

ALICE

Lives Here



Company Name

Campaign Date

WHEN NONE ARE IGNORED,
ALL WILL THRIVE.



United Way of the
National Capital Area

Your United Way

To best serve our communities, United Way operates in **40 countries and territories, with 1,100 local United Way** organizations worldwide. United Way of the National Capital Area has been dedicated to improving the lives of underserved individuals in the region **for nearly 100 years** by focusing on creating measurable and lasting impacts for our **ALICE** community.

Our United Way

COMMUNITIES WE SERVE:

District of Columbia

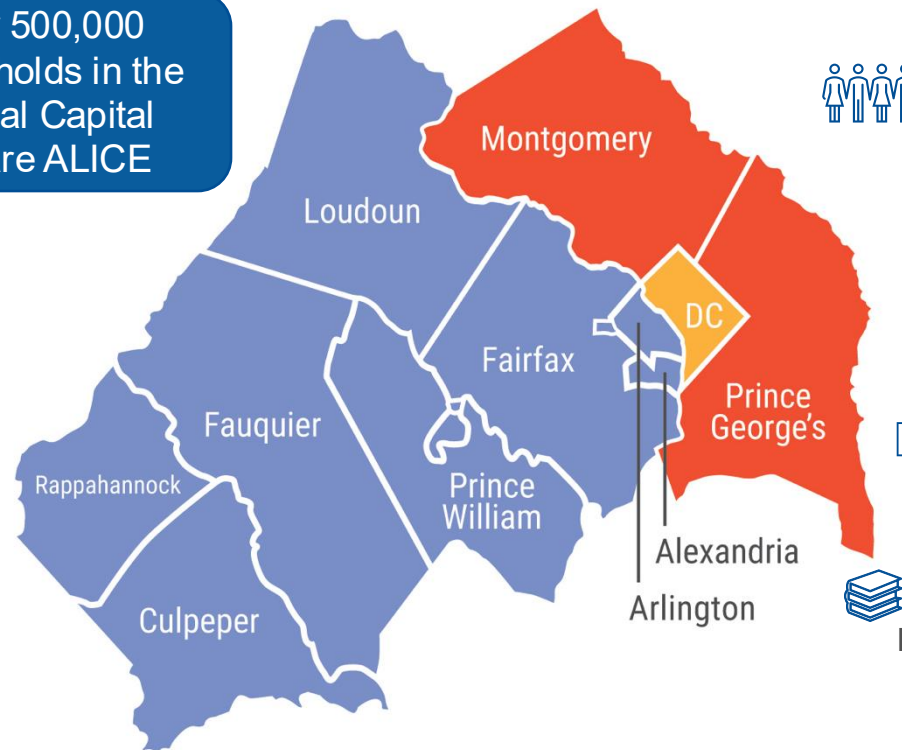
Maryland

- Montgomery County
- Prince George's County

Virginia

- Alexandria
- Arlington County
- Culpeper County
- Fairfax County
- Fairfax City
- Falls Church
- Fauquier County
- Loudoun County
- Prince William County

Nearly 500,000 households in the National Capital Area are ALICE



87% of 400 non-profit partners represent health and human services organizations reaching approximately 671,000 under our three pillars



Colleges and Universities



Public School Systems

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United Way of the
National Capital Area

GUIDING PRINCIPLES: MISSION, VISION, ETHICS, AND VALUES

MISSION

Improve lives of underserved individuals in the National Capital Area by focusing community resources on creating measurable and lasting impact.

VISION

We work to enhance **community health, education, and economic opportunity**. We bring together public, private, philanthropic, and nonprofit sectors to make a collective impact.

FOCUS

To collaborate with a diverse network of partners and use data-driven programs **to address disparities and promote equity** in the ALICE community.

VALUES

Equity: **When none are ignored, all will thrive.**

Community: We serve **every** person in our community, regardless of race, gender, income and ability.

Impact: We reduce **disparities and provide equitable access to and the distribution of resources** in the areas of health, education, and economic opportunity.



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United Way of the
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WHO: ALICE *Lives Here*

- ❑ We serve our region's **Asset Limited, Income Constrained, Employed (ALICE)** individuals and their families, working collaboratively toward a brighter future.
- ❑ ALICE households earn above the Federal Poverty Level, yet they are not eligible for assistance and **cannot afford the basic household necessities**, including housing, childcare, food, transportation, and health care.
- ❑ **Nearly 500,000 households (an estimated 1.3 million individuals)** in our region are ALICE
- ❑ Over 650,000 households live below the ALICE Threshold of Financial Survival
- ❑ ALICE households are disproportionately **communities of color**.



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**United Way of the
National Capital Area**



UnitedWayNCA.org/ALICE

Our Impact

VA

“Having someone reach out and show me they cared really made a difference.”

-Community Member

D.C.

“Because of the generosity of DC employees, we have been able to save lives by providing safe, confidential shelter to women and children fleeing abuse! Thank you!”

-Tiffany from a DC women’s shelter

MD

“My financial sessions with United Way were very productive and informative. Their genuine concern and interest in my financial wellbeing was obvious. Their delivery made me feel confident that I could accomplish my financial goals. As a result of meeting with United Way NCA, I'm on my way to becoming financially stable with a great financial portfolio.”

– Prince George's County Financial Empowerment Center client



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WHY FOCUS ON ALICE?

IMPACT

ALICE helps reshape how we understand financial hardship today, and the ongoing challenges that so many in our community face.

They may be a relative, friend, or coworker. It is up to us to help our ALICE neighbors achieve the quality of life that our community members need and deserve.

750 Volunteers:

- Hours: 1,656
- Value of Volunteer Hours: \$64,400
- Value of Tangibles: \$83,400

20 Program Partners:

- Invested in the Community: \$5 Million
- People Served: 8,785 People
- Resources & Funds delivered: \$3.2 Million

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National Capital Area

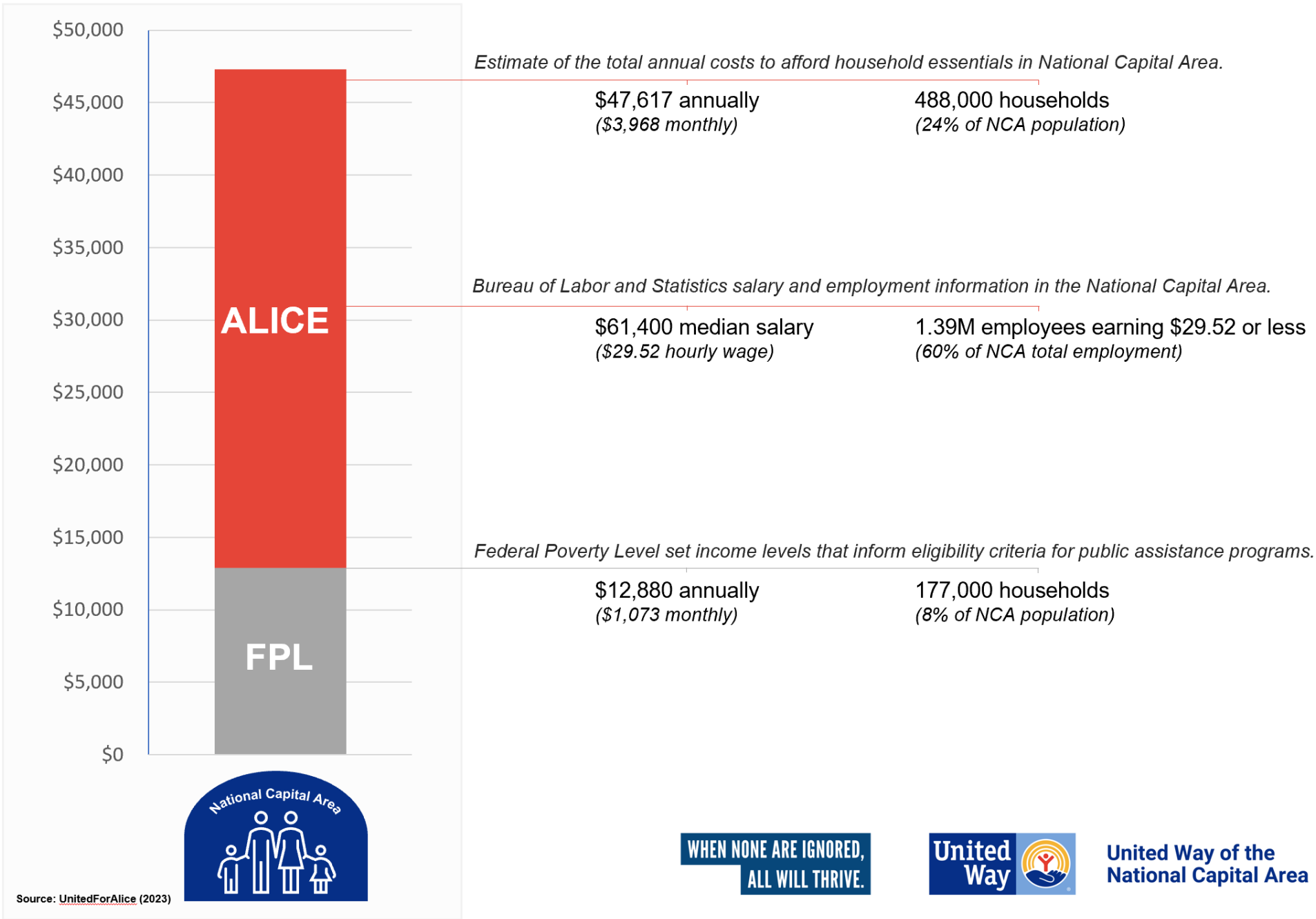
ALICE Single Adult

ALICE Survival Household Budget estimates minimal total cost of household essentials.

Avg. Monthly Expenses in National Capital Area

-  \$ 667
Taxes
-  \$ 300
Miscellaneous
-  \$ 75
Technology
-  \$ 227
Health Care
-  \$ 243
Transportation
-  \$ 502
Food
-  \$ 0
Child Care
-  \$ 1,954
Housing

Monthly Total \$ 3,968
Avg. Hr. Wage \$ 23.81



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United Way of the
National Capital Area

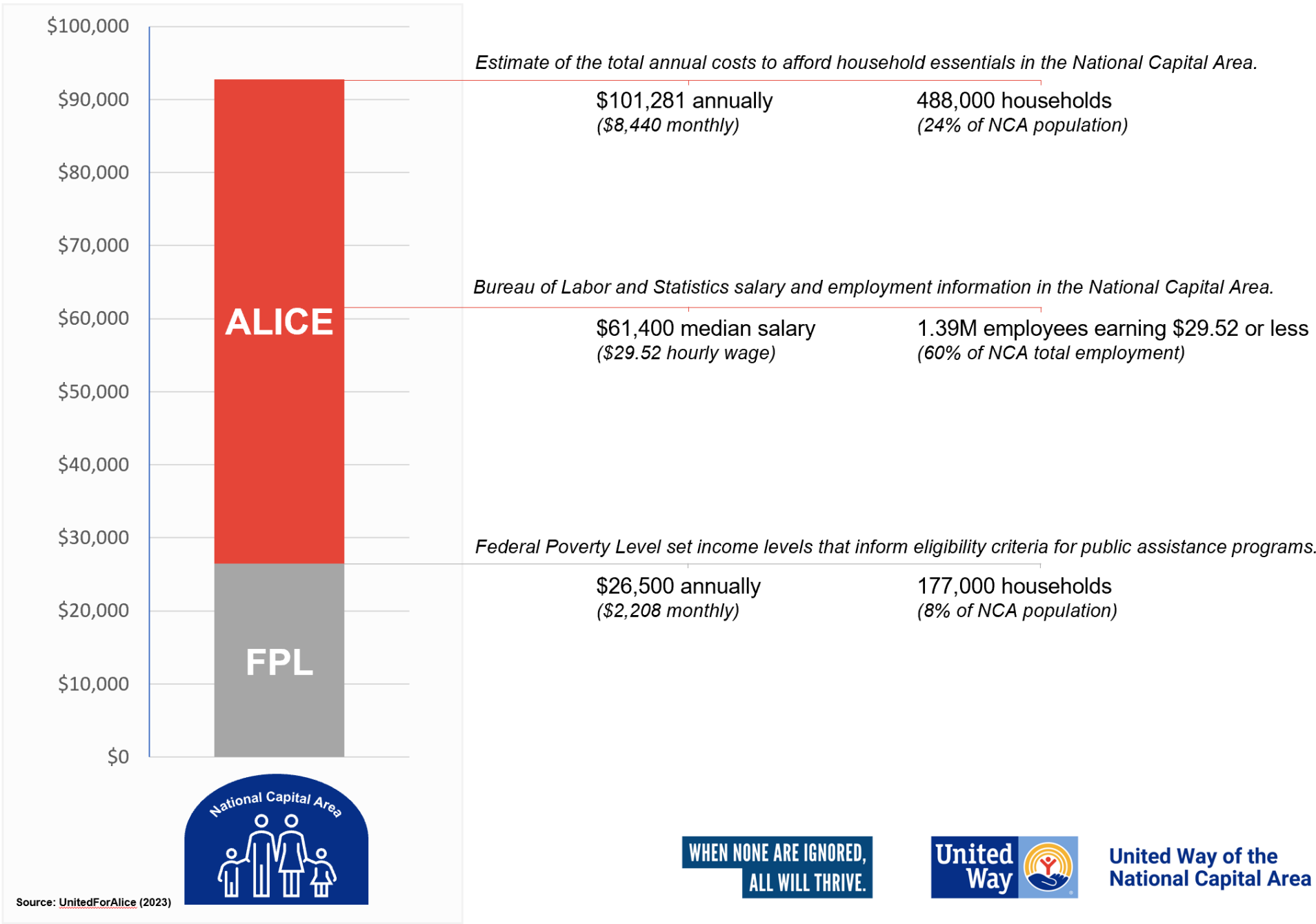
ALICE Family of Four

ALICE Survival Household Budget estimates minimal total cost of household essentials.

Avg. Monthly Expenses in National Capital Area

-  Taxes \$ 437
-  Miscellaneous \$ 728
-  Technology \$ 110
-  Health Care \$ 917
-  Transportation \$ 554
-  Food \$ 1,370
-  Child Care \$ 2,037
-  Housing \$ 2,288

Monthly Total \$ 8,440
Avg. Hr. Wage \$ 50.64



ALICE SHB by Household Type

	1x Adult	1x Adult, 1x Child	2x Adults, 2x Children	1x Senior	2x Seniors
 Taxes	\$ 666.67	\$ 414.00	\$ 437.13	\$ 733.07	\$ 1,110.67
 Miscellaneous	\$ 300.20	\$ 462.47	\$ 727.60	\$ 323.53	\$ 437.20
 Technology	\$ 75.00	\$ 75.00	\$ 110.00	\$ 75.00	\$ 110.00
 Health Care	\$ 227.40	\$ 537.13	\$ 916.80	\$ 521.40	\$ 1,043.07
 Transportation	\$ 242.53	\$ 288.27	\$ 553.67	\$ 220.60	\$ 369.80
 Food	\$ 524.67	\$ 765.07	\$ 1,370.33	\$ 463.87	\$ 850.40
 Child Care	-	\$ 958.93	\$ 2,036.93	-	-
 Housing	\$ 1,954.80	\$ 1988.13	\$ 2,287.60	\$ 1,953.80	\$ 1,998.13
Monthly Total:	\$ 3,968.07	\$ 5,499.00	\$ 8,440.07	\$ 4,291.27	\$ 5,919.27

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Community Health Programs

Weekend Hunger Backpack Program:

Providing nutritious and easy-to-prepare food to young students, helping them avoid hunger over the weekend when they cannot depend on school cafeteria meals.

2-1-1:

A free, confidential referral and information helpline, 2-1-1 connects callers to essential health and human services 24 hours a day, seven days a week.

SingleCare:

SingleCare provides access to affordable prescription medications to help promote financial stability for our region's individuals and families.

Thrive United 365:

Thrive United 365 provides equitable access to and distribution of health resources to improve people's lives by addressing health conditions most affecting our communities.



Community Education Programs

Middle School Success

Providing academic, social and health support to middle school students to help them perform at grade level and prepare for the transition to high school.

Character Playbook

An evidence-based solution for schools, which provides self-guided and interactive lessons to begin conversations on why character education and positive relationships matter in middle school.



Economic Opportunity Programs

Project Community Connect

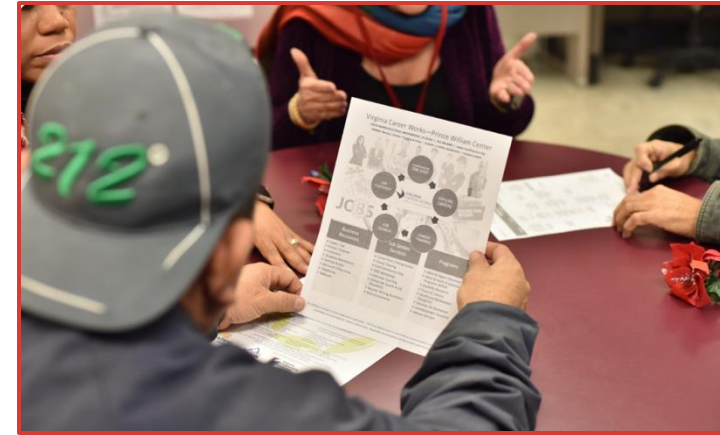
United Way NCA's annual Project Community Connect provides much-needed resources to our region's ALICE (Asset Limited, Income Constrained, Employed) population and our neighbors at risk of or experiencing homelessness.

Volunteer Income Tax Assistance (VITA) D.C.

The Volunteer Income Tax Assistance (VITA) program provides free tax help to low- and moderate-income individuals and families, persons with disabilities and limited-English-speaking taxpayers in Washington, DC and neighboring counties.

Financial Empowerment Centers

United Way NCA's powerful network of five Financial Empowerment Centers provide the needed tools for community members to gain greater control over their personal finances to increase their economic opportunity.



WHAT CAN YOU DO? BE AN ALLY!

Give

Help support us by making a donation.

Visit: <https://unitedwaynca.org/take-action/donate/>

Advocate

Raise your voice! Let us know why you choose to Live United by tagging us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#)

Volunteer

Join us at our in-person events or volunteer REMOTELY!

Visit: <https://unitedwaynca.org/take-action/volunteer/>

Opportunities to Support ALICE

Supporting a United Way NCA Signature Event or Initiative

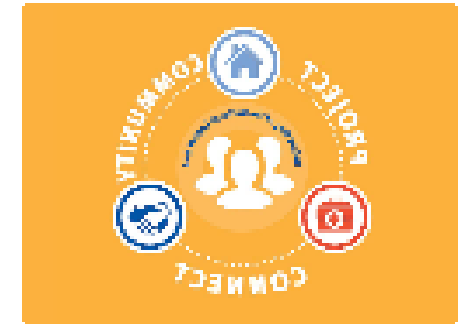
Our signature events and initiatives provide organizations and employees the opportunity to change the lives of those community members who need it most. As strategic partners, we will continue to work to meet the needs of the ALICE population while increasing your employee engagement and aligning with your philanthropic goals.

Project Community Connect (October 2023)

Focuses on achieving equity for all community members by offering targeted programs and services.

Giving Tuesday (Nov.2023)

The national day of giving, following Cyber Monday, serves as an opportunity for individuals to channel their donations towards our ALICE population while also engaging both new and existing donors to raise funds in preparation for December.



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Opportunities to Support ALICE

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The MLK WeekEND Hunger Backpack Program (January 2024)

Aims to provide free and healthy food options to children experiencing food insecurity, allowing them to attend school prepared.



Tee up for Equity (Sept 2024)

An afternoon of golf, raffles, and more to support United Way NCA's programs and services benefitting the health, education and economic opportunity of Loudoun County community members.

Stuff the Bus (Aug 2024)

Provides backpacks filled with grade-appropriate school supplies to middle school students attending our six Community Schools in DC and surrounding counties in Northern Virginia and Maryland.



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THANK YOU!



 SCAN ME
TO DONATE



 SCAN ME
TO VOLUNTEER