

# United Way



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## United Way of Mason County

### Volume 03, Summer Edition

United Way of Mason County announces the 2021/2022 Agency Grantees

Individuals and Families Becoming Financially Stable

Habitat for Humanity of Mason County  
Lakeshore Food Club  
The Salvation Army

Individuals and Families Living a Healthy Lifestyle

Association for the Blind and Visually Impaired  
Ludington Area Senior Center  
Mason County Central Schools

Children and Youth Achieving Their Potential

Catholic Charities West Michigan  
Staircase Youth Services

United Way of Mason County programs that also received funding for the 2021/2022 grant year.

Lakeshore Employer Resource Network  
Mason County Family Link  
211 Information Resource

For more information on the agencies funded and our programs, please visit our website at <https://www.masoncountyuw.org>.



# Who is ALICE?

ALICE is our neighbor or friend that works full time but simply can't make ends meet. The senior citizen that just doesn't have enough to get by. The family where both parents work, but have two young kids in childcare. They live paycheck to paycheck, without enough money left at the end of the month for the basic necessities.

ALICE is the acronym for Asset Limited, Income Constrained, Employed. The households that earn more than the Federal Poverty Level but less than the basic cost of living for the county they live in.

Recently, new data was released for ALICE that shows Michigan and Mason County an updated view of who ALICE is. According to the most recent ALICE data, 41% (4,996) of Mason County households live below the ALICE threshold.

A household survival budget for a single adult in Mason County is \$22,068,

whereas the survival budget for a family with two adults and two small children in childcare is \$61,524. Mason County's median household income is \$51,725 which falls well below the ALICE threshold for that family of four.

The household survival budget used to establish the ALICE threshold covers the basic necessities such as housing, food, transportation, childcare, technology, healthcare and taxes. It does not include a savings for emergencies or unexpected costs.

Go to this website to explore the new data and get a better picture of who ALICE is, both in Michigan and Mason County: <https://www.unitedforalice.org/state-overview/Michigan>

**ALICE is our friend, our neighbor, our coworker...and we might not know it.**

## Highlights of the Quarter

### 01 Text to Give

We have made it easier than ever this year to give to the 2021/2022 Campaign by adding a text to give feature. To join, text LIVEUNITED to 269-89 and sign-up in the resulting text. You can choose a one time donation, a monthly donation or a new round-up option. You can now round-up purchases on a registered card throughout the month for a monthly donation to UWMC! And remember, 98% of your donation stays right here in Mason County!

### 02 Suds on the Shore

We are excited to announce that Suds on the Shore Craft Beer and Wine Festival is returning for 2021! The festival will take place on Saturday, August 21st at Rotary Park from 12:00pm - 5:00pm. Purchase your tickets online at Eventbrite for \$45. For more information, please visit <https://www.sudsontheshore.com>. The proceeds from this event benefit United Way of Mason County and our work in the community.

### 03 Equity Challenge

Stay tuned for more information on this interesting opportunity for United Way of Mason County to highlight equity and inequity within our community. With the ALICE report release, we are aware more than ever of the struggles that many of our friends and neighbors face day to day. At United Way of Mason County, we believe that we can bring awareness and education to this issue.