



United Way of the Bay Area invites you to attend

FINDING COMMON GROUND: EXPLORING BARRIERS TO PROSPERITY FOR BAY AREA WORKING FAMILIES

New, nine-county study reveals Bay Area families are working hard but staying poor

WHEN:

Tuesday, September 28, 2004

Registration: 8:45 AM

Press Briefing –
Report Findings:

9:00 AM – 9:30 AM

Forum: 9:30 – 11:00

WHERE:

The Commonwealth Club
Blue Room

595 Market Street
San Francisco

SPACE IS LIMITED:

Send an email to
bottomline@uwba.org
to reserve a seat



United Way
of the Bay Area

221 Main Street
Suite 300
San Francisco, CA 94105
www.uwba.org

PRESS BRIEFING - 9:00 - 9:30 A.M.

United Way of the Bay Area will release *“The Bottom Line: Setting the Real Standard for Bay Area Working Families,”* a new report which measures the cost of living on a county-by-county basis and documents the number of families that have incomes too low to meet their basic needs in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties.

FORUM - 9:30-11:00AM

A panel of distinguished leaders, moderated by **Bruce Kern, Executive Director of Economic Development Alliance for Business**, will explore collaborative solutions to help Bay Area families become self-sufficient. Issues they will address include:

- What are the most difficult choices the Bay Area has to make to promote self-sufficiency?
- What initiatives can policymakers, business leaders and advocates undertake, individually and together, to help working families become self-sufficient?

PANELISTS:

United Way of the Bay Area

Anne Wilson

Bay Area Council

Jim Wunderman

UC Berkeley Center for Labor, Research &
Education

Steven Pitts

Low Income Families Empowerment through
Education

Diana Spatz

National Economic Development and Law
Center

Tse Ming Tam

WHO: This event is designed for members of the business community, community-based organizations, public agency staff, advocacy groups, grassroots organizations, elected officials/staff, labor leaders, and anyone else interested in issues affecting people struggling to make ends meet in the Bay Area.