

Working with ALICE: A Corporate Engagement Guide



There have always been families who work hard and still fall short of what they need but their numbers are increasing. The challenges faced by our families and state are complex and while there is no 'magic bullet,' we need all community stakeholders engaged to find workable and sustainable solutions; our economy and our future depend on it. You can be part of these solutions as you understand and act on the ALICE Report.

THE ALICE REPORT AND ITS PURPOSE

- ALICE refers to the population in our communities who are **Asset Limited, Income Constrained, Employed**. The *United Way ALICE Report: Florida*, conducted by Rutgers University, is the first statewide report to comprehensively illustrate the financial challenges of this population.
- **46% of Volusia families, 42% of Flagler County Households** and 45% across Florida do not earn enough to consistently cover the basic living expenses highlighted by the ALICE Threshold.
- Florida is quickly surpassing New York as the 3rd largest state yet that growth is coupled with an increasing percentage of families sliding down into poverty.
- Families are working hard and falling short. The Report sets an income threshold based on a Survival Budget. The health, safety and financial future of those below it are at risk every month.
- Florida and our families need ALICE to succeed. ALICE educates our children, keeps us healthy and makes our quality of life possible. Our families, companies and economy cannot succeed if ALICE fails.

BUILD AWARENESS – The ALICE population is not new, but the ALICE Report documents for the first time - in some startling ways – their struggles. The ALICE Report is an important tool for us all to consider as we define ourselves, our businesses, and our economy. Please share the ALICE Report:

- Internally – discuss the Report's findings or summaries with your staff and/or managers
- Externally – share what you learned with colleagues and other business and community leaders
- Publicly – with your church group, community club or professional association and the media

IMPROVE ACCESS – Opportunities exist to help ALICE become more stable yet many people do not access them because of insufficient or incorrect information. Think of ALICE at work or home:

- Share what you know about United Way funded income, education and health programs
- Seek solutions for the challenges your employees and community face and share what you learn
- Consult with [United Way](#) or [211](#) for additional services and programs that can help stabilize or assist

ADVOCATE FOR CHANGE – Raising issues and solutions that are important to your business and community's success is essential to promoting true collective impact. United Way needs you to:

- Give input – your company's and community's needs are unique as is your perspective
- Suggest solutions – your ideas on program or policy change will improve the process and outcome
- Speak out – your voice is essential to raising the issues and opportunities that impact the wellbeing of your employees and company

PARTNER FOR CHANGE – Promoting the Report, improving efficient access and leading collective impact across the state takes time and resources. This creates many opportunities for partners to use their influence, skills and resources to improve Florida's and the ALICE Population's prospects. Please contact Crystal Elkins, at 386-366-9085 or celkins@unitedwayvfc.org for additional and customized opportunities.