

Meet ALICE


What is ALICE?

For a significant portion of households across New Mexico, financial stability remains an elusive goal despite their hard work and dedication. These households, collectively referred to as **ALICE**[®] – **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed—earn above the Federal Poverty Level but struggle to afford the basic necessities required for a decent standard of living. **ALICE** represents a vital segment of our community.


Why ALICE in New Mexico?

ALICE in New Mexico will focus on providing essential assistance and support to **ALICE** households across the state. A statewide program administrator, funded through sponsorship investments, will be employed to oversee the implementation of initiatives and address the specific needs of **ALICE** residents. Additionally, your sponsorship will contribute to covering the costs associated with producing the **ALICE** report, which provides critical insights into the financial challenges faced by **ALICE** households in our state. Through strategic initiatives and collaborative efforts, the program seeks to alleviate financial strain, empower individuals, and build stronger, more resilient communities.


YOU DO KNOW **ALICE**



Robert is a 14 year veteran with the local Fire Department. He has a wife and 2 sons, and lives paycheck to paycheck, just keeping his head above water. Robert is a good example of ALICE.



Mrs. Lewis is your child's favorite teacher. Were you aware that she has to work a retail job at night to help pay for her daughter's school and care for her disabled husband? She is ALICE.



Rodney always delivers a smile with his packages. Did you know his sick mother lives with him and his 5-year-old son in a one-room apartment? Smiling outside, struggling on the inside. Rodney is ALICE.

SPONSORSHIP OPPORTUNITIES:

ALICE Champion: \$100,000 for Three Years

This level represents the highest tier of commitment and signifies a profound dedication to championing the cause of ALICE households.

- Prominent recognition as the top-level sponsor in all statewide program materials.
- Company logo on New Mexico's statewide report.
- Recognition and logo on National United For ALICE website.
- Recognition of partnership included in press releases and on UWNCNM website.
- Company message in ALICE program welcome letter (Full page).
- Company logo on ALICE event banners.
- UWNCNM Shared Purpose customized volunteer opportunity.
- UWNCNM Week of Caring employee volunteer opportunities.
- Opportunity to collaborate on program development and implementation strategies.
- Invitation to exclusive events and networking opportunities with key stakeholders.
- Engage with United For ALICE by participating on a Research Advisory Committee for NM.

SPONSORSHIP OPPORTUNITIES:

ALICE Advocate: \$50,000 for Three Years – 2 Sponsorships Available

- Recognition as a second-level sponsor in program materials and communications.
- Company logo on New Mexico's statewide report.
- Recognition and logo on National United For ALICE website.
- Recognition of partnership included in press releases and on UWNCNM website.
- Company message in ALICE program welcome letter (1/2 page).
- UWNCNM Week of Caring employee volunteer opportunities.
- Participation in program planning discussions and stakeholder meetings.
- Engage with United For ALICE by participating on a Research Advisory Committee for NM
- Networking opportunity at annual United For ALICE Summit

ALICE Supporter: \$25,000 for Three Years – Multiple Sponsorships Available

- Acknowledgment as a sponsor in select program materials and publications.
- Company logo on New Mexico's statewide report.
- Recognition of partnership included in press releases and on UWNCNM website.
- UWNCNM Week of Caring employee volunteer opportunities.
- Participation in program planning discussions and stakeholder meetings.
- Engage with United For ALICE by participating on a Research Advisory Committee for NM
- Networking opportunity at annual United For ALICE Summit

ALICE Representative: \$15,000 for Three Years – Multiple Sponsorships Available

- Company logo on New Mexico's statewide report.
- Recognition of partnership included in press releases and on UWNCNM website.
- UWNCNM Week of Caring employee volunteer opportunities.
- Participation in program planning discussions and stakeholder meetings.
- Networking opportunity at annual United For ALICE Summit

To learn more please contact:

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505.247.3671



**United Way of North
Central New Mexico**



ALICE Sponsorship PLEDGE FORM

COMPANY NAME ▲

COMPANY ADDRESS ▲

CITY

STATE

ZIP

CONTACT NAME ▲

CONTACT PHONE

CONTACT EMAIL ▲

1. BILL ME _____ AMOUNT to bill \$: _____
Please bill me: Now Starting in month: _____
2. CREDIT CARD (AmEx, Discover, MasterCard, Visa) _____ AMOUNT to bill \$: _____
Please charge me: Now Starting in month: _____
Card #: _____ Exp. Date: _____ CVV: _____
3. CHECK (Enclosed & made payable to United Way) _____ CHECK #: _____ CHECK DATE: _____

For more information contact Rodney Prunty at
505-247-3671 or RodneyPrunty@uwncnm.org.

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Thank you for your sponsorship!

*Together, we can create lasting solutions that promote financial stability, opportunity,
and resilience for all New Mexicans.*



**United Way of North
Central New Mexico**