

# ALICE

ASSET  
LIMITED  
INCOME  
CONSTRAINED  
EMPLOYED

No safety net in times of crisis. Income falls short of essentials. Working but not earning enough.

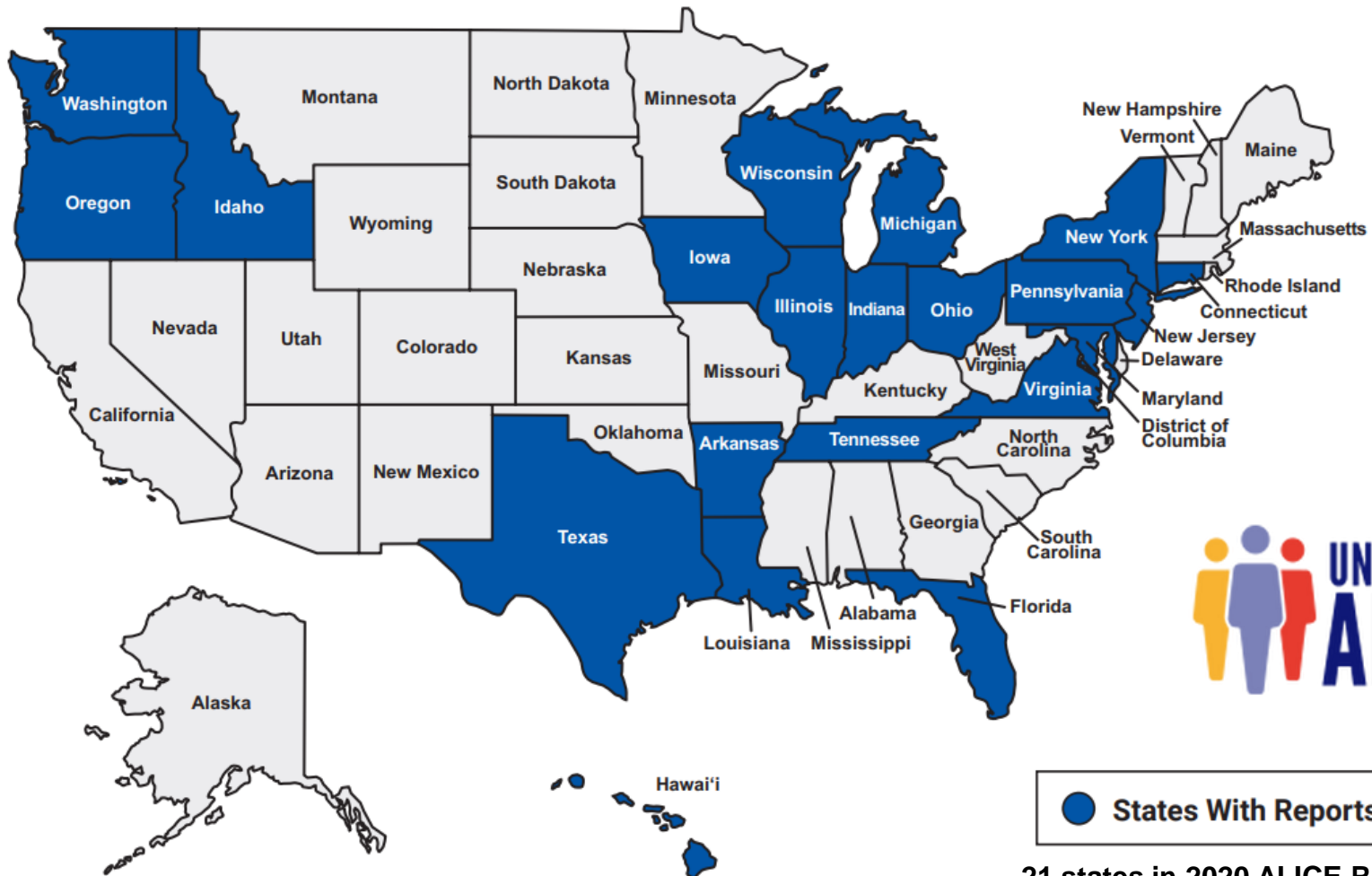
---



**Jo Benjamin**  
(Pronouns: she/hers)  
**Coordinator of Community Impact**  
United Way of Harrisonburg & Rockingham County



United Way of Harrisonburg  
and Rockingham County



21 states in 2020 ALICE Report

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

# ALICE Priority Areas



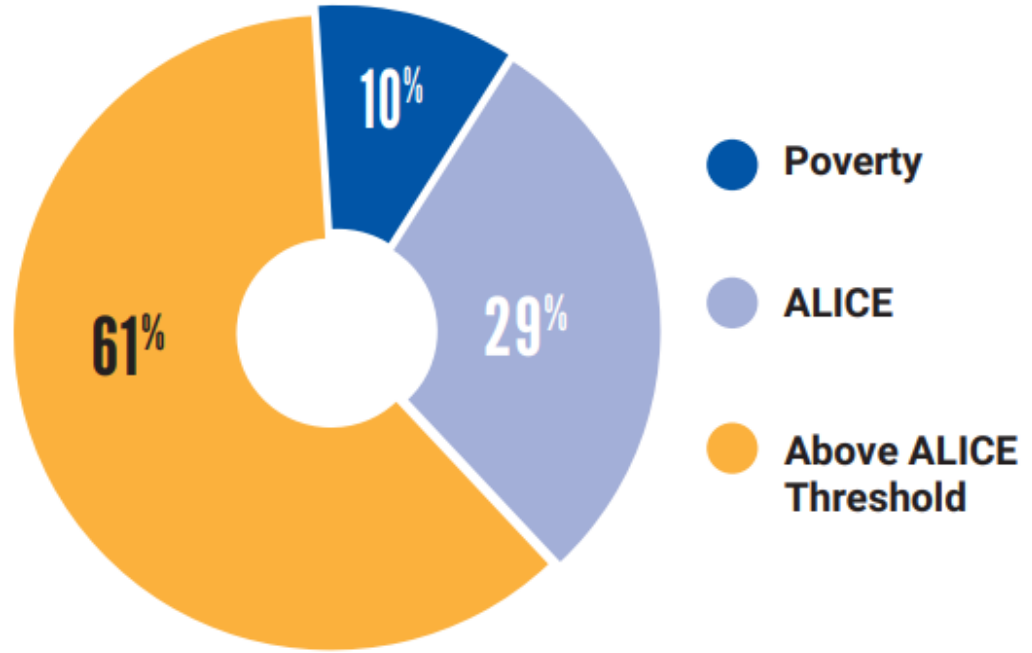
| <b>Priority Area</b>    | <b>Desired Outcomes</b>  |
|-------------------------|--|
| Housing                 | Adequate for the clients' needs, affordable and safe.  |
| Child Care              | Quality (as defined by Virginia Quality standards), accessible and affordable                                      |
| Transportation          | Reliable and affordable  |
| Education               | Supplemental, quality learning opportunities for college and/or career readiness                                   |
| Food                    | Healthy (meets daily nutritional requirements and standards), appealing (is culturally appropriate) and affordable |
| Healthcare              | Accessible, preventative, and affordable   |
| Life Skills Development | Financial literacy and workforce development   |

**MOVING ALICE FROM CRISIS → SURVIVAL → SUSTAINABILITY**

# State Level Trends: Virginia

ALICE measures show three critical trends at state level:

1. The cost of living is **increasing** for ALICE households.
2. Worker vulnerability is **growing** while wages stagnate in ALICE jobs.
3. The number of ALICE households is on the **rise**.



2020 VIRGINIA REPORT



# ALICE IN OUR COMMUNITY

|  | Harrisonburg City<br>Population: 53,391<br>Total # of Households: 16,768 |                 | Rockingham County<br>Population: 81,244<br>Total # of Households: 31,462 |                 |
|--|--|-----------------|--|-----------------|
|  | % of population  | # of households | % of population  | # of households |
| Federal Poverty Level                          | <b>23%</b>   | <b>3,809</b>    | <b>10%</b>   | <b>3,283</b>    |
| ALICE Threshold                                | <b>38%</b>   | <b>6,301</b>    | <b>26%</b>   | <b>8,273</b>    |
| Below the ALICE Threshold<br>(ALICE + Poverty) | <b>61%</b>   | <b>10,110</b>   | <b>36%</b>   | <b>11,556</b>   |

2020 VIRGINIA REPORT



# ALICE IN OUR COMMUNITY

|   | Harrisonburg City |   | Rockingham County |   |
|---|-------------------|---|-------------------|---|
|   | Single Adult      | Family of Four<br>(2 adults,<br>2 school-aged children) | Single Adult      | Family of Four<br>(2 adults,<br>2 school-aged children) |
| Federal Poverty Level                   | \$12,140          | \$25,100  | \$12,140          | \$25,100  |
| ALICE Household <u>Survival</u> Budget  | \$24,948          | \$62,196  | \$24,324          | \$60,468  |
| ALICE Household <u>Stability</u> Budget | \$46,320          | \$109,608   | \$45,252          | \$107,328   |

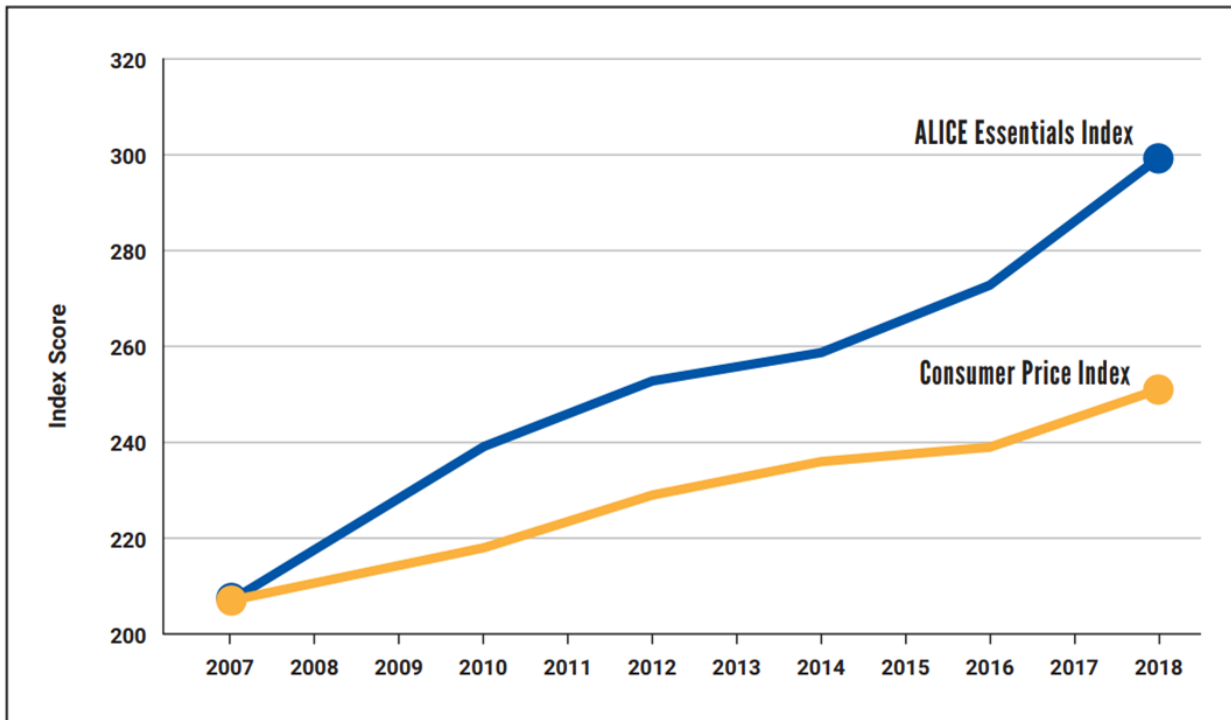
**Survival Budget** = housing, child care, food, transportation, health care, phone

**Stability Budget** = Survival Budget + savings

2020 VIRGINIA REPORT



## Consumer Price Index and ALICE Essentials Index, United States, 2007-2018



**AEI**  
**3.4%**

**CPI**  
**1.8%**



### **ALICE Essentials Index increased by 3.4%**

Includes housing, child care, food, transportation, health care, and a basic smartphone plan.

### **Consumer Price Index increased by 1.8%**

includes housing, food and beverages, transportation, medical care, apparel, recreation, education, and communication services.



**United Way of Harrisonburg  
and Rockingham County**

# COVID-19 IMPACT SURVEY

2020 Shenandoah Valley, Virginia Results Report



United Way of Harrisonburg  
and Rockingham County

## COVID-19 Impact Survey - Nov 2020

- Complement 2020 ALICE Report (pre-COVID data)

## In collaboration with United Ways of

- Front Royal-Warren County
- Northern Shenandoah Valley
- Harrisonburg and Rockingham County

## 1,845 total valid survey responses from all counties

- **943** Harrisonburg & Rockingham Combined  
(51% of total valid responses)
- 339 Harrisonburg City
- 604 Rockingham County

In partnership with United For ALICE. Special thanks to local collaborators:



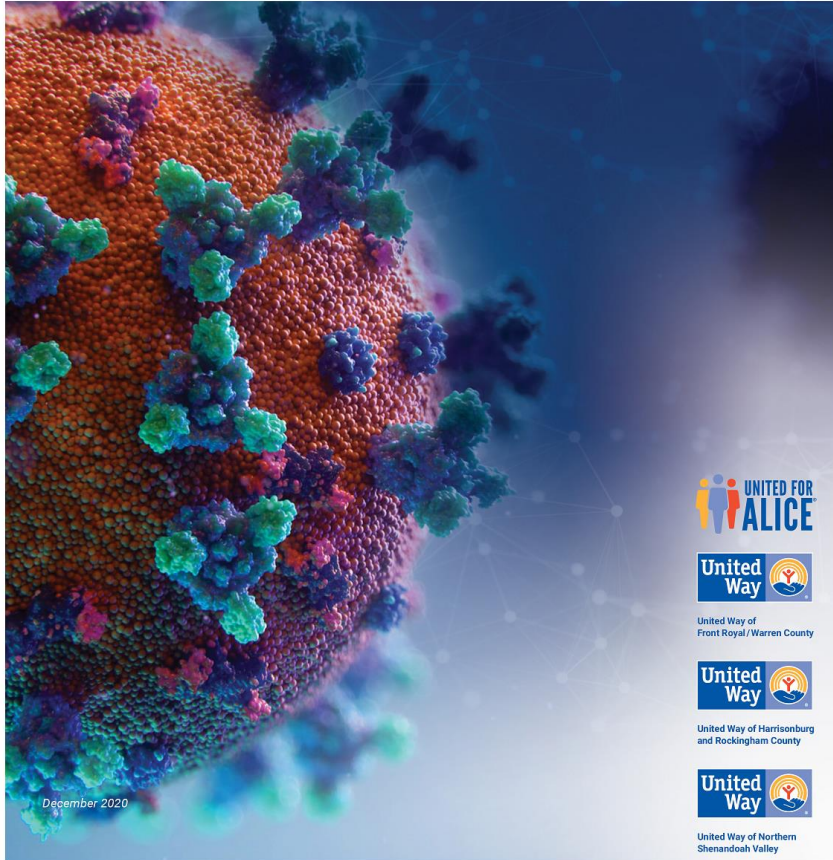


# COVID-19 IMPACT SURVEY

2020 Shenandoah Valley, Virginia Results Report



United Way of Harrisonburg  
and Rockingham County



United Way of  
Front Royal / Warren County



United Way of Harrisonburg  
and Rockingham County



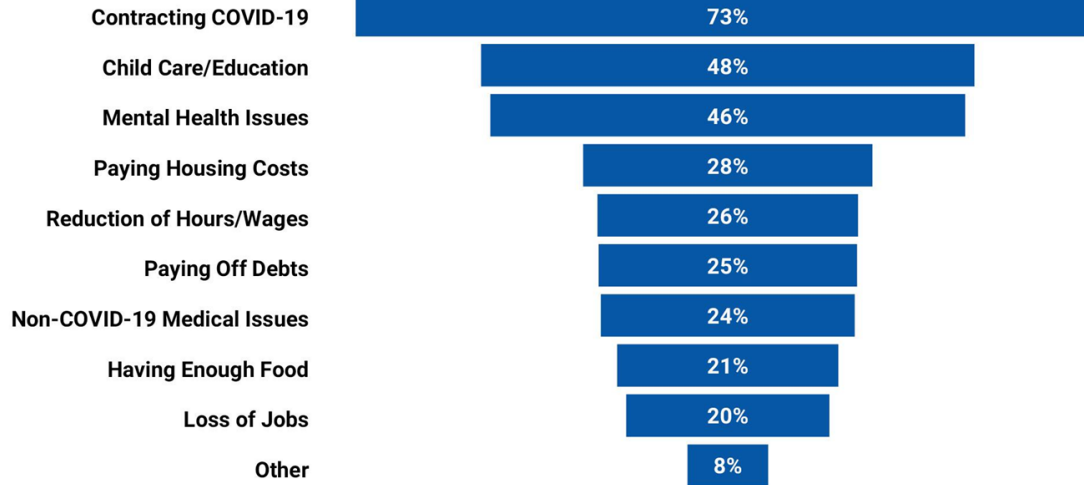
United Way of Northern  
Shenandoah Valley

## Summary of survey responses:

- **COVID hits ALICE households harder.** Chronic stress and collective trauma on top of already struggling financially.
- **ALICE workers are more vulnerable.** Essential workers in front line positions have lower wages. Many don't have the option to work remotely or from home.
- **ALICE families with children struggle more.** With school closures, virtual learning, and limited childcare options, parents choose between going to work and staying home.

# COVID Impact Survey Results 2020 Shenandoah Valley Report

Q. What are your household's concerns during the COVID-19 pandemic? Select all that apply



**Respondents below the ALICE Threshold** were *significantly more likely* than respondents above the ALICE Threshold to say their biggest concern was paying housing costs (26% vs. 4%), having enough food for the household (6% vs. 1%), or paying off debt (5% vs. 2%).

# Consequences of Insufficient Household Income



United Way of Harrisonburg and Rockingham County



## Unite Virginia

- Coordinated care referral network
- Powered by Unite Us
- Funded by Commonwealth of Virginia
- 49 users at 30 organizations in Harrisonburg & Rockingham
- Network Activity Dashboard & Health Equity Dashboard



United Way of Harrisonburg  
and Rockingham County

# Network Activity Overview

Monitor critical network activity metrics over time

## Network Volume

48

Clients Served

71

Service Episodes

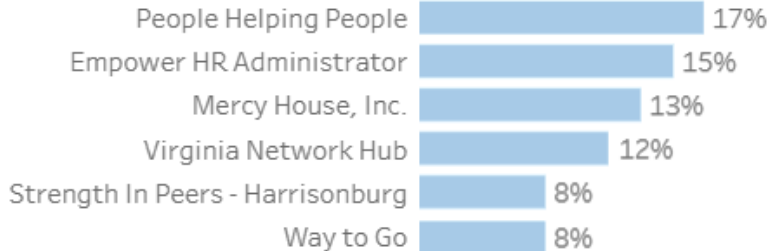
52

Electronic Referrals

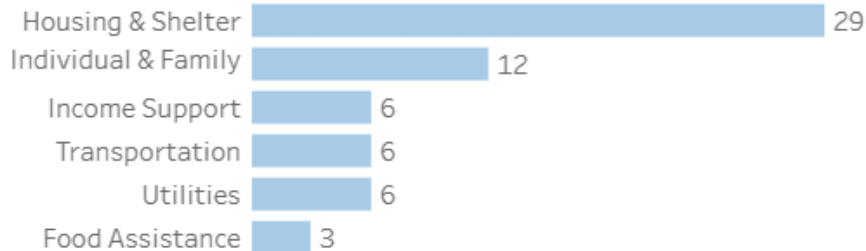
40

Cases

### Top 10 Receiving Organizations



### Top 10 Needs by Service Episode Volume



## Housing & Shelter

#1 Need of Harrisonburg City Residents

Served through Unite Virginia Since January 1, 2021



United Way of Harrisonburg  
and Rockingham County

# ALICE

ASSET  
LIMITED  
INCOME  
CONSTRAINED  
EMPLOYED

## Jo Benjamin

(Pronouns: she/hers)

**Coordinator of Community Impact**

United Way of Harrisonburg & Rockingham County

[jo@uwhr.org](mailto:jo@uwhr.org) | [uwhr.org/ALICE](http://uwhr.org/ALICE)



United Way of Harrisonburg  
and Rockingham County