

ALICE IN THE CROSSCURRENTS: FINANCIAL HARDSHIP IN VIRGINIA

2024
UPDATE



unitedforalice.org/virginia

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United Way of
Harrisonburg &
Rockingham County

Mission:

Improving lives by connecting and mobilizing community resources.

Vision:

We envision a strong, equitable, and accessible network of support for working households in Harrisonburg and Rockingham County.



**United Way of Harrisonburg
and Rockingham County**



Virginia Partner

Who is ALICE? ALICE: Asset Limited, Income Constrained, Employed

“Poverty”

Federal Poverty Level is set nationally for the contiguous 48 states (adjusted only for Hawaii and Alaska).

“ALICE Threshold”

Minimum income a household needs to afford basic cost of living. Based on number of household member, specific to locality.

“ALICE”

Household income *above* Federal Poverty Level but *below* the ALICE Threshold.

“Below the ALICE Threshold”

ALICE + Poverty

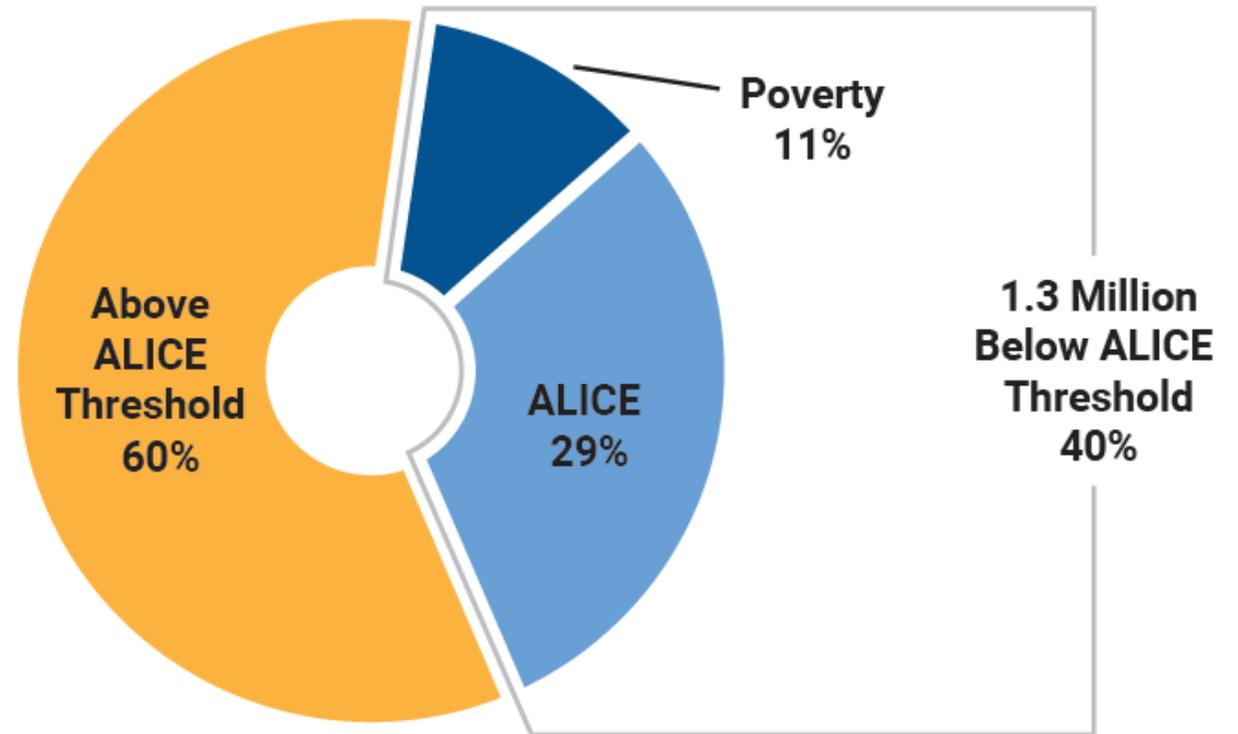


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ALICE in Virginia 2024

3.3 million households in Virginia ... (+/-change)

- **60%** Above the ALICE Threshold **(-2%)**
- **29%** ALICE **(+1%)**
- **11%** Poverty **(+1%)**



ALICE in City of Harrisonburg

Report Year	2020	2023	2024	Change
Population	53,391	52,062	51,784 (17,142)	-278 (-1.4%)
ALICE (# of households)	38% (6,301)	35% (6,002)	37% (6,358)	+2% (+356)
Poverty (# of households)	23% (3,809)	21% (3,660)	23% (3,942)	+2% (+282)

Source: United for ALICE Virginia Report <https://unitedforalice.org/virginia>.



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ALICE in Rockingham County

Report Year	2020	2023	2024	Change
Population (# of households)	81,244	84,394	85,397 (33,771)	+1,003 (+1%)
ALICE (# of households)	26% (8,273)	32% (9,883)	25% (8,531)	-7% (-1,352)
Poverty (# of households)	10% (3,283)	9% (2,655)	11% (3,859)	+2% (+1,204)

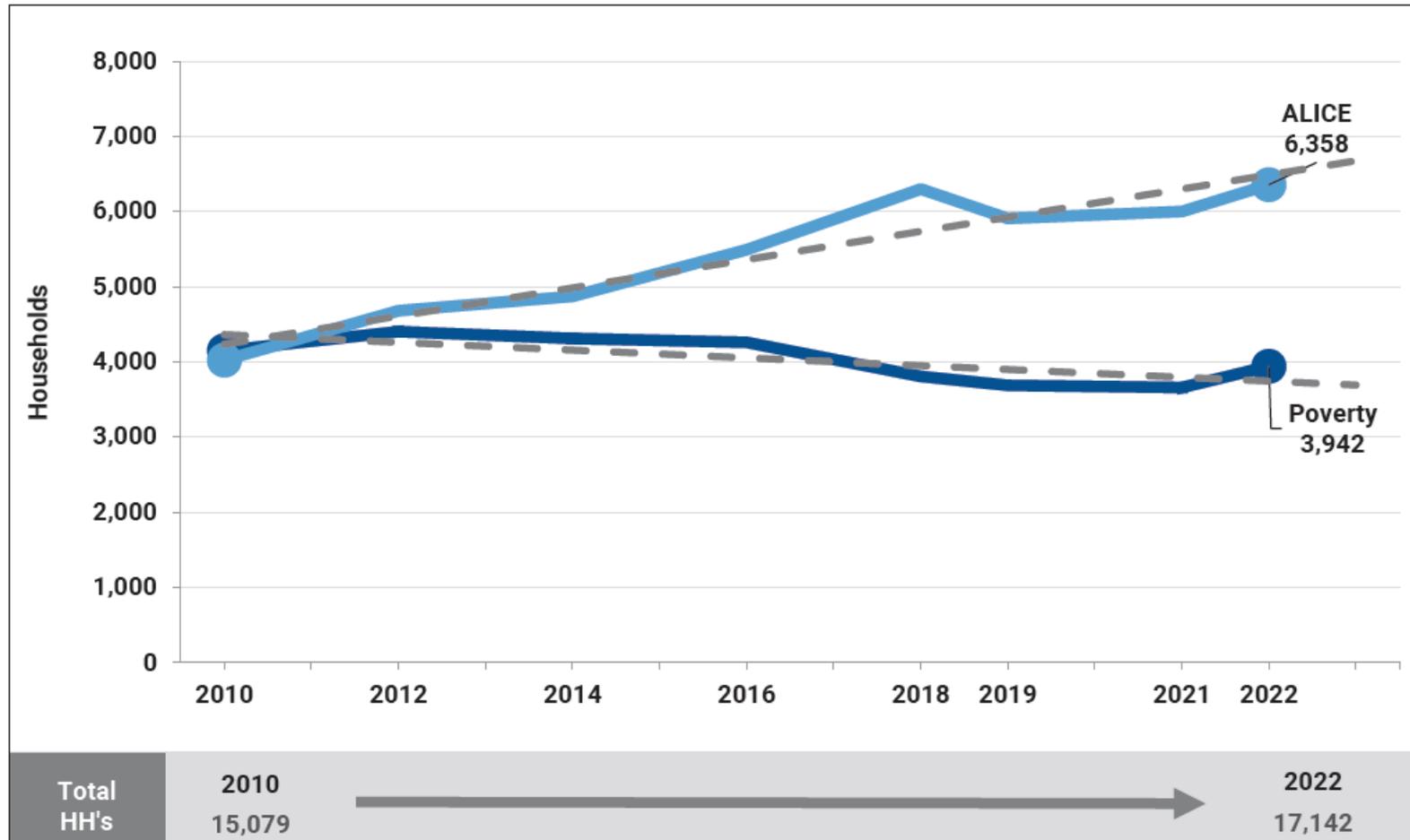
Source: United for ALICE Virginia Report <https://unitedforalice.org/virginia>.



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ALICE in Harrisonburg

Households by Income, Harrisonburg city, 2010–2022



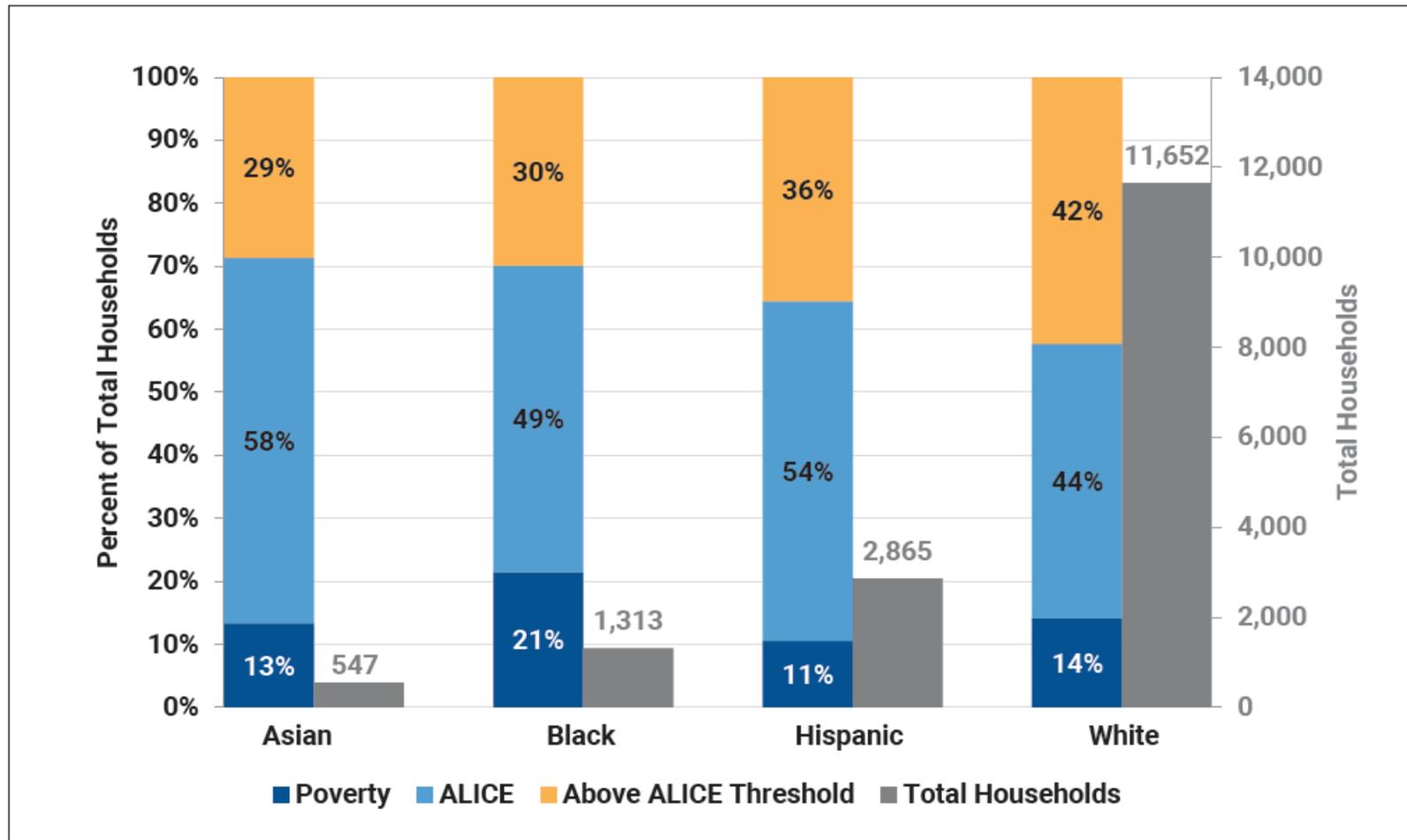
Source: United for ALICE Virginia Report <https://unitedforalice.org/virginia>.



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ALICE in Harrisonburg

Household Financial Status by Race/Ethnicity



Source: United for ALICE Virginia Report <https://unitedforalice.org/virginia>.



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ALICE in Virginia

Household Financial Status and Key Demographics, Virginia, 2022

	Total	Below ALICE Threshold	■ Poverty ■ ALICE ■ Above ALICE Threshold
ALL HOUSEHOLDS	3,338,674	1,337,175	<div style="display: flex; justify-content: space-between; width: 100%;"> 11% 29% 60% </div>
RACE/ETHNICITY			
American Indian/ Alaska Native	7,865	3,605	<div style="display: flex; justify-content: space-between; width: 100%;"> 8% 38% 54% </div>
Asian	194,970	61,716	<div style="display: flex; justify-content: space-between; width: 100%;"> 5% 26% 68% </div>
Black	613,124	333,045	<div style="display: flex; justify-content: space-between; width: 100%;"> 13% 41% 46% </div>
Hispanic	239,930	114,442	<div style="display: flex; justify-content: space-between; width: 100%;"> 6% 42% 52% </div>
Native Hawaiian/ Pacific Islander	2,108	895	<div style="display: flex; justify-content: space-between; width: 100%;"> 9% 34% 58% </div>
Two or More Races	157,715	64,276	<div style="display: flex; justify-content: space-between; width: 100%;"> 7% 34% 59% </div>
White	2,155,996	768,585	<div style="display: flex; justify-content: space-between; width: 100%;"> 6% 29% 64% </div>



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ALICE in Virginia

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ALL HOUSEHOLDS	3,338,674	1,337,175	<div style="display: flex; justify-content: space-between; width: 100%;"> 11% 29% 60% </div>
HOUSEHOLD TYPE			
Married With Children	629,293	119,014	<div style="display: flex; justify-content: space-between; width: 100%;"> 4% 15% 81% </div>
Single-Female-Headed With Children	193,291	147,367	<div style="display: flex; justify-content: space-between; width: 100%;"> 36% 40% 24% </div>
Single-Male-Headed With Children	69,822	41,554	<div style="display: flex; justify-content: space-between; width: 100%;"> 14% 45% 40% </div>
Single or Cohabiting, Under 65, no Children	1,573,701	614,023	<div style="display: flex; justify-content: space-between; width: 100%;"> 10% 29% 61% </div>



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Spotlight on ALICE Families with Children

37% of households with children are ALICE

→ **76% single-female headed**

→ **58% single-male headed**

→ **21% two married parents**

Family of 4 is eligible for
\$15,000 less
in federal tax credits and
stimulus payments in 2022 vs. 2021



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RockBurg CARES Network

Rockingham County & City of Harrisonburg

CARES
Community **A**ssistance,
Resources &
Economic **S**tabilization

uwhr.org/rockburgcares

2-1-1

Information
& Referral



**RockBurg
CARES**



ALICE
Assistance
Fund



Financial
Education
Services



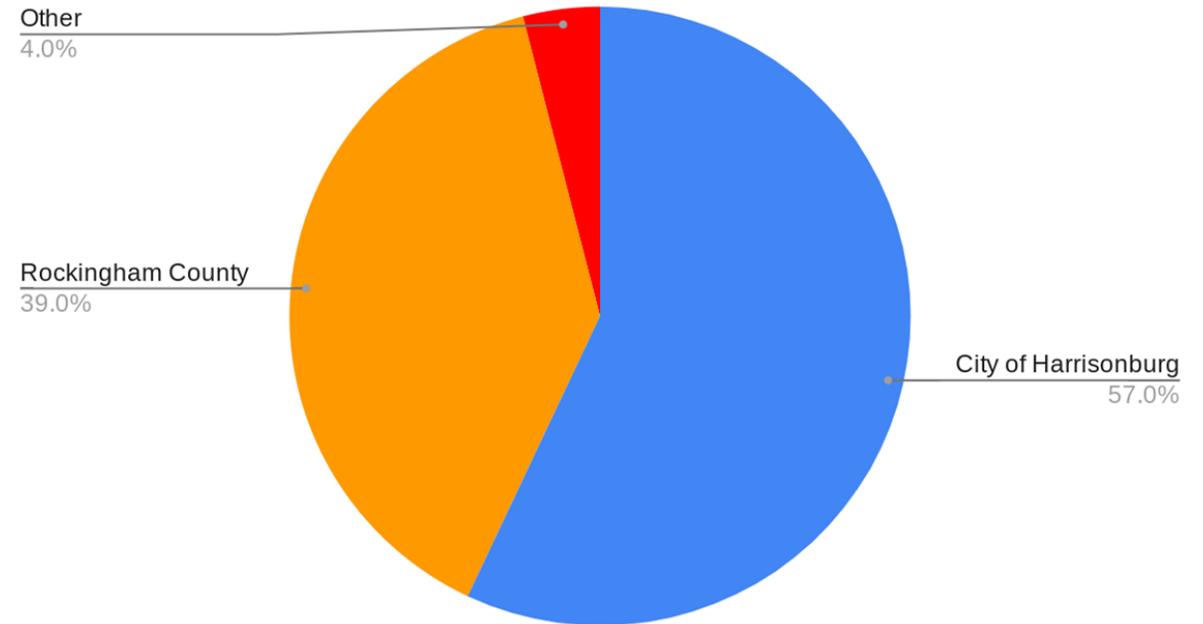
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Civic & Community Organizations Grant FY 23-24

RockBurg CARES Inquiries

	Percentage of all clients	Number of HH Members
City of Harrisonburg	57%	527
Rockingham County	39%	359
Other	4%	33
TOTAL	100%	920

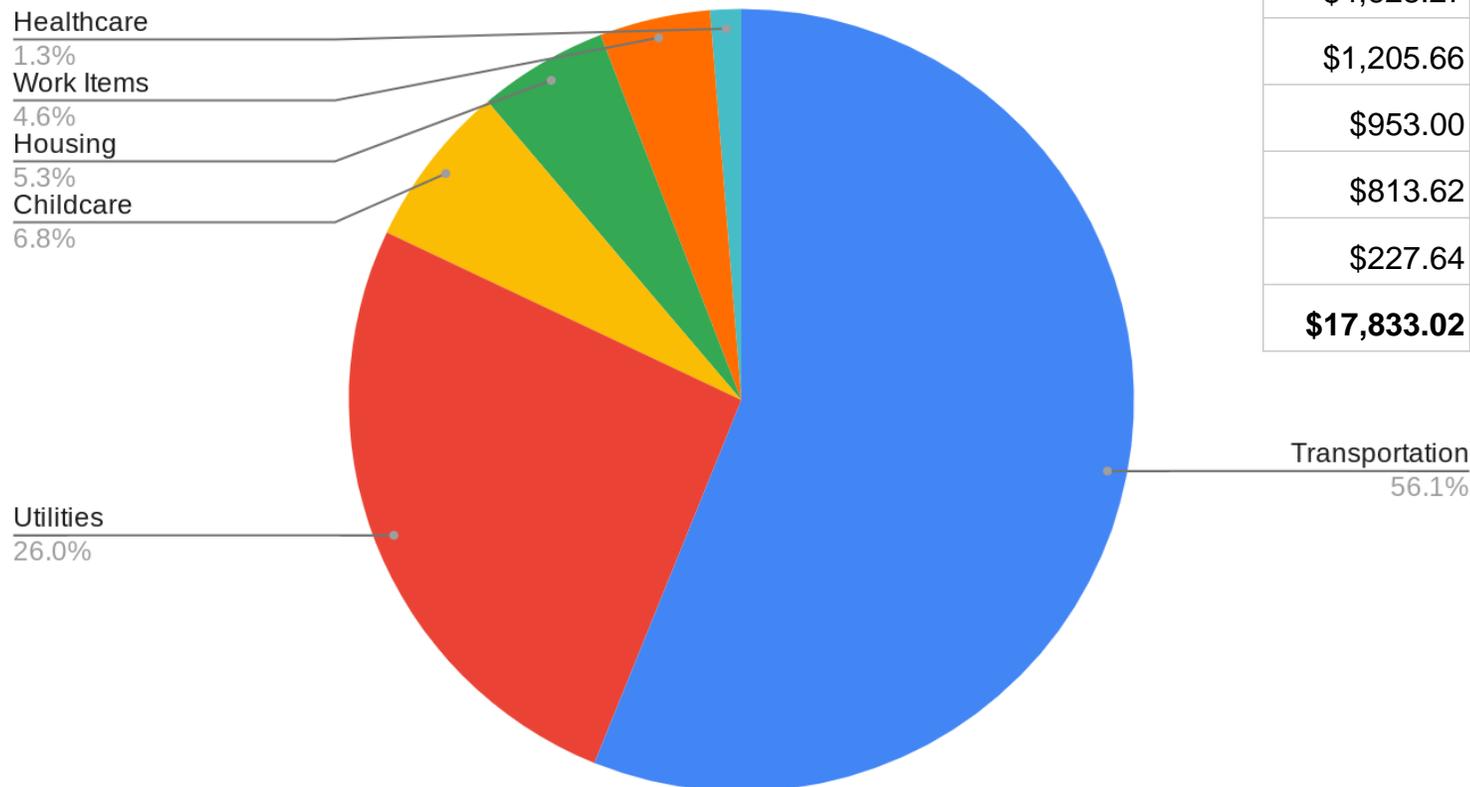


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Civic & Community Organizations Grant FY 23-24

ALICE Assistance Fund Payments for City Residents



ALICE Assistance Fund Payments for City Residents	
\$10,004.83	Transportation (Car Repairs, Car Payments & Rideshare)
\$4,628.27	Utilities (HEC, City Water, Columbia Gas)
\$1,205.66	Childcare (payments to childcare centers)
\$953.00	Housing (Rent)
\$813.62	Work Items (scrubs & boots)
\$227.64	Healthcare (Health insurance premiums)
\$17,833.02	TOTAL (cumulative FY23-24)



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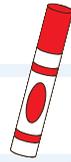


TOOLS FOR SCHOOL

August 10, 2024



United Way of Harrisonburg and Rockingham County



Save the Date
AUG 10, 2024



BACK TO SCHOOL

RESOURCE FAIR &

SCHOOL SUPPLIES



EMU University Commons
1307 Park Rd, Harrisonburg, VA 22802



uwhr.org/toolsforschool



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