

**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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Tier 1: ALICE

Housing*	Adequate for the clients' needs, affordable and safe
Childcare*	Quality (as defined by Virginia Quality standards), accessible and affordable
Transportation*	Reliable and affordable
Education	Supplemental, quality learning opportunities for college and/or career readiness
Food	Healthy (meets daily nutritional requirements and standards), appealing (is culturally appropriate) and affordable
Healthcare	Accessible, preventative, and affordable
Life Skills Development	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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Community Partner Relationship		
	Tier 1: ALICE	Tier 2: Other Community Needs
United Way Commitment	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	
Community Partner Commitment	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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