



United Way of Coastal and Western Connecticut

LEADING THE WAY *Together*



OUR NEIGHBORS ARE JUST BARELY MAKING ENDS MEET

Across our 27-town footprint, more than **300,000** of our neighbors—**40% of households**—find it difficult to make ends meet because the cost of living is just too high. These individuals and families, collectively known as ALICE® (Asset Limited, Income Constrained, Employed), face constant financial strain and are often one emergency away from crisis.



In CT, **1 in 6 children are food insecure**. Among children who are Black and Hispanic, **1 in 4 are food insecure**.



Child care providers in our region only have enough licensed slots for **43% of children ages 0-4**, creating a shortage in available, quality care.



The avg. **4-year graduation rate is 76%** for students in Bridgeport, Stamford, and Danbury, compared to a **statewide avg. of 88%**.



“

Meet Elizabeth, a dedicated mother of four boys who balances a demanding job with night college courses, making significant strides toward completing her degree. When a serious illness disrupted her financial stability and forced her to take a two-month leave from work, her savings were quickly depleted. Facing the end of her medical leave with no income, Elizabeth struggled to cover essential expenses. With critical needs financial assistance, she was able to pay her car insurance during this critical time, helping her maintain stability and continue her journey.

BUILDING A BRIGHTER FUTURE

At United Way of Coastal and Western Connecticut, we envision a community where every person is healthy, safe, and economically secure. Our mission is to address critical needs and advance equitable pathways to well-being and financial security for everyone.



IN 2023-2024, WE WERE PROUD TO:



Support more than **150 child care providers** with licensing & professional development, enabling them to offer quality care to **more than 900 children**.



Provide financial assistance to more than **1,250 people with critical needs** such as housing, food, education, youth activities, and utilities.



Improve educational success and life outcomes for **47,658 students** grades pre-K through 12 by **leveraging community-wide partnerships**.



Distribute more than **\$2,885,000** to **126 nonprofits** across UW-managed grant programs, funding initiatives in health, education, financial stability, and re-entry.

OUR BLUEPRINT FOR CHANGE

To create meaningful and lasting change in our community, United Way of Coastal and Western Connecticut employs a comprehensive strategy that centers around our commitment to equity and community. It includes **addressing critical needs** and **creating long-term lasting change** through:

- **Advocacy** | Championing policies that enhance economic opportunities, improve access to services, and provide a safety net.
- **Collective Action** | Addressing root causes of economic instability through partnerships and systemic change.
- **Community Partnerships** | Convening stakeholders from various sectors to drive community-wide change.
- **Direct Service** | Expanding programs to provide immediate support to ALICE households.
- **Grantmaking** | Funding local nonprofits to amplify efforts in supporting ALICE.



WE CAN'T DO THIS WITHOUT YOU

Giving as little as **\$5 per paycheck** can help hardworking ALICE households. Together, we can build a stronger, more resilient community where every person is healthy, safe, and economically secure. **Scan the QR code to GIVE NOW or visit www.unitedwaycwc.org/give to learn more.**



SCAN ME



United Way of Coastal and Western Connecticut

TRANSFORMING DONATIONS INTO LIFELINES

Your contribution is essential in building a strong support system for ALICE households. By providing immediate assistance, funding local nonprofits, advancing policy changes, and supporting cradle-to-career programs, you help create a safety net that lifts up families and fosters a more equitable community.



WHAT YOUR DOLLAR SUPPORTS

“

Haley, a young single mother and survivor of domestic violence, was in temporary housing with her three-year-old son, Joshua. Committed to rebuilding her life, she focused on completing her GED and finding employment. However, living in a rural area without public transportation made it challenging to find affordable child care for Joshua while she attended school. Critical needs funding helped Haley purchase a vehicle and enroll Joshua in a childcare program, providing essential support during this challenging time.

“

Doris, a hardworking and loving grandmother, had recently become the primary caretaker for her two young grandsons. Unfortunately, her limited income took a toll on their financial stability, affecting her ability to cover rent, utility bills, and transportation expenses. Critical needs assistance helped Doris manage these expenses, providing crucial support for their everyday needs.



\$7.7 MILLION 
INVESTED IN THE COMMUNITY

2,200 
VOLUNTEERS MOBILIZED

240 
PARTNERS UNITED

112,000 
NEIGHBORS IMPACTED

REAL PEOPLE. REAL STORIES. REAL IMPACT.

THE POWER OF YOUR DOLLAR.
THINK BIG AND **MAKE A DIFFERENCE** WHEN YOU GIVE.



\$50 Per Week = \$2,600 Per Year

Helps someone start a new child care business and care for children, providing essential support to ensure quality child care is available.

\$35 Per Week = \$1,820 Per Year

Provides access to nutritious food and essential health support, improving health outcomes and food security.

\$20 Per Week = \$1,040 Per Year

Supports a program that helps students transition smoothly from high school to college with resources and guidance.

\$10 Per Week = \$520 Per Year

Assists with gas, groceries, and essentials for someone rebuilding their life after personal loss.

\$5 Per Week = \$260 Per Year

Covers bus passes for a person facing health challenges, helping them attend medical appointments and maintain independence.

\$1 Per Week = \$52 Per Year

Gives new school supplies to a child, ensuring they start the school year prepared and ready to learn.



Scan the QR code to **GIVE NOW** or visit
www.unitedwaycwc.org/give to learn more.

