

## **Glossary of United Way Terms**

**Advocate** ~ speaking out to improve education, income, and health, reaching out to members of Congress, or wearing the LIVE UNITED shirt to show your support. Helping inspire hope and create opportunities for a better tomorrow. Do it in public. Be visible. Be loud.

**Advancing the Common Good** ~ a phrase that expresses the desire to change systems to help everyone, to create long-lasting changes by addressing underlying causes of the problems in our community.

**Average Gift** ~ total gift of employees divided by the number of givers.

**Building Blocks** ~ a phrase used to describe skills needed for a good life. United Way of Hancock County believes that the Building Blocks of a good life are education, income and health.

**Cabinet Meeting** ~ a key campaign meeting held for the purpose of receiving reports and information from Cabinet members and discussing the strategic plan, implementation and problem solving aspects of the annual campaign.

**Campaign Cabinet** ~ high profile business leaders who volunteer to oversee specific divisions within the United Way campaign.

**Campaign Chair** ~ the chief volunteer leader of the United Way Campaign.

**Community Kickoff** ~ the formal start of the campaign in the community.

**Campaign Goal**~ the overall campaign goal established by the Campaign Cabinet and approved by the United Way Board of Trustees.

**Community Solutions Committee (CSC)** ~ a group of volunteers that make grant recommendations to the United Way Board of Trustees after extensive review of applications for grant funding by partner agencies.

**Corporate Gift** ~ an annual contribution made in the name of the company, separate and apart from employee giving.

**Corporate Match** ~ an annual contribution that is made by the company that is related in some way to the employee campaign amount.

**Campaign Supplies** ~ materials used in the campaign, such as: pledge forms, brochures, posters, campaign video, etc.

**Campaign Video** – video that is made available on DVD or through the United Way of Hancock County Web site. It is used as an educational and informational tool to enhance giving and to inform local audiences about the results of their United Way investment.

**Days of Caring** ~ designated days in which employers allow individuals to spend part or all of two days at local non-profit organizations. The volunteers complete projects that the non-profit organizations would not otherwise be able to complete. Days of Caring also creates and fosters the relationship between the two entities.

**Direct Mail** ~ an appeal made through the mail for campaign donations.

**Distinguished Volunteer of the Year** - Each year, a United Way committee of volunteers selects a person to receive the honor of "Distinguished Volunteer." This award has been presented since 1982 to an individual who exemplifies the spirit of philanthropy.

**Division** ~ a grouping of giving entities by United Way according to similarities in their makeup. Such groupings are often based on size, trade classification, profession, geographic location or a combination of these factors.

**Employee Giving** – the contributions of employees at their place of employment, accomplished most successfully and effectively through a payroll deduction plan.

**Education** ~ a building block for a good life, helping children, youth and adults achieve their potential.

**Final Report** – the results of an organization's completed campaign which includes total dollar amount, number of contributors, total cash, total payroll deduction and number of givers.

**Gaslight Society** ~ named for the historical Findlay Gas Light Company, this society celebrates members of our community who have pledged to invest in United Way of Hancock County at a level of \$750 or more for the year. The Gaslight Society members are listed in the annual report and are invited to a special reception each year.

**Gift-In-Kind** ~ contributions by companies of their services or products at no charge to the United Way of Hancock County to help reduce the administrative costs of the organization.

**Grant** ~ funds distributed to partner agencies for the purpose of providing high priority needs in Hancock County. United Way of Hancock County grants are determined by the Impact Team members, all of whom are volunteers. Grants are awarded for specific programs that are proven to achieve maximum, measurable outcomes.

**Health** ~ a building block for a good life, improving people's health.

**Impact Team** ~ the groups of community leaders who review grant applications and who determine amounts granted to partner agencies. There are three impact teams; health, education and income.

**Income** ~ a building block for a good life, promoting financial stability and independence.

**In-House Chair** ~ the important position of managing a workplace fundraising effort for United Way of Hancock County. In-house chairs are critical to a successful overall campaign.

**Investment** ~ the term used by United Way of Hancock County to describe the money contributed by the community. This term is used because United Way of Hancock County views contributions as a way to improve the community and receive back a better life for all.

Programs and Services ~ the organized assistance provided to community members in need by partner agencies in Hancock County.

**Investor's Choice Form** ~ a form used if a donor has a special interest. This form allows the donor to indicate that a portion of his/her United Way investment will go to a particular Impact Area, or a specific United Way funded program or service. You can also use this form to send your investment to another United Way in a different county. Each "investor's choice" must be \$25 or more.

**Leadership Givers** – community members who give at \$750 or more annually. More commonly know as Gaslight Society Members.

**Live United** ~ the credo adopted by United Way of Hancock County that makes clear that underneath it all, we are connected, interdependent, united. And when we reach out a hand to one (United Way) we influence the condition of all.

**Pacesetters** ~ companies who run their internal employee campaign prior to the Community Kickoff. Pacesetters distribute and collect pledge forms from employees early but will also sometimes hold special events throughout the regular campaign time frame. Pacesetters have the opportunity to test practices and help to determine the fund raising climate for the general drive. The campaign total from Pacesetters is announced publicly and used to jumpstart the general campaign.

**Partial Report** ~ an interim status report of a company's campaign submitted in a report envelope and indicated as "Partial."

**Partner Agency** ~ local non-profit agencies who have applied for and been accepted as an agency that can receive grant funds from United Way of Hancock County.

**Payroll Deduction** ~ an opportunity for employees to spread their giving over a period of time through authorized deductions each payday.

**Per Capita Gift** ~ The campaign measurement arrived at by dividing the total employee and corporate gift by the total number of employees at the company.

**Percent Participation** ~ the number of givers divided by the number of employees.

**Planned Gifts** ~ A gift planning technique used by donors to give gifts of appreciated assets during their lifetime and beyond.

**Pledge** ~ a promise to make a United Way investment in installments over a specified period of time (no longer than a year).

**Pledge Form** ~ used by corporations, employee groups, and all individuals to make contributions.

**Pocket Guide** ~ a guide to terms, best practices and contact information regarding the annual campaign. And, it fits in a pocket.

**Report Envelope** ~ the envelope form that is provided by the United Way in which the account workplace places its campaign results, pledge forms and payments.

**Speakers Bureau** ~ a group of individuals who are well-informed and dynamic speakers and whose job is to appear before employee groups and others to enlist support for the campaign. Members of the speakers bureau are typically cabinet members, agency directors or employees, account managers, volunteers or United Way staff.

**Special Events** ~ internal fundraising efforts beyond the completion of pledge forms. Many times, special events are planned to attract positive attention to the campaign, keep people informed and to motivate employees to give.(raffles, bake sales, etc.)

**Young Leaders Society** ~ The Young Leaders Society's main objective is to prepare and inspire members, in their 20s, 30s and 40s, for leadership roles within the community. Members participate in networking opportunities through social events and volunteerism while also learning about philanthropy, and needs in our community.