



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED™

# United Way Resources for Impact

October 11, 2017

United Way  
of the National Capital Area  
[UnitedWayNCA.org](http://UnitedWayNCA.org)





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***At United Way NCA, we fight for the health,  
education, and financial stability of every person  
in our community.***

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# United Way's Community Commitment

In July 2015, United Way NCA launched its Community Commitment, a **\$12.3M, 5-year** initiative, to help residents of the National Capital Area overcome the academic, economic and social barriers to success utilizing a two generational approach.

**Middle School Success:** Prepare 12,000 low and moderate income middle school students for success in high school and beyond;

**Financial Empowerment Centers:** Help 100,000 individuals and families achieve financial independence and financial stability;

**Healthy Eating & Active Living:** Support our neighbors with healthy meals and snacks, as well as nutrition education and fitness programming.

Other Programming:

- Project Homeless Connect (October 19, 2017)
- Character Playbook
- 2-1-1

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## **Do More 24**

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Launched in 2013, Do More 24 is the Greater Washington Region's Day of Giving.

In one day, June 8, 2017, our community raised \$1.67M for nonprofit organizations.

Do More 24's online giving platform is an excellent way for nonprofits to create buzz around their work, engage current and new donors, and raise funds for local impact.

**Save the Date: May 17-18, 2018**

**[www.DoMore24.org](http://www.DoMore24.org)**



## Nonprofit Trainings & Conference

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Through its Nonprofit Learning Series and Annual Community Meeting, United Way NCA presents the opportunity for nonprofit professionals to:

- Engage in knowledge-exchange;
- Build individual and organizational capacity; and
- Achieve greater organizational and community impact.

We look forward to continuing to present valuable training sessions on a variety of topics designed to help nonprofits become more effective, efficient, and sustainable. **Stay tuned for our offerings in 2018!**

# ALICE

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ALICE, a United Way acronym which stands for **Asset Limited, Income Constrained, Employed**, represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, child care, health care, and transportation.

- The United Way *ALICE Project* is a national initiative that provides a framework, language, and tools to measure and understand the struggles of the growing number of households in our communities that do not earn enough to afford basic necessities, a population we refer to as ALICE.

[www.unitedwayalice.org](http://www.unitedwayalice.org)

## Maryland's Report



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