

ALICE STRUGGLES TO MAKE ENDS MEET

ALICE® (Asset Limited, Income Constrained, Employed) workers earn above the poverty level, but less than the cost of basics. As a result, ALICE employees navigate hardships every day and must face tough decisions, like choosing between affordable child care and housing close to work. This impacts their effectiveness as employees. Companies can make a difference and foster positive outcomes for their business by helping to create a stable workplace where ALICE workers thrive.

WHAT IS ALICE@WORK?

United For ALICE@Work exemplifies how United Ways can invest in ALICE and partner differently in the community. Our program includes a variety of methods, including an individualized data report, extensive course curriculum and self-guided action plan, to help businesses understand the lives of their employees and the experiences they face every day. ALICE@Work puts into action internal policies and practices that positively impact the workforce and overall success and sustainability of the business.



THE BUSINESS CASE FOR INVESTING IN WORKERS

Effective workplace strategies produce:

21% Higher Profitability	22% Greater Productivity
39% Higher Customer Satisfaction	59% Less Turnover

Turnover rates are costly at nearly 1.5 – 2x a person's salary, about \$1,500. Sources: [Gallup](#), [Deloitte](#), [SHRM](#)

JOIN THE ALICE@WORK MOVEMENT: ALICEatWork.org



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By securing racial and economic equity for ALICE we can improve life for all.



BENEFITS TO CORPORATIONS

- Attract and Retain Talent
- Enhance Employee Engagement
- Improve Productivity and Performance
- Learn from other business leaders
- Access to Market Insights
- Reduce turnover costs and create a more resilient bottom line
- Improve culture and equity
- Move values to action

HOW IT WORKS

United For ALICE@Work brings organizations and corporations together as partners to help bolster employers' understanding of the unique workplace challenges facing ALICE employees.

Program includes:

- **Customized employee data-analysis** to help corporations understand their ALICE population.
- **Professionally designed course** with engaging instruction (in-person or virtual) that incorporates the needs of each employer throughout the curriculum.
- Tools, resources, and support for each company to develop an individualized **Action Plan**. United Way partners and the ALICE@Work team check-in on a regular basis to ensure progress.
- A growing library of **Case Studies and Resources** where companies can highlight their best practices and learn from others.
- **12 SHRM Professional Development Credits:** After the successful completion of the 12-hour course.



Everybody's love language is retention and having a better employee experience. So, if our employees win, we as a company win, and then those in the community win.

– Gianetta Jones, Sr. Vice President & Chief People Officer, Coca-Cola Bottling Company UNITED, Inc.



Our United Way is not your grandfather's United Way. The world has changed. Instead of being reactive, we can be proactive. That's what ALICE@Work is all about.

– Matt Marshall, President and CEO, United Way of West Tennessee



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