



United Way  
of Western Connecticut

## 2022 CAMPAIGN FOR THE COMMUNITY | IMPACT STORIES

# Discover our shared purpose.

### EDUCATION & CHILD CARE

**30%** of a total household budget is child care expenses.

Caroline enrolled her daughter with Fanny, a United Way Cora's Kids child care provider. Through Cora's Kids, Caroline is able to access affordable, high quality child care from a provider that is licensed, trained, and trusted. The flexibility offered by Fanny makes it possible for Caroline to work and advance professionally, without the stress of child care costs. United Way's Cora's Kids program meets a critical need in Western Connecticut by increasing the number of available child care options for hard working families through the creation and support of a network of licensed child care providers.

**“It has been a great relief and experience for me to have my child in such good hands. Fanny has offered a quality and affordable option of child care for us as a family. Her program is more than just childcare, Fanny provides learning activities and is focused on children’s growth. I trust her 100% to take care of my daughter.”**

### FOOD SECURITY

Derek is the head of his household and consistently picks up extra shifts at his retail job to provide for his family of seven. Despite working overtime most days, Derek often finds himself only able to cover the bare necessities that his six school-aged children need to survive. Throughout the school year, he relies on the meals provided by his children's schools. When his job reduced his hours, Derek had no idea how he would afford to put food on the table. Thanks to United Way's Healthy Savings program, Derek could feed his family well and make the decision to buy fresh foods at the grocery store.

**50%** of working adults find it a challenge to pay for food at the grocery store.

**“You don’t know how happy I am to get this card. With all my kids being home from school I didn’t know how I would feed them. I always appreciate United Way for helping me.”**

### FINANCIAL STABILITY

**40%** of Americans can't cover a \$400 emergency expense.

James—a forklift driver—and his wife, used to work in a warehouse that closed during the pandemic. He searched for a job for months, going to job sites to ask if they were hiring. Submitting applications online was one more barrier because James did not have much experience with computers. Through a United Way nonprofit partner, James was able to enroll in a digital literacy training program to help him apply for jobs and teach him computer skills that expanded his job prospects.

**“Although I am just starting out in my new career, I am hopeful about what the future holds. My new position has the benefits and retirement plan most important to my family. Working with a budget coach, we are getting our finances back on track to start rebuilding our savings.”**

# Enriching our impact with your support.

## WHAT WE DO

### Education and Child Care

**ALICE Enrichment Fund** provides up to \$300 per child per year to cover the cost of extracurricular activities, such as soccer, swimming lessons, music lessons, art classes, robotics, etc.

**Cora's Kids** supports the healthy development of children by increasing the quantity and quality of affordable, accessible child care spots in Greater Danbury and Greater New Milford areas.

### Health and Food Security

**Healthy Savings** provides \$10 of free fresh produce each week at local participating retailers plus healthy food discounts.

### Financial Stability

**ALICE Saves** provides free, online budget coaching through TrustPlus and supports building savings through incentivized matched savings.

### Prosperi-Key

The new digital marketplace that helps connect working households to resources, discounts, and supports from businesses, nonprofits, and government.



## OUR IMPACT

### Education and Child Care

- **2,700+** children receive affordable, quality early care or after-school care.
- **\$300,000+** distributed to support out-of-school enrichment activities for more than **1,400** children through the ALICE Enrichment Fund.
- **490+** affordable child care spots were created through 82 licensed child care providers.

### Health and Food Security

- **1,200+** households redeemed **\$212,423** in produce benefits allowing them to take home fresh fruits and vegetables through the Healthy Savings Program.

### Financial Stability

- **1,000+** individuals were provided with quality financial literacy through investments in Financial Stability programs.

### Prosperi-Key

- **1,200+** households can access the resources they need to be financially empowered and independent with Prosperi-Key.



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