



ALICE LEARNING COMMUNITY OVERVIEW

The United Way *ALICE Project* is a grassroots movement committed to strengthening communities by improving the lives of **ALICE** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) - our families, neighbors, and colleagues who work hard, earn above the federal poverty level, but not enough to afford a basic household budget.

At the heart of the United Way *ALICE Project* is the **ALICE Learning Community**, a forum for sharing experiences, developing best practices, and building broader impact and fundraising strategies. The Learning Community helps us move ALICE off the pages of a report into action in each of our communities. With the unifying mission of ensuring prosperity for ALICE households, United Ways from across the country are working together to develop wider strategies to remove obstacles and change the course of this economic and value crisis in our communities. This effort also stimulates a fresh understanding of United Way, galvanizing new partnerships with funders, politicians, and the wider community.

ALICE LEARNING COMMUNITY COMPOSITION

The ALICE Learning Community is open to staff of all local United Ways in states involved in the United Way *ALICE Project*, their Research Advisory Committees, and invited community members.

WHAT'S INVOLVED

The ALICE Learning Community provides structure for the cross-state ALICE collaborative. It regularly hosts conference calls and webinars to discuss topics, share ideas, and develop best practices, such as:

- Using ALICE in fundraising, advocacy, and marketing strategies
- Getting the most of your state Report media launch
- Moving ALICE from data into action to drive Education, Income, and Health impact work
- Utilizing branded marketing and communications templates
- Spreading the word through social media efforts
- Providing research updates and guidance on usage of ALICE data sets

QUESTIONS

For more information contact Molly Rennie, associate director of the United Way *ALICE Project*, Molly.Rennie@UnitedWayNNJ.org or 973.993.1160, x113.

A project of United Ways in
Connecticut, Florida, Idaho, Indiana, Iowa,
Louisiana, Maryland, Michigan, New Jersey,
New York, Ohio, Oregon, Virginia, Washington,
and Wisconsin

UnitedWayALICE.org



WHO IS ALICE?

ALICE, an acronym which stands for **Asset Limited, Income Constrained, Employed**, is a way of defining our families, neighbors, and colleagues (men and women) who work hard, earn above the federal poverty level, but not enough to afford a basic household budget. ALICE educates our children, keeps us healthy, and makes our quality of life possible. But these low-wage jobs, often in the service sector, do not pay enough for ALICE to live on. These families are forced to make tough choices, such as deciding between quality child care or paying the rent, which have long-term consequences for ALICE and our communities. The future success of our communities is directly tied to the financial stability of ALICE households.

WHAT IS THE UNITED WAY ALICE PROJECT?

The United Way *ALICE Project* is a collaborative effort to improve the lives of vulnerable, low-income ALICE households. Based on the overwhelming success of the research in identifying and communicating the needs of ALICE households, the *Project* has grown exponentially from its Morris County, New Jersey debut in 2009. Including the planned launch of five new state Reports in 2016, the *Project* spans fifteen states representing nearly forty percent of the U.S. population. The partners in this grassroots effort are working together to give ALICE a national voice.

WHAT DOES THE PROJECT DO?

The United Way *ALICE Project* raises awareness about an essential but previously hidden part of our community. It also provides a framework, language, and tools for stakeholders to understand, measure, and ultimately implement changes that improve the lives of ALICE. With as many as one-third of the population in the United States living in an ALICE household, many public policy issues must be reassessed and the scope of current solutions be reconsidered. To inform the dialogue in the country about this growing crisis and how it affects us all, the United Way *ALICE Project*:

- **Produces Current Research:** Through state Reports with regular updates and special subject reports, the *Project* provides the highest quality, unbiased data at the local and national level.
- **Leads a Learning Community:** The vibrant ALICE Learning Community provides a forum for participants to learn from each other and share best practices.
- **Builds Action:** Armed with knowledge, best practices, and community partners, the ultimate goal of the *Project* is to stimulate action that will improve the financial stability of ALICE families.

WHAT OTHERS ARE SAYING

The 2014 and 2015 launches of United Way ALICE Reports in Connecticut, Florida, Idaho, Indiana, Louisiana, Michigan, New Jersey, Oregon, and Washington were a great success, garnering significant media and public attention. A few examples include:

- David Cay Johnston, Pulitzer Prize winning journalist: “Our understanding of poverty is starting to undergo a transformation, thanks to new research...”
- Miami Herald Editorial: “...the report’s findings are disturbing and should be a call to action.”
- Andrei Cherny, Washington Post Op-Ed: “...the story of future elections will, in fact, come down to a single name – in this case, a female first name. No, it’s not Hillary. It’s Alice.”
- U.S. Senator Cory Booker @CoryBooker “890,000 working #NewJersey households can't get by. #MeetALICE communities”

DOWNLOAD THE REPORTS AT UNITEDWAYALICE.ORG