



ALICE[®] TOOLKIT

DATA IN ACTION



Asset Limited, Income Constrained, Employed

ALICE IN ACTION

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, and it represents the growing number of families unable to afford the basics of housing, childcare, food, transportation, healthcare, and technology. These workers often struggle to keep their households from financial ruin while they keep our local communities running.

Reporting on ALICE is only one piece of the puzzle. Organizations throughout Florida are using data to highlight the challenges ALICE faces and implementing innovative solutions to help families achieve financial stability, access housing, and childcare, and move up in the workplace. The programs highlighted in this toolkit are best practices and should be used as examples of how to fight successfully for ALICE in our communities.

IT STARTS WITH TELLING A STORY

- **Data** — Data should be created by data scientists who can substantiate the numbers. Ensuring credible data and presenting it in an understandable fashion are key to its effectiveness. However, having the data is just the start.
- **Craft the Narrative** — Articulate the shared values of your partners. Use the data to tell a story that helps your audience connect deeply with the population you are discussing. The outline of your story can follow a basic structure, such as identifying the problem, describing the inciting incident or complications, and proposing solutions or programs to address the issue.
- **Nothing for Us, Without Us** — Include the population you wish to serve in your research and program development. It is essential to have representation from the communities we serve throughout the planning and implementation process.



OVERVIEW

Who Is ALICE?

ALICE is your neighbor, colleague, friend, or could even be you.

- Spans all races, ages, ethnicities, and abilities, but households of color are disproportionately ALICE.
- Includes workers whose wages need to align with the rising costs of goods and services.
- Often includes people who are working two or more jobs and still cannot pay their bills.
- Includes family members who need care and assistance, which makes it harder for their caregivers to find adequate work.
- Lives paycheck to paycheck and is forced to make impossible choices: pay the rent or buy food, receive medical care or pay for childcare, pay utility bills or put gas in the car.

Source: United For ALICE

Data

ALICE in Florida — 46% of families live below the ALICE threshold of \$69,516 for a family of four.

Income Disparities — The average income for the top 1% increased over five times more than that of the middle 60% and over three times more than that of the bottom fifth from 1979 to 2016.

Children — More than half (56%) of children in Florida lived in households experiencing financial hardship in 2019.

Race/Ethnicity — While there are children below the ALICE threshold across all demographic groups, 73% of Black children and 66% of Hispanic children lived in households below the ALICE Threshold, compared to 42% of White children.

Single-Parent Households — 78% of single-female-headed households with children are living below the ALICE threshold.

Source: United For ALICE

Broward Up

Broward College performed a self-audit and realized that few of its students came from the most challenged communities in Broward. The college decided to make a change.

PROGRAM OVERVIEW

- The goals of Broward UP include:
 - a. Increase college access and attendance
 - b. Improve degree and certificate attainment
 - c. Holistically raise social and economic mobility
- This initiative delivers workforce education courses and programs, along with career readiness and related support services in areas most affected by economic immobility.
- Since Fall of 2018, Broward UP has delivered free workforce education training and support services to more than 3,500 residents in their neighborhoods.

BASICS FOR MODEL REPLICATION

- Collect and assess organization and community data
- Leverage organization and community resources
- Foster, expand, and enhance college and community-wide partnerships
- Identify workforce education training opportunities
- Implement a case management model and develop an employment solutions strategy

The Florida Gap Map

The Florida Chamber of Commerce is working diligently to improve childhood poverty and third-grade reading proficiency in the 983 zip codes in Florida. Its data visualization and analysis tool helps users identify the root cause and the challenges Florida's children and families face that ultimately impact Florida's workplace and economy.

ROOT CAUSES TRACKED

- Job Opportunities
- Education/Training
- Housing
- Transportation
- Health
- Food Security
- Child and Family Care
- Safety
- Justice
- Agency/Community Voice

SOURCES

- United States Census Bureau
 - Florida Department of Education
 - United States Centers for Disease Control and Prevention
 - United States Health Resource and Services Administration
 - Florida Department of Corrections
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State of the Housing Crisis Dashboard

United Way Suncoast became increasingly concerned about the housing crisis and wanted to create a data-centered tool that could easily communicate eviction rates, housing status, and 211 assistance requests to its partners and stakeholders.

DASHBOARD OVERVIEW

- The dashboard includes current housing and rent prices and calls to 211 for assistance.
- Community members can access information on eviction mitigation services.
- ALICE families can find answers to questions such as "I've fallen behind on my rent, what can I do", and "What do I do if my landlord has sent me an eviction notice".

SOURCES

- Apartmentlist.com for rental information; updated monthly
- Shimberg Center for Housing Studies, University of Florida — Data Clearinghouse
- US Department of Treasury — emergency rental assistance reports
- Census population and income data
- United For ALICE data
- 2-1-1counts.org — Florida statewide data, filtered to United Way Suncoast's 5-county region

The Prosperity Partnership

Prosperity Broward is an initiative of The Prosperity Partnership that is driving economic mobility and creating system changes to overcome decades of structural racism and lack of equal opportunities and resources in economically challenged communities.

GOALS AND STRATEGIES

- Coordinate services and providers across Broward County to promote social services for residents.
- Equip residents with skills to match prospective employers' needs.
- Leverage employer connections to increase the probability of ongoing job recruitment.
- Advocate for policy changes that will eradicate system barriers in the relevant areas.

WHAT MAKES THIS PROJECT UNIQUE

- Community participatory research — This initiative works with residents and system partners to co-design solutions that will dismantle the barriers to economic mobility experienced by the community.
- A plan for scalability — A blueprint is being crafted so other communities may bring their residents and system partners to co-design solutions that address their barriers to economic mobility.

FLORIDA PROGRAMS SUPPORTING ALICE

The United Ways of Florida fight for the Health, Education, and Financial Prosperity of every person in our communities. By using data provided by United For ALICE, United Ways have been able to create innovative programs to effectively serve ALICE families.

United at Work: Hurricane Ian Response Fund

United Way of Charlotte County (UWCC) uniquely serves working individuals following the most recent natural disaster to hit Charlotte County, Hurricane Ian, through the United at Work Program. Financial assistance is provided to people who qualify to assist with rent, mortgage, utilities, groceries, clothing, and more. A generous matching donation has allowed UWCC to seek funding from local employers whose employees were in need of assistance, allowing employers to know that they have given back to their own employees while allowing UWCC to handle the process and allowing employees to maintain their privacy. For more information, visit, www.unitedwayccfl.org/unitedatwork

Strong Families

United Way of Marion County addresses the needs of ALICE by addressing resolving generational poverty. Strong Families connects families to permanent housing, helps them build their credit scores, enables them to have access to financial education and coaching, and increases their income. This program is unique because the whole family participates in the financial education process — preparing children to navigate the world of finances when they become adults. For more information, visit www.uwmc.org/StrongFamilies

The Empty Stocking Fund

United Way of St. Johns County manages the Empty Stocking Fund, which serves around 600 families and seniors every year during the holidays with food and gift assistance. This program helps ensure that ALICE Families who are living paycheck to paycheck have an opportunity to enjoy the holidays with their families. For more information, visit www.unitedway-sjc.org/emptystocking

Project Stability

United Way of Broward County (UWBC), in partnership with LifeNet4Families, seeks to aid underemployed and unemployed residents with low- to moderate-income residents in Broward County who are experiencing economic hardship due to COVID-19 or other similar challenges. This initiative provides them with resources, referrals, and support to help them navigate the complex human services system. Project Stability affords participants an opportunity to maintain or secure housing, transportation, employment, or other basic needs. For more information, visit www.unitedwaybroward.org

Family Night for ALICE Families

United Way Emerald Coast partnered with the local Homewood Suites by Hilton to host a "family night" for ALICE families. Clients from a local shelter and a transitional housing program were transported to the hotel by shuttle. When they arrived, dinner was provided by a local restaurant. After dinner, childcare was provided, and adults and teens participated in life skills training facilitated by hotel staff. The families learned cleaning techniques, dishwashing, and laundry tips. Each family left with hygiene kits, children's books, groceries, and a safe trip back home. For more information, visit www.united-way.org



TOOLS AND REPORTS

**PROVIDED BY
UNITED FOR ALICE**

United For ALICE is the publisher of all ALICE reports nationwide. Visit UnitedForALICE.org to access all national, statewide, and county-wide ALICE reports and dashboards:



**"Earning less than the cost of basics, but often too much to qualify for assistance, ALICE households struggle right under our noses. By shining a light on this hidden population, the ALICE data paints a more accurate picture of financial hardship – laying a solid foundation for meaningful, lasting change in our communities."
— Kiran Gaudioso, CEO, United Way of Northern New Jersey**



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