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PRESS RELEASE

FOR IMMEDIATE RELEASE:

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**UNITED WAY OF NORTH IDAHO INVITES COMMUNITY TO SUPPORT LOCAL FAMILIES THIS
AUGUST DURING THE 2026 RIDE FOR A.L.I.C.E.**

WHO: United Way of North Idaho

WHAT: Ride for A.L.I.C.E. campaign and activities

WHERE: Idaho's five northern counties

WHEN: Aug. 1-31

WHY: To raise awareness and funds for programs to assist A.L.I.C.E. families

Community members are invited to ride alongside United Way of North Idaho in a show of support for hardworking local families Aug. 1-31 during the 2026 Ride for A.L.I.C.E. campaign.

A.L.I.C.E. (Asset Limited, Income Constrained, Employed) families are working-class families who live just above the federal poverty level. Although they make ends meet, they often live paycheck to paycheck and are thrust into crisis with one major financial setback such as a medical emergency or loss of transportation. In 2024, the FPL was \$15,060 for a single adult and \$31,200 for a family of four.

Many in North Idaho are among the A.L.I.C.E. population. In 2024, based on the FPL, 11% of Idaho households were defined as being in poverty. This measure did not account for an additional 26% of the state's households – more than twice as many – that were also in financial hardship.

They're teachers, cashiers, childcare providers, home care workers, servers, dishwashers, first responders, baristas, nurses, drivers and more.

They're friends, families and neighbors.

That's why North Idaho rides for A.L.I.C.E.



United Way of North Idaho will share stories of A.L.I.C.E. families throughout the month, as well as spotlight donors and sponsors and why they share their support. Prizes will be awarded after August concludes for photos showcasing creative and unconventional modes of transportation, such as paddle boards, horses or even roller coasters. Share updates on social media using the hashtag #rideforALICE and tagging United Way of North Idaho on Facebook or @uw_northidaho on Instagram. Participants will also be encouraged to track miles they ride via the UWNI Ride for ALICE on strava.com, pledge \$.10/mile throughout the month and share updates to social media.

The fundraising goal is \$5,000 to help support:

- Financial literacy workshops and free professional development for early childhood educators and childcare professionals
- Meals to feed families who attend free Ready for Kindergarten and Parent Café sessions, which support families preparing children for K-12 and provide space for parents to give program feedback and engage in helpful dialogue with other parents
- Books for the UWNI ReadUP program and Dolly Parton's Imagination Library to combat the "summer slide" of reading loss when school is out and to ensure children have books in their homes
- Professional Learning Communities, via partnership with IdahoSTARS, the leading expert and referral source for quality childcare in Idaho

Any support from friends in the community will be appreciated, whether it's a donation toward reaching the fundraising goal, partnering to raise visibility, sponsoring prizes or other creative ways to make this a successful campaign for North Idaho's A.L.I.C.E. families. Sponsors and supporters will be recognized throughout August.

Visit www.uwnorthidaho.org/ride-for-alice or contact United Way of North Idaho resource development manager Devin Weeks at devin@uwnorthidaho.org or 208-667-8112 x 105 for details.

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The mission of United Way of North Idaho is to improve lives by bringing our community together to address its most pressing needs, from youth opportunity and education to financial stability and health. As the North Idaho chapter of United Way, we mobilize individuals and organizations through giving, advocacy and volunteerism to build a stronger, healthier and more resilient community.