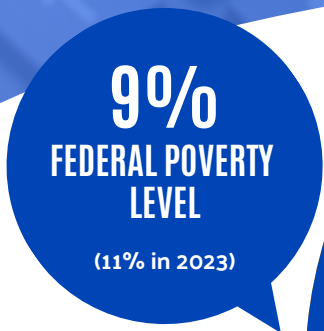


FINANCIAL HARDSHIP IN BROWN COUNTY

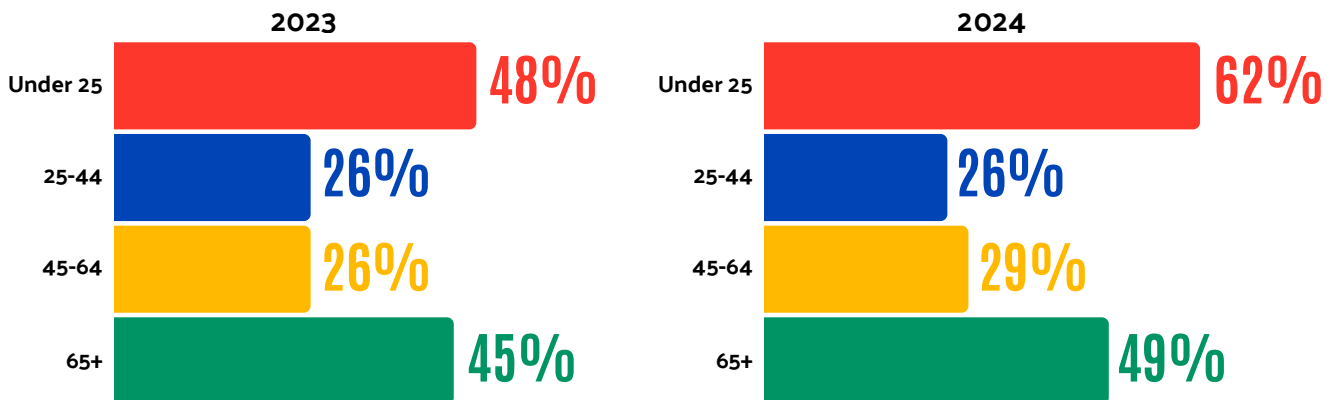
Household financial hardship has a profound impact on families, communities, and the economy.

In Brown County, 35% (more than 38,000) households are financially unstable and fall below the ALICE® Threshold. This Threshold is in stark contrast to the Federal Poverty Level (FPL) rate of 9%, which excludes ALICE® (Asset Limited, Income Constrained, Employed) households and is an outdated measure of financial need.



HARDSHIP BY AGE IS INCREASING

Between 2023 and 2024, rates of households below the ALICE® Threshold increased most significantly for younger adults and older adults.



Data Source: United For ALICE (2026). *The State of ALICE in Wisconsin*. Based on 2024 data.



UnitedForALICE.org/wisconsin
[@United4ALICE](https://twitter.com/United4ALICE)

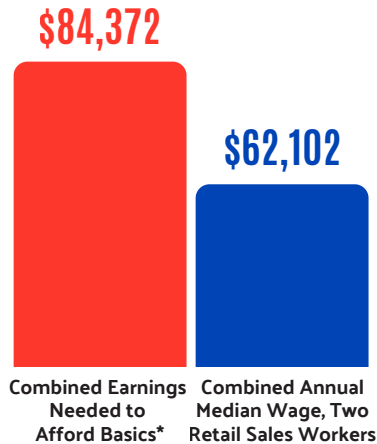
BE PART OF
THE SOLUTION
[browncountyunitedway.org/
community-champions](https://browncountyunitedway.org/community-champions)

ANYONE CAN BE ALICE®

Financial hardship can affect anyone due to job loss, illness, divorce, caregiving responsibilities, or other unexpected life events.

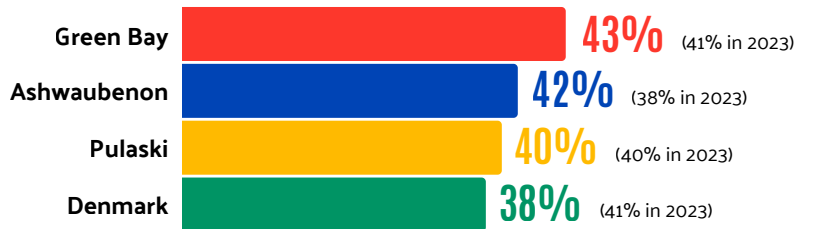
More than 1 in 3 Brown County households can't afford basic needs like housing, childcare, food, healthcare, and transportation.

WHEN WORKING ISN'T ENOUGH



WHERE FINANCIAL HARDSHIP RATES ARE HIGHEST

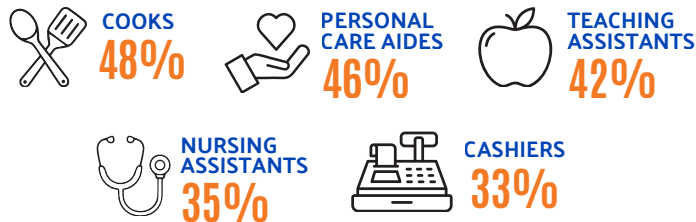
Brown County communities with the highest percentage of households below the ALICE® Threshold (at or above the county rate of 35%)



*ALICE® Survival Budget for a family of four with an infant and a preschooler

WORKING DOESN'T ALWAYS MEAN MAKING ENDS MEET

Many essential workers are living below the ALICE® Threshold. Among Wisconsin's 20 most common occupations, 13 jobs pay less than \$25/hour; these jobs have the highest rates of financial hardship:



Data Source: United For ALICE (2026). *The State of ALICE in Wisconsin*. Based on 2024 data.

BE PART OF THE SOLUTION

[browncountyunitedway.org/
community-champions](http://browncountyunitedway.org/community-champions)

