



2020 CAMPAIGN FOR THE COMMUNITY

We're Coming Back **STRONGER**

*It's time to get back on our feet and come back fighting for our neighbors in **Greater Danbury, Southern Litchfield County, and Stamford.***

The first half of 2020 knocked down our hard-working neighbors and friends, the people who live paycheck-to-paycheck that we call **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed). Many lost jobs or wages, and many felt the inequities laid bare by the pandemic and civil injustice very deeply.

When the pandemic first hit, we **RESPONDED** quickly, getting food and funds to people in need within the first few weeks. Now we're inviting you to help us work with community partners to **RECOVER** from the financial after effects, **REIMAGINE** how we can come together in new ways to move forward, and **REBUILD** the lives of people who were financially devastated so we'll all be more resilient in the future. We're focused on three things:



FOOD SECURITY. Everyone should have access to healthy food. Calls for food assistance to 2-1-1 this spring were five times what they were in the spring of 2019. Families are still recovering. Our Healthy Savings program lets people buy the nutritious food they prefer at the grocery store. And our **Danbury and Stamford Food Collaborative** members are on the front lines, getting food to those in need, with backbone support from United Way.



CHILD CARE AND EDUCATION. To build resilience, we have to focus on our children as the future of our community. **ALL children deserve the bright future that quality care and a good education provide.** Our education-focused community partners, as well as our Cora's Kids initiative in Danbury and Stamford Cradle to Career, are giving children the opportunity to lead meaningful and productive lives.



STABILIZING ALICE'S FINANCES. Even before the pandemic, 40% of Americans did not have \$400 in the bank to handle an emergency expense.* We want to change that. **ALICE Saves** includes two programs: **SaverLife** offers matched savings that incentivizes lower-income workers to get in the savings habit; **TrustPlus** is a free online budget coaching program that provides information and advice on how to save for things like higher education or a down payment on a house. By saving and planning for the future, ALICE can start to build generational wealth, which stabilizes the whole community.

* 2018 Federal Reserve Report on Economic Well Being

JUST \$5 PER PAYCHECK HELPS!

Giving as little as **\$5 per paycheck** can help us get people back on their feet. Your donation will make food and child care more affordable as people return to work after losing jobs and paychecks. And it will support agencies that keep our communities strong by providing basic needs.

We are the only organization focused exclusively on people hit hardest by this pandemic —the people who work hard for low wages in essential jobs, like CNAs, child care workers, and maintenance people. Your donation to United Way of Western Connecticut will help them weather the crises of 2020 and start to plan for a brighter future for their families.



United Way
of Western Connecticut



Your workplace donation will benefit hard-working, struggling families year round.

Hard-working, low-wage ALICE families were hit very hard by the financial fall-out of the pandemic. 40% of people who make less than \$40,000 per year lost their jobs in March.* By supporting United Way of Western Connecticut's 2020 Campaign for the Community, you'll be helping the people we count on every day—like child care providers and restaurant workers—get back on their feet.

*Federal Reserve Chair Jerome Powell, on May 14, 2020

HERE'S WHAT UNITED WAY OF WESTERN CONNECTICUT HAS DONE SO FAR TO HELP OUR NEIGHBORS DURING THIS CRISIS:

FOOD ASSISTANCE

640+ people were eligible for **\$20** of free, fresh produce and other grocery discounts each week through June 27 through our Healthy Savings program.

Nearly **\$50,000** worth of free, fresh produce was provided to families in need from March 29 through May 30, 2020 through Healthy Savings

18 food pantries and providers received **\$45,000+** in grants to purchase food

1,200 pounds of food donated to the New Milford Food Bank

1,170 pounds of pet food donated to the New Milford Food Bank and New Milford Senior Center



FINANCIAL ASSISTANCE

550 people received **\$200** from the ALICE Emergency Fund to people in our region to date



\$110,000+ distributed through the ALICE Emergency Fund to people in our region to date

2,800 people across the state received **\$200** from Connecticut United Ways COVID-19 Response Fund to date

Almost **\$600,000** distributed across the state through the Connecticut United Ways COVID-19 Response Fund to date

CHILD CARE SUPPORT

35 family child care providers receive support in obtaining Paycheck Protection Program (PPP) loans through Cora's Kids. They also receive Personal Protective Equipment (PPE) and other supplies to reopen safely

INFORMATION PROVIDED

3,000+ visitors to our COVID-19 Resource Page on our website

Almost **400** food guides downloaded



VOLUNTEERS MOBILIZED

95+ volunteers mobilized in Stamford and Danbury to deliver food and necessities to seniors, the homebound, and low-income families in need of food



200+ calls made to Stamford seniors to make sure their needs were being met

www.uwwesternct.org

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United Way
of Western Connecticut