

UNITED WAY BLACKHAWK REGION

MEET ALICE

She works. She earns. She still cannot cover the basics.

ASSET
LIMITED
INCOME
CONSTRAINED
EMPLOYED

YOUR NEIGHBOR. YOUR COWORKER. YOUR FRIEND.



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WHO IS ALICE?

TOO MUCH TO QUALIFY FOR HELP. NOT ENOUGH TO GET BY.

The ALICE Threshold counts what a household actually has to pay for:



Housing



Child care



Food



Transport



Health care



Phone



Taxes

No savings. No cushion. Nothing left over when something breaks.

\$84,372

What a Wisconsin family of four
needs to cover the basics

\$31,200

What the federal government calls
poverty for that same family



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ALICE IN ROCK COUNTY

4 IN EVERY 10 HOUSEHOLDS.



40%

of Rock County households live below the ALICE Threshold. That is 27,150 households. Statewide the rate is 35 percent.

BELOIT 44%

JANESVILLE 38%

of households below the ALICE Threshold

Source: United For ALICE, 2026 Wisconsin Data Sheet (2024 data)



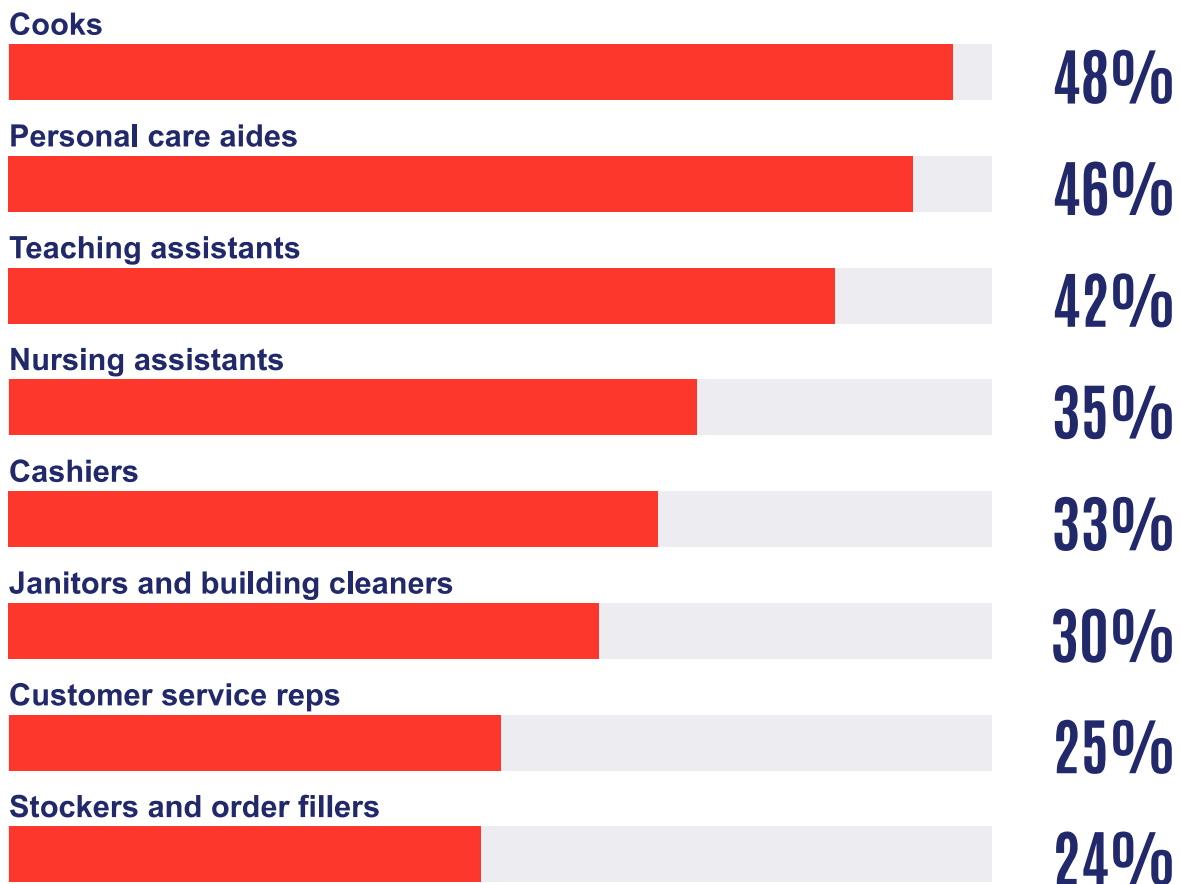
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ALICE IS

THE PEOPLE THIS COMMUNITY RUNS ON.

Share of Wisconsin workers in these jobs living below the ALICE Threshold



These are the jobs that keep our schools, clinics, restaurants, and factories open every single day.

Source: United For ALICE, The State of ALICE in Wisconsin, 2026 (2024 data)



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WHAT ALICE IS UP AGAINST

ONE FLAT TIRE. THAT IS THE MARGIN.



A steady household and
a crisis can be four
weeks apart.

- 1 The car breaks down on a Tuesday.
- ↓
- 2 The repair costs more than the rent is short.
- ↓
- 3 Two shifts get missed, so the paycheck shrinks.
- ↓
- 4 The late fee lands before the next deposit does.

UNITED WAY CLOSSES THAT GAP BEFORE IT OPENS.

United Way Blackhawk Region

TODAY YOU CLOSED THE GAP.

Every project you touched today supports a neighbor who is working hard and still coming up short. Keep going.



FINANCIAL SECURITY



HEALTHY COMMUNITY



YOUTH OPPORTUNITY



COMMUNITY RESILIENCY

GIVE, VOLUNTEER, OR FIND HELP.

Dial 211 anytime, day or night. Scan the code to connect.



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GET CONNECTED. GET HELP.

One free, confidential call connects you to help in Rock County.
Available 24 hours a day, seven days a week.

- Rent and utility assistance
- Food pantries and meal sites
- Child care and youth programs
- Health and mental health care
- Transportation and job support
- Help for older adults and caregivers

DIAL 211

Free. Confidential. 24/7.

A blue speech bubble icon with a white '211' inside. The bubble has a white outline and a small tail pointing towards the bottom right.



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211 IN ROCK COUNTY

NEIGHBORS REACHED OUT. 211 ANSWERED.

2025 Rock County Service Report



8,768

Total referrals



3,293

Total contacts



31,000

Minutes serving clients



325

Agency sites



171

Chat, text, and email contacts



122

App visitors

ONE CALL. THE RIGHT HELP. DIAL 211.

Source: 211 Wisconsin, 2025 Rock County Service Report



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