



**COMMUNITY
FOUNDATION**
A DIVISION OF UNITED WAY OF VOLUSIA AND FLAGLER COUNTIES



Volusia-Flagler Counties

EXPERIMENTAL

CREATING AHA MOMENTS

WITH A.L.I.C.E

MARKETING

MEET THE

Flexible with the environments



Seated, Moving, Seminar



Can play at different levels of time management



Customizable



Local ALICE DATA



Focus ALICE Groups



MEET THE JOHNSONS

An A.L.I.C.E. Household



BACKGROUND



About Us

The Johnson Family is a family of four.

- Isabella Johnson, 45 is a Teacher at Old Kings Elementary (Flagler)
- Edward Johnson, 48 is a Firefighter in Daytona Beach (Volusia)
- Sasha Johnson is a 3rd Grader at Old Kings Elementary (Flagler)
- Elijah Johnson is 3 and is in Daycare in Daytona Beach (Volusia)

Notes

Edward Johnson is a firefighter who works the night shifts while Isabella teaches in the morning through the afternoon. Isabella also teaches in Flagler while her son Elijah attends daycare in Volusia. In order to teach in Flagler the Johnsons have to pay childcare for both children. The Johnsons also only have one car.

Finances

The Johnsons make \$93,360 a year

Isabella's monthly Salary: \$4,030

Edward's monthly Salary: \$3,750

Total Monthly Salary: \$7,780

First of the Month

First of the month for A.L.I.C.E. Households can be the hardest.
Having many bills due all at once.

INVOICE

INVOICE #	CUSTOMER ID
272826	286

BILL TO

Johnson Family
3725 Dunlawton Ave.
Daytona Beach, FL 32114

Description	Quantity	Amount
Rent		\$1,200
Two Cell Phone Plan		\$120
Utilities		\$360
Car, Insurance, and Gas		\$800
Health Care		\$950
Tax		\$1,550
	Total	\$4,980

Remainder \$2,800



HOUSING



The Johnsons had been having trouble with their air conditioner for a few days. They noticed that the air conditioner was not as cool as it should be, and it was making strange noises. Because the Johnsons rent typically the air conditioner would be covered but the landlord can't fix it until another month, so they took matters into their own hands.

Fix it Yourself

OR

Hire a Professional

Fix it Yourself



They decided to take matters into their own hands and fix it. They found that the filter was clogged with dirt, which was causing the air to flow poorly. They also noticed that the fan blades were bent, so they straightened them out carefully. To their relief, the air was now blowing cold, and the strange noises were gone. The Johnsons had successfully fixed their air conditioner, saving them the cost of a professional repair.

Pay \$50 for home repairs

Hire a Professional

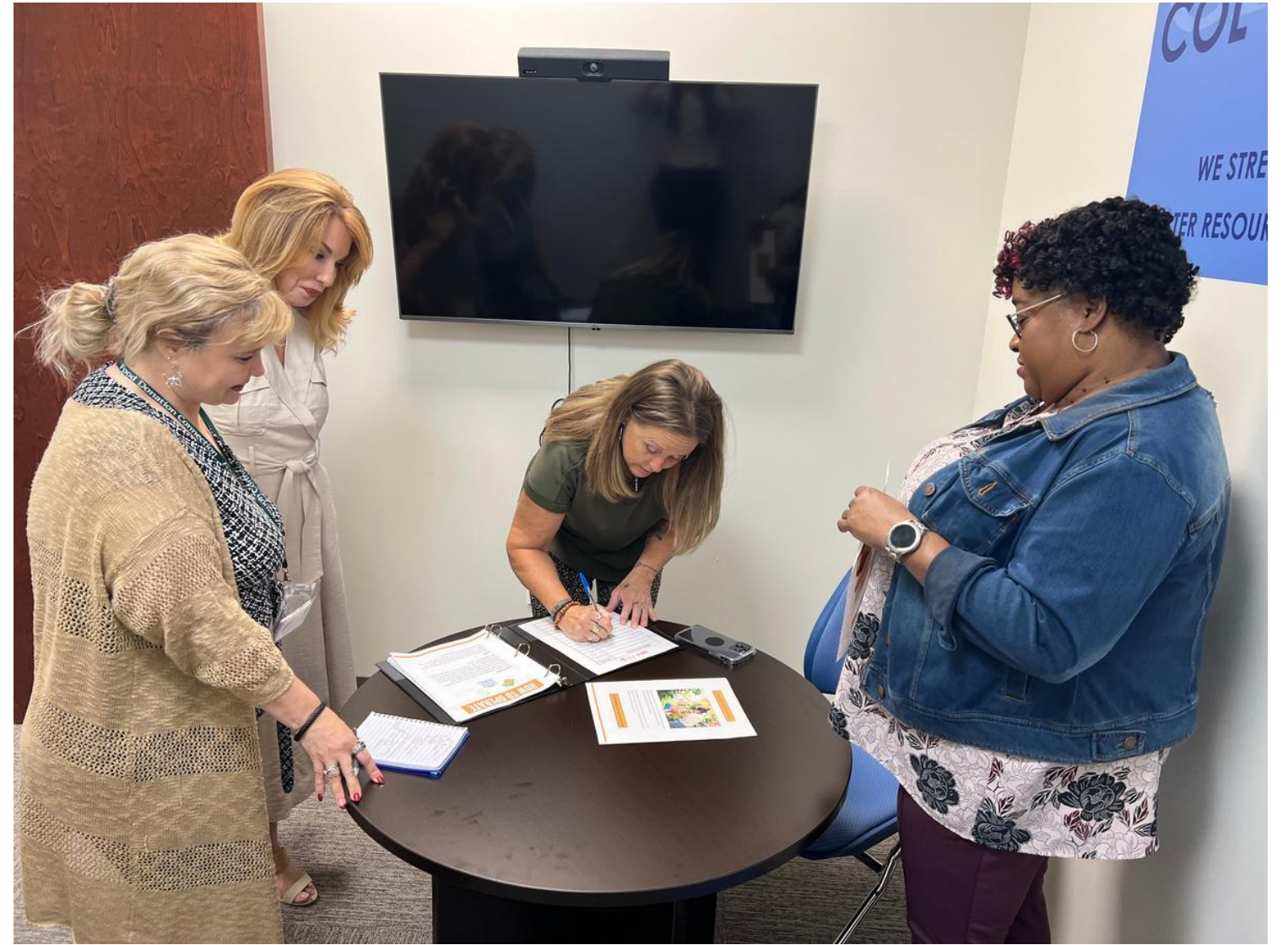


They decided to take call a professional. Jim the air conditioner technician found that the filter was clogged with dirt, causing the air to flow poorly. After replacing it he also noticed that the fan blades were bent, so he straightened out the blade. Jim was there for about an hour and a half.

Pay \$350 For the Professional

MEET THE

JOHNSHONS



A.L.I.C.E Smartie Game

Easy to introduce A.L.I.C.E

Typically Shorter Time

Shows the importance

A. L. I. C. E.

Asset Limited, Income Constrained, Employed

A.L.I.C.E. HOUSEHOLD SURVIVAL GAME
 You are a family of 4 with 2 children ages 7 and 2. Both parents work full time. You must place candies in every row. How will you spend your money?



Category	Level 1 (Red)	Level 2 (Yellow)	Level 3 (Blue)
Transportation	You walk or bike everywhere because there is no public transportation.	You walk, bike, or take public transportation.	You finance an automobile, so you can travel as needed.
Child Care	You leave your children alone at home or with the oldest sibling in charge.	Children enrolled in an unlicensed child-care facility.	Children enrolled in a licensed child-care facility.
After School	You leave your children with neighbor or relative.	Children go to after school program.	Children go to after school programs and have a math or reading tutor, or guitar or dance lessons.
Food	You have 1 unbalanced meal per day.	You eat 2 semi-balanced meals per day.	You enjoy 3 home cooked or well-prepared and balanced meals everyday.
Housing	You stay in a long-term hotel rental with 1 bathroom. No laundry.	You rent a 2-bed apt, 1 bath, balcony, covered parking, communal laundry in building.	You own at least a 2-bed, 1-bath house, with small fenced yard, dishwasher and laundry.
Health Care	You have no health insurance so you pay for all medical costs.	You have limited health insurance for yourself - No coverage for family.	Health and/or dental plan for entire family.
Resources	Can afford clothing, toiletries, limited cell phone plan. (no cable)	You can afford clothing, toiletries, a smart phone and cable.	You can afford clothing, toiletries, a smart phone, cable, and a home computer with internet.
Savings	No money put away into savings, all spent on necessities.	Little money put into savings for emergencies.	Money put into savings account, college plan.



A.L.I.C.E.

Asset Limited, Income Constrained, Employed

A.L.I.C.E. HOUSEHOLD SURVIVAL GAME

You are a family of 4 with 2 children ages 7 and 2. Both parents work full time. You must place candies in every row. How will you spend your money?



Transportation



You walk or bike everywhere because there is no public transportation.

You walk, bike, or take public transportation.

You finance an automobile, so you can travel as needed.

Child Care



You leave your children alone at home or with the oldest sibling in charge.

Children enrolled in an unlicensed child-care facility.

Children enrolled in a licensed child-care facility.

After School



You leave your children with neighbor or relative.

Children go to after school program.

Children go to after school programs and have a math or reading tutor, or guitar or dance lessons.

Food



You have 1 unbalanced meal per day.

You eat 2 semi-balanced meals per day.

You enjoy 3 home cooked or well-prepared and balanced meals everyday.

Housing



You stay in a long-term hotel rental with 1 bathroom. No laundry.

You rent a 2-bed apt, 1 bath, balcony, covered parking, communal laundry in building.

You own at least a 2-bed, 1-bath house, with small fenced yard, dishwasher and laundry.

Health Care



You have no health insurance so you pay for all medical costs.

You have limited health insurance for yourself - No coverage for family.

Health and/or dental plan for entire family.

Resources



Can afford clothing, toiletries, limited cell phone plan. (no cable)

You can afford clothing, toiletries, a smart phone and cable.

You can afford clothing, toiletries, a smart phone, cable, and a home computer with internet.

Savings



No money put away into savings, all spent on necessities.

Little money put into savings for emergencies.

Money put into savings account, college plan.



RESOURCES



Google Drive

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A.L.I.C.E. HOUSEHOLD SURVIVAL GAME
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Category	Scenario	A.L.I.C.E. Status
Transportation	You walk or bike everywhere because there is no public transportation.	Asset Limited
	You walk, bike, or take public transportation.	Income Constrained
Child Care	You leave your children alone at home or with the oldest sibling in charge.	Asset Limited
	Children enrolled in an unlicensed child-care facility.	Income Constrained
After School	You leave your children with neighbor or relative.	Asset Limited
	Children go to after school program.	Income Constrained
Food	You have 1 unbalanced meal per day.	Asset Limited
	You eat 2 semi-balanced meals per day.	Income Constrained
Housing	You stay in a long-term hotel rental with 1 bathroom. No laundry.	Asset Limited
	You rent a 2-bed apt, 1 bath, balcony, covered parking, communal laundry in building.	Income Constrained
Health Care	You have no health insurance so you pay for all medical costs.	Asset Limited
	You have limited health insurance for yourself - No coverage for family.	Income Constrained
Resources	Can afford clothing, toiletries, limited cell phone plan. (no cable)	Asset Limited
	You can afford clothing, toiletries, a smart phone and cable.	Income Constrained
Savings	No money put away into savings, all spent on necessities.	Asset Limited
	Little money put into savings for emergencies.	Income Constrained
Additional Scenarios	You finance an automobile, so you can travel as needed.	Income Constrained
	Children enrolled in a licensed child-care facility.	Income Constrained
Additional Scenarios	Children go to after school programs and have a math or reading tutor, or guitar or dance lessons.	Income Constrained
	You enjoy 3 home cooked or well-prepared and balanced meals everyday.	Income Constrained
Additional Scenarios	You own at least a 2-bed, 1-bath house, with small fenced yard, dishwasher and laundry.	Income Constrained
	Health and/or dental plan for entire family.	Income Constrained
Additional Scenarios	You can afford clothing, toiletries, a smart phone, cable, and a home computer with internet.	Income Constrained
	Money put into savings account, college plan.	Income Constrained

THANK YOU



**COMMUNITY
FOUNDATION**

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