



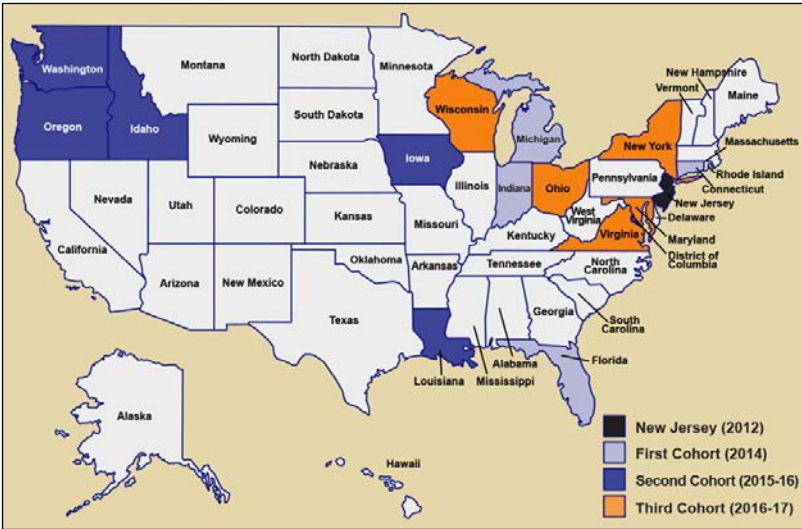
**UNITED WAY  
ALICE® PROJECT**  
LIVE UNITED

## THE ALICE MOVEMENT AT 10 YEARS

We had an ambitious goal: to make the invisible visible. With the Federal Poverty Rate woefully underrepresenting the number of families struggling to make ends meet, United Way of Northern New Jersey set out to develop a new metric. Enter **ALICE** – **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. These are hardworking families in every community facing difficult choices as the cost of basic needs inches ever higher and farther from reach. Together, with the support of the National ALICE Advisory Council we have begun to shine a light on ALICE. We have made great strides, illustrated by the breadth of the work and the response from corporations, government, and research institutions.

### A GRASSROOTS MOVEMENT

What started out as a research project in one county in New Jersey today is taking over the country. A total of 15 states representing more than one-third of the country's population have been studied. We are proud that a 16th state, Hawaii, has joined, ushering in a fourth cohort beginning in 2018.



ALICE is an acronym for Asset Limited, Income Constrained, Employed. This is a project of United Ways in Connecticut, Florida, Hawaii, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Virginia, Washington, and Wisconsin.



---

# THE ALICE MOVEMENT AT 10 YEARS

## IN GOOD COMPANY

The first United Way ALICE Report was fueled by dedication, hard work, and coffee. Those ingredients are still essential today, but it's gratifying that the following 14 major corporate sponsors took note and decided to join the United Way *ALICE Project* as members of the National ALICE Advisory Council.

Aetna Foundation  
AT&T  
Atlantic Health System  
Deloitte  
Entergy

Johnson & Johnson  
KeyBank  
Novartis Pharmaceutical Corp.  
OneMain Financial  
RWJ Barnabas Health

Thrivent Financial Foundation  
Union Bank & Trust  
UPS  
U.S. Venture

## ALICE IN ACTION

The United Way ALICE Report has opened eyes across all sectors and institutions. Corporations, researchers, elected officials, the media, and individuals are seeing ALICE and looking for ways to help make positive change for hardworking families.

- **Atlantic Health System** is using the ALICE data to understand the social determinates of health for residents served across its footprint.
  - **Centers for Disease Control and Prevention** provided a \$2 million grant to the Rutgers University School of Public Health to study the impact of Superstorm Sandy on the health of ALICE households.
  - **Crain's Detroit Business** launched a series of stories on how businesses in Michigan have begun to rethink their recruitment and retention strategies for ALICE workers to reduce high turnover costs.
  - **Florida Legislature** budgeted an additional \$500,000 to expand free tax preparation sites across the state.
  - **Louisiana's Caddo Parish** launched two affordable housing initiatives to address the lack of suitable housing for ALICE families.
  - **Regional News Network** is producing a television news series on what life is like for ALICE families across New York, New Jersey, and Connecticut.
  - **Robert Wood Johnson Foundation** provided an \$800,000 grant for United Way of Northern New Jersey to address the mental health needs of ALICE students post-Superstorm Sandy.
  - **United Ways** in some 400 local communities across 15 states are using the ALICE data to inform how they answer local needs.
  - **UPS** recognized that U.S. armed services veterans are ALICE and committed to hiring 50,000 veterans.
  - **U.S. Senator Cory Booker** has used his sizable social media following to spread the word about the ALICE data as well as to highlight the struggles of ALICE families.
-