

MEET THE MOMENT: FOCUS On The Gap(s)!

GLR WEEK 2025 JUL 28-AUG 1 COMMUNICATIONS TOOLKIT

From Struggling to Stability: Elevating the Prospects of ALICE Families
(Asset Limited, Income Constrained, Employed)

Thursday, July 31, 12:30–2 p.m. ET

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- [@UnitedWay](#)
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- [CampaignforGLR](#)
- [United Way](#)
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- [United Way of Frederick County, Maryland](#)
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- [Ayeola Fortune](#)
- [United Way](#)
- [Stephanie Hoopes](#)
- [United Way of Northern New Jersey](#)
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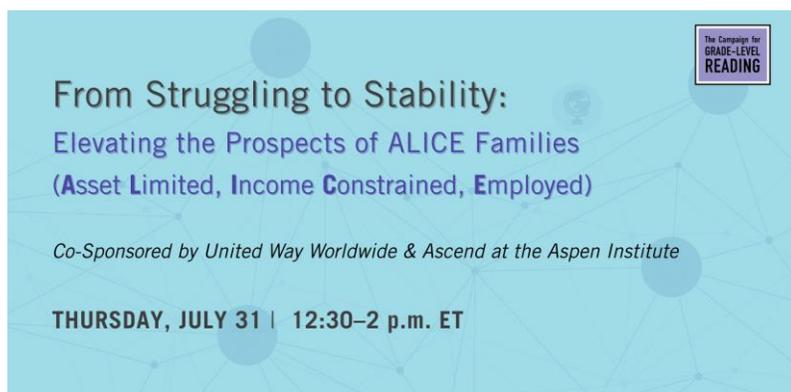
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SESSION GRAPHICS: [DOWNLOAD HERE](#)

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#GLRWEEK SAMPLE SOCIAL MEDIA POSTS

Copy/Paste or use as inspiration to craft your own social media messages!

Twitter/X Post

On Thur 7/31, join [@readingby3rd](#) [@UnitedWay](#) & [@AspenInstitute](#) for [#GLRWeek](#) to learn how United Ways inspiring action, implementing strategies, + advocating for policies for [#ALICE](#) families. [@United4ALICE](#) [@UnitedWayNNJ](#) [@UnitedWayFred](#) [@UWNCA](#) REGISTER: <https://bit.ly/4lkzOOI>

<p>Meta Post</p> <p>+</p> <p>LinkedIn Post</p>	<p>Join Campaign for Grade-Level Reading for #GLRWeek 2025 to hear from our partners at United Way Worldwide and Ascend at the Aspen Institute as they discuss how local United Ways are inspiring action, implementing strategies, and advocating for policies to ensure that all households are on a solid financial footing. #ALICE #LiveUnited Register: https://bit.ly/44yT04C</p> <p>Panelists include: Ayeola Fortune, United Way Worldwide; Stephanie Hoopes, Ph.D., United Way of Northern New Jersey; Scott Mengebier, United Way of the National Capital Area; Ken Oldham, CFRE, LFC '18, United Way of Frederick County, Maryland; Dona Ponepinto, United Way of Pierce County, Washington; and Michelle Roers, United Way of Northern New Jersey.</p> <p>And of course, Marjorie Sims w/ Ascend at the Aspen Institute will moderate this engaging conversation!</p> <p>REGISTER TODAY: https://bit.ly/44yT04C</p>
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NEWSLETTER BLURB:

Thursday, July 31, 12:30-2 p.m. ET

From Struggling to Stability: Elevating the Prospects of ALICE Families

(Asset Limited, Income Constrained, Employed)

A commitment to disrupting the generational cycle of poverty to create more hopeful futures for children growing up in economically challenged families continues to define CGLR’s partnership with United Way Worldwide and Ascend at the Aspen Institute. United Way defines ALICE families as those who earn above the poverty line but not enough to afford the basics. In 2023, 13% of U.S. households earned below the Federal Poverty Level and 29% were ALICE. Local United Ways are forging new relationships with community partners, educators, corporations, and government officials to identify opportunities and build strategies that support ALICE families. Join us for this session to hear from our partners at United Way Worldwide and Ascend at the Aspen Institute as they discuss how local United Ways are inspiring action, implementing strategies, and advocating for policies to ensure that all households are on a solid financial footing.

Panelists: Ayeola Fortune, United Way Worldwide; Stephanie Hoopes, Ph.D., United for ALICE, United Way of Northern New Jersey; Scott Mengebier, United Way of the National Capital Area; Ken Oldham, CFRE, LFC '18, United Way of Frederick County, Maryland; Dona Ponepinto, United Way of Pierce County, Washington; and Michelle Roers, United Way of Northern New Jersey.

Moderator: Marjorie Sims, Ascend at the Aspen Institute.

REGISTER TODAY: <https://bit.ly/44yT04C>