



**United Way  
of Pueblo County**



# Presenter Introductions

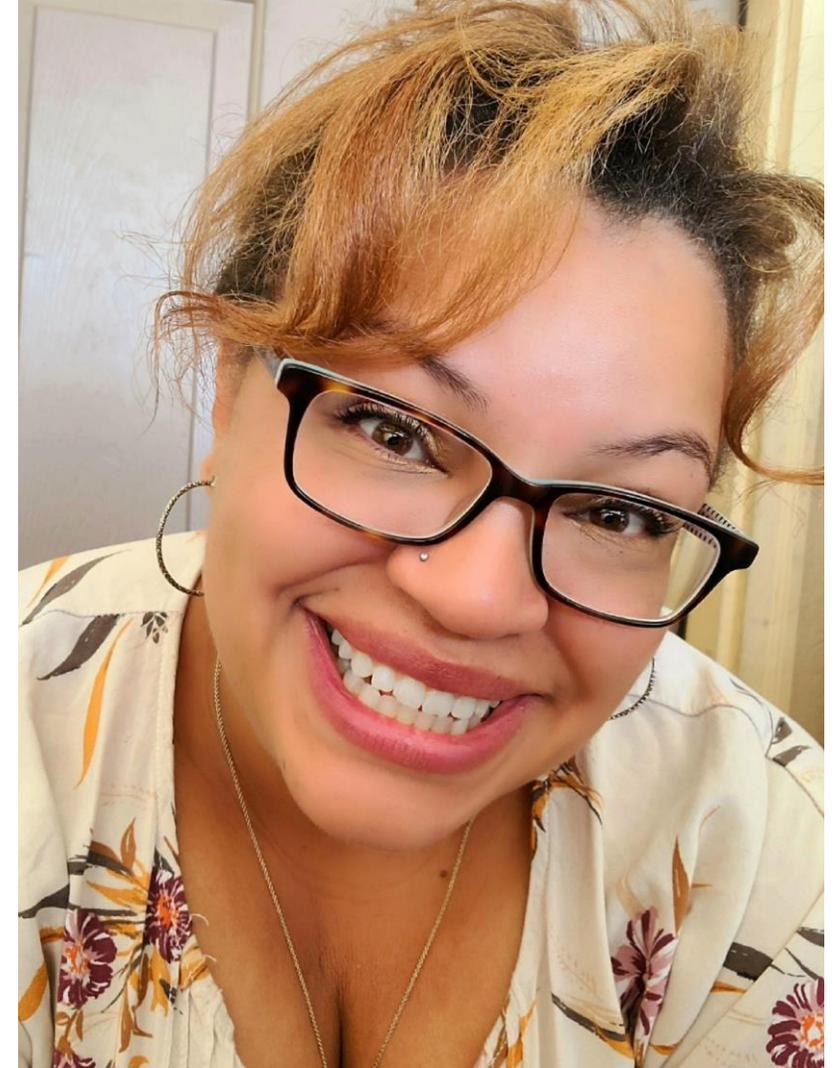


**Shanna M. Farmer**

President/CEO

**Bianca Hicks**

Vice President of  
Strategic Operations



# United Way of Pueblo County

## Our Vision

Be a catalyst for sustainable community-driven change to build a healthy future with empowerment for all.

## Our Mission

To serve as a trusted community leader by leveraging resources in support of collaborative solutions.

## Core Values

### **COLLABORATION**

We believe we must work together to build a stronger future.

### **EQUITY**

We help break the cycle of poverty and achieve a more equitable future for our communities.

### **EMPOWERMENT**

We strengthen capacities in our communities so people can achieve a better future for themselves, their families, and our community.

# Our Impact Areas

Financial  
Empowerment &  
Economic Mobility

Youth  
Empowerment

Family  
Strengthening  
& Senior Services

Crisis Intervention  
& Mental Health

PROVIDE & MANAGE DIRECT  
SERVICE PROGRAMS

FUND & SUPPORT A ROBUST  
PARTNER NETWORK

## Expected Outcomes of Our Work

- **Meet Community Need with Real Time Solutions:** mission-aligned solutions will be guided by recent community needs assessments, with focus on answers that are collaborative and complimentary of other programs and services in Pueblo and Southern Colorado.
- **Root Cause Driven:** solutions that are upstream focused will be prioritized.
- **Capacity Building:** solutions will build capacity to lead organizations to long term sustainability.

# **Address community needs through responsive, root-cause focused solutions**

## **Community Collaboration and Convening**

- Launch Nonprofit Leadership, Empowerment, and Development (LEAD) Center to provide collaboration and education to local nonprofit organizations, elevating and enhancing community capacity and leadership development.
- Advance the conversation of relevant community needs by advocating, partnering and identifying ways to improve, measure, fund and advocate collectively with partners.

## **Provide Excellent Program Delivery**

- Integrate programming and resources with upstream focus.
- Ensure programming is informed by best practices.
- Continually assess effectiveness of all programs.
- Recruit volunteers reflective of communities served.

## **Strategic Community Investments**

- Ensure community investments are reflective of strategic priorities.
- Identify and communicate clear measurements that will determine short- and long-term success.

# Annual Local Impact



VOLUNTEERS **457**



DONORS **2,780**



IN-KIND VALUE **\$284,603**  
*donations & volunteer time*



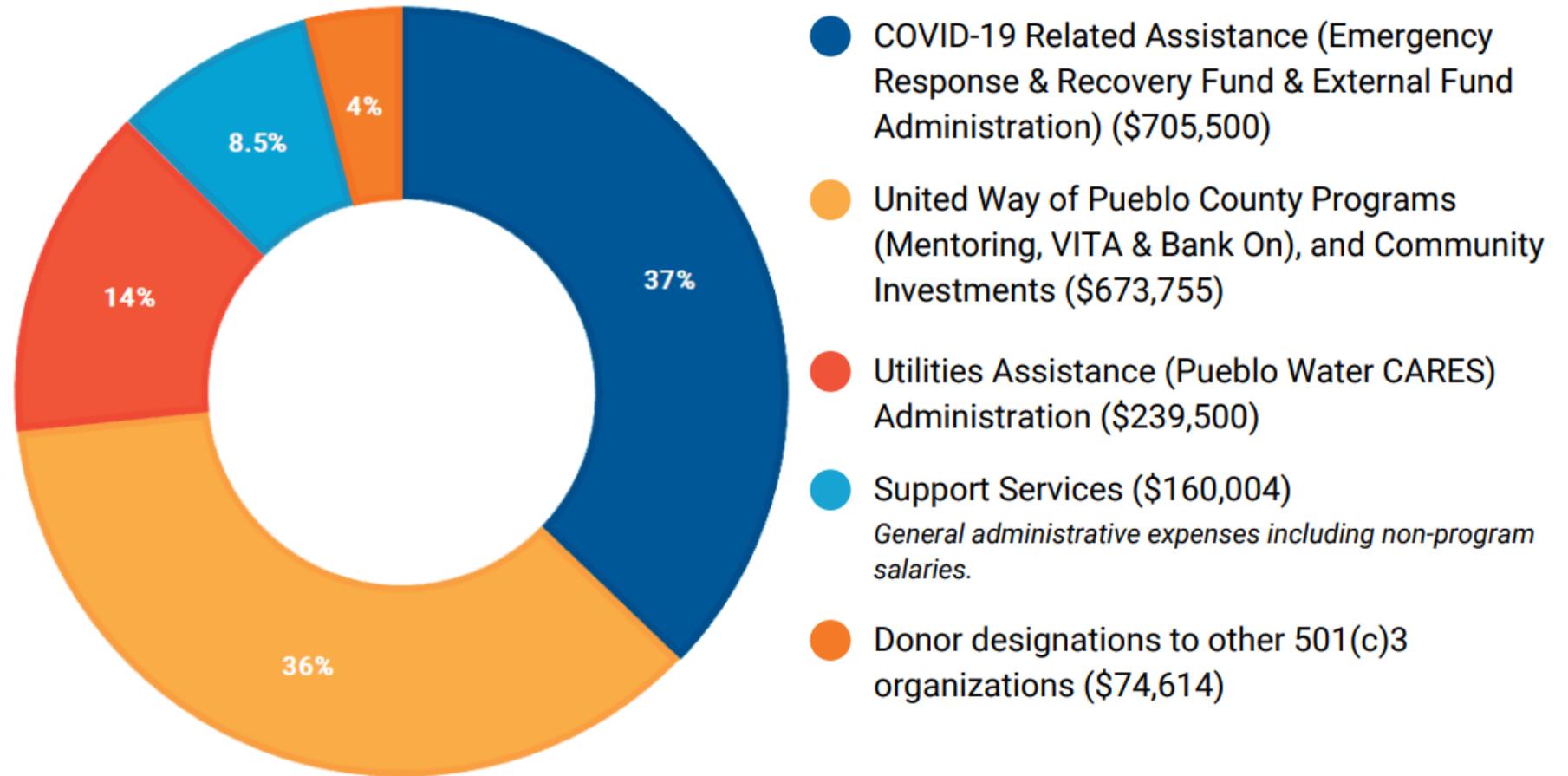
LEVERAGED FUNDS **\$1,998,847**  
*VITA Program*



# 2021 Annual Impact Report

## Investing in Our Community

# \$1,853,373!!!



The United Way logo, featuring a stylized figure with arms raised, is positioned to the left of the text. The text reads: "United Way of Pueblo County Middle School Mentoring Program". Below this, a blue cursive-style text says "...One hour a week = a LIFETIME of benefits".

United Way of Pueblo County  
Middle School  
Mentoring Program

*...One hour a week = a LIFETIME of benefits*



# Pueblo Volunteer Income Tax Assistance



A program of United Way of Pueblo County  

[www.pueblounitedway.org/vita](http://www.pueblounitedway.org/vita)

## 2022 Tax Season VITA Stats

**Total amount leveraged back into the Pueblo community -**

**\$1,636,923!**

- **More than 1,102 volunteer hours** preparing/filing taxes for VITA clients
- Estimated tax prep savings (approx. \$150/return) – **\$264,000**
- Total returns processed (865 federal and 895 state) – **1,760**
- Total refunds - **\$1,372,923**



# Bank On

## Pueblo County

[www.pueblounitedway.org/bankon](http://www.pueblounitedway.org/bankon)



- 1<sup>st</sup> Bank On Pueblo County national standards certified account – September 2021 – Power Credit Union
- Member of statewide Bank On Coalition’s steering committee
- Launch of Bank On Pueblo County Coalition – April 2022
- Two financial institutions in the certification process



# Community Investment Partners

- American Red Cross Southeastern CO
- Boy & Girls Clubs of Pueblo County
- Care and Share, Inc
- Catholic Charities of Southern Colorado
- Crazy Faith Ministry
- East Side Child Care Center
- EPIC Pueblo
- Halfway Home, Inc.
- Junior Achievement of Southern Colorado
- Posada
- Pueblo Child Advocacy Center
- Pueblo Cooperative Care Center
- Pueblo Rescue Mission
- Pueblo Triple Aim Corporation for Pueblo Fire Department Directing Others to Services (DOTS) Program
- Senior Resource Development Agency (SRDA)
- Southside Children's Center
- YWCA of Pueblo

# Mark Your Calendars!

## 100th Anniversary Events

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July 4, 2022 - Liberty Point 5K

August 11, 2022 - Pacesetter Games

September 7, 2022 - 100th Year Kickoff Luncheon

November 18, 2022 - Thanks-for-Giving Food Drive

December 8, 2022 - Festival of Trees

February 25, 2023 - 100th Anniversary Gala

May 18, 2023 - 18th Annual Flavor of Pueblo

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Follow us on social media to stay up to date!



@UnitedWayOfPuebloCounty



# Thank you!

## Questions?

WWW.PUEBLOUNITEDWAY.ORG



United Way  
of Pueblo County



United Way of Pueblo County is a 4-out-of-4 Star  
& Seal of Transparency Gold Rated Charity!



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