

UNITED IS THE WAY

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®** (Asset Limited, Income Constrained, Employed). **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**



1.4 Million
Total
Households



506,416
Households
Headed by
Someone 65+



126,648
Married with
Children
Households

We show up for ALICE through:



Insights

- ✓ Unearthing data on financial hardship that reveals economic disparities at the national, state, and local levels, equipping partners in 35 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 5,700 New Jersey ALICE families
- ✓ Lending a hand by equipping struggling families with school supplies valued at \$100,000 and holiday gifts worth \$117,000

Lead the way to help ALICE Rise.

Learn more at UnitedWayNNJ.org

