



# JOIN OUR FIGHT FOR ALICE



2020-21  
**REPORT  
TO OUR  
LEADERS**



United Way  
of Northern New Jersey

# FROM THE CEO

For more than a decade, this United Way has been sounding the alarm about the growing number of working households that were being priced out of survival, vulnerable to financial devastation with one emergency. Today, the crisis is here and the COVID-19 pandemic has laid bare the inequities that have been festering since the Great Recession.

**I invite you to join United Way in taking bold action. It's time that every member of our community — from government, business, and nonprofits to individuals — rise to the challenge.**



We need a coalition that joins us in reimagining an ALICE-friendly workplace that values all workers and their contributions and ensures families have access to reliable, quality, and affordable child care. **We cannot do this without donor support.**

Our latest ALICE research shows that low-income families systematically lost buying power and financial stability as the high cost of essentials outpaced wages, driving the number of ALICE households to rise by 41 percent in New Jersey this past decade. While this reality cuts across all ages and races, we know that Black, Hispanic, and single-mother households are disproportionately affected.

**The ALICE data serves as more than a history lesson. It also presents an opportunity.**

ALICE workers are our grocery store clerks, child care workers, home health aides, and many of the essential workers we've counted on during this dark time. We need these workers to be financially stable to get our economy back on track.

We jumped in to address the immediate crisis presented by the pandemic and provided direct emergency financial assistance to nearly 600 families. However, going back to normal will not be good enough. We must do better. United Way is putting the data into action as a catalyst for positive, sustainable, long-term change.

**United Way is working toward a future where ALICE workers can afford to save for an emergency, access health care, and give their children the right start in life.**

To that end, we are leading a pilot project called United In Care, to rebuild how child care is delivered in our state to support today's workforce and invest in the next generation of workers. And we are challenging our business leaders through the ALICE Action Network to invest in policies that support ALICE workers, a strategy that can boost productivity and a company's bottom line over the long term.

**I hope you are inspired by our passion and commitment to this work. Only together, can we secure racial and economic equity for ALICE and improve life for all in New Jersey.**

**Will you join us and take action for ALICE?**



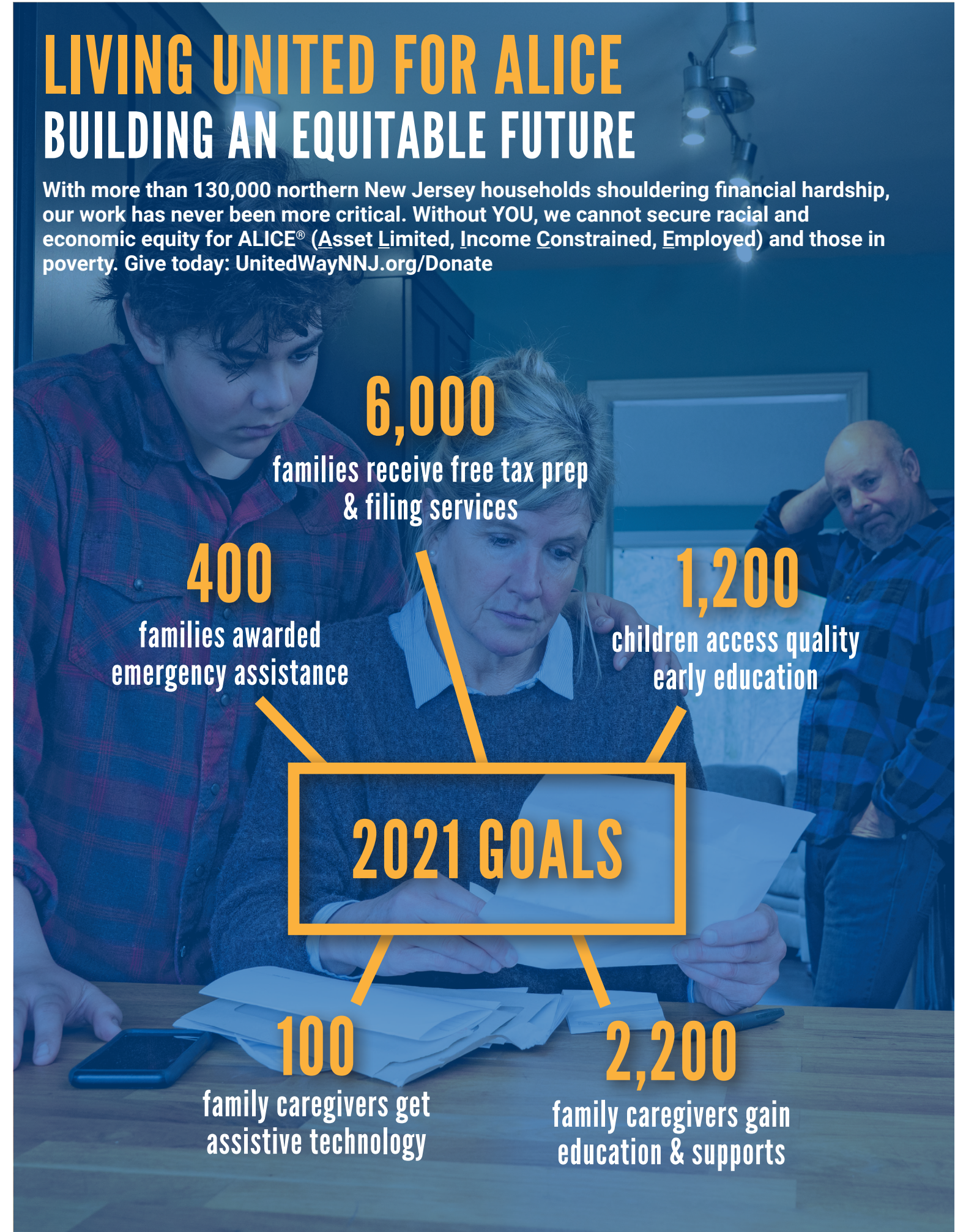
**Kiran Handa Gaudioso**  
CEO, United Way of Northern New Jersey

## CAMPAIGN VIDEO

Visit [uwnnj.org/campaign2021](https://uwnnj.org/campaign2021) to see our new CEO Kiran Handa Gaudioso share our goals for improving life for ALICE in 2021.

# LIVING UNITED FOR ALICE BUILDING AN EQUITABLE FUTURE

With more than 130,000 northern New Jersey households shouldering financial hardship, our work has never been more critical. Without YOU, we cannot secure racial and economic equity for ALICE® (Asset Limited, Income Constrained, Employed) and those in poverty. Give today: [UnitedWayNNJ.org/Donate](https://UnitedWayNNJ.org/Donate)



# HOW OUR WORK – AND YOUR SUPPORT MATTERS

At United Way, we believe that all work has value and making ends meet shouldn't mean choosing between paying the rent or putting food on the table for your family.

There is no silver bullet that will make the difference for all struggling families, which is why we are working with individuals, businesses, and community stakeholders to facilitate practical solutions that eliminate the barriers keeping ALICE from achieving financial stability.

During the pandemic we acted quickly to provide households with emergency financial assistance in addition to continuing our work to realize equity for ALICE in the long term. This includes:

- Advocating for ALICE-friendly public and corporate policies from expanded public preschool to consistent work schedules.
- Providing concrete supports at work and in the home, from free tax preparation and filing to equipping family caregivers with technology at home so they can continue to work and care for vulnerable loved ones.
- Ensuring there are community supports in place from reliable, quality child care to education, services, and resources to help family caregivers remain healthy – emotionally, physically, and financially.

## YOUR IMPACT

Together, with your support, we can continue this critical work – and change lives. **Donate to United Way of Northern New Jersey today and invest in the future of our community.**



**\$1,000** 

Home technology for **5** family caregivers to balance work and caregiving responsibilities

**\$5,000** 

Help **10** unemployed ALICE workers impacted by the pandemic receive emergency assistance

**\$10,000** 

**480** ALICE families receive free tax prep and filing services

**\$12,000** 

Six months of quality preschool for **4** ALICE families

# 2020 RESULTS

1,000

children received quality early education

2,200

unpaid family caregivers were connected to resources and education

\$6.6M

in tax refunds were brought back to local families

595

families impacted by the COVID-19 pandemic received emergency assistance to pay basic bills



“ You have helped [my son] and I immeasurably throughout the COVID-19 crisis and we are very appreciative. I work with the elderly and my company furloughed me immediately because of contact with the virus. Much later I received unemployment, but your assistance enabled me to pay full rent until that time. I was fearful and had to be strong for [my son], age 11, grade 5; my husband passed away and I am a single-parent. – Emergency assistance recipient ”

“ Thank you ... for giving me peace of mind when I'm at work. Having a husband with Parkinson's and a child with disabilities isn't an easy life, but it's not impossible to handle with help. Through United Way's Assistive Technology program I can be sure they are ok when I am not at home because with the cameras I can see exactly what's going on in the house. – Unpaid family caregiver ”



“ This program – especially for those who are in need, who may be living paycheck to paycheck and every penny counts – this service will do you good. They assist you all through the way. They make you feel comfortable. – Free tax prep client ”



# WHAT'S NEW

## PANDEMIC RESPONSE

United Way mobilized like no other community organization could in response to the COVID-19 pandemic. Working from our kitchen tables, we realized the need, we gathered the right partners, and we delivered immediate relief. We set up an emergency fund to help those hardest hit at the onset. **To date, we have distributed \$837,000 in direct financial assistance, helping 595 families struggling to pay for food, rent, and utilities.** We're now connecting unemployed individuals to career coaching and training services as well as mental health supports.

We're also piloting a new approach in child care that seeks to address existing inequities that have been exacerbated by the pandemic. **We are leading United In Care, to rebuild how child care is delivered in our state to support today's workforce and invest in the next generation of workers.** We are joined in this effort by formidable philanthropic organizations including the New Jersey Pandemic Relief Fund, Overdeck Family Foundation, David Tepper Charitable Foundation Inc., and New Jersey Health Initiatives, to develop a sustainable model that can be replicated across the state and country.

## NEW ALICE MEASURES DEBUT

The ALICE measures have never been more important in understanding the challenges facing struggling families and the solutions needed to remove the barriers keeping ALICE households from financial stability. **The latest ALICE Report for New Jersey reveals how the number of ALICE households grew 41 percent in the years between 2007 and 2018.** The report debuts the ALICE Essentials Index which demonstrates how ALICE has been priced out of survival. The index shows how the cost of basics outpaced wages, setting the stage for the unprecedented impact of the pandemic. To read the latest report and view interactive graphics, visit [UnitedForALICE.org/New-Jersey](https://UnitedForALICE.org/New-Jersey).

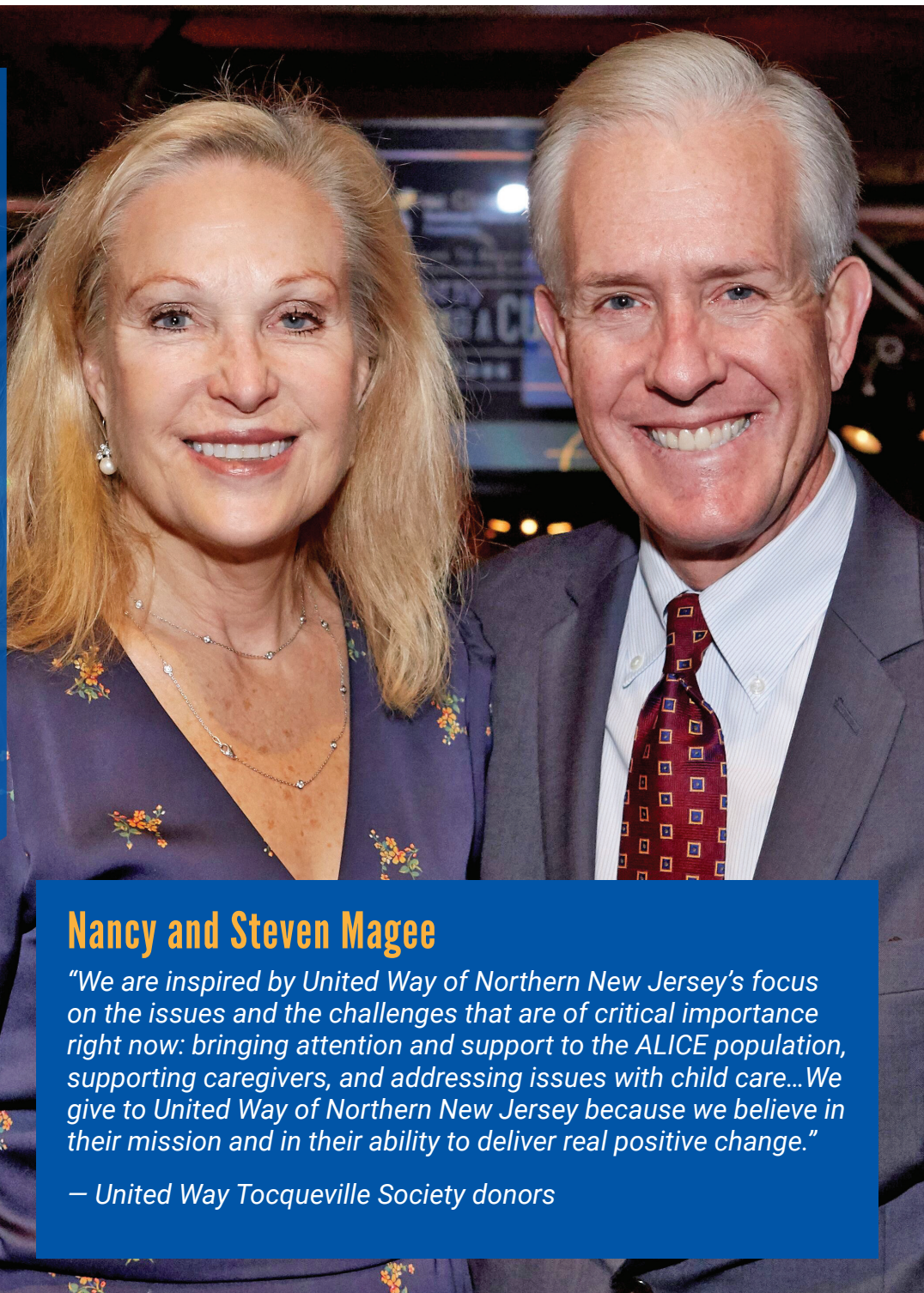


## INNOVATIVE PARTNERSHIP

In October, we transferred majority ownership of the Mills Memorial Social Services Building in Montclair to New Jersey Community Capital (NJCC), an innovative nonprofit community development financial institution that has earned a national reputation as a leader in its field. With their experience leveraging more than \$600 million in financing for residential and economic development projects for underserved communities, NJCC was the perfect fit for maximizing the building's potential. **The move allows United Way to focus fully on providing critical services to Montclair-area struggling families, leaving the management of the 68-year-old building to NJCC.** United Way will maintain a partial stake, ensuring the building remains true to its mission as a home for nonprofits.

# HOW YOU CAN HELP

As a United Way leadership giver, you join a distinguished philanthropic community that enables you to combine public purpose with private giving. We offer several opportunities to direct your contribution, along with ways to fully engage beyond a financial gift and put philanthropy into action.



## Nancy and Steven Magee

*"We are inspired by United Way of Northern New Jersey's focus on the issues and the challenges that are of critical importance right now: bringing attention and support to the ALICE population, supporting caregivers, and addressing issues with child care...We give to United Way of Northern New Jersey because we believe in their mission and in their ability to deliver real positive change."*

— United Way Tocqueville Society donors

## WOMEN CHANGEMAKERS

Join United Way Women United and be a force for change. A gift of \$1,000 gains you entry into our **Women United Leadership Giving Circle**, a dedicated group of philanthropic leaders who are engaged in volunteer, fundraising, and advocacy efforts to help the region's ALICE population. Women leaders who join also have access to networking and professional development opportunities.

For more information, visit [UnitedWayNNJ.org/WomenUnited](https://UnitedWayNNJ.org/WomenUnited), email [Michele.Dreiblatt@UnitedWayNNJ.org](mailto:Michele.Dreiblatt@UnitedWayNNJ.org) or call 973.993.1160, x128.

## LEADING THE WAY

Donors who give \$1,000 or more join the **United Way Leadership Circle**. Those giving \$10,000 and above make up our esteemed **Tocqueville Society**. These leaders are critical to advancing our mission of creating opportunities for a better life for all. Their investments help remove the barriers that keep families from financial stability now, and in the future.

For more information about these and additional opportunities including a personalized donation strategy that meets your goals, email [George.Xuereb@UnitedWayNNJ.org](mailto:George.Xuereb@UnitedWayNNJ.org) or call 973.993.1160, x117.

## Michelle Johnson-Lewis

*"I am inspired to give to United Way to assist ALICE families because when I was a child my family was ALICE, and I know that a little support, love, and respect can help families overcome difficulties and is appreciated."*

— United Way Leadership Circle donor



## Jan Helgeson

*"United Way inspires me to make a difference – and makes it easy for me to collaborate with others to do so. Life as a working professional, mother, and wife is busy. I love collaborating with other philanthropic women and men to improve the lives of ALICE in our direct communities."*

— Women United Chair & Leadership Giving Circle donor

# MEET OUR BOARD OF TRUSTEES

**Dr. Michael Gerardi****Board Chair**

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**Cynthia Chiarella****Board Vice Chair**

Community Volunteer

**Peter Schlicksup****Treasurer**

Community Volunteer

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## SEE OUR NEW WEBSITE



Visit [UnitedWayNNJ.org](http://UnitedWayNNJ.org)

## JOIN THE CONVERSATION



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