



COW KISSING FOR ALICE



A LITTLE FUN. *A Lot of Impact.*

The annual Cow Kissing for ALICE initiative allows United Way of Northern New York to help local families overcome unexpected challenges and move toward greater stability.

**YOUR
IMPACT**
July 2025 -
June 2026



Because of you, neighbors are stronger.

ALICE stands for Asset Limited, Income Constrained, Employed - individuals who are working hard but struggling to afford the basics.

For ALICE families, one unexpected expense can change everything.

Your support helps our neighbors:

- ✓ maintain transportation
- ✓ access childcare
- ✓ create stability at home
- ✓ navigate unexpected challenges with dignity and hope



Proceeds from last year's
Cow Kissing for ALICE event helped:

34 Lewis County families

78 neighbors, including **42** children and **4** seniors

overcome barriers, maintain stability
& continue moving forward

Thank you!

Your support reminds our neighbors that when life gets difficult, their community is here to help.

Help write the next story.

Scan here to support this
year's Cow Kissing for
ALICE



UNITED WAY
Northern New York

LIVE UNITED®

BEHIND EVERY NUMBER

is a Neighbor.

A Lewis County family was doing everything they could to build a stable future. Both parents were working. They were raising four children and had opened their home to a child during a difficult family situation.

Then they hit a barrier familiar to many ALICE families - childcare.

When assistance they relied on was temporarily unavailable, the cost of care threatened their ability to continue working.

Because of support from Cow Kissing for ALICE, United Way helped bridge the gap, connecting the family with a short-term solution that allowed the parents to maintain employment and their children to continue receiving safe, reliable care.



Sometimes an unexpected challenge can feel overwhelming. Knowing our community was there to help made a real difference.



To learn more or get involved, visit
<https://unitedway-nny.org>