FOR IMMEDIATE RELEASE

Heart of Florida United Way Establishes Fund
to Assist ALICE Workers Impacted by Economic Consequences
of COVID-19/Coronavirus

Heart of Florida United Way makes $100,000 initial investment;
encourages other businesses to do the same

ORLANDO, Fla. (March 17, 2020) – In response to the COVID-19/Coronavirus pandemic, Heart of Florida United Way has established a fund to support Central Florida residents whose financial stability is being impacted. Heart of Florida United Way has made an initial investment of $100,000 to seed the fund, but is seeking financial support to aid as many families as possible. The focus of the fund is to support the ALICE (Asset Limited, Income Constrained, Employed) population experiencing hardship due to decreased hours or unpaid leave. Nearly half of Central Floridians are ALICE, living paycheck to paycheck.

“ALICE families are working hard to survive, but one financial emergency away from being sent into a financial tailspin. That emergency is here, and it’s COVID-19,” said Jeff Hayward, President and CEO of Heart of Florida United Way.

Specifically for residents of Orange, Seminole and Osceola counties, the ALICE Fund provides rent, mortgage and utility assistance to help prevent eviction and homelessness. Clients must demonstrate financial need by presenting documentation including but not limited to bank statements, pay stubs, rent agreements, utility bills, etc. For those seeking assistance, contact Heart of Florida United Way’s 211 Information and Referral Crisis Line by dialing 2-1-1, texting your zip code to 898211 or chatting online at www.HFUW.org/Chat.

As is the case with many organizations across the state, Heart of Florida United Way’s office is closed, but 211 remains operational. Individuals seeking assistance should reach out to 211 to be screened and gather appropriate documentation. Clients will be fully processed once all documentation is received and Heart of Florida United Way offices re-open.

“It is very encouraging to see companies stepping up to support their ALICE workers by offering pay while operations are suspended,” continued Hayward. “Even with this, the financial stability of these families is incredibly fragile. Heart of Florida United Way and corporate partners who support our work are adding an extra safety net to help support families who are teetering on the edge through these uncertain times.”

To contribute to the ALICE Fund for COVID-19, you can learn more at www.HFUW.org/Virus.
All financial support directed to this fund will be used to provide basic needs to ALICE families in Central Florida through Heart of Florida United Way programs or partner agencies.

About Heart of Florida United Way
Heart of Florida United Way (HFUW) is Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical health and human service programs. In 2018-19, it raised and managed more than $22.4 million in total resources, including $16.6 million raised for the Community Fund that invests in dozens of vitally important programs in the community throughout Orange, Osceola and Seminole counties. HFUW fights for the health, education and financial stability of every person in Central Florida. It operates United Way 2-1-1, Central Florida’s information and assistance, crisis, suicide and referral helpline; Volunteer Resource Center and the Ryan White program, which administers nearly $3.2 million to provide HIV/AIDS services and referrals. HFUW impacts more than 400,000 individuals annually through its direct service and funded programs. United Way partners with local businesses, government, other charities to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. Visit www.HFUW.org for more information, or call (407) 835-0900.

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