

**United Way of Harrisonburg and Rockingham County  
2019 Investment Priorities**

**Moving ALICE from Crisis → Survival → Sustainability**

ALICE® is a project that focuses on community members who are **A**sset **L**imited, **I**ncome **C**onstrained, and **E**mployed. The United Way ALICE Project is the umbrella of work to both reveal and address the needs of this population. The project includes research, United Way ALICE Reports, the National ALICE Advisory Council, state-based Research Advisory Committees, the ALICE Learning Community, and local community impact work to address the needs of this population. United Way of Harrisonburg and Rockingham County along with local United Ways throughout Virginia have come together for the first time to produce the Virginia ALICE Report.

In our community, a significant percentage of the population in Harrisonburg City and Rockingham County are living below the ALICE threshold. Through strategic partnerships, intentional dialogue and targeted grant funding, United Way seeks to positively impact those living below the ALICE threshold, empowering them to move from crisis to survival to sustainability.

In order to do this, United Way aims to provide direct, strategic support to organizations that serve clients living below the ALICE threshold. Tier 1 investments will focus on ALICE while Tier 2 investments will address other pressing needs in our community. The Tier 1 categories below are taken directly from the ALICE Report and have been identified as key areas of need to reach financial stability. Tiers are determined by the relative importance of the area versus the needed resources available.



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and Rockingham County

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**Tier 1: ALICE**

<b>Housing*</b>	Adequate for the clients' needs, affordable and safe
<b>Childcare*</b>	Quality (as defined by Virginia Quality standards), accessible and affordable
<b>Transportation*</b>	Reliable and affordable
<b>Education</b>	Supplemental, quality learning opportunities for college and/or career readiness
<b>Food</b>	Healthy (meets daily nutritional requirements and standards), appealing (is culturally appropriate) and affordable
<b>Healthcare</b>	Accessible, preventative, and affordable
<b>Life Skills Development</b>	Financial literacy and workforce development

\*These areas will be given higher priority.

**Tier 2: Other Community Needs**

Applications for services that meet community needs but that are outside of the priority areas listed above will be considered for Tier 2 level funding. Tier 2 funding applications are shorter and will require fewer commitments from the funded partner. See *Community Partner Relationship* section at the end of this document.



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## **Collective Impact**

Collective Impact is defined as the commitment of a group of important actors from different sectors to a common agenda to solve a specific social problem. Collective impact initiatives involve a centralized infrastructure, dedicated staff, and a structured process that leads to a common agenda, shared measurement, continuous communication, and mutually reinforcing activities among all participants (*Collective Impact*, Kania & Kramer 2011).

In the Spring semester of 2019, United Way will partner with a collaborative course at James Madison University through JMU X-Labs to seek creative, collaborative solutions to local human service issues. The United Way board of directors will set aside a percentage of the available funding for a project with a collect impact approach. This project focus will be informed by ALICE data, community conversations and focus groups as well as research compiled by the X-Labs students. Project participants will be invited by the United Way board based on relevance and ability to meet defined needs.



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and Rockingham County

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### Relevant Data

Below are pages from the 2017 Virginia ALICE Report, as well as other data sources that may be helpful. All resources are linked on our website: [www.uwhr.org/How-to-apply-for-funding](http://www.uwhr.org/How-to-apply-for-funding). Please note that the 2017 ALICE Report includes data from 2015. Updated data can be found in the link to *2016 Harrisonburg and Rockingham County Data*.

#### From the 2017 ALICE Report

2017 Virginia ALICE Report (full report)

Page 3: Consequences of Households Living Below the ALICE Threshold in Virginia

Pages 73-103: VI. The Consequences of Insufficient Household Income

Page 140: Appendix G – Housing Data by County and Independent City

Page 144: Appendix H – Key Facts and ALICE Statistics for Virginia Municipalities

Page 156: Appendix I – Households by Income

Page 218: ALICE Data in Harrisonburg City

Page 270: ALICE Data in Rockingham County

#### Supplemental Resources

[2016 Harrisonburg and Rockingham County Data](#): This page includes an interactive map. Click on your locality of interest to generate locality-specific data.

[Consequences of Insufficient Household Income Report](#): This report provides a section for each component of the survival budget as described in the ALICE Report.



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	<b>Tier 1: ALICE</b>	<b>Tier 2: Other Community Needs</b>	<b>Collective Impact</b>
<b>Description</b>	<u>Housing</u> * – adequate, affordable, safe <u>Childcare</u> * – quality, affordable, accessible <u>Transportation</u> * – reliable, affordable <u>Education</u> – supplement quality learning opportunities for college and career readiness <u>Food</u> – healthy, appealing and affordable <u>Healthcare</u> – accessible, affordable, preventative <u>Life Skills Development</u> – financial literacy and workforce development *Higher priority will be given to these areas	Services that meet community needs but are outside those listed and have little or no support.	Pending additional study and input
<b>RFP Type</b>	Open to the public	Open to the public	Invitation only
<b>Available Funding</b>	At least 60% of total available funding	No more than 35% of total available funding	At least 5% of total available funding
<b>Funding Request Minimum</b>	\$10,000	\$5,000	
<b>Funding Length</b>	2 Years	1 Year	TBD prior to RFP
<b>RFP Release Date</b>	11/29/18	11/29/18	TBD, but likely between 6/1/19 and 8/31/19
<b>Application Due Date</b>	1/31/19	1/31/19	TBD pending RFP release date
<b>Funding Notification and Beginning Date</b>	5/1/19	5/1/19	n/a



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<b>Community Partner Relationship</b>		
	<b>Tier 1: ALICE</b>	<b>Tier 2: Other Community Needs</b>
<b>United Way Commitment</b>	Major investment (\$)	Minor investment (\$)
	Professional development support for staff and board	n/a
	Priority match with skilled volunteers	Support match with appropriate volunteers
	Closely monitor outcomes	
<b>Community Partner Commitment</b>	Required use of UW logo on program related materials	Required use of UW logo on program related materials
	Required use of Get Connected as a volunteer recruitment tool	Optional but encouraged use of Get Connected as a volunteer recruitment tool
	Host annual site visit for staff and Vision Council (UW board) representative	One outcomes report due at end of each funding year
	Required attendance at ALICE Coalition* meetings; includes funded partners and other invited partners	Optional attendance at ALICE Coalition meetings

\*The ALICE Coalition will take the place of the existing Agency Coalition. This group's purpose will be to discuss and work collectively on issues faced by the ALICE population.



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