

UNITED in PURPOSE

Recent wage increases for low-income jobs have been no match for the surging cost of essentials and a decade of stagnant wages. That's why **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) and those in poverty are struggling to afford the cost of life's basics. With your support, United Way is working to improve life for ALICE and all.



HELP ALICE RISE



2025 GOALS



6,000 families receive
free tax prep and filing services



3 new states join the
United For ALICE movement



6,000 families and individuals obtain
school supplies and holiday gifts



33 home-based child care providers receive
3,300 hours of technical support



United Way
of Northern New Jersey

LIVE YOUR PURPOSE

United Way was there to uplift those in our community who are struggling to afford life's basics. **Together, with your support, we can continue this critical work.**

"I don't know what I would have done if United Way hadn't stepped in." —Jessica, whose son received child care tuition assistance



2,600 volunteers acted for ALICE — from stocking food pantries to collecting school supplies



\$961,000 in tuition assistance provided to 136 children



5,700 free tax returns filed, saving low-income taxpayers **\$1.5 million in fees and returning \$5.6 million in tax refunds**



34,100 school supplies distributed to students in need to ensure they get off to the right start



5,100 holiday gifts distributed to struggling families and individuals



1 new online interactive tool launched for exploring ALICE's needs and developing solutions



5.7 billion people learned about ALICE through **media coverage** valued at **\$56.4 million**, including in the Wall Street Journal, Business Insider and CNBC



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By securing racial and economic equity for ALICE® we can improve life for all.

HELP
ALICE
RISE



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