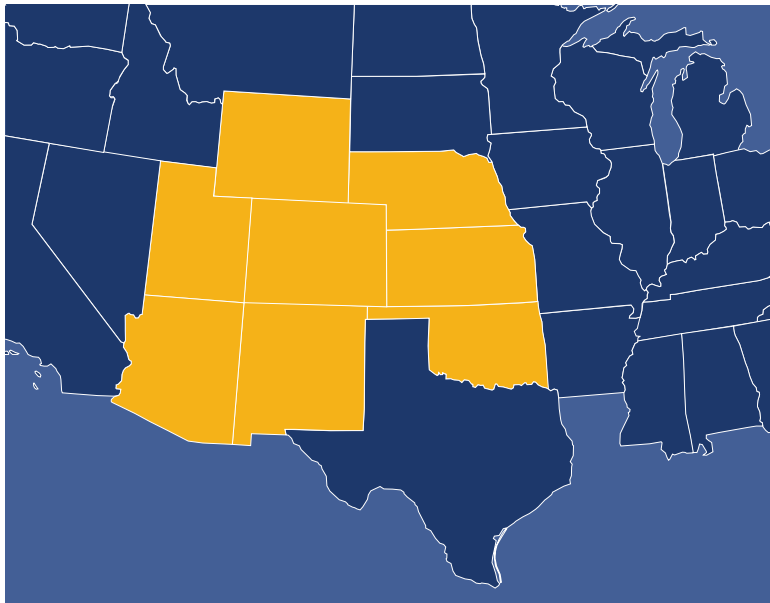




# BRIGHT FUTURES

## IMPACT REPORT 2023



**SINCE INCEPTION...**

**MORE THAN  
5,875 STUDENTS  
SERVED**

**MORE THAN  
\$21.5 MILLION  
INVESTED IN WELD  
COUNTY'S FUTURE**

## Dear Neighbor,

One of my favorite things about Weld County is the people in it. This community comes together to support a common goal of helping our youth succeed. Weld County residents and businesses provide a hand-up to our youth through Bright Futures to help them earn the education necessary to get into careers they choose. This past year showed once again that working together, we are building a stronger workforce for Weld County.

In 2023, Weld County residents and businesses supported Bright Futures students with \$2,992,139 in donations. The Bright Futures program in turn supported 1,350 students with attending a two-year college, four-year university or an industry-recognized training program. **To foster continued support of Bright Futures, Weld County property owners who donate to Bright Futures may receive up to 50% of their donation back in the form of a tax credit off the Weld County portion of their property taxes.** It is a win-win situation!

This past year Bright Futures expanded the benefits to further enhance their impact.

*The financial award was **increased by 75%** for students attending a qualifying college or certified training program in Weld County.*

The award was also expanded from tuition only to include other costs such as transportation and books. Finally, Bright Futures hired more staff to provide additional resources for Bright Futures students attending school in Weld County. These program changes created another win-win situation for Weld County students and their families.

All of these "wins" would not be possible without the generous donations from all of you. Thank



you for your continued support to build a highly skilled and educated workforce throughout Weld County.

Jeff Carlson  
Chief Executive Officer

# IN 2023

## MORE THAN

1,350 STUDENTS SERVED

## MORE THAN

\$2.4 MILLION INVESTED IN  
WELD COUNTY'S FUTURE

### BRIGHT FUTURES STAFF

---

**Jeff Carlson**, Chief Executive Officer

**Lisa Taylor**, Director of Bright Futures

**Mike Bond**, Chief Operating Officer

**Toni Burger**, Program Administrator

**Doug Elliott**, Director of Education Grants

**Sandra Hernandez**, College and Career Advisor

**Michelle Jensen**, Sr. Program Administrator

**Randie Lieser**, Business Analyst

**Allison Miller**, Development Program Director

**Rhonda Morehead**, Director of Communications

**Roy Otto**, Director of Community Impact

**Ramon Serrano**, Chief Financial Officer

**Diana Wood**, Development Program Director

**Andy Yost**, Scholar Relations Officer

### BRIGHT FUTURES ADVISORY COMMITTEE

---

**Weston Kurz**, Chair

**Mike Bond**, Chief Operating Officer

**Perry Buck**, Weld County Commissioner

**Jeff Carlson**, Chief Executive Officer

**Scott James**, Weld County Commissioner

**Chris Peterson**, Member-at-Large

**Rich Werner**, Member-at-Large



**DONATE  
TO BRIGHT  
FUTURES**

# WHAT IS THE BRIGHT FUTURES AWARD?

Weld County high school graduates, GED recipients and honorably discharged veterans who attend a two-year college, four-year university or certificate/training program receive:

- **\$3,500 per year/\$14,000 over 8 semesters** if they attend in Weld County.
- **\$2,000 per year/\$8,000 over 8 semesters** if they attend in Colorado (outside Weld County) or any of Colorado's seven bordering states (Wyoming, Nebraska, Kansas, Oklahoma, New Mexico, Arizona or Utah).

## AWARD MAY BE USED FOR:

- TUITION & FEES
- BOOKS
- TRANSPORTATION
- PERSONAL COMPUTER

## 2023 IMPACT

- Created a new position to provide additional support for Bright Futures students attending college or a training program in Weld County with post-graduate career and employment opportunities.
- Collaborated with Aims Community College and University of Northern Colorado staff to provide resources and build a stronger wrap-around support system.
- Organized a career expo for high school students featuring representatives from 25 diverse industries.
- Assisted high school students with career exploration and helped navigate them toward higher education or an industry-approved training program to enter the workforce.
- Updated software to create an improved and more user-friendly student portal platform.



"I am so grateful for my time at UNC. I would like to acknowledge and say thank you to the Bright Futures program for the scholarship these past four years! Because of your funding, I was able to complete my college degree without any financial stress and fulfill my dreams of obtaining a college degree.

I graduated in May 2023 with a degree in Sports and Exercise Science: Human Performance. Ultimately, my hope is to open my own accessible and affordable physical therapy practice."

**- Izak Natividad, University of Northern Colorado 2023 alumni**

# IN 2023, BRIGHT FUTURES RAISED NEARLY \$3 MILLION

Thank you to each of our amazing donors who help Weld County students earn a degree or trade certification. Total giving to Bright Futures in 2023 was \$2,992,139.

# of Donors \$10,000 and over:	8
# of Donors \$5,000 - \$9,999:	15
# of Donors \$2,500 - \$4,999:	16
# of Donors \$1,500 - \$2,499:	30
# of Donors \$1,000 - \$1,499:	49
# of Donors \$500 - \$999:	142
# of Donors \$250 - \$499:	44
# of Donors \$1 - \$249:	86

“My wife and I really understand the importance of supporting the Weld County community so it can thrive, and Bright Futures is an incredible way to do this. Not only does it help create a strong workforce through talented and educated youth, but also helps families in the community by making education more accessible to all. We feel incredibly fortunate to be able to support a mission like Bright Futures and help lift up this community in every way possible.”

**Bob Ghent, Donor of Bright Futures**

## DONATING TO BRIGHT FUTURES IS A WIN-WIN-WIN-WIN PROPOSITION!

If a Weld County property owner donates to Bright Futures, they are eligible to receive a credit toward the Weld County portion of their property taxes up to 50% of their donation.



**Win #1**  
Gives Weld County students money for college or career training.

**Win #2**  
Invests in the future of Weld County by enhancing our workforce.

**Win #3**  
Allows you to deduct your donation from your state and local taxes.\*

**Win #4**  
With the 50% property tax credit, you get the ability to **Pay No Weld County Property Tax!**

\*Consult your tax advisor to determine the deductibility of your donation.