



Virginia ALICE® Report

ALICE

ALICE, is a United Way acronym which stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed.

As cashiers, waiters, child care providers, and other members of our essential workforce, ALICE earns just above the Federal Poverty Level but less than what it costs to make ends meet. These struggling households are forced to make impossible choices each day. While such hardship is pervasive, households of color are disproportionately ALICE.

ALICE also represents the data reshaping the dialogue on financial hardship, and a grassroots movement that is picking up steam across half of U.S. states - and counting.

ALICE REPORTS

The Virginia ALICE Report is now updated on an annual basis. Since the pandemic, the economy is changing at a fast pace. ALICE households have been especially impacted financially during this time. In addition to the main Virginia ALICE data, several special ALICE Reports, Fact Sheets, and Tools have been released to present new data on specific aspects of what ALICE households experience every day.

As a 2023 Virginia ALICE Report state sponsor – your organization’s support was recognized in all of the special reports and fact sheets, in addition to the main 2023 and 2024 Virginia ALICE Reports.

We are now preparing for the 2025 and 2026 Virginia ALICE Reports.

ALICE SPONSORS

The Virginia ALICE Report is funded and supported by ALICE Sponsors and Partners.

The Virginia ALICE Reports are widely anticipated by those who use the data to guide their work – nonprofits, policy makers, businesses, academic institutions, and many more. Organizations like yours, sharing a common desire to elevate and empower the ALICE population across Virginia.

As a statewide sponsor of the Virginia ALICE Report **INSERT NAME** would be joining forces with other statewide partners – working together to amplify the voices of ALICE households and change the course of financial well-being in our communities.

Sponsors will be recognized in the 2025 and 2026 Virginia ALICE Reports and any subsequent special reports, fact sheets and tools, in addition to the Virginia ALICE website, media communications and events.

A project of United Ways in Arkansas, Connecticut, Delaware, D.C. Metro Area, Florida, Georgia, Hawai'i, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Mississippi, New Jersey, New York, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia and Wisconsin



VIRGINIA ALICE REPORT 2025

SPONSORSHIP:

As a statewide sponsor of the Virginia ALICE Report **Virginia Community College System** would be joining forces with other statewide partners – working together to amplify the voices of ALICE households and change the course of financial well-being in our communities.

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Statewide Sponsorship of the 2025 and 2026 Virginia ALICE Reports is Available at the Following Levels:

	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
Signature / Press Events – Invitation			✓	✓	✓
Signature / Press Events - Podium Time	✓	✓			
Top Tier Recognition – Media / Report / Website	✓				
Second Tier Recognition – Media / Report / Website		✓			
Third Tier Recognition - Media / Report / Website			✓		
Fourth Tier Recognition – Media / Report / Website				✓	
Fifth Tier Recognition – Media / Report / Website					✓
Seat on National ALICE Advisory Council	✓				

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