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Truist Donates $500,000 to Heart of Florida United Way
to Assist ALICE Workers Impacted by Economic Consequences of COVID-19/Coronavirus

ORLANDO, Fla. (April 29, 2020) – Today, Heart of Florida United Way announced that it received a $500,000 grant from Truist Financial Corporation to support the ALICE Recovery Fund. The focus of the fund is to support the ALICE (Asset Limited, Income Constrained, Employed) population experiencing hardship due to decreased hours, job loss or unpaid leave. Nearly half of Central Floridians were ALICE, living paycheck to paycheck, prior to the COVID-19 crisis.

The grant is part of the financial services company’s Truist Cares initiative, a $25 million philanthropic pledge announced in March to support basic needs, medical supplies and financial hardship relief due to COVID-19.

“It’s in challenging times such as these when we see community champions rise to the occasion,” said Jeff Hayward, president & CEO, Heart of Florida United Way. “In Central Florida, tens of thousands of people are turning to United Way in their time of need. We are grateful to have a strong partner and community champion in Truist who is ready to help and bring much needed relief to so many in our community.”

“We are facing unprecedented times and are facing significant uncertainties, but through it, we are banding together to become stronger as a community,” said Sandy Hostetter, Central Florida regional president for Truist. “It’s important to Truist to be there for our community and walk with them through this challenge, and others that may lie ahead. We knew Heart of Florida United Way was a trusted partner creating positive change in people’s lives for many years. We are happy to be able to help Central Floridians through the ALICE Recovery program.”

Specifically for residents of Orange, Seminole and Osceola counties, the ALICE Recovery Fund provides rent, mortgage and utility assistance to help prevent eviction and homelessness. To learn more about Heart of Florida United Way’s response to COVID-19 in Central Florida or request assistance, visit www.HFUW.org/Virus.
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.

About Truist
Truist Financial Corporation is a purpose-driven financial services company committed to inspire and build better lives and communities. With 275 years of combined BB&T and SunTrust history, Truist serves approximately 12 million households with leading market share in many high-growth markets in the country. The company offers a wide range of services including retail, small business and commercial banking; asset management; capital markets; commercial real estate; corporate and institutional banking; insurance; mortgage; payments; specialized lending and wealth management. Headquartered in Charlotte, North Carolina, Truist is the sixth-largest commercial bank in the U.S. with total assets of $506 billion as of March 31, 2020. Truist Bank, Member FDIC. Learn more at Truist.com.

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