

# UNITED IN PURPOSE



United Way of Northern New Jersey is working toward a future where essential workers can afford to save for an emergency, access affordable quality child care, and have the opportunity to achieve their potential in the workplace.

Too many of these workers cannot make ends meet; they are **ALICE**<sup>®</sup> (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed). ALICE is our neighbor, family member, and friend who faces choosing between quality child care and rent or medications and food.

This United Way and our United For ALICE research arm are the critical engines fueling a movement that's driving meaningful change for ALICE families. We are achieving this – locally and across the country – through **unbiased insights**, **innovative solutions**, and **on-the-ground impact**.



**New Jersey Households  
Unable to Afford the Basics**



**1.3 Million**  
Total Households



**224,920**  
Black Households



**120,627**  
Married with Children Households

## We show up for ALICE through:



### Insights

- ✓ Unearthing data-driven racial and economic inequities at the national, state, and local levels, equipping partners in 34 states to advocate, educate, and champion change
- ✓ Raising ALICE's public profile by amplifying ALICE voices in the news, at events, and on social media across the U.S.



### Innovations

- ✓ Growing the availability of quality, affordable child care in New Jersey, providing parents and child care providers with critical supports
- ✓ Partnering with employers to develop and amplify vital workplace supports that help improve life for ALICE workers around the country



### Impact

- ✓ Delivering a financial boost through free tax preparation to 5,000 New Jersey ALICE families
- ✓ Lending a hand by equipping struggling families with school supplies valued at \$100,000 and holiday gifts worth \$148,000

Live Your Purpose. Help ALICE Rise.

Learn more at [UnitedWayNNJ.org](https://UnitedWayNNJ.org)

