



Pathways to Prosperity

2021 CAMPAIGN FOR THE COMMUNITY

You can make life better for our hardworking, low-income neighbors in Greater Danbury, Southern Litchfield County, and Stamford.

Hardworking people don't always make a lot of money.

Warehouse workers, truck drivers, grocery store clerks, home health aides, child care workers—we depend on them every day, but they struggle to pay their bills.

These are the people who live paycheck-to-paycheck, called **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed). United Way of Western Connecticut is focused solely on improving their lives.

\$20 PER PAYCHECK PROVIDES FOOD SECURITY, through programs like **Healthy Savings**, which provides \$10 in free produce to struggling families each week. Your donation can help struggling families get fresh food for one year!

\$25 PER PAYCHECK HELPS TO EXPAND AFFORDABLE, QUALITY CARE FOR CHILDREN through scholarships to quality child care centers and our **Cora's Kids** program, which is expanding licensed quality care in Danbury and New Milford. **Stamford Cradle to Career** brings partners together to ensure the city's children have the education they need to thrive.

\$30 PER PAYCHECK STABILIZES ALICE'S FINANCES through **ALICE Saves**, a matched savings program that includes free online budget coaching. Your donation helps to match ALICE's savings. It also funds **one-on-one budget coaching** that helps people develop household budgets and improve their credit scores. And it helps to cover the cost of free tax preparation services that put **\$2.9 million** of tax refunds back in the pockets of low-income earners.



JUST \$5 PER PAYCHECK HELPS!

Giving as little as **\$5 per paycheck** can help hardworking ALICE families get healthy food, obtain more affordable child care, and save for a better future. **We are the only organization focused exclusively on people who work hard but live paycheck to paycheck.**



United Way
of Western Connecticut

Thank you!

Because you gave, we were able to help.

The pandemic of 2020-2021 hit ALICE families hard. Many lost their jobs overnight or found themselves needing to go to work without child care. Here's how your donations helped:

FOOD: 680+ households received more than **\$122,000+** in free, fresh produce through the Healthy Savings Program.

CHILD CARE: 2,700+ children receive affordable, quality early care or after-school care. More than **1,000** children have had out-of-school activities paid for by the ALICE Enrichment Fund.

FINANCIAL STABILITY: 780+ struggling households in the 15 cities and towns we serve received **\$200** in cash payments to purchase food and other necessities through the ALICE Emergency Fund.



Now, a new option for ALICE households seeking support.



At **United Way of Western Connecticut**, we have a bigger vision of innovative, long-term solutions for ALICE. That's why we created **Prosperi-Key**, an online digital platform that connects hardworking ALICE families to benefits, services, and discounted products.

Prosperi-Key is the first technology tool that income qualifies people who struggle financially but live above the federal poverty level. It provides 24/7 access for busy, hardworking people who often cannot apply for services and supports during the work day.

We launched Prosperi-Key nationally on August 9 with major corporate support and with additional United Way partners in Dayton, Ohio, and Buffalo, New York. In Western Connecticut, ALICE households can apply for the ALICE Enrichment Fund and Healthy Savings directly on this new platform.

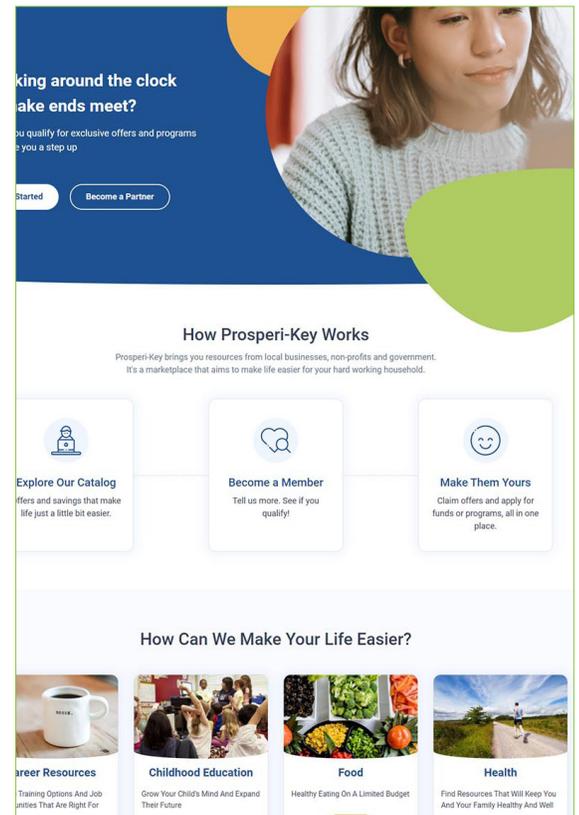
To learn more, visit www.prosperikey.org. Contact Stacy Schulman at 203-826-8479 or stacy.schulman@uwwesternct.org to find out how to become a Prosperi-Key sponsor.

www.uwwesternct.org

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