



# PROJECT COMMUNITY CONNECT

## OCTOBER 2023

United Way NCA's 9th annual Project Community Connect (PCC) focuses on achieving equity for all of our community members, regardless of race, gender, income and ability. This event provides essential services to those at risk of or experiencing homelessness, as well as the region's ALICE population (Asset Limited, Income Constrained, Employed). In the National Capital Area there are over 500,000 ALICE households earning above the Federal Poverty Level, yet are unable to afford the basic household necessities.

The mission of Project Community Connect (PCC) is to build community, shift mindsets and provide critical resources to individuals and families in Washington, DC and surrounding counties in Maryland and Northern Virginia. United Way NCA's partners come together to deliver essential services to our vulnerable ALICE neighbors attending the event. Our goal is to reduce disparities across all three pillars of health, education and economic opportunity and improve outcomes for individuals and families in the region.

Your generous investment provides crucial support through targeted programs and services that help members of the ALICE population gain equitable access to resources in health, education, and economic opportunity. Collectively we can change the odds and build a community that is stronger, more compassionate, and that meets the needs of our ALICE neighbors.

**We truly believe that when none are ignored, all will thrive.**

[GIVE. ADVOCATE. VOLUNTEER](#)

**ALICE**  
*Lives Here*

WHEN NONE ARE IGNORED,  
ALL WILL THRIVE.



United Way of the  
National Capital Area



Without the support of partners across the region, our programs and services could not reach the countless community members who struggle to make ends meet. So, we look to those who are ready to join our efforts to mobilize and make bold strides as we achieve equity for all our community members, regardless of race, gender, income, and ability.

<b>Benefits*</b> ◀◀	<b>Equity Champion</b> (\$50,000)	<b>Equity Leader</b> (\$25,000)	<b>Equity Advocate</b> (\$10,000)	<b>Equity Ally</b> (\$5,000)	<b>In-Kind Support</b>
Recognition on United Way NCA's social media channels	✓	✓	✓		
Logo on United Way NCA's PCC webpage	✓	✓	✓	✓	✓
Logo on PCC event marketing materials	✓	✓	✓	✓	
Logo on PCC event signage	✓	✓	✓	✓	✓
Inclusion in PCC event highlight video	✓	✓			
Media opportunities as appropriate	✓	✓			
One minute dedicated promotional video	✓				
"The Way Forward" podcast interview with President & CEO Rosie Allen-Herring	✓				

\*Benefits are applicable to all three PCC events scheduled for October 2023 across the region.

For more information on how to invest in PCC, please contact [CSR@uwnca.org](mailto:CSR@uwnca.org).