



## News & Updates

November 4, 2025 | 2

### This Week's Message:

We all feel it—even if few want to say it out loud. The gap between upper-income and working-class families in Central Florida is widening. While the average wage in the Orlando–Kissimmee–Sanford area hovers around \$75,000, that number masks a painful truth: many families are living paycheck to paycheck, with rent, utilities, and groceries rising faster than wages.

The cost of living in Orlando is now over 7% higher than the national average and for many, the math just doesn't work anymore. Nearly half of Florida households now fall below the ALICE Threshold (Asset Limited, Income Constrained, Employed), a term describing households that earn above the federal poverty level but still struggle to cover basic expenses like housing, food, and healthcare. This data comes from the 2023 ALICE report by United Way of Central Florida and United For ALICE, which highlights the financial challenges faced by many in our community. This widening gap between those getting by and those falling behind is driven largely by a shortage of affordable housing and wages that don't keep pace with living costs.

Local organizations have stepped up to address these challenges. Habitat for Humanity Seminole–Apopka's Executive Build program helps families secure affordable homes, while HANDS of Central Florida offers free financial counseling and homebuyer education to empower residents. Workforce initiatives like iBuild Central Florida train skilled tradespeople to fill critical jobs and build sustainable careers.

PalClub exists to complement these efforts by providing practical support and trusted resources



### Partner Spotlight: BrightEra Services – Clean Water for Every Home

We're teaming up with **BrightEra Services** to bring advanced water filtration systems directly to the families who need them most. Through door-to-door outreach and trusted messaging, PalClub will help homeowners discover affordable, effective solutions for cleaner, healthier water.

#### What BrightEra Offers:

- Whole-home water filtration systems
- Local installation and service across Central Florida
- Transparent pricing and proven results

#### PalClub's Role:

- Direct marketing via neighborhood outreach
- Weekly features in *PalClub Connections*
- Lead generation and warm referrals

**Why It Matters:** Clean water isn't a luxury—it's a necessity. And in a time when every dollar

focused on everyday sustainability and employment opportunities in construction and building services trades. We believe in meeting families where they are with real solutions and hope for a better future. For us, Sustainability isn't about luxury upgrades or greenwashed products. It's about helping families make it through the month with dignity. It's about keeping homes running, jobs flowing, and hope alive.

#### We are committed to continuously seeking out:

- Sustainable business opportunities and job postings
- Good deals and discounts from our trusted sponsors
- Practical tools and guides to stretch household budgets
- Community-powered solutions that build real resilience

We're not here to sell hope—we're here to deliver it. Our purpose is to be a resource for those who want to pursue sustainability as a means to improve their budgets, health, and lifestyles. In this issue, we spotlight a partner who shares our mission.

Looking ahead, future issues will feature Employment Opportunity Spotlights, PalClub Sponsor Profiles, and more practical resources to support our community's resilience and growth.

counts, BrightEra's systems offer long-term savings and peace of mind.

#### Check them out at

<https://brighterainc.com/water-filtration-systems-in-orlando/>

#### □ What's Next for PalClub

We're building contractor-powered content to help homeowners stay resilient—without breaking the bank. If you're a tradesperson, vendor, or service provider who wants to contribute tips, guides, or training modules, we want to hear from you.

#### Coming Soon:

- "Survive the Month" homeowner checklist
- Workforce development funnel for mission-aligned staffing
- Founding Supporter recognition for donors and sponsors
- Local vendor deals and spotlight features



## Final Word

PalClub is more than a platform—it's a support system. We stand with families facing serious financial challenges and are bringing together partners committed to practical solutions and hope. If you see what we see, join us.

- Become a Founding Supporter
- Submit your trade tips or vendor offers
- Refer a family who needs help

We are completely rebuilding our website to facilitate this level of enhanced cooperation and participation and will be making a major announcement as soon as we're ready to GO LIVE. Until then, feel free to reach out to me directly at 407-399-5081, or

[Paul@PalClub.pro](mailto:Paul@PalClub.pro). You can also see our current profile at [www.PalClub.pro](http://www.PalClub.pro). See you again next week!

**Paul Johnson**  
Founding Pal



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