

ECONOMIC OPPORTUNITY

LIVE UNITED®

FINANCIAL & WORKFORCE TRAINING FOR HOME OR BUSINESS OWNERSHIP

GOALS

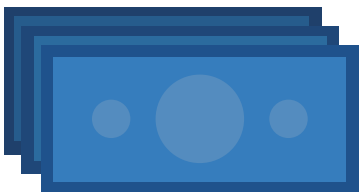
To reduce wealth disparities and improve economic opportunities for individuals and families in the National Capital Area

TARGET POPULATION

Individuals and families with low to moderate income

United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind – helping children and families live their best lives by reducing disparities and increasing equity.

APPROACH



Working with individuals and families on financial training and workforce development to ultimately graduate to business and home ownership and financial success

- ▶ Continue to support & coach area residents in achieving financial stability through **Financial Empowerment Centers (FEC)** to help ALICE households
- ▶ Embed workforce services in our existing FECs as well, **connecting members with jobs & skills training**
- ▶ **Secure sector-based work force partnerships within the region to solidify employment networks for participants benefit**
- ▶ **Promote home ownership and affordable housing practices**
- ▶ **Promote entrepreneurship and business ownership**
- ▶ Continue focus on **free tax preparation and expand annual Project Homeless Connect (resource fair for those at risk of or experiencing homelessness) event**

DID YOU KNOW?

White households have 10 times as much wealth as Black households.

22x

In the DMV area, the top 1% makes 22 times the average annual income than the remaining 99% on average.

17k

The median wealth of White households was \$171,000 in 2016 vs. \$17,100 for Black households.

40%

African Americans make up 13% of the general population, but more than 40% of the homeless population.

ALICE (Asset Limited, Income Constrained, Employed) population is comprised of households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county/state.

	ALICE	Poverty	Population struggling to afford basic needs
Montgomery County	27%	7%	34%
Prince George's County	35%	8%	43%
Virginia	28%	11%	39%

POVERTY RATE

21.6%

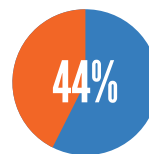
The rate for LGBTQIA+ is 21.6% compared to cisgender straight individuals at 15.7%.

STUDENTS VS STUDENT LOAN DEBT

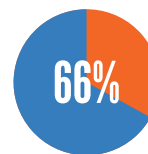
\$30,400

Black women graduate with the most debt at \$30,400, on average. Compared to \$22,000 for white women and \$19,500 for white men.

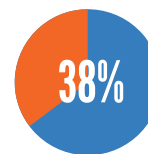
JOB OR WAGELOSS DUE TO THE PANDEMIC



Black



Latinx



White

**WHEN NONE ARE IGNORED,
ALL WILL THRIVE.**



PLACE-BASED STRATEGY

LIVE UNITED®

IMPROVE COMMUNITY OUTCOMES

GOALS

Provide strategic evidence-based programming and a results-driven framework to close community wide gaps by establishing quality school, financial and health-based initiatives.

TARGET POPULATION

ALICE (Asset Limited, Income Constrained, Employed) population comprised of households that earn more than the Federal Poverty Level, but less than the basic cost of living for the country/state

United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind – improving the lives of children and families by reducing disparities and increasing equity.



APPROACH

- ▶ Support & coach area residents in achieving economic opportunity
- ▶ Embed workforce services in the community connecting members with jobs & skills training
- ▶ Incorporate community schools in the community
- ▶ Promote and implement evidence-based programs in community schools
- ▶ Offer telehealth services in the community
- ▶ Fun, Fly & Fit programming to promote a healthy body, healthy mind approach
- ▶ Financial Empowerment Centers provide financial coaching, tax prep and credit improvement workshops
- ▶ Promote volunteer opportunities and events in the community

DID YOU KNOW?

In the National Capital Area, the top 1% makes 22 times the average annual income than the remaining 99% on average

70%

New research suggests that students returning to school in the fall of 2020 or later will retain about 70% of this year's gains in reading and less than 50% in math

76%

In Washington, DC, 76.4% students are eligible for free or reduced-price lunch

Place-Based Strategy



WHEN NONE ARE IGNORED,
ALL WILL THRIVE.

