**Speaking Notes for Leadership:**

* ALICE households (1 in 4 in York County) work hard but still can’t afford the basics.
* ALICE is Asset Limited, Income Constrained, Employed.
* ALICE households are often our coworkers, friends, or loved ones.
* United Way supports households through 2-1-1 which is 24/7 support
* United Way provides support in:
	+ Affordable childcare
	+ Reliable transportation
	+ Free tax prep & financial education
* **New in 2026:** Charitable deduction for non-itemizers!
	+ Up to $1,000 for individuals and $2,000 for married couples
	+ Payroll deduction gifts from this campaign are eligible
* Every donation counts and now it’s tax-smart.
* Donor networks like **Women United** and **Emerging Leaders Society** are great ways to get more involved.
* Let’s Give Back. Get Involved. Take Action… Together.