



United Way
of Western Connecticut

2022 CAMPAIGN FOR THE COMMUNITY

Together, we change what's possible.

Across Western Connecticut, more than 40,000 people work hard, yet live paycheck-to-paycheck. At United Way, we call these households **ALICE**[®] (Asset Limited, Income Constrained, Employed). For ALICE families, affording basic necessities like housing, food, child care, transportation, and utilities is a challenge – and one accident or unplanned life event can set them back for months.

ALICE is everywhere, in every household and every community. They are grocery store clerks, home health aides, child care workers, delivery drivers – they are essential workers that we depend on every day.



“During the pandemic, my job was to disinfect the shopping carts and clean the store. My health issues made being around other people very scary, but I had no choice but to work. Plus, people needed to get their food, and I felt like I was helping my community. My paycheck was not enough to pay for much beyond rent. United Way stepped in to give my family a lift during the height of the crisis. I don't know what I would have done without their help.”

-Jerry, Grocery Store Clerk

We are laser focused on addressing the challenges of **health, education, and financial stability**. Through a unique, multi-pronged approach – **and with the support of people like you** – we can lift up and empower ALICE households to thrive.

“Through your work, United Way is seeding the world with hundreds of compassionate, confident, constructive human beings.”

-United Way nonprofit partner

With a small monthly payroll donation, you can help change what's possible for ALICE and lift up our community, one household at a time.

\$10 PER PAYCHECK addresses rising food insecurity rates, by providing families with \$10 of free produce each week and supporting local food pantries, congregate meal providers, and food partners.

\$20 PER PAYCHECK helps improve financial stability through 1:1 online budget coaching, matched savings, and free tax preparation services.

\$30 PER PAYCHECK tackles the child care crisis by increasing the number of licensed family childcare providers so parents will have safe, affordable care for their children while they work.

\$40 PER PAYCHECK offsets the cost of youth extracurricular activities, helping to re-establish normalcy and improve social, emotional, developmental, and academic outcomes.

With your help, we can do what no one person or one organization can do alone.

As great as this region is, we will never be our very best as long as so many around us struggle daily. We have to do something. We have to find solutions together and scale them.

To support ALICE, we provide access to:

- healthy food
- affordable child care
- children's enrichment activities
- budget coaching
- financial savings' opportunities

In doing so, we help to ensure that every person has access to healthy, affordable food; every child has safe, quality care and education so they can learn, grow, and thrive; and every family can become financially stable and save for a brighter future.

Our impact is real for people like 17-year-old Tiana, who started her education at a United Way partner child care center more than 14 years ago. As a result of United Way's support, Tiana's mother could afford to send her to a high-quality school. Today, Tiana is president of her class, excels in extracurricular activities, has top grades, and just got accepted into college. Tiana said she felt "safe, cherished, supported, and special," at the center. Her mother told us that she too credits the center for helping her daughter build a positive self-image, self-confidence, and desire to succeed.

"I went to work every day feeling like I was giving my daughter a precious gift."

-Tiana's Mother



OUR IMPACT IS TANGIBLE



EDUCATION AND CHILD CARE

- **2,700+** children receive affordable, quality early care or after-school care.
- **1,400+** children can afford to participate in extracurricular activities through the ALICE Enrichment Fund.
- **490+** affordable child care spots were created through 82 licensed child care providers.



HEALTH AND FOOD SECURITY

- **1,200+** households redeemed \$212,423 in produce benefits allowing them to take home fresh fruits and vegetables through the Healthy Savings Program.



FINANCIAL STABILITY

- **1,000+** individuals were provided with quality financial literacy through investments in Financial Stability programs.