GOALS
To reduce wealth disparities and improve economic opportunities with financial training and workforce development for individuals and families in the National Capital Area

TARGET POPULATION
ALICE (Asset Limited, Income Constrained, Employed) population comprised of households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county/state

APPROACH
Working with individuals and families on financial training and workforce development to ultimately graduate to business and home ownership and financial success

- Support & coach area residents and ALICE households achieving financial stability through our Financial Empowerment Centers (FEC)
- Embed workforce services in our existing FECs and connect members with jobs & skills training
- Secure sector-based workforce partnerships within the region to solidify employment networks for residents in the region
- Promote home ownership and affordable housing practices
- Promote entrepreneurship and business ownership
- Provide free tax preparation services
- Expand annual Project Homeless Connect event to help those at risk of or experiencing homelessness

United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind – helping children and families live their best lives by reducing disparities and increasing equity.
In the National Capital area, the top 1% makes 22 times the average annual income than the remaining 99% on average.

In Fairfax County, 396,628 households or 28% of the population live in poverty.

In Washington DC, African Americans make up 87 percent of population experiencing homelessness.

### ALICE Population

<table>
<thead>
<tr>
<th>ALICE Population</th>
<th>Poverty</th>
<th>Population struggling to afford basic needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington DC</td>
<td>N/A</td>
<td>15%</td>
</tr>
<tr>
<td>Maryland</td>
<td>30%</td>
<td>9%</td>
</tr>
<tr>
<td>Virginia</td>
<td>29%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Did You Know?**

- **ALICE Population**: Washington DC has no data available.
- **Poverty**: Maryland has 30% poverty, Virginia has 29% poverty, and Washington DC has 15% poverty.
- **Population struggling to afford basic needs**: Maryland has 39%, Virginia has 39%, and Washington DC has 55%.

**Unemployment Increase during the Pandemic**

- **Latinx**: 13x increase
- **Black**: 5x increase
- **White**: 10x increase

*Before the pandemic, Black workers made up 63% of unemployment claimants in Washington DC compared to 16% White and 10% Latinx workers. During the pandemic, Latinx and Black workers continue to be severely impacted.*

**Home Ownership**

- **72%**: White households own homes compared to 49% Black households making the Black homeownership gap 23%

**Poverty Rate**

- **20%**: LGBTQ+ population percentage in the United States, 20% of this population lives in poverty.

*Washington D.C. has the highest LGBTQ+ population percentage.*

Published on July 28, 2020