



FOR IMMEDIATE RELEASE

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New McLean County COVID-19 Community Care Fund
A Proactive Approach to the Pandemic's Impact on Local Families

BLOOMINGTON, IL (Monday, March 13, 2020) – United Way of McLean County (UWMC) announces a new community fund to mitigate financial damage from the COVID-19 pandemic on local families.

The UWMC Board of Directors voted 15-0 to approve a commitment to immediately invest \$100,000 into a fund to support the youth and families in our community most affected by the COVID-19 emergency.

David Taylor, UWMC President & CEO, explains, “COVID-19 will have far-reaching effects in McLean County, especially among ALICE (Asset Limited, Income Constrained, Employed) households and households in poverty. The best way for us to come together in this complex and fluid situation is to respond in a coordinated fashion, working together in public/private partnerships to support the COVID-19 Community Care Fund.”

In Mclean County, an estimated 12,000 families fall into the ALICE category, which represents households that are working and earning above the poverty line, but cannot afford the basic cost of survival and necessities such as housing, food, child care, healthcare, transportation, and a smartphone. An additional 12,000 households are living in poverty. The COVID-19 safety measures, financial burdens, and health concerns will disproportionately affect these ALICE families and families in poverty.

UWMC staff is establishing partnerships for the organization and implementation of the fund, including but not limited to the City of Bloomington, the Town of Normal, the McLean County Government, and local nonprofits responding to the impact of COVID-19.

United Way's intention is to be not only a pacesetter investor to this fund, but also a key resource along with the Illinois Prairie Community Foundation, in providing an ongoing mechanism for private and



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corporate donations to the fund as the need persists. UWMC will collaborate with public and private partners to ensure the support goes directly to impacted families.

United Way urges citizens to consider donating to their new collective COVID-19 Community Care Fund at covid19.dsgive.us.

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About United Way of McLean County

United Way of McLean County works to meet the most critical needs in McLean County by mobilizing efforts that will create the biggest impact in the community. With a strategic focus on youth and families, they remain dedicated to bettering the lives of neighbors in need by bringing together donors, volunteers, government, non-profits, and businesses to create sustainable solutions. Find out more at uwmclean.org.