

# Who We Help

## ALICE:

### Asset Limited Income Constrained Employed

- In 2014 ALICE (including 5% in poverty) made up just under 24% of Hunterdon households – a slight improvement over 2012 (26%) but still significant

## Basic Household Survival Budget:

In 2014, the average annual Household Survival Budget for a New Jersey family of four (two adults with one infant and one preschooler) ranged from \$55,164 in Hudson County to **\$81,168 in Hunterdon County** – well above the U.S. family poverty rate of \$23,850.

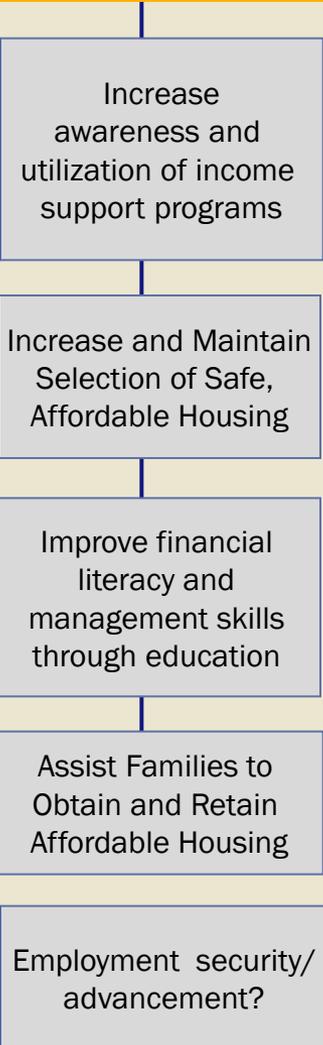
Minimum wage is \$8.60 per hour; Total household survival wage is \$26.87 for a family of 4.

# Community Impact Agenda



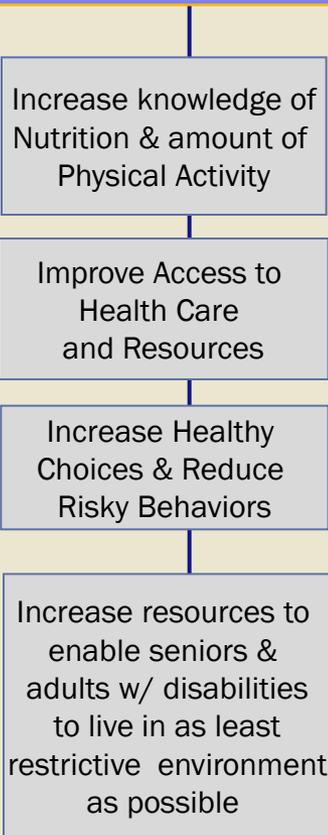
## Focus Area 1: Income

Goal: Improve financial stability of 10,000 Hunterdon County residents by 2020 – 10 by 20  
Stabilize ALICE



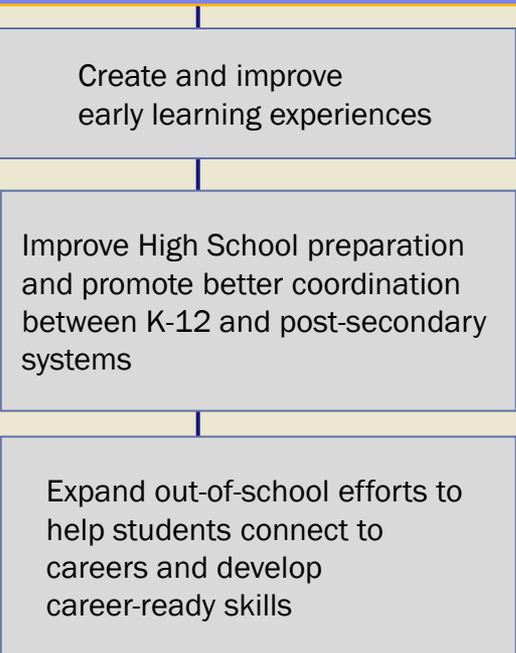
## Focus Area 2: Health

Goal: Ensure all residents have access to a broad range of health care resources  
Two main objectives: Age in place/independent living and healthy behaviors



## Focus Area 3: Education

Goal: Prepare youth and adults to achieve success in academics, work and life



# Letter of Intent Guidelines



A community organization interested in receiving program funding from United Way of Hunterdon County must first submit a letter of intent (LOI).

The LOI allows UWHC/CRISP to assess how the program will benefit the ALICE population – Asset Limited, Income Constrained and often Employed, its correlation between UWHC’s Community Impact Agenda and the proposed program. Priority will be give to programs that

- improve the financial stability of 10,000 Hunterdon County residents by 2020
- reduce health disparities among marginalized Hunterdon County communities

United Way’s Community Resource Investment and Strategic Planning (CRISP) committee and staff will review the LOIs and invite those organizations with seemingly aligned programs to submit full proposals. If more than one organization has a similar proposal or CRISP identifies opportunity for collaboration, those organizations may be asked to meet with CRISP to identify potential ways to move forward collectively.

The LOI should present a concise, logical, and persuasive argument emphasizing how the project will help to solve a significant problem or satisfy an immediate basic need. Organizations are advised to avoid jargon, adjectives, flowery subjective statements which may not be supported by facts.

The LOI shall follow this format and may not exceed two double spaced pages in 11 point Times New Roman font.

# Letter of Intent Guidelines (con't)



Opening Paragraph or summary statement. This should include program overview and outcomes (or expected outcomes), including how the program supports United Way's key initiatives, and requested funding and program budget.

The body of the letter should include the program need and explain why the organization has chosen to respond to this set of issues in this way, previous success and who is being impacted in Hunterdon County.

Organizations should note if there is a similar existing program in the community and highlight why their approach is novel and/or deserving of the special attention that funding connotes.

Indicate if there will be collaboration with other organizations and what their roles will be. Be specific about who does what.

State the specific short-term and/or long-term sustained outcomes and indicate evaluation tools used to measure those outcomes

The UWHC Community Impact Director (and appropriate UW staff) will be responsible for the initial review of all submitted Letters of intent and will remove from further review any submissions that are deemed "incomplete" because they do not contain all the components mentioned above. The CRISP committee will review complete LOIs and identify those programs that appear to best align with UWHC's Community Impact Agenda and key initiatives (e.g., Financial Stability, Access and other disparities for Latino and other Marginalized communities). UWHC will then determine the amounts awarded based on the budgeted funding available.

## Timing-

- February 28th: Deadline for Letters of Intent
- March: Review of Letters of Intent
- April: RFP release to specific organizations
- May/June: Deadline for full proposals
- June/July: Review of proposals and CRISP funding recommendations
- Aug: Board approval of funding
- Sept: Notification to organizations of funding