UNITED WAY
Southeast Missouri

HAVE YOU MET ALICE®?

You may be closer to
ALICE than you know.

UNITED WAY
Southeast Missouri

16 North Spanish Street
Cape Girardeau, MO 63701

unitedwayofsemo.org

We invest your donations in these programs that help our neighbors.

- Cape Girardeau AEL
- Cape Warming Center
- Boys & Girls Clubs of Southeast Missouri
- Empower Life
- FosterAdopt Connect
- First Call For Help
- Grace Recovery
- Jackson Ministerial Alliance
- Jobs for America's Graduates
- KidSight
- Little Whitewater Food Pantry
- Mississippi Valley Therapeutic Horsemanship
- Oral Health Coalition of Southeast Missouri
- Perry County Senior Center
- Read to Succeed
- Safe House of Southeast Missouri
- South Side Farms
- Street Level
- The Cottage – Domestic Violence Shelter
- United for Childcare
- United We Work
- Voices for Children/CASA

GET TO KNOW ALICE®

ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE may be your friend, neighbor or family member, perhaps even you. ALICE represents essential members of our workforce who earn slightly more than the federal poverty level but not enough to make ends meet, despite working multiple jobs. ALICE households do not qualify for federal assistance, so they may need to visit a food pantry to feed their families and still have money to pay the rent. For ALICE households, the struggle is very real.

UNITED IS THE WAY™
we help everyone.

For several years, United Way of Southeast Missouri has invested in programs to help working people overcome barriers to employment and build financial security. This year, we're joining United Ways across Missouri to introduce ALICE through local, eye-opening data to better demonstrate the financial reality of working people.

ALICE, which stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, represents the backbone of our communities. These are vital, entry-level employees who keep our economy moving. People who work hard and contribute every day, yet still struggle to afford essentials like housing, transportation, even food. ALICE earns too much to qualify for many assistance programs, but one unexpected car repair or medical bill can quickly become a financial crisis.

At United Way of Southeast Missouri, we believe everyone deserves the opportunity to build a stable future. We envision communities where every household can afford the basics, prepare for the unexpected, and invest in what comes next. When families achieve financial stability, children succeed, businesses grow, and entire communities become stronger.

Through our focus on Youth Opportunity, Healthy Communities, Financial Security, and Community Resilience, we invest in solutions that help people move beyond short-term challenges toward lasting stability. By helping workers overcome transportation barriers through United We Work or addressing childcare challenges facing families and employers, your gift to United Way helps create pathways that allow our neighbors not just to survive, but thrive.

37,396
people helped through UWSEMO between 2024-2025

64% **Estimated to live below the Federal Poverty Line**

25% **of households in Missouri are ALICE***

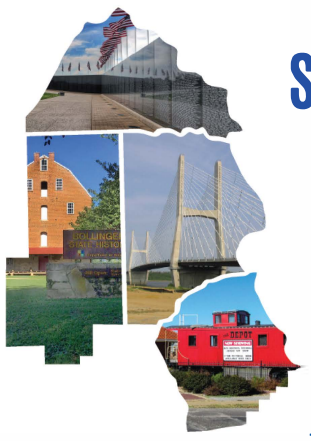
43% **of households in rural Southeast Missouri are ALICE***

*ALICE families and individuals have income above the Federal Poverty Level (FPL) but below what is required for basic necessities like housing and food.

"We didn't know where to turn.

We moved to Missouri hoping for a fresh start, but finding childcare for our son felt impossible. When we didn't know where to turn, United Way stood beside us and helped us stay on track with our education and career goals. Your support gave us hope when we needed it most."

– Danae, served by First Call For Help, United for Childcare, and United We Work



STEWARDING EVERY DOLLAR

Your investment in United Way of Southeast Missouri is guided by local leaders who are committed to making the greatest possible impact.

Our Community Investment Committee, Board of Directors, and Finance Committee are made up of volunteers from across our service area who bring their expertise and local perspective to every decision. They carefully determine funding requests, evaluate community needs, oversee our finances, and ensure every investment aligns with our mission.

Their leadership provides accountability, transparency, and confidence that every dollar entrusted to United Way is managed responsibly and invested where it can make the greatest difference right here in Southeast Missouri.

DONATE TO SUPPORT OUR COMMUNITIES!

Scan the QR code to donate online or mail a check to the address below.

United Way of Southeast Missouri
uw_semo
(573) 334-9634
www.unitedwayofsemo.org
16 North Spanish St. • Cape Girardeau, MO 63701

Gold Transparency 2026 Candid.

Charity Navigator ✦✦✦✦ FOUR-STAR

THANK YOU, CORPORATE INVESTORS

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P&G

Game Changer $10,000+
Fresh healthy café
Ameren Missouri
mondi

Visionary $5,000+
Montgomery Bank – Easier and Friendlier Financial Solutions.
Schnucks

Benefactor $3,000+
John Spear Realtor – Pointing you home.
Commerce Bank
Velosity Electronics
SEMO CPA
Buzzi
Plumino

Supporter $1,000 +
First State Community Bank
Chris Hutson, CFP®, ChFC®, CLU®
Innovative Orthodontics
Southern Bank

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