



UNITED IS THE WAY

Campaign 2026-27



WHY UNITED WAY?

In a word: IMPACT

↳ United Way does what no single organization can do alone: We lead impact by gathering every **resource**, **partner** and **idea** to create equitable, lasting change for the most people facing the toughest social issues.



VISION, MISSION, PATH

Our Vision

We strive for strong, caring communities where every person is valued, thriving, and connected for the common good.

Our Mission

We bring together the people, ideas, and resources to lead with our communities and create a flourishing, equitable life for everyone.

Our Path

Our work lifts our local communities by reducing racial and economic disparities; addressing the needs of ALICE* households, creating opportunities for every person to reach their full potential.

OUR PRIORITY AREAS

- Healthy Communities
- Financial Security
- Youth Opportunity
- Community Resiliency



MEET ALICE

What is ALICE®?

ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. Working people who earn above the Federal Poverty Level but not enough to afford a bare-bones household budget.

ALICE in Our Region by the Numbers



39% of households live
below the ALICE threshold



164,000
HOUSEHOLDS 
Struggling to make ends meet



Cook

Teller

\$62,946

\$17,994 



Basic costs for family of four

LIFTING ALICE FAMILIES

We lift ALICE families through **services** and **programs** that assist with the impossible choices of life.



Capital Area College Access Network

- Ensures every person in our Capital Area can be college and career ready.



Continuum of Care

- Coordinates efforts in Calhoun & Kalamazoo counties to find solutions for gaps, inequities, and challenges to reducing homelessness.



JobSTAR

- Helps Jackson County employers support their workers with needs that affect productivity & attendance.



Kalamazoo Micro-Enterprise Grants

- Provides access to financial and capacity building resources for small-business owners in Kalamazoo.



Program Assistance Center

- Delivers direct energy assistance to households in Michigan for heat and electric bills.



United For ALICE at Work

- Equips employers with data-driven strategies and practical tools to support their **ALICE®** (Asset Limited, Income Constrained, Employed) employees.



Volunteer Income Tax Assistance

- Serves low-income and ALICE families with free, high-quality tax preparation services that maximizes their returns.



LABOR PARTNERSHIP

For decades, Labor and United Way have worked together in unity. To lift people out of poverty. To help them achieve financial stability. To make sure every person has the systems and support they need to succeed.

In our community, that partnership is evident everywhere.



QUESTIONS?

- **Contact: (Insert contact information)**
- **Learn More at unitedforscmi.org**
- **Sign up for Community Connect today at connect.unitedforscmi.org**