



MEET ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

**ALICE households account for 29%
of all households in Marathon County,
which translates to 16,700 homes.**

They work as cashiers, nursing assistants,
office clerks, servers, laborers, teacher's
aides, and security guards but still don't
earn enough to make ends meet.



**United Way
of Marathon County**

ALICE IS YOUR NEIGHBOR

How does it feel to work three jobs but still not make enough to afford basic household necessities?

Ask ALICE.

Who is ALICE?

They live paycheck to paycheck, work hard and make too much for assistance but don't have enough to keep up with the cost of living.

As the cost of basic needs continues to outpace wages, more working families and individuals are falling into the ALICE population in Marathon County.



OUR BOLD GOAL

To lift 10,000 community members to financial stability by 2033.

How Will We Reach This Goal? By providing funding for programs and services that prioritize financial stability. We help to relieve the financial burden of an individual in one of four categories: basic needs, childcare, employment, and behavioral health.

Learn more at unitedwaymc.org/who-alice



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