



**Mobile Prosperity: UP Orlando Outbound**



United Against Poverty’s Mobile Prosperity Program brings critical support to those living in Central Florida food deserts – USDA-designated areas that are low income/low access – and other high need areas. The Mobile Prosperity program began in 2020 during the pandemic with funding from the federal CARES Act, but was discontinued in 2022 when the funds expired. With the relaunch, UP Orlando is committed to taking our services to those in need, because everyone deserves nutritious food, healthcare, and the support and resources needed to achieve economic self-sufficiency.

**The Changing Face of Poverty**

For many Central Florida individuals and families, the rising cost of living is making it harder to make ends meet. It now costs approximately \$35,424 for a single adult and \$93,228 for a family of four to cover basic costs in Central Florida. These numbers are more than double what the federal government defines as the poverty level for individuals and families. New college graduates in our community earn an average starting salary of \$35,348 – just below the “survival” point. It is evident that housing unaffordability and increased food and other costs have redefined the parameters of economic self-sufficiency and the reality of poverty.

Monthly Costs	2 Adults, 2 Kids
Housing	\$1,595
Child Care	\$1,544
Food	\$1,605
Transportation	\$1,501
Healthcare	\$803
Technology	\$100
Miscellaneous	\$621
<b>TOTAL</b>	<b>\$7,769</b>
<b>ANNUAL TOTAL</b>	<b>\$93,228</b>

In 2024, UP Orlando saw an increase of more than 50% in requests for services -- from those deemed “the working poor,” and from fixed-income seniors, college students, and many others who are no longer “getting by.” With household incomes stretched so thin, many people are just one paycheck or unexpected expense from homelessness.

**Mobile Prosperity Markets and Costs**

Initial outbound runs have been made to Orlando’s downtown Parramore community, with the support of District 5 City Commissioner Shan Rose. To sustain that service and add new markets, we are seeking partnerships with individuals, companies, and public and private nonprofits looking to make an impact in their communities.

Estimated costs for a year of Mobile Prosperity in one community is \$60,000 – covering the truck driver; staffing, to include a crisis navigator and a service coordinator; fuel and related transport costs; and insurance. UP Orlando will provide the food/grocery items, along with any needed hygiene or basic medical supplies, and the Florida Blue Foundation has provided generous grant funding to cover the costs of the refrigerated trucks to transport fresh produce and grocery items for the outbound runs.

To sponsor a community and a year’s worth of Mobile Prosperity, or to contribute, please contact Anjali Vaya, Executive Director – UP Orlando: [avaya@unitedagainstopoverty.org](mailto:avaya@unitedagainstopoverty.org) or 407-650-0774 ext. 414.