

20
24

ANNUAL
REPORT

UNITED FOR IMPACT

ALICE IN
THE NATIONAL
CAPITAL AREA



UNITED WAY
of the National
Capital Area





LETTER FROM THE PRESIDENT & CEO

Each year, as we reflect on our progress and challenges, we are reminded of the resilience and determination of those we serve—especially the ALICE population: individuals and families who are Asset Limited, Income Constrained, Employed. These are our neighbors, coworkers, and friends—working hard every day yet still struggling to afford life’s basic needs.

The 2024 ALICE in the Crosscurrents: An Update on Financial Hardship report, released on May 22, 2024, during the final quarter of FY24, highlights the growing scale of need in our region.

As we look ahead, there are now more than 600,000 low- and moderate-income households—up from over 500,000 in the year prior—that are now living below the ALICE threshold. This shift represents 1.4 million adults and children across the National Capital Area who are unable to afford life’s basic necessities.

United Way NCA relies on the ALICE framework to guide our strategies, ensuring that our efforts are rooted in data yet agile to focus where the need is greatest.

ALICE Lives Here is more than an initiative; it’s a movement. It embodies our belief that by coming together—community members, corporate partners, policymakers, and nonprofits—can build systems of support that help individuals like Zenani, a single mother of three, get her finances back on track; that empower students in our community schools realize and strive for their full potential; and expand

access to health programs in our region. Our FY24 report highlights meaningful progress: from new partnerships and community investments to policy advocacy and expanded access to critical services. While we are proud of what we’ve accomplished, we know the work is far from over.

Our commitment remains unwavering. We will continue to champion health, education, and economic opportunity for every resident of the National Capital Area—especially those who are too often overlooked.

Thank you for standing with us. Your continued support fuels our mission to action so that all can thrive.

With gratitude,



Rosie Allen-Herring

Rosie Allen-Herring

President & CEO

United Way of the National
Capital Area

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ALICE IN THE CROSSCURRENTS: THE RISING TIDE OF FINANCIAL HARDSHIP

Updated ALICE data reveals deepening struggles for working families in the National Capital Area, despite rising wages.

In 2024, United Way of the National Capital Area, in partnership with United For ALICE, released new annual data on the financial realities facing working households across the region. The ALICE in the Crosscurrents update paints a stark picture of hardship amid economic recovery, revealing that rising wages have not been enough to keep pace with inflation and the loss of critical pandemic-era support.

“There is still a strong and significant need for the work we do with corporate and community partners to reduce that number in our region.”

Rosie Allen-Herring, President and CEO, United Way NCA

WHO IS ALICE?

ALICE stands for Asset Limited, Income Constrained, Employed. These are households that earn above the Federal Poverty Level but not enough to afford the basic cost of living. They include the caregivers, cashiers, and essential workers who keep our communities going—but who are one missed paycheck away from crisis.

“The current system isn’t working for ALICE.”

Dr. Stephanie Hoopes, National Director, United For ALICE





ALICE BY THE NUMBERS*

540,289

households (26%) in the National Capital Area live within the ALICE threshold.

36,260

additional households fell below the ALICE threshold from 2021 to 2022.

\$117,374

Cost of living increase for a family of four rose from FY23 (\$102,563).

10%

increase in ALICE households since 2010.

37%

increase in struggling senior households (age 65+) since 2010.

46%

of Black and Hispanic households were ALICE or in poverty in 2022.

15%

of ALICE households received SNAP benefits in 2022.

SYSTEMIC BARRIERS REMAIN

Despite wage growth, families lost access to vital resources such as child tax credits and stimulus checks—compounding the burden of inflation. The result? A region where nearly 1 in 3 households cannot afford housing, childcare, food, transportation, and health care.

“Even as paychecks grow, the cost of simply living in the National Capital Area continues to outpace wages,” says Rosie Allen-Herring. “We must address the root causes—access to childcare, affordable housing, broadband, and public support systems—to truly move the needle.”

OUR COMMITMENT CONTINUES

With support from the Greater Washington Community Foundation and Kaiser Permanente, United Way NCA is using ALICE data to guide impactful, data-driven solutions across the region. This includes collaborating with community partners to remove barriers and provide pathways to financial stability for all.

Learn more about ALICE: <https://unitedwaynca.org/ALICE>



PATHWAY TO COLLEGE : BUILDING BRIGHTER FUTURES

EMPOWERING STUDENTS THROUGH COLLEGE & CAREER READINESS

United Way of the National Capital Area (United Way NCA) expanded its **Pathway to College** program to **H.D. Woodson High School** in Washington, DC.

The pilot program held October 30–November 21, 2023, engaged 20 students across multiple schools: H.D. Woodson, High Point High School, International High School at Langley Park, and International High School at Largo. The official H.D. Woodson cohort launched on January 30, 2024, and consisted of eight one-hour sessions.

Each session focused on critical aspects of the college preparation process, including:

- > College selection
- > Financial aid and budgeting
- > Career awareness
- > Professional presence
- > Campus life

Students had the opportunity to engage with professionals and university representatives from Bowie State University, Morgan State University, and Ernst & Young (EY), gaining insight, inspiration, and real-world advice.

Upon graduation in June 2024, every student received a laptop to support their ongoing academic journey.

“During this program, I learned that continuing education after high school is important because you are creating new opportunities for both your family and yourself.”

Student, International High School at Langley Park

Parent Perspective: The Power of Support

Whitman Middle School Parent

“I am grateful for the assistance you’ve provided because you truly understand and cater to the needs we have. You have been a blessing to both my family and me. Your positive influence not only benefits my family but also sets a good example for others. Thank you for your unwavering support.”



H.D. WOODSON HIGH SCHOOL : STUDENT SUCCESS THROUGH CONNECTION

THE ROLE OF THE COMMUNITY SCHOOL COORDINATOR

At H.D. Woodson High School, the **Community School Coordinator** plays a vital role in helping students navigate academic and personal challenges. By providing individualized case management and family outreach, the coordinator creates a safe, supportive school environment for students most at risk of academic failure due to issues with attendance, behavior, or performance.

Students are identified through early warning systems and data analysis. Once enrolled in case management, they are connected to targeted supports that address their specific needs. The coordinator also leads **Family Support Team meetings**, explains school attendance policies, and communicates regularly with families to encourage consistent attendance.

In addition to academic support, the coordinator links students and families with essential resources such as school supplies, housing and food assistance, healthcare referrals, safe passage services, and transportation aid.

They also organize extracurriculars, field trips, hygiene drives, student celebrations, and **career exploration activities** to promote engagement and build a sense of school pride and belonging.

The coordinator works collaboratively with teachers, administrators, the attendance counselor, and community partners to ensure every student feels valued and connected.

Student Testimonial: From Uncertainty to University

“One of our case-managed students had a deep passion for science but faced significant instability at home during the start of her senior year. She took on a job and felt she could no longer pursue college, despite it being her goal.”

Struggling with stress and peer pressure, she began skipping school—but eventually turned to her Community School Coordinator. Together, they set a SMART goal, found a college that matched her interests, and worked through applications and scholarships.

“With encouragement and support, she’s now graduating in June and heading to **Trinity University**—proof of what students can accomplish with guidance and care.”



FROM STRUGGLE TO STABILITY: ZENANI'S JOURNEY OF FINANCIAL EMPOWERMENT

FINANCIAL EDUCATION THAT BREAKS THE CYCLE OF POVERTY

In the midst of financial strain, increased costs of living, and the undeniable challenge of being a single mother, Zenani Russell found herself overwhelmed by daily expenses and bills. Eventually, she was forced to seek refuge in transitional housing—a difficult turning point, but also the beginning of a new chapter.

Determined to build a better future for her family, Zenani began a transformative journey.

That journey led her to **United Way of the National Capital Area's Financial Empowerment Centers (FECs)**. She became one of **12,559 clients** who gained free access to personalized support, financial education workshops, and the tools to take control of their finances.

“ They helped me be able to create a monthly budget to control my spending... I'm able to save for a rainy day. It helps a lot.”

Zenani Russell



A MOTHER'S DETERMINATION MEETS A PATH FORWARD

Zenani candidly shared that spending had always been a challenge—one made even more complex by the responsibility of raising three children on her own. Through our FEC workshops, she learned how to budget, prioritize needs, and make sustainable choices.

As a result, Zenani raised her credit score and was able to purchase a much-needed vehicle.

More importantly, she gained confidence and clarity—becoming empowered to support her family's needs with dignity.

Her story is just one example of how targeted financial education and wraparound support can break the cycle of financial hardship. Through one-on-one coaching and group workshops, our FECs equip individuals with the knowledge and tools to thrive.

United Way NCA's FECs are a lifeline for individuals like Zenani, who work hard—often more than one job—yet still struggle to make ends meet. With continued support, we can help more families build brighter financial futures and create economic opportunities for everyone in our region.



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PARTNERING FOR BETTER HEALTH ACCESS

UNITED WAY NCA + SENTARA HEALTHCARE | THRIVE UNITED 365 IN NORTHERN VIRGINIA

Better health means a better life. But for many in our region—particularly the ALICE population—access to critical health resources remains out of reach. That’s why United Way of the National Capital Area, in partnership with Sentara Healthcare and faith-based organizations, is working to close the health equity gap in Northern Virginia.

ALICE (**A**sset Limited, **I**ncome Constrained, **E**mployed)—this year—represents more than **500,000 low- and moderate-income households** in our region who earn more than the Federal Poverty Level but still struggle to afford basic living expenses.

THRIVE UNITED 365: EXPANDING LOCAL HEALTH EQUITY

Through our Thrive United 365 program, we distribute essential health resources and services, address chronic health conditions, and provide health education in communities that need it most.

With Sentara Healthcare’s investment, we’ve expanded Thrive United 365 to Woodbridge and Prince William County, offering:

Quarterly place-based health screenings at community hubs.

Access to primary, secondary, and tertiary care referrals to essential services such as:

- > **Food security programs**
- > **Financial empowerment tools**
- > **Housing support**

A HOLISTIC, COMMUNITY-CENTERED APPROACH

Place-based care through trusted community partners ensures residents receive not only health screenings but also the resources to act on them.

Sentara’s support enables us to address the social determinants of health—the conditions where people live, learn, work, and play—by removing barriers and bringing healthcare directly to the community.

Together, we are building healthier futures for ALICE households and beyond.





AFFINITY GROUPS AND CORPORATE PARTNERS

WOMEN UNITED CELEBRATES WOMEN'S HISTORY MONTH: EMPOWERING THE NEXT GENERATION

On March 21, 2024, Women United hosted the inaugural Forging Your Own Path to Success celebration bringing together accomplished women leaders and high school students for a day of inspiration and empowerment.

The event, held at Prince George's Community College, featured a dynamic panel discussion moderated by Women United co-chair Elise Shutzer. Panelists included Dr. Gina Brown of Howard University, Erica Ford of Ernst & Young, Dr. Karen Hardy (formerly of the White House Office of Management and Budget), and Jamie Hill of Pepco. They shared their personal journeys and insights on navigating diverse career paths.

Following the panel, students engaged in small group discussions with professionals from organizations such as CareFirst, Ernst & Young, Management Solutions Consulting Group, Mortenson Construction, Pepco, Preferred Capitol Cleaning, LLC, and Prince George's County Government. These conversations provided students with valuable information about career opportunities and pathways in various industries.

This impactful event was made possible through the generous support of our Women United members and sponsors: Destination DC, Ernst & Young, and Pepco.

BUILDING TOGETHER: LEADERSHIP IN ACTION

On April 11, 2024, United Way NCA partnered with Accenture to host the "Building Together: Leadership in Action" Tocqueville event. Inspired by Board Member Martin ("Marty") Rogers, the three-part event aimed to educate leaders about ALICE (Asset Limited, Income Constrained, Employed) and introduce them to United Way NCA's programmatic focus.

The day began with Marty Rogers and Rosie Allen-Herring, engaging nearly 40 participants in a thoughtful dialogue about the ALICE population in the National Capital Area. Following the discussion, Accenture staff along with United Way NCA team members packed healthy snack kits for Title I Community Schools students. The day concluded with an intimate networking reception attended by over 30 Accenture leaders, United Way NCA Board members, staff, and Tocqueville members.

This impactful event was made possible through the generous support of our sponsors: Accenture and Marty Rogers.



DR. MELINDA BUNTIN & JOHN BUNTIN: DEEP COMMITMENT TO COMMUNITY AND UNITED WAY

When the latest stop on their professional journey brought Melinda and John Buntin along with their sons to Washington, D.C. one of the first things they did as a family was to get information on their new United Way—United Way of the National Capital Area. This had become a tradition in the new cities they found themselves in.

Melinda, Bloomberg Professor of Health Economics at Johns Hopkins' Carey School of Business, and John, a journalist and former policy advisor, were inspired by United Way NCA's work with the ALICE (Asset Limited, Income Constrained, Employed) population and in particular the health and education pillars. Melinda's research focuses on how to use policy to improve the healthcare system while John's passion is around youth development.

As new members of the Tocqueville Society, they have committed to not only using their financial resources but their time and expertise as well. The Buntins' share the same vision as United Way NCA—healthier and equitable communities for ALICE and the entire National Capital Region.





ANNUAL COMMUNITY IMPACT

HEALTH



28,481 SERVED 2023-2024



4,540 TOTAL KITS
DISTRIBUTED 2023-2024

3,515

people received tests for chronic conditions including diabetes and hypertension, while gaining valuable education on disease prevention.



3,780

essential needs kits were distributed through Project Community Connect, of which **1,500 kits specialized in hygiene.**

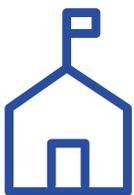


\$2.6M in prescription savings over the past year.



22,624 people served through the SingleCare prescription services program.

EDUCATION



3,921 students supported in Community Schools to improve their attendance, social-emotional learning, and academic performance. **11,000+ aggregated contact hours** of Community School Coordinators engaged students and families in academic and wraparound services. An average of **1,593 hours per year** per Community School, offering students an additional **1.5 hour** of engagement per school day.

311 youth facing significant, chronic learning challenges, received individualized, intensive services:



EDUCATION (continued)



ECONOMIC OPPORTUNITY



10,371 clients received services across our five **Financial Empowerment Centers** to improve their financial well-being, including financial coaching, workforce development, entrepreneurial skills development, and homeownership support.



1,057 veterans were provided localized, wraparound services to develop their capacity in financial literacy and planning, strengthening their employment and entrepreneurial skills, and improving their mental health and well-being.



1,802 volunteers dedicated their time, expertise, and service to numerous community-based events across the year, resulting in 2,894 volunteer hours or \$112,573 value of volunteer time.



906 clients received cost-free VITA/EITC services, resulting in \$790K returning to the pockets of low- and middle-income families across the region.



FINANCIALS

Summarized Statements of Activities and Financial Position

For the Fiscal
Years Ended
June 30, 2024,
and 2023

CAMPAIGN RESULTS AND OTHER SUPPORT	2024	2023
Campaign Results	14,824,082	15,909,248
Net campaign results before designations honored	14,299,064	15,362,522
Net campaign results	3,443,622	3,703,841
Net campaign results and other support	12,290,882	11,527,357
EXPENSES	2024	2023
Community impact fund grants, community initiatives and events, community services	7,891,832	9,044,765
Supporting services for annual campaign fundraising, management, and general	5,490,379	5,690,460
Total expenses	13,382,211	14,735,225
Gain on extinguishment of debt	-	-
Change in net assets	(1,091,329)	(3,207,868)
NET ASSETS	2024	2023
Beginning	35,996,765	39,204,633
Ending	34,905,436	35,996,765
ASSETS	2024	2023
Cash and equivalents	2,088,817	6,527,492
Investments	38,101,474	37,917,187
Promises to give, net	5,738,387	5,865,373
Prepaid and other assets	494,685	284,256
Property and equipment, net	2,121,116	2,382,337
Right-of-Use Asset	3,501,027	3,697,311
TOTAL ASSETS	52,045,506	56,673,956
LIABILITIES	2024	2023
Accounts payable and accrued expenses	927,922	1,258,435
Deferred revenue and other liabilities	2,188,877	4,726,877
Contributor designations payable	4,803,464	5,170,384
Grants payable	474,239	1,056,211
Line of Credit	2,250,000	2,150,000
Operating lease liability	6,495,568	6,315,284
TOTAL LIABILITIES	17,140,070	20,677,191
NET ASSETS	2024	2023
Without Donor Restriction		
Operating	10,465,051	8,597,210
Board	22,805,420	25,360,566
With Donor Restriction		
Purpose Restricted	1,459,965	1,863,989
Held in Perpetuity	175,000	175,000
TOTAL LIABILITIES AND NET ASSETS	52,045,506	56,673,956





AFFINITY GROUPS

YOUNG PHILANTHROPISTS

Mr. Matthew Barnhart
 Ms. Marjorie Betubiza
 Mr. Quincy L. Booth
 Mr. Frederick Corte, Jr.
 Mr. Tyler P. Dorn
 Ms. MaccaEna Gannat
 Mr. Omoyemi J. Johnson
 Ms. Jasmine Lea Leonard
 Mr. Corey McCants
 Mr. Stephen N. Miller
 Mr. William Osborn
 Mr. Dedrick Wilson
 Mr. Justin M. Wilson

ALEXIS DE TOCQUEVILLE SOCIETY

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 Mr. and Mrs. William H. Crocker
 Ms. Krista Carlson Di Iaconi
 Mr. Tyler P. Dorn
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 Ms. Linda Rabbitt
 Mr. Martin W. Rodgers
 Mr. Paul N. D. Thornell
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Mrs. Rosie Allen-Herring
Ms. Ayanna S. Bennett
Ms. Marjorie Betubiza
Mrs. Michele Bradshaw
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