

“Have you met ALICE?”



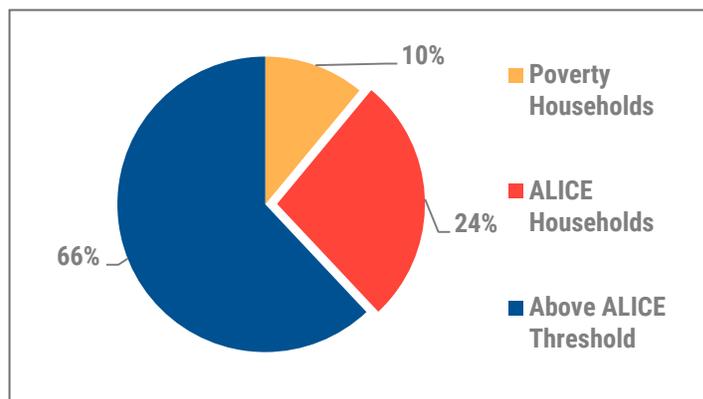
In Brown County, 1 in 3 Households Struggles to Make Ends Meet.

Brown County United Way unites people, ideas, and resources to create community solutions that strengthen every person and every community in Brown County.

In Brown County, 1 in 3 households lives below a basic cost of living threshold. 10% of these households live in “traditional” poverty (below the Federal Poverty Level or FPL) and an additional 24% are ALICE households.

ALICE®, defined as **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed, includes men and women of all ages, backgrounds, and ethnicities that live and work in every town and city throughout our county, state, and nation.

Brown County 2016 Point-in-Time Data



Household Survival Budget Monthly Costs – Brown County Average – 2016	
	2 Adults, 2 Child Care
Housing	\$756
Child Care	\$1,330
Food	\$525
Transportation Avg. cost of insurance, gas & maintenance for 1 car	\$697
Health Care	\$800
Miscellaneous	\$483
Technology	\$75
State and Federal Taxes	\$650
Monthly Total	\$5,316
Annual Total	\$63,792
Hourly Wage	\$31.90

First released in September 2016, the *Wisconsin ALICE Report* looks deeply into the trends affecting households below the **ALICE Threshold**, and examines the complex, interconnected causes and effects of household instability. This new method for measuring hardship reveals a far broader and more serious problem than previously thought.

The **Household Survival Budget**, upon which the ALICE Threshold is based, sheds new light on what it takes to meet basic needs in our state on a county-by-county basis. This is a bare-minimum budget that does not allow for any savings, leaving a household vulnerable to unexpected expenses. A small miscellaneous category includes diapers, clothing, cleaning supplies, etc.

Affording only a very modest living, this budget is still significantly more than the 2016 FPL of \$24,300 for a family of four.

Through direct program support, impact initiatives, and advocacy efforts, Brown County United Way works to boost the resiliency of individuals and families living below the ALICE Threshold – now, in the near term, and in the future – so that they will have a fighting chance not only to survive, but also to thrive.

Our integrated approaches are focused around the following four pillars of individual and community success:

- 1) Education
- 2) Health
- 3) Financial Wellbeing
- 4) Connection to Community

In 2018, we announced a community goal: 10,000 individuals on the path to stability in 10 years.

To make an impact, we need to leverage and maximize all community resources.



Multiple, interconnected factors influence ALICE.

“Every problem magnifies the impact of the others, and all are so tightly interlocked that one reversal can produce a chain reaction.”

For example: “A **rundown apartment** can exacerbate a child’s **asthma**, which leads to a call for an ambulance, which generates a **medical bill** that cannot be paid, which ruins a **credit record**, which hikes the **interest rate** on an auto loan, which forces the purchase of an **unreliable used car**, which jeopardizes a mother’s **punctuality at work**, which limits her promotions and **earning capacity**, which confines her to **poor housing**.”

David Shipler

The Working Poor: Invisible in America

When you give to United Way, you are contributing to a system that helps people live more stable lives.

Who is ALICE in Brown County?

- College students and recent graduates working and saddled with tuition debt
- Young families struggling to pay for child care
- Underemployed – less than full-time work and no benefits
- Military – travel and demanding jobs
- People with disabilities – less income, more costs
- Family caregivers for people with disabilities and seniors
- Seniors – loss of income, rising costs, health issues

When ALICE struggles, our communities and economy suffer.

By working together and taking action, we can give voice to the thousands of individuals and families in every Brown County community who are ALICE. We can:

- **Raise awareness and foster understanding.**
- **Change perspectives and attitudes.**
- **Stimulate conversations, partnerships, and solutions.**
- **Contribute to a stronger, more vibrant community for everyone.**

Brown County, 2016		
City/Town/Village	Total Households	% ALICE and Poverty
Allouez	5,308	26%
Ashwaubenon	7,593	38%
Bellevue	6,327	37%
De Pere	9,465	30%
Denmark	872	39%
Dyckesville	237	12%
Green Bay	43,285	45%
Greenleaf	272	38%
Hobart	2,812	28%
Howard	7,536	31%
Pulaski	1,494	40%
Suamico	4,230	19%
Wrightstown	1,164	24%