

MEETING AMERICA'S NEEDS, RESTORING THE PROMISE



MEDIA ALERT: MAY 17, 2018

DATA REVEAL & FORUM ON FINANCIAL HARDSHIP IN AMERICA

THE NATIONAL PRESS CLUB | WASHINGTON, D.C. | 8:30AM – 10:00AM

The United Way *ALICE® Project*, a grassroots movement inspired by United Ways in 18 states, will unveil national data that upends the rosy economic picture portrayed by conventional unemployment and jobs reports. The *Project* developed a series of groundbreaking measurements that quantify the size of who in America's workforce is struggling financially, and the reasons why. United Ways have coined the term **ALICE (Asset Limited, Income Constrained, Employed)** to describe the staggering number of essential American workers who are unable to afford the rising cost of necessities, as revealed by the new data. Presenters will demonstrate how policy makers, business leaders and nonprofits are collaborating on innovative solutions that fight to reduce the ranks of financially fragile working households and secure America's future economic stability.

Presenters will include:

- **John Franklin, Pioneering New Jersey United Way CEO and Stephanie Hoopes, former Rutgers University Ph.D.** who, together, launched the United Way *ALICE Project*
- **Patty Riddlebarger, Director of Corporate Social Responsibility, Entergy**, an \$11 billion energy company with 13,000 employees serving Arkansas, Louisiana, Mississippi and Texas
- **Sarah Berthelot & Odessa Adams-Payne, Louisiana United Way executives** who have partnered with Entergy on an innovative workforce solution
- **Fred Dedrick, Executive Director, National Fund for Workforce Solutions**, a \$30 million national workforce solutions fund
- **Karen Perham-Lippman** who has risen from being ALICE to financial self-sufficiency

Moderator:

Michellene Davis, Executive Vice President and Chief Corporate Affairs Officer, RWJBarnabas Health, New Jersey's largest integrated health care delivery system

Agenda:

8:30 a.m. Registration and refreshments
8:45 a.m. Press briefing starts
9:45 a.m. Q&A
10:00 a.m. Event concludes

Contact for information or to register: Carly Erickson at 202.600.4558 or cerickson@mww.com

Simulcast link: <https://www.webcaster4.com/Webcast/Page/219/25298>

ALICE® is an acronym for Asset Limited, Income Constrained, Employed. This is a project of United Ways in Connecticut, Florida, Hawaii, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin. unitedwayalice.org

