

## We Are Restoring Hope & Building Potential

#United For Alice

### United Way of Northern New Jersey Seeks a Chief Executive Officer

United Way of Northern New Jersey (UWNNJ) seeks a Chief Executive Officer (CEO). The current long-serving CEO has announced his impending retirement. The ideal successor will have an established track record of envisioning and implementing change and growth of a compelling mission to help individuals and families who are working, but who still face significant financial challenges. UWNNJ seeks a CEO who will bring to its organization the competencies required to lead a nonprofit organization in the 2020s, from visionary and entrepreneurial thinking to demonstrated relationship and board building skills.

#### Mission and Vision – Have You Met ALICE®?



*For Sebastian, UWNNJ eased a financial burden and opened the door to career opportunities. "Never underestimate the power of a single human and the effect he or she can have on the world," he says.*

UWNNJ improves lives by mobilizing the caring power of communities to advance the common good. Core to our vision is the belief that improving life for all starts with improving life for **ALICE®**. An acronym for Asset Limited, Income Constrained, Employed, ALICE® represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, childcare, health care, and transportation. Nearly 890,000 New Jersey households – and a quarter of our northern New Jersey neighbors – live in this precarious situation: above the poverty level, but below a basic level of self-sufficiency.

ALICE® is a new lens to see and understand the struggles of households that earn above the Federal Poverty Level, but not enough to afford basic necessities.

For far too many families, the cost of living outpaces what they earn. Yet these workers perform jobs that are critical to the functioning of our local communities – education our children, keeping us healthy, and making our quality of life possible. When funds run short, these households are forced to make impossible choices, such as deciding between quality childcare or paying the rent, filling a prescription or fixing the car. These short-term decisions

have long-term consequences not only for ALICE® families, but for all of us. The future success of our communities is directly tied to the financial stability of these fragile ALICE® households.

- At UWNNJ, **we envision** a world where all those who work to keep our local economies running can support themselves and their families.
- At UWNNJ, **our mission** is to have ALICE® become the standard measure used by nonprofit, government, business and academic institutions to define financial insecurity—thereby changing the common vernacular from “working poor” to “ALICE.”

When ALICE® suffers and is forced to make difficult choices, we all face serious consequences. By providing unbiased data of the highest quality, UWNNJ is working to shine a light on this hidden population that is so critical to the stability of our communities. Our research is used by United Ways nationally as well as others in the nonprofit and government sectors who advocate and provide services for ALICE®. The network of stakeholders who care about ALICE® participate in regular forums to learn and share new ideas, policy innovations, and best practices.



*UWNNJ works to strengthen family caregivers so that caring for an ill, aging, or disabled loved one is not mentally, physically, or financially crippling.*

In addition, UWNNJ is looking beyond temporary fixes to find solutions that result in long-term, sustainable change for individuals and families. Our focus on three areas – Education, Income, and Health – helps ALICE® at three key points – now, in the near term, and with an eye to a better and more stable future.

Armed with knowledge and best practices, UWNNJ’s ultimate goal is to stimulate action that will improve the financial stability and well-being of ALICE® families.

## **ALICE® Reports**

ALICE® reports began as a study of financial hardship in New Jersey. Shedding light on a hidden population—hardworking households earning more than the Federal Poverty Level but not enough to afford necessities—drew the attention of United Way organizations nationally. This work has grown from a pilot in Morris County, New Jersey to the entire state in 2012 and now to more than 800 United Ways in 21 states and scores of other organizations nationally in a grassroots movement to change the national dialogue about financial hardship. Through the ALICE® reports, UWNNJ is providing a nonpartisan tool that business, government, nonprofits, the faith-based community and residents can use to work together to improve conditions for ALICE® and all residents.

## UWNNJ's Response to ALICE® in New Jersey

For a growing number of New Jersey households, the struggle to survive has become a way of life. Every day, families make tough choices such as deciding between quality childcare and paying the rent. According to the latest UWNNJ ALICE® Report, 1.2 million households in New Jersey are unable to afford the state's high cost of living. UWNNJ helps 133,000 ALICE® households and those in poverty who are living paycheck to paycheck:

- 5,600 families received free tax preparation services saving them \$1.5 million in tax preparation fees and pumping \$6.4 million back into the economy.
- 3,400 children attended stronger early education centers, providing them with a solid foundation for school and life.
- 2,300 unpaid family caregivers received critical support and resources to help them care for an ill, aging, or disabled loved one.

### Selected National Outcomes: Advocacy

- **Florida:** In 2019, United Way of Florida issued a policy and advocacy agenda that focused on addressing the needs of ALICE families in the state of Florida. <http://www.uwof.org/sites/uwof.org/files/Final%20Consensus%20Agenda%20-%202019.pdf>
- **Iowa:** Iowa's 2019 policy platform is informed and validated by the Iowa ALICE data. <http://www.uwiowa.org/public-policy>
- **Michigan:** Michigan United Ways' 2019 policy platform is based on helping stabilize struggling ALICE families. <http://www.uwmich.org/publicpolicy/>
- **New York:** United Way of New York State's 2019 Public Policy & State Budget priorities include ALICE and helping citizens achieve a living wage, affordable childcare, and better access to jobs through workforce development. <https://uwnys.org/public-policy/>
- **Texas:** United Ways of Texas (UWT) believe that active participation in policy advocacy is critical, not just to furthering the impact of their work, but to driving lasting systemic change. UWT's 2019 public policy agenda focuses on issues of importance to ALICE - education, financial stability, and health, as well as support for the nonprofit sector. <https://www.uwtexas.org/sites/uwtexas.org/files/UWT%20Agenda%202019%20V8.10.pdf>
- **United Ways of the Pacific Northwest:** Priorities include economic mobility for struggling individuals and families, access to quality early education and affordable housing and homelessness. <https://www.uwpnw.org/washingtonlegpage>

### Selected National Outcomes: Community Impact

#### United Way of Connecticut:

- ALICE Saves combines two programs that help low-to-moderate income families in Connecticut establish a lifelong habit of savings. SaverLife, a product of the innovative

nonprofit EARN, offers cash rewards to savers, and Trusted Advisor, from Neighborhood Trust Financial Advisors, provides them with free financial counseling.

**United Way of Monmouth and Ocean Counties (New Jersey):**

- Ten Financial Success Centers (FSC) are targeting the ALICE population. The FSC services are free and include screening for benefits, assistance with applications, connections to community resources. Every participant meets with a trained financial coach.

**United Way of Indian River:**

- UW of Indian River is offering a childcare program to give stability and educational opportunities to working families who are ineligible for state subsidized care but don't make enough to afford high quality full day care for their children while they work. Childcare Resources is a high quality NAEYC accredited early education program for the ALICE population. Enrollment Requirements include, working full-time (at least 30 hours per week), attending school full-time (12 credit hours), or a combination of both that adds up to a full-time position, and meeting the income eligibility requirements (150-200% of the federal poverty level).

**United Way of Buffalo and Erie (New York):**

- THRIVE Buffalo places individuals in growing job opportunities through the removal of barriers to employment. Partners include, Buffalo Employment & Training Center, Northland Workforce Development Center, Buffalo/Niagara Partnership.

**United Way Videos Raising Awareness of ALICE®**

- United Way of Northern New Jersey  
“Meet Charlene” <https://www.youtube.com/watch?v=72iheXNyKZM>
- United Way of Pennsylvania  
“An Overview of ALICE” <https://youtu.be/Z7N7teWD2r8>
- Rappahannock United Way (Virginia)  
“I am ALICE” <https://www.youtube.com/watch?v=IG7l7d4mqig>
- United Way of South Florida  
“United Way of South Florida ALICE Report”  
<https://www.youtube.com/watch?v=HIRNtkfnII4>
- United Way of Pennsylvania  
“How Communities Can Support ALICE in PA”  
[https://www.youtube.com/watch?v=s\\_YLWEQvVOg&feature=youtu.be](https://www.youtube.com/watch?v=s_YLWEQvVOg&feature=youtu.be)

## The Role of the Chief Executive Officer



*UWNNJ works to prepare the next generation's workforce by increasing access to quality education.*

The incoming CEO will be expected to envision, implement, and manage significant growth, as UWNNJ works to fulfill its commitment to provide solutions for ALICE® in New Jersey, and to promote the interests of ALICE® nationally. The CEO will continue and expand the legacy established by the retiring CEO. The CEO's responsibilities will include, but will not be limited to, the following:

- Passionately advocating throughout the community, region, and state for ALICE® individuals and families
- Empowering a staff of 40 that will promote the UWNNJ mission, philosophy, and values throughout the organization
- Building and supporting an effective Board of Trustees and serving as an advisor to all Board committees
- Developing and executing a comprehensive strategic plan of action to position the organization for future success and growth
- Providing leadership in cultivating and soliciting new and existing

relationships in the corporate, business, civic, and foundation sectors to increase private sources of funding

## Candidate Qualifications and Experience

The ideal candidate will be a proven and recognized leader who brings to UWNNJ a record of significant accomplishments as well as the competencies needed to continue and expand the organization's mission, including:

- Visionary thinker with an entrepreneurial spirit
- Transformational leader with a demonstrated success in organizational turnaround
- Business acumen and demonstrated decision-making skills
- Relationship builder and collaborator
- Excellent communicator and public speaker
- Relationship builder with a well-connected network
- Executive leadership presence
- Inspirational motivator
- Effective management and organizational skills
- Experience with philanthropy and a demonstrated track record of fund raising and development
- Recognized thought leader and brand builder
- Exceptional interpersonal communication and listening skills
- Board development experience and record of strong board engagement

The successful candidate will also demonstrate a passion for ALICE, and a genuine desire to develop solutions to the hurdles experienced by individuals and families who are working, but who struggle to afford basic necessities.

### **Compensation Package**

UWNNJ is prepared to offer a competitive benefits package which includes salary as well as paid vacation and holidays, healthcare benefits, and a 401K retirement plan, dental, vision and employer paid group term life and long-term disability. This position also offers the opportunity to work with a dedicated team of professionals who are passionate about making a meaningful difference in the lives of ALICE® individuals and families in New Jersey, and nationally.

If you would like to discuss this opportunity further, please contact Joe Duffy at [Joe@dennismiller.com](mailto:Joe@dennismiller.com) or phone at 973-296-2499 or Dennis C. Miller at [dennis@dennismiller.com](mailto:dennis@dennismiller.com) or phone at 201-956-1810. If you are interested in being considered as a candidate for this position, please send a cover letter and your resume to Michele Hickey at [michele@dennismiller.com](mailto:michele@dennismiller.com).



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