

# INCOME:

## IMPROVING FINANCIAL STABILITY

Financial stability gives people the opportunity to thrive. Reliable income, stable employment, opportunities for mobility and a strong support system are essential for their well-being.

Beyond the usual depictions of poverty, Florida has a growing ALICE (Asset Limited, Income Constrained, Employed) population. These households, which make up 1 in 3 of our households in Central Florida, work hard to be above the poverty level but still cannot afford essentials like transportation, healthcare, or housing.



By focusing on financial stability, we can help these families succeed and thrive.



### Achieving Full Potential

## Comprehensive Change

By focusing on prevention instead of intervention, Heart of Florida United Way believes it can change the future for generations of families. We impact the community by focusing on the building blocks of a good life:

- **Quality Education**
- **Financial Stability**
- **Good Health**
- **Access to permanent housing and food**

By addressing the holistic needs of the individual, we are able to create a sustainable shift in their situation that helps them reach their full potential.

Taylor, a parent, wants to provide a stable life for his daughter. United Way helps by:

-  Developing Taylor's skillset to enhance his employability
-  Improving his financial literacy to help Taylor develop and keep a budget
-  Providing access to healthcare so he misses less work
-  Teaching Taylor to save so he can afford a down payment on a new home

**\$1** INVESTED  **\$7** SAVED  
in prevention on intervention

At Heart of Florida United Way, our goal is simple:  
**TO HELP PEOPLE ACHIEVE THEIR FULL POTENTIAL.**



The numbers represented below are a direct result of efforts in the community supporting financial stability.



**88,018** clients were served by United Way-funded programs

**18,644** clients served with financial education and budget training



**62%** improved employability skills

**92%**

obtained/maintained affordable housing



**85%** increased financial literacy

**84%** increased assets toward financial stability



## HOW YOU CAN HELP

To change lives, we need your help. We ask you to join us to create sustainable change for Central Florida:

**GIVE:** Help solve pressing issues by giving in a workplace campaign or through an individual donation.

**ADVOCATE:** Lend your voice by advocating for key solutions that will enable growth for all.

**VOLUNTEER:** Share your time, skills and expertise to help your neighbors in need.

\*Data reflective of the 5 years of results

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