take on our community's most difficult issues. Every campaign is different and can be shaped around your organization's culture and timeline. Setting up and running a campaign is simple and allows employees to give through their paycheck or directly to UWMC. Whether you are a small business, a major corporation, or even a nonprofit, you can join other local businesses and organizations that run workplace campaigns each year.

Sponsorship Opportunities

- Events: We host several events throughout the year including community celebrations, campaign kickoffs, United Way Ambassador and volunteer trainings, and innovative and unique fundraising events.
- SWAG: A variety of SWAG sponsorships are available to co-brand your logo with ours. Put your name with ours on pens, reusable bags, shirts, and more!
- Print/radio Advertising: Help us spread the word by funding ads that will be co-branded with "your company supports United Way."
- Student Intern: Make a difference in the life of a local student and strengthen our community.

Volunteer

- We host a variety of opportunities ranging from one-time team to year-long commitments. Your team can bond and proudly be a part of a project that benefits a local agency.

Be an Advocate

- You can also help support us by being an advocate! Share our mission with others, help raise awareness of community needs, and spread the word of the amazing work being done in our community.

COMMUNITY IMPACT

HEALTH

16

Community partners

557

Seniors received assistance navigating healthcare systems

6,812

Individuals received healthcare services

2,025

youth & adults reduced risky behaviors

92%

Of mothers received prenatal care beginning in the first trimester

EDUCATION

12

Community partners

191

Families provided with resources and training

8,898

Children & youth received literacy supports

852

Children received treatment and advocacy in times of crisis

86%

Youth received passing grades in core subjects

SELF-RELIANCE

19

Community partners

38,235

Nights of emergency shelter

2,715

People able to remain living independently

733,680

Meals Served

384

Adults increased their communication skills

WHAT YOUR DOLLARS CAN DO

Your gift, no matter what size, makes a difference. Plus, 100% of the dollars you donate to United Way's Community Fund stay right here in our community. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout Mesa County.

\$1

Per Pay Period

Can provide an emergency 3-day meal supply for a hungry family in Mesa County.

DID YOU KNOW?

- Mesa County's median household income is \$12,000 lower than the state's median income.¹
- Approximately half of households with children younger than 18 are receiving SNAP benefits.¹

\$5

Per Pay Period

Can provide four children a new book each month for a year, helping ensure they enter kindergarten ready to learn.

DID YOU KNOW?

- Children not reading at grade level by 4th grade are more likely to drop out of high school.²
- In Mesa County, only 34% of children (3-4 years) are enrolled in preschool.¹
- And, only 17% of adults (25+ yrs) have a bachelor's degree.¹

\$10

Per Pay Period

Can prevent a low-income family in Mesa County from losing their home due to eviction and assist them in becoming financially self-reliant.

DID YOU KNOW?

- 55% of households in Mesa County pay 30% or more of their income on rent.¹
- 20% of people who are homeless are younger than 18.¹
- 10% of people who are homeless are veterans.¹

\$20

Per Pay Period

Can provide nine counseling sessions to a child victim of sexual assault in Mesa County, reducing trauma, promoting dignity, justice and healing.

DID YOU KNOW?

- In Mesa County, 17 per 1,000 children (younger than 18 years) experience abuse or neglect.¹
- Use of mental health crisis services have doubled in the past two years.¹

Sources: 1. Mesa County Community Health Needs Assessment 2018-2020; 2. Kids Count Data Center.

Go Virtual

TAKE YOUR CAMPAIGN ONLINE WITH A CUSTOM GIVING PAGE

We have new, powerful donation software that allows us to host and create a custom donation page for YOUR workplace! Companies can include their company logo, CEO endorsement, photo, incentives, and donation instructions. For more information about taking your campaign virtual, please email the Resource Development Manager at development@uwmesacounty.org or call (970)243-5364.

Benefits:

- Reduced administrative costs
- Timely reporting
- Email communications
- Confidentiality
- Creates payroll deduction report

The 'Why' Behind the 'How':

Why United Way?

- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's Community Fund is the most efficient and most powerful way for you to invest in our community. Together we can accomplish more than a single person, group, or organization could.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- United Way is:
 - **Effective.** We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current needs.
 - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community.
 - **Local.** We invest in 43 programs within 27 local agencies in the areas of Health, Education, and Self-Reliance located in Mesa County. All money raised locally stays in Mesa County.

WHY WORKPLACE GIVING?

WE BELIEVE THAT EVERYONE SHOULD HAVE THE OPPORTUNITY TO REACH THEIR FULL POTENTIAL.

We care about ensuring that all children enter school ready to learn and read at grade level by the end of 3rd grade; people can access quality affordable healthcare; and people have their basic needs met so they can move toward economic self-reliance.



"...Americans expect companies to not only improve their business practices and invest in social issues that are aligned with the company, but to be a force for change in broader society..."¹

93% of employees want to work for a company that cares about them as individuals.²

74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.²

1. 2017 Cone Communications CSR Study

2. 2016 Cone Communications Employee Engagement Study

Partner with us if you're interested in engaging your team in the community. Whether you run a robust employee giving campaign, sponsor a one-time fundraising event, provide in-kind resources, or participate in a meaningful volunteer opportunity, we make giving back easy and impactful.

Employee Giving offers a meaningful and accessible way for employees to give back to the causes they care about most. We can provide you with resources for best practices, marketing collateral, employee campaign tools and more.

Corporate Sponsorships come in all sizes. Garner valuable media coverage at our signature fundraising event, Taste of the Grand Valley, or partner with us to co-brand our highly visible marketing efforts.

Make the connection between dollars raised and real change in someone's life! Employee volunteer opportunities range from one-time team projects to in-depth community investment panels.

We can work with you to tailor your philanthropic goals within your company and build a strategy to engage your employees. We make it easy and fun!