

2022 CAMPAIGN FOR THE COMMUNITY

Together, we empower ALICE to thrive.

JUST \$5 PER PAYCHECK MAKES A DIFFERENCE FOR ALICE.

Giving as little as \$5 per paycheck can help hardworking ALICE families access 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.

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).

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.

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.

To empower ALICE to thrive, we focus our resources in the areas of health, education, and financial stability. In doing so, we aim 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.



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.

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