

# UNITED WAY ALICE PROJECT: FREQUENTLY ASKED QUESTIONS

## WHO IS ALICE?

ALICE, an acronym which stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE is a way of defining and understanding families and individuals (men and women) who work hard, earn above the federal poverty level, but not enough to achieve basic financial stability; leaving them vulnerable to one unexpected life emergency to spiral them into poverty.

## WHAT DOES THE ALICE PROJECT DO?

- **Produces Current Research** - The Project provides quality, unbiased data with regular updates and special subject reports.
- **Builds Action** - The Report is developed to be easy to understand and actionable for all community sectors to make an impact in the state for ALICE.
- **Leads a Community** - Over 300 United Ways and 14 states are participating in the Project. Together we can dive deeper into the research, obtain funding together, and build results.
- **Supports the United Way Building Blocks** - United Way goes beyond temporary fixes to create lasting change in communities. Our focus is on education, income and health—the building blocks for a good quality of life. By bringing people and organizations together around innovative solutions, United Ways collaboratively advance the building blocks for a good quality of life for all.

## WHY UNDERTAKE THE ALICE STUDY?

- We want to understand the causes of the problems, not just the end results.
- The federal poverty rate is inadequate for measuring the true scope of financial need.
- Despite working, households in Wisconsin are struggling to afford the basics.

## WHAT CAN WE LEARN FROM THE ALICE STUDY?

- There is a significantly greater need in the state than the typical portrait painted.
- There is a connection with the state's success and ALICE's ability to reach their potential.
- There is a systemic problem that needs a comprehensive solution in our communities.

## WHAT ARE UNITED WAYS IN WISCONSIN DOING FOR ALICE?

- We are raising awareness that ALICE exists in Wisconsin.
- We are shedding light on the underlying causes keeping ALICE from succeeding.
- We are collaborating on short- and long-term solutions for ALICE.

## HOW IS THE ALICE RESEARCH CONDUCTED?

- The report uses publicly available data from available sources including the U.S. Census, U.S. Department of Housing and Urban Development, U.S. Department of Agriculture, etc.
- Wisconsin has an ALICE Research Advisory Committee that supports the research team and is comprised of top experts from that state.