

Dear Friends,

Every day, I meet people who embody the ALICE experience: individuals who work hard, often juggling multiple jobs, but still struggle to afford basic needs like housing, childcare, and healthcare. ALICE stands for Asset Limited, Income Constrained, Employed, and represents our neighbors, friends, and coworkers who keep our community moving but remain one emergency away from financial hardship. Their story is personal to all of us because the struggle of ALICE touches so many lives.

The data is staggering: 46% of people in the Heart of Maine are below the ALICE threshold. But behind the statistics are real people—the grocery store cashier who greets us with a smile, the childcare worker who cares for our youngest, the nursing assistant helping our sick loved ones. At HoMEUW, we are dedicated to ensuring that these statistics and stories are met with action. With your support, we're making a difference for ALICE families, helping them navigate challenges and find stability.

This year, we aim to raise \$1.72 million, which will improve the lives of 125,114 neighbors across our six-county region—that's 1 in 3 people! The funds raised will support 40 agency programs, 9 United Way-led initiatives like 211, and Bundle, as well as our Neighbors United drives, which provide families with food, diapers, school supplies, hygiene products,

and more. We are thrilled to announce the expansion of our Bundle initiative, which provides new parents with critical resources and support, into Waldo County. Thanks to your generosity, we are growing this initiative beyond the Maine Highlands to help even more families across the Heart of Maine.

Your impact is clear. Because of you, more ALICE families are receiving the support they need to weather life's storms. More children are going to school prepared, more parents are able to provide for their families, and more individuals are finding the resources to move forward. We are not just addressing needs—we are creating opportunities for families to thrive.

Thank you for your continued dedication to your community. You are essential partners in our mission.

With gratitude,

Shirar Patterson
President & CEO



GIVE TODAY

Your gifts make the incredible work of **33 agencies and 40 programs** across our six county region possible. Strategic Investment Grants provide organizations with stable funding over three years so they can provide critical services in our communities.

In the Heart of Maine, 46% of households struggle to afford their basic expenses. Over the past year, HoMEUW helped 122,747 people, many of whom are ALICE (Asset Limited, Income Constrained, Employed), through our initiatives and investment in nonprofit programs.

If you would like to influence where your dollars are invested in the next cycle of grantmaking, we invite you to become a volunteer grant reviewer in 2025. To talk more about this opportunity, please email Elaine Thomas, Senior Manager of Community Impact, at elainet@homeunitedway.org.



OUR GOALS

BOLD GOAL 1: BASIC NEEDS

Meet basic needs and promote self-sufficiency for all.

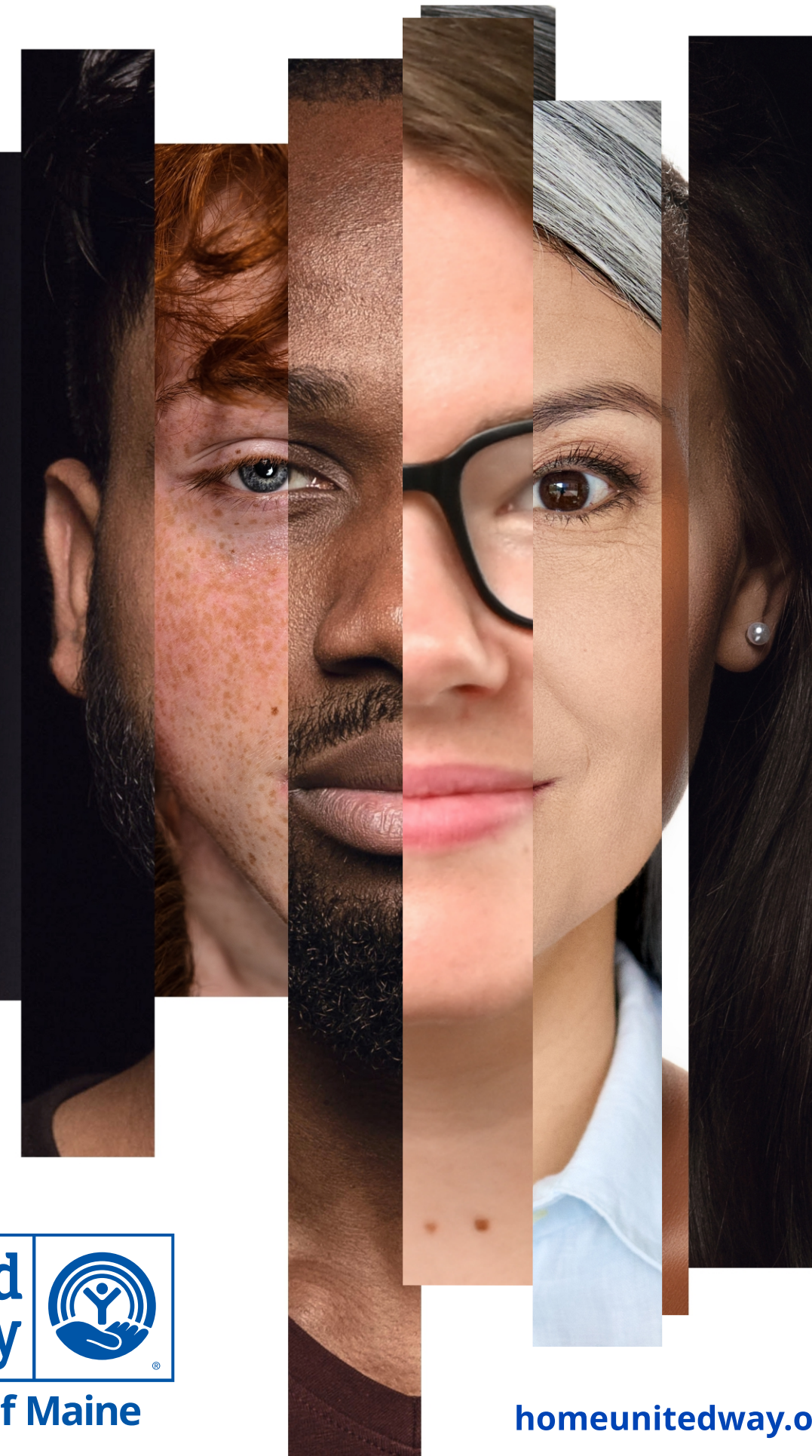
BOLD GOAL 2: SUBSTANCE USE DISORDER

Prevent, treat, and support recovery from Substance Use Disorder.

BOLD GOAL 3: EARLY CHILDHOOD

Ensure all children have quality early learning experiences.

UNITED FOR ALICE



homeunitedway.org

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OUR IMPACT

COUNTY	% Below ALICE survival budget	# Programs & Initiatives Funded	# Served by HoMEUW
Hancock County	42.9%	19	36,129
Penobscot County	45.8%	32	45,292
Piscataquis County	47.2%	15	7,887
Somerset County	48.1%	14	13,705
Waldo County	45.3%	12	7,936
Washington County	50.1%	13	11,798

EMILY'S STORY: THE RESILIENCE OF ALICE

As a working mom living paycheck to paycheck, Emily was one emergency away from financial crisis. When she started working for Penquis CAP, she was—in her words—“over the moon to join the incredible staff, all striving to be the wind beneath someone’s wings. Little did I know that my own wings would need that very gust of support just a year after being hired.”

EMILY AND HER YOUNG SON HAD NO CHOICE AND HAD TO ABRUPTLY LEAVE THEIR HOME.

After packing up their lives into a small car, they found temporary shelter in a rented office space. They lived in constant stress of being discovered and had to find makeshift solutions for basic needs. After two months, a toddler meltdown revealed their location. Emily and her son did not have anyone to turn to; her father had just passed away and her friends all had small one-bedroom apartments.

Emily searched relentlessly for housing options, but she was marginally over the income limit for housing vouchers and supplemental financial assistance because she was still working. She had to prioritize securing housing over transportation and returned her car to the dealership. In a moment of despair, she realized how close she was to being unhoused.

When a housing navigator found an available and safe apartment, Emily finally felt hope – but

the security deposit was out of reach for her fully expended resources. That is when the Crisis Team at Penquis stepped in and lifted Emily’s family out of their precarious situation with the funds they needed to secure the apartment.

Emily and her son now have a home to call their own. Free from fear and debilitating stress, she was able to succeed at work, eventually rising up in the organization to become the executive assistant.

Now she can focus on giving her son the childhood he deserves. Though she has stable housing and employment, she is still trying to build her savings so they are not drained by unexpected expenses like a flat tire.

Emily’s story highlights the harsh reality faced by many hardworking individuals and families who are one medical diagnosis, rent increase, or family emergency away from poverty.

AT HEART OF MAINE UNITED WAY, WE BELIEVE THAT FINANCIAL STABILITY IS POSSIBLE FOR ALL.

We are committed to meeting immediate needs by operating and funding programs throughout our region that provide a lifeline for families when they run out of options. We also recognize the need for long-term solutions, creating opportunities for financial stability and allowing all to thrive.

TURNING YOUR DONATIONS INTO COMMUNITY INVESTMENT & IMPACT

Your support is vital to Heart of Maine United Way’s efforts across Hancock, Penobscot, Piscataquis, Somerset, Washington, and Waldo Counties. Thanks to your generous donations, we can lead and support initiatives like 211, KeepMEWarm, Neighbors United, Bundle, and ALICE. These programs serve 92,959 of our neighbors, from infants to seniors.

Leaders’ Circle donors play a crucial role in our funding strategies, allowing us to support top health and human service programs across our six-county region. An important part of our mission is carried out through our Strategic Investment Grants. This competitive grant program, utilizing volunteer-based review, ensures we create measurable impacts toward

our Opportunity 2028 goals. We proudly fund 40 programs, thanks to your donations, improving the lives of 32,155 individuals and families in our diverse communities.

Additionally, we provide one-time grants through our Innovation and Community Response funds, addressing urgent needs and fostering new ideas. Your contributions make all this possible.

Thank you for your unwavering support!

Learn more about our United Way initiatives, Strategic Investment Grant Partners, Innovation Fund and Community Response grant awardees by scanning the QR code.



INNOVATION FUND

RESPONSE FUND



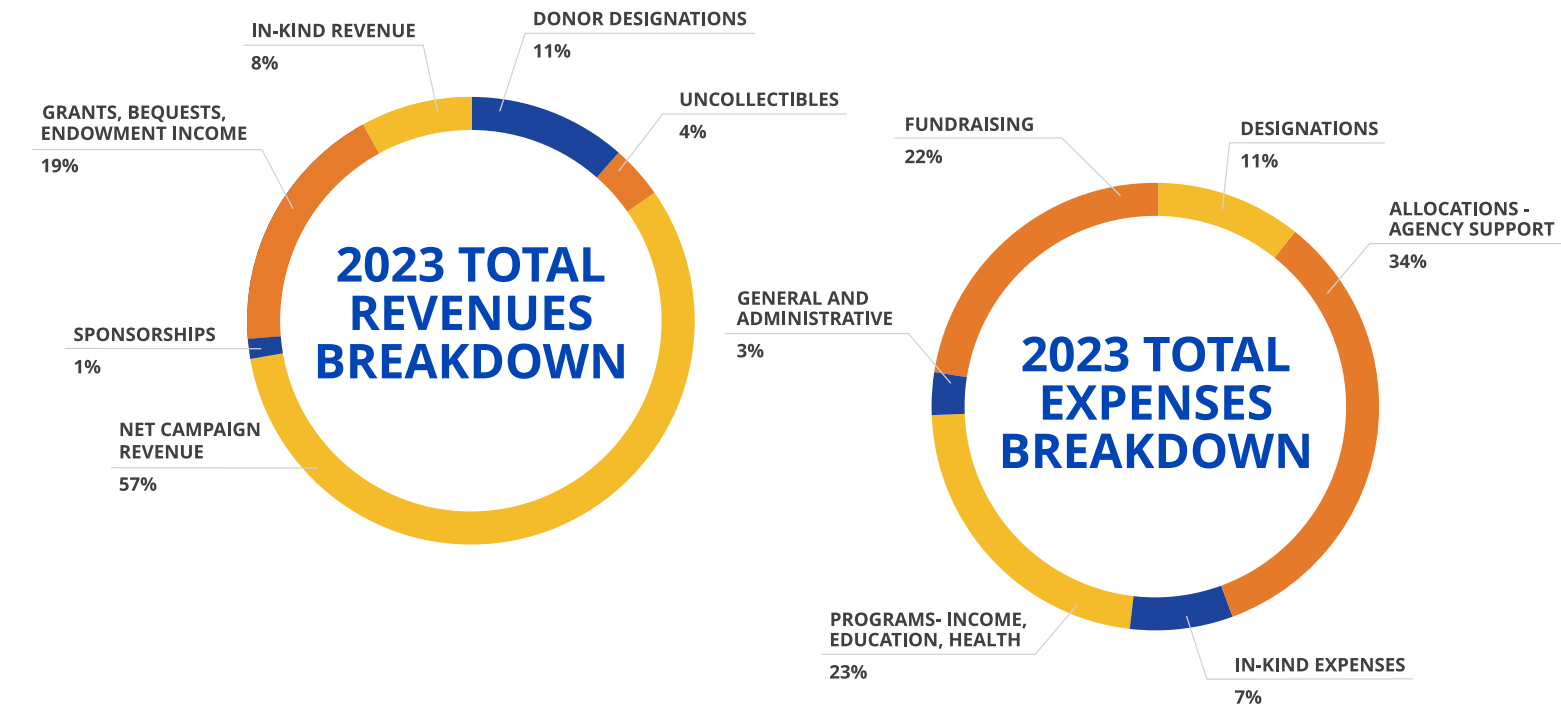
SCAN TO LEARN MORE ABOUT WHAT WE DO



FINANCIALS

Statement of Financial Position as of June 30, 2023

ASSETS	2023	2022	LIABILITIES & NET ASSETS	2023	2022
Cash & Cash Equivalents	524,971	755,161	Liabilities		
Pledges Receivable, Net	449,138	464,196	Accounts Payable	148,781	176,708
Accounts Receivable & Other Assets	90,634	121,737	Agency Allocations Payable	361,326	355,000
Investments	3,950,498	3,624,630	Donor Designations Payable	215,867	246,612
Property & Equipment	81,325	101,670	TOTAL LIABILITIES	\$725,974	\$778,320
Beneficial Interests in Trusts	381,983	362,281	Net Assets		
TOTAL ASSETS	\$5,478,549	\$5,429,675	Unrestricted	1,109,660	1,054,697
			Temporarily Restricted	910,311	883,756
			Permanently Restricted	2,732,604	2,712,902
			TOTAL NET ASSETS	\$4,752,575	\$4,651,355
			TOTAL NET ASSETS & LIABILITIES	\$5,478,549	\$5,429,675



CORNERSTONE COMPANIES

Together, these ten companies and their employees have raised more than half of the Heart of Maine United Way Campaign. They are the foundation and support that our mission is built upon. **Thank you for all of your dedicated and generous efforts!**



Your generous support makes these life-changing interventions possible. By contributing to HoMEUW, you help create a safety net for families like Emily's.

Together, we can drive lasting change, lift up our community, and ensure a better future for all.