

ALICE Awareness Week November 15-19, 2021

ALICE, an acronym for Asset Limited, Income Constrained, Employed, is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget.



For far too many families, the cost of living outpaces what they earn. These households struggle to manage even their most basic needs - housing, food, transportation, child care, health care, and necessary technology.

When funds run short, cash-strapped households are forced to make impossible choices, such as deciding between quality child care or paying the rent, filling a prescription or fixing the car. These short-term decisions have long-term consequences not only for ALICE families, but for all of us.

Participate in the ALICE Challenge

For 7 days, we challenge our community members to live off of an ALICE budget. As you take on this challenge keep in mind that this could be your neighbor's reality. Difficult choices are made between purchasing food, or paying bills, taking care of health needs, or paying for childcare. These are just some of the many challenging decisions facing members of our own community. Maybe you too, have had to make a difficult choice, or gone without.

For one week we challenge you to budget within the daily limit. In addition to the daily budgets we also challenge you to limiting your clothing to 1-2 outfits for the week and using alternative transportation such as the public transportation system, or carpooling. You could also give up using your own laundry appliances for a week and use a Laundromat, like many ALICE families do.

ALICE Challenge Daily Budget

Food	\$9 per day
Transportation	\$10 per day
Miscellaneous	\$6 per day

This budget is for a single person with no children. If you would like to complete the challenge as a family, please email info@unitedwaysaw.org for a breakdown of the daily budget for your family situation.

Share Your Experiences with **#UWSAWALICE**. Email a narrative of your experience to info@unitedwaysaw.org and receive a copy of the book Maid by Stephanie Land.





United Way of
Staunton, Augusta
County & Waynesboro



Asset Limited, Income Constrained, Employed

What does ALICE Mean?

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Who is ALICE?

Despite the critical nature of many jobs to keep our local economies running – educating our youngest children, keeping our ailing parent safe – these workers often struggle to keep their own households from financial ruin.

ALICE is your child care worker, the cashier at your supermarket, the gas attendant, the salesperson at your big box store, your waitress, a home health aide, an office clerk. ALICE cannot always pay the bills, has little or nothing in savings, and is forced to make tough choices such as deciding between quality child care or paying the rent. One unexpected car repair or medical bill can push these financially strapped families over the edge.

ALICE in Virginia

In 2018, eight years after the end of the Great Recession, 39% of Virginia's 3,169,804 households still struggled to make ends meet. And while 10% of these households were living below the Federal Poverty Level (FPL), another 29% – almost three times as many were **ALICE** households. These households earned above the Federal Poverty Line but not enough to afford basic household necessities.

ALICE IN SAW

We see ALICE every day in the SAW Region. On average **41% of our neighbors live below the ALICE threshold.** That equates to **19,910 households** who are below the ALICE threshold in Staunton, Waynesboro and Augusta County combined.

Visit the UWSAW website for a detailed reports on the ALICE populations in Staunton, Augusta County & Waynesboro: www.unitedwaysaw.org

