



UNITED WAY *ALICE* PROJECT IN ACTION

FIFTEEN STATE REPORTS...AND GROWING

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* currently spans fifteen states representing nearly forty percent of the U.S. population. States involved in the United Way *ALICE Project* include: Connecticut, Florida, Idaho, Iowa, Indiana, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Virginia, Washington, and Wisconsin.

- All Reports published by the *Project* are available at: UnitedWayALICE.org
- Additional household budgets available at: <https://spaa.newark.rutgers.edu/united-way-ALICE>

CORPORATIONS LEADING THE WAY

National ALICE Advisory Council members include Aetna Foundation, AT&T, Atlantic Health System, Deloitte, Entergy, Johnson & Johnson, Novartis Pharmaceuticals Corporation, OneMain Financial, Thrivent Financial Foundation, UPS, and U.S. Venture. They recognize the value of ALICE as:

- A starting point for understanding and helping their employees
- The foundation for developing human resource policies, i.e. time off work, health and caregiving issues
- A source for understanding the needs of their ALICE employees
- The right thing to do
- A bridge to transcend the labor-management gap
- A non-partisan discussion informing policies and platforms
- A critical component of a healthy economy – raising up ALICE helps elevates the overall economy

As a result, new ALICE-centric corporate policies are being developed by local corporations and business groups.

ALICE ON SOCIAL MEDIA

The United Way *ALICE Project's* coordinated social media presence attracted the following and support of many across the states involved, including a few high-profile individuals, for example:

- U.S. Senator Cory Booker @CoryBooker “890,000 working #NewJersey households can't get by. #MeetALICE communities”

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



EXTENSIVE MEDIA COVERAGE

The United Way *ALICE Project* has attracted unprecedented media attention and generated enormous public interest in the states currently involved in the work. A few examples include:

- **Miami Herald:** “...the report’s findings are disturbing and should be a call to action.”
- **Al Jazeera America:** “Our understanding of poverty is starting to undergo a transformation, thanks to new research...” (Pulitzer Prize winning journalist, David Cay Johnston)
- **St. Louis Post-Dispatch:** “...corporations that support it can benefit from better understanding the need.”
- **Washington Post:** “...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.”

Press clips from major media outlets are available at: <http://unitedwayalice.org/inthenews.php>

ALICE DATA IN ACTION IN THE NONPROFIT SECTOR

- **Local United Ways in 15 states** have supported bringing the United Way *ALICE Project* to their state. As a result, some 400 United Ways (reaching 38 percent of the U.S. population) have access to ALICE as a unifying platform and framework for their Community Impact work.
- **Volunteer Income Tax Assistance (VITA)** program used ALICE research and data when planning where to expanding their tax prep sites in New Jersey.
- **Faith Based Community** has recognized ALICE in sermons and welcomed the ALICE data to better understand the struggles of the congregations they serve. Examples include: St. Peter's Episcopal Church of Morristown, The Presbyterian Church in Morristown, First Christian Church, Lansing, MI, Morristown Unitarian Fellowship, Morristown, NJ
- **Nonprofit agencies** use the ALICE narrative and data to support their grant applications and public outreach. Op-eds from nonprofit leaders have relied on the ALICE data to inform their strategies and educate the public about the issues their clients face. For example, the Interfaith Food Pantry and Resource Center based their need for expansion in part on the findings of the United Way ALICE Report.
- **Community Groups** have invited us to present ALICE and have used the finding to channel their work and community engagement, including: Madison Rotary, New Jersey Wellesley Club, United Way *Women's Leadership Council*, Warren County Department of Human Services Volunteer Recognition Brunch, Kiwanis Club of Parsippany, Habitat for Humanity, financial stability coaches training, and the Essex County Chapter of the National Association of Social Workers.

ALICE DATA IN ACTION IN THE HEALTH ARENA

- **Atlantic Health Systems** has recognized ALICE as a public health issue and incorporated ALICE data into their website. <http://www.njhealthmatters.org/>
- **New Jersey Association of City and County Health Officials** have recognized ALICE as a demographic they need to recognize
- **Morristown Medical Center presents ALICE updates at their community events**
- **Rutgers School of Public Health** received a \$2 million grant from the Centers for Disease Control, in part to assess the impact of Superstorm Sandy on the health of ALICE households, and suggest areas for improvement in future natural disasters.
- **Rutgers Cardiovascular Institute** is conducting research on changes in heart attacks and strokes during Superstorm Sandy, and assessing differences between areas by storm impact and prevalence of ALICE households.
- **Healthcare providers** have invited us to present ALICE and have used the finding to adjust their work practices and business planning, including: Verona Department of Health, Warren Hospital, Community Health Foundation, Newton Medical Center Advisory Board

ALICE DATA IN ACTION IN THE EDUCATION ARENA

- **Raritan Valley Community College** uses the ALICE data as the basis for awarding scholarships and providing other supportive services and assistance
- **Centenary College** works with United Way *Women's Leadership Council* to provides scholarships to Warren County ALICEs to attend Centenary College
- **Caldwell College** uses the ALICE data in their admissions process
- **47 Public Schools** in New Jersey are getting additional funding to address lingering emotional and mental stress amongst ALICE students affected by Superstorm Sandy

ALICE DATA IN ACTION IN GOVERNMENT

- **New Jersey public officials** have invited us to present ALICE and have used the findings in policy making, including: Senate President Steve Sweeney, former Governor Dick Codey, Assemblyman Bucco, the Morris County Advisory Committee on Women, and the Warren County Housing Authority
- **Departments of Human Services** recognize that ALICE is an important demographic for their work. They have invited us to present ALICE and have used the finding to refine their work, including: the New Jersey Department of Human Services, and Morris County Department of Human Services,
- **Health and Human Services Advisory Councils** in New Jersey recognize that ALICE is important to their work. They have invited us to present ALICE and have used the finding to inform their work, including: Cumberland County Human Services Advisory Council, Mercer County Human Services Advisory Committee, Somerset County Human Services Advisory Council, and Warren County Human Services Advisory Committee.
- **Montclair Mayor Robert Jackson** described Montclair's percentage of residents under the ALICE threshold as "sobering." Addressing the quantity of Montclairites spending more than 30 percent of their budget on the mortgage or rent, Jackson said, "The best thing we can do is keep the costs of government to the taxpayer flat, make sure people aren't spending this much money to live."
- **Verona Township Manager Joseph Martin** told the Montclair Times: "The report is obviously praiseworthy in intent and reflects, obviously, thousands of hours of staff effort. It warrants careful reading and I've benefitted from looking at it ... I think we have a robust social service program. If we can partner with the United Way to provide better services, I'm all for it."
- **Morris, Somerset and Warren County Freeholders** invited United Way to present the findings from the United Way ALICE Report. As a result, the research and data are often used to support changes in local policy.
- **"NJ State of the County 2012,"** Middlesex County College, September 2012.
- **The SETC** (NJ State Education and Training Commission) has recognized the need to help ALICE

ALICE DATA IN ACTION IN THE POLICY ARENA

- **U.S. Senator Cory Booker** and staff recognize the importance of ALICE in New Jersey. Booker has spread the word about ALICE through social media
- **Legislative Days** have provided a platform for lobbying for ALICE-friendly policies in Florida, Indiana, and Michigan
- **Asbury Park Press** used the finding to call for a coherent jobs policy in New Jersey
- **Labor unions** are using the finding to advocate for living wages, the creation of more middle- and high-skilled jobs as well as the necessary training, including the American Federation of Labor and Congress of Industrial Organizations in Michigan, the Service Employees International Union in New Jersey, and the New Jersey Carpenter Contractor Trust.
- **Community Services School** for the International United Automobile, Aerospace and Agricultural Implement Workers of America (UAW) and the local UAW Community Services Department, May 2015.

ALICE DATA IN ACTION IN THE RESEARCH ARENA

The ALICE report is being used in ongoing research to better understand the issues low-income households face, as well as means to overcome specific obstacles, including:

- Amy Davidow, Rutgers School of Public Health, and Christina Tan, NJ Health Commissioner, use the ALICE data in their \$2 million grant from the CDC on "Hospitalizations and mortality associated with Superstorm Sandy, overall and low-income populations," 2014-2016.
- The Michigan Primary Care Association has a project analyzing the "Affordability of the Health Insurance Marketplace plans for households above eligibility for Medicaid" using the ALICE budgets.
- "The Impact of Superstorm Sandy on New Jersey Towns and Households," Rutgers-Newark, School of Public Affairs and Administration, October 2013. njdatbank.newark.rutgers.edu/special-superstorm-sandy
- "The Effect of Hurricane Sandy On Cardiovascular Events In New Jersey," Joel Swerdel, Teresa Janevic, Nora Cosgrove, John Kostis (Rutgers University School of Public Health and Cardiovascular Institute at Rutgers Robert Wood Johnson Medical School, 2014.
- "Income Inequality" panel, Hot Topics event for Black History Month at Fairleigh Dickenson University, February 2014.
- "Building Resilience for ALICE Households: Strengthening the Social and Economic Fabric of Society," conference at the John J. Heldrich Center for Workforce Development, Rutgers University, September 12, 2013.
- "Voices of Poverty," symposium at Raritan Valley Community College, April 2013.

ALICE DATA IN ACTION DRIVING THE ADVOCACY AGENDA FOR UNITED WAYS

- **Connecticut advocacy:** Tuesday, March 10, the Connecticut Commission on Children will join with the Connecticut United Ways to hold a legislative forum focusing on ways to help more of these families find the security they need to achieve the American Dream. Speakers will include ALICE families, legislators, community leaders, business leaders, and policy experts.
- **Florida advocacy:** United Way of Florida has developed policy and advocacy platforms <http://www.uwof.org/legislative-link>
- **Indiana advocacy:**
 - Lucinda Nord, Vice-President, Indiana Association of United Ways testified in a Senate Pensions and Labor Committee about work scheduling practices, using ALICE data. <https://files.ctctcdn.com/ao3e9e18001/o6bab683-c254-46bc-aocf-5c03ef06ea09.pdf>
 - Indiana Association of United Ways referenced ALICE report in their testimony about smoothing the child care cliff effect. <http://www.iauw.org/pubpol/iauw-testimony-hb1616-child-care-benefit-cliff.pdf>
- **Michigan advocacy:** Michigan's entire policy platform is based on ALICE. <http://www.uwmich.org/publicpolicy/>
- **Northern New Jersey advocacy:** United Way of Northern New Jersey public has presented the finding from the ALICE Report with key state policy makers and discussed legislation that could make a difference for ALICE families, including: Senate President Steve Sweeney, former Governor Dick Codey, Assemblyman Bucco, the Morris County Advisory Committee on Women, and the Warren County Housing Authority, NJ State Education and Training Commission, Public Health Recovery Group of the NJ Depart