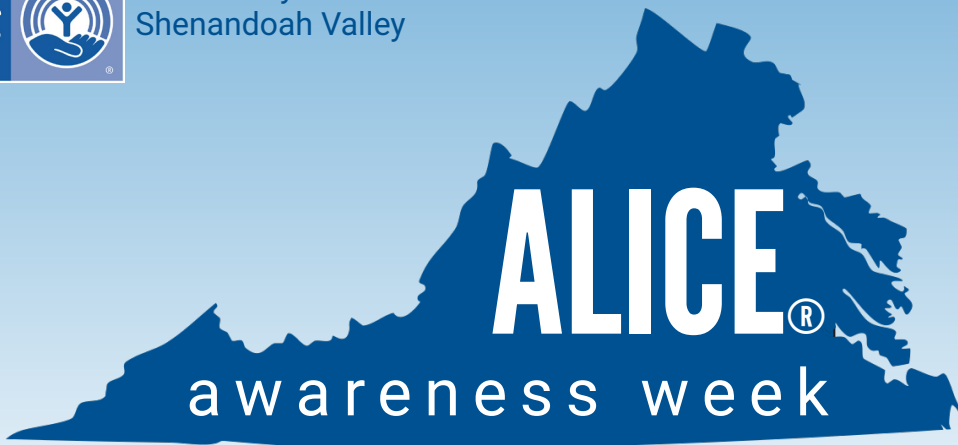




United Way of Northern Shenandoah Valley

NOVEMBER 5TH-9TH



THE FACTS

- 9% OF LOCAL FAMILIES ARE IN POVERTY
- 31% OF LOCAL FAMILIES ARE ALICE
- 60% OF LOCAL FAMILIES ARE STABLE

ALICE stands for Asset Limited, Income Constrained, Employed. These are local people who are working hard, don't qualify for government programs, and struggle every day with tough choices. United Way fights for ALICE. We are here for them.

1) THE CHALLENGE

LIVE A WEEK IN ALICE'S SHOES. REGISTER FOR A CHALLENGE

- 1) Live off the SNAP (food stamp budget), because ALICE is food insecure
- 2) Wear the same set of clothes all week, because ALICE may not have spares
- 3) Try taking public transport or catching rides to work, because ALICE may not have reliable transportation

FUNDRAISE DURING ALICE AWARENESS WEEK to support United Way's ALICE programs and Valley Assistance Network. Create your own fundraising page to help get to your goal.

- **\$78** Secure transportation for a working couple for a month
- **\$175** Keep the lights and water on for a family
- **\$630** Keep a family fed and supply an infant with formula for a month
- **\$1,500** Get a local family into a home

2) THE ASK

ATTEND A COMMUNITY CONVERSATION with United Way to learn more about ALICE, current work in the community, and what you can do to help **#ALICEAwarenessWeek**

GET STARTED AND LEARN MORE AT UNITEDWAYNSV.ORG/ALICEWEEK
Take on a challenge
Raise money
help ALICE

3) THE NEXT STEPS