

ALICE RECOVERY FUND

A PROGRESS REPORT

United Ways of Northern New Jersey and Hunterdon County launched the ALICE Recovery Fund to address the immediate and long-term impact of the COVID-19 pandemic. ALICE® (Asset Limited, Income Constrained, Employed) essential workers were already living paycheck to paycheck, one emergency from financial disaster. The pandemic is that one emergency. Help us meet our fundraising goal.

Give at UnitedWayNNJ.org/ALICErecovery

\$250,000

first donation from New York Jets

475

individual donors

25

corporate and
foundation donors

GOAL: \$2 MILLION

\$1.6

million raised
(as of 7/16/2020)





\$5 TO \$5,000

span of individual donations

MEETING NEEDS: THE LONG VIEW




The post-COVID-19 economy cannot return to “normal.” For ALICE, going back to normal means still struggling paycheck to paycheck. We are determined to reimagine a future where economic and racial inequities are erased and ALICE families can achieve financial stability.

Providing Emergency Assistance

-  1,074 applications
-  569 families helped
-  \$800,000 in direct financial assistance distributed
-  **Unmet need: 556** applications waiting for funding

“Help doesn’t just pay bills or fill a stomach; it gives hope that things are going to be ok.”
– Hair stylist and ALICE Recovery Fund recipient

Offering Critical Supports

-  400 tax returns prepared and filed remotely
-  450 online views of education and self-care webinars for family caregivers
-  226 volunteers mobilized to stock pantries, provide virtual companionship, etc.

“Providing food to pantries has helped me feel like I am doing something positive to help those impacted by the pandemic.”
– Tocqueville donor and volunteer

Building an Equitable Future



- Expanding access to assistive technology and training so family caregivers can safely care for loved ones virtually
- Launching a pilot community network of quality center-based and home-based child care to ensure ALICE can return to work
- Providing reemployment assistance, financial stability training
- Advocating for racial and economic equity for ALICE

“In these days of quarantine and separation from your loved ones ... [with the help of United Way’s assistive technology program] I can still see them and get immediate help if needed.” – Unpaid family caregiver