



**UNITED FOR  
ALICE**

Despite working hard, many families and individuals in our community find themselves struggling to pay bills, put food on the table, and make their money cover the monthly expenses. And when any extra financial burden comes along such as a child becoming ill, their car breaks down, or their hours are cut, they are suddenly unable to make ends meet. They can be our friends, neighbors, family, and co-workers. Shockingly, 50.1% of households in Central Georgia live either in poverty or fall into what we call **ALICE**.

**ALICE** stands for *Asset Limited, Income Constrained, Employed*. These are households with earnings above the Federal Poverty Level but below the basic cost-of-living threshold. They work full-time, often in essential roles, yet still can't afford the necessities that provide stability, like housing, childcare, and healthcare.

United Way of Central Georgia, together with our partners, donors, and volunteers, is committed to changing this harsh reality. Through our program, initiatives, and partners, we connect hardworking **ALICE** families and individuals with opportunities to not only make ends meet but also build a more stable and secure future.

**ALICE** households are of all races, ages, and abilities, they live in every town in Central Georgia and across the nation. By focusing on their needs, we are working to create a community where everyone can have the opportunity to thrive.



### *Economic and Social ROI*

The return on investment from lifting just 100 households out of poverty increases purchasing power and sales tax by \$3.1 million annually into our local community.



One hundred households equates to an additional \$3.1 million annually



For more information on United for ALICE scan the QR code

# United Way of Central Georgia Initiatives And Programs

**READ UNITED (RU)** addresses the literacy challenges facing Central Georgia. Reading on grade level by the end of 3rd grade is a key indicator of high school graduation and career success. Volunteer tutors work with kindergarten through third grade students to improve their reading skills, all while creating a bond with the children to become a positive influence in the child's life.



**COMMUNITY SCHOOLS UNITED (CSU)** is a UWCG program that provides a neighborhood-based strategy providing children in low-income communities with a high-quality education and a CSU team member working within the school. The program centers public schools as hubs for communities while combining a rigorous educational program as well as extended learning opportunities to include family and community engagement with an infusion of social services.



**PARENTS AS TEACHERS (PAT)** builds strong communities, thriving families, and children who are healthy, safe, and ready to learn. PAT matches parents/caregivers with our trained staff Parent Educators who make regular personal home visits to ensure optimal health and learning development during a child's earliest years in life, from prenatal through kindergarten.

**BROOKDALE RESOURCE CENTER (BRC)** helps alleviate homelessness in our area. UWCG partnered with Macon-Bibb Gov. to operate the center. The transitional living facility offers a customized 90-day program to families/individuals with a final goal for permanent housing and financial stability. Residents are provided shelter, meals, and through a counselor can receive health evaluations, educational support, and assistance finding a job.



**2-1-1** connects anyone in UWCG's 15 counties to resources that address everyday challenges and those that develop during times of emergency. This service is free, confidential, and 24/7, 7 days a week. A trained specialist is available by phone, online, or text to assist with needs such as food pantries, job search programs, family services, and financial emergencies.



**1 out of 3**  
Central Georgians  
are helped by  
United Way of Central Georgia

UWCG  
serves  
**15**  
counties