

UNITED WE FIGHT. UNITED WE WIN!

LIVE UNITED

GIVE. ADVOCATE. VOLUNTEER

WHO IS ALICE?

The **UNITED WAY ALICE** Project provides a framework, language, and tools to measure and understand the struggles of the growing number of households in our communities that do not earn enough to afford basic necessities, a population called **ALICE**. This research initiative partners with state United Way organizations to present data that can stimulate meaningful discussion, attract new partners, and ultimately inform strategies that affect positive change.

Based on the overwhelming success of this research in identifying and articulating the needs of this vulnerable population, the United Way **ALICE** Project has grown from a pilot in Morris County, New Jersey in 2009, to the entire state of New Jersey in 2012, and now to the national level with 15 states participating.

United Way of Florida is proud to join nearly 450 United Ways from these states to better understand the struggles of **ALICE**. Organizations across the country are also using this data to better understand the struggles and needs of their employees, customers, and communities. The result is that **ALICE** is rapidly becoming part of the common vernacular, appearing in the media and in public forums discussing financial hardship in communities across the country.

Together, United Ways, government agencies, nonprofits, and corporations have the opportunity to evaluate current initiatives and discover innovative approaches that give **ALICE** a voice, and create changes that improve life for **ALICE** and the wider community.

To access reports from all states, visit UnitedWayALICE.org.

