

# 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**<sup>®</sup> – **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:

**Rodney Prunty**

**President and CEO**

**United Way of North Central New Mexico**

[Rodney.Prunty@uwncnm.org](mailto:Rodney.Prunty@uwncnm.org)

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.

United Way of North Central New Mexico | 2340 Alamo Ave. SE, 2nd Floor | Albuquerque, NM 87106

*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**